

STATE LEADERSHIP CONFERENCE BROADCASTERS

SHINING LIGHT | SPREADING HOPE | SUPPORTING COMMUNITIES

DATE: TUESDAY, MAY 11 | TIME: 12 – 3 P.M. ET

- Broadcast champion Sen. Maria Cantwell (WA) will make keynote remarks and sit down with NAB President and CEO Gordon Smith for a Q-and-A.
- Address by FCC Acting Chairwoman Jessica Rosenworcel.
- State of the Industry remarks from Sen. Smith.
- Comprehensive Government Relations and Legal briefing moderated by Curtis LeGeyt, with staff from the NAB Government Relations and Legal teams.
- An appearance by President of Hearst Television and NAB Joint Board of Directors Chair Jordan Wertlieb.



MUSICAL ENTERTAINMENT FROM CHRIS JANSON AND RACHEL PLATTEN

IN ADDITION, WE WILL HAVE SESSIONS ON THE DAYS LEADING UP TO SLC. THEY INCLUDE:

- A panel led by NAB Chief Diversity Officer Michelle Duke titled “*Diversity Best Practices and Trends: How to Develop the Best Strategy for Your Organization.*” As U.S. demographics shift and social injustice issues continue to rise to the forefront, Diversity, Equity and Inclusion (DE&I) have become a priority for many broadcast companies. Many organizations have integrated DE&I into their business strategies and this session will examine tried and true best practices and explore emerging trends in the DE&I space. Sarah Harris, vice president, Social Impact, Audacy, and Katherine Barnett, senior vice president, Human Resources, Hearst Television, will offer tips on how you can begin or build upon a customized business case for diversity for your organization.
- A one-on-one discussion with Sen. Smith and Rep. G.K. Butterfield (NC-1) regarding the diversity tax certificate.
- A panel of journalists moderated by Sen. Smith titled “*Covering the Biden White House.*” The session will feature CBS News Radio White House Correspondent Steven Portnoy, ABC News Correspondent Karen Travers and Senior White House Reporter at NBC News Digital Shannon Pettypiece. The panel will discuss similarities and differences between the Trump and Biden administrations’ relationship with the press, the effects of the COVID-19 pandemic on White House news coverage, the role of the daily press briefing and the challenges of the 24/7 news cycle.
- Two fundraisers for members of Congress important to broadcasters, including Rep. Cathy McMorris Rodgers (WA-05), ranking member of the House Energy and Commerce Committee and Sen. Ron Wyden (OR), Chairman of the Senate Finance Committee.

2021 STATE LEADERSHIP CONFERENCE AGENDA

TUESDAY, MAY 4

**Diversity Best Practices and Trends: How to Develop the Best Strategy for Your Organization – 12 p.m. ET Online session*

Panel led by NAB Chief Diversity Officer Michelle Duke.

WEDNESDAY, MAY 5

**Journalism Panel: Covering the Biden White House – 12 p.m. ET Online session*

Panel moderated by NAB President and CEO Gordon H. Smith.

THURSDAY, MAY 6

Rep. Cathy McMorris Rodgers Fundraiser – 5 p.m. ET [To RSVP email pac@nab.org](mailto:pac@nab.org)

Rep. Cathy McMorris Rodgers (WA-05), ranking member of the House Energy and Commerce Committee.

FRIDAY, MAY 7

Kahoot! – 3 p.m. ET

Please join us for Kahoot! A chance to win prizes, relax and have some fun with your broadcast colleagues. Visit kahoot.it on your laptop or smartphone and enter the game PIN (will be supplied at the beginning of the session) to play along.

MONDAY, MAY 10

Rep. G.K. Butterfield remarks and Q-and-A with Sen. Smith – 12 p.m. ET

A one-on-one discussion with Sen. Smith and Rep. G.K. Butterfield (NC-01) regarding the diversity tax certificate.

Sen. Ron Wyden Fundraiser – 6 p.m. ET [To RSVP email pac@nab.org](mailto:pac@nab.org)

Sen. Ron Wyden (OR), Chairman of the Senate Finance Committee.

TUESDAY, MAY 11

***2021 STATE LEADERSHIP CONFERENCE 12–3 P.M. ET**

THURSDAY, MAY 13

Unwind and Rewind with NABPAC – 4 p.m. ET [To RSVP email pac@nab.org](mailto:pac@nab.org)

Post-SLC virtual happy hour with the National Association of Broadcasters Political Action Committee.

**Online sessions will be available on the date listed at nab.org/slc.*