

DAY	TIME	EVENT	Room
WEDNESDAY September 8	9:00 am - 2:00 pm	Exhibitor Move-In	Queen Anne
	9:00 am - 5:00 pm	Registration Open (Inside Exhibit Hall)	Queen Anne
	10:30 am - 1:00 pm	LAB Board Lunch / Meeting	Royal Salon
	1:30 pm - 2:30 pm	General Session: Welcome - LAB Chairman Joel Vilmenay - Introduce FBI Special Agent Malcolm (Jerry) Bezet - "China's Threat to the United States and what happens when the media is owned by the Government"	Royal ABCD
	2:30 pm - 3:00 pm	Break in Exhibit Hall	Queen Anne
	3:00 pm - 4:00 pm	Kelly Wirges Pro Max Training & Consulting - Leading through Change It is an understatement to say that leading and managing is challenging in today's competitive, complex and changing environment. Creating a top-performing team takes different skill sets than it did just a few years ago. This session will identify the mission and focus of top-performing leaders and companies. It describes how to ensure goals are met, motivate the team and create a work environment that is both rewarding and enjoyable.	Royal ABCD
	5:00 pm - 7:00 pm	Opening Reception in Exhibit Hall	Queen Anne
	7:30 pm - 9:00 pm	Board Dinner (off site)	TBD
THURSDAY September 9	7:30 am - 8:30 am	Breakfast in Exhibit Hall	Queen Anne
	7:30 am - 3:00 pm	Exhibit Hall Open	Queen Anne
	8:30 am - 9:30 am	LAB General Membership Meeting	Royal Salon
	9:30 am - 4:00 pm	Engineering Conference – See Separate Schedule	Royal A & B
	9:45 am - 11:00 am	Management: Stop the Hack- Special Agent Corey Harris, FBI New Orleans- Cyber Security for Broadcasters – In this session SA Harris will give you an overview on the do's & don'ts of Cyber Security.	Royal Salon
	9:45 am - 11:00 am	News: Kevin Benz - 5 Ways to Love Your Work (And Maybe Your Newsroom) Newsrooms are notorious for being (politely) not great places to work. And journalism is hard—demanding long hours against long odds, covering tragic events in foreboding places. Still, we are called to this work because it is so important. There are ways you can make a difference in building better mental health while creating better working conditions for yourself and your newsroom colleagues. From the guy who brought you "No more assholes in the newsroom," newsroom coach Kevin Benz shares 5 simple answers to "why should I go to work today?," both inspirational and pragmatic. For those journalists who make the magic happen every day and for new journalists just entering the field — you might not learn to "love" your newsroom, but you might at least find more mindfulness and enjoy your work a little more.	Royal C

9:45 am - 11:00 am	<p>Sales: Kelly Wirges Pro Max Training & Consulting Sales-X-treme Everyone’s talking about the “return to normal” with our sales and business practices. However, we are embarking on a new frontier, one that operates differently. A hybrid world that consists of successful methods of the past augmented with today’s advanced solutions, all of which are focused on customers’ new buying behaviors. We are evolving and creating an innovative sales and marketing paradigm. Yet, one constant is connectivity -- us with our clients and our clients with their customers. Sales-X identifies current, successful approaches and provides tips and techniques to launch or boost sales for you, your company and your clients. Join this exploration to discover new sales approaches to propel your business and revenue.</p>	Royal D
11:00 am - 11:30 am	Bloody Mary & Mimosa Break in Exhibit Hall	
11:30 am - 12:30 pm	<p>Management: EEO & FCC Legal Update with Joe Chautin & Mark Balkin with Hardy, Carey, Chautin, & Balkin, LLP</p>	Royal Salon
11:30 am - 12:30 pm	<p>News: Kevin Benz - Covering Law Enforcement: Being fair and holding accountable Law enforcement dominates the day-to-day work of journalists, and we must remember there is no more powerful government agency in the daily life of our audience. It is journalism’s highest obligation to hold law enforcement accountable for the enormous power society gives them. We must be fair; we must be courageous, and we must be independent. With special recorded guests including Miami PD Chief (and current Chair of the Major Cities Police Chiefs Assoc.) Art Acevedo, we show you how.</p>	Royal C
11:30 am - 12:30 pm	<p>Sales: 3 Strategies to Convert Prospects to Paying Clients - L'areal Lipkins - Salespeople often find themselves trying to convince a prospect that they can solve their problem, defending their price, or following up for weeks trying to get a decision, only to get stuck in voicemail jail. There is a better way! During this interactive session, you will learn three strategies you can use immediately to consistently convert more prospects into paying clients...without jumping through hoops.</p>	Royal D
12:30 pm - 12:45 pm	Keynote Luncheon – Rebekah Carroll - Nielsen Update	Exchange Place
12:45 pm - 1:45 pm	<p>Revolution, Rights and Rock 'N Roll Ken Paulson, Director, National Free Speech Center - Middle Tennessee State University</p>	Exchange Place
1:45 pm - 2:15 pm	Exhibit Hall Break - Free Wi-Fi	Queen Anne

<p>2:15 pm - 3:00 pm</p> <p>3:00 pm – 4:00 pm</p>	<p>TV Round Table - Broadcast TV – Today and the Future TVB Sr Vice President of Business Development, Brian Wexler, will share the latest research on Today’s Consumers and how they engage with Media. What role Broadcast TV plays in their media consumption and how OTT and NextGen TV take us into the Future.</p> <p>ATSC 3.0 a complete overview presented by Sam Matheny CTO & EVP National Association of Broadcasters, George Sirven-Moderator</p>	<p>Royal D</p>
<p>2:15 pm - 4:00 pm</p>	<p>News: Practicing Inclusive Journalism: Combating Bias When Covering Race and Ethnicity – Kevin Benz New research shows that marginalized and disenfranchised communities not only do not see their lives accurately portrayed on the news, but many believe the inaccurate negative stereotypes portrayed to be overt and planned. Bias is ingrained in all of us. Our unconscious bias leads to errors in how we as journalists perceive truth, remember events and, most importantly, make decisions about people. In short, bias, especially bias surrounding those who do not look or think as we do, limits our truth-telling. When we recognize and mitigate our bias, we become curious about the emotional life experience of others; we go beyond what we, ourselves, perceive and instead go on a path to discover how others perceive the world differently — their "truth." This of course leads us to more accurate, diverse, enlightening stories. This workshop takes an unvarnished look at coverage that does damage and then offers specific, pragmatic systems that journalists can use in their next story to try and alleviate that problem. We teach how to recognize implicit, unconscious bias and then how to mitigate it. Using real examples and interactive personal exercises, this program will teach all journalists how to identify unconscious cultural bias and hidden agendas and help them connect with people on a deeper, more truthful level.</p>	<p>Royal C</p>
<p>2:15 pm - 3:00 pm</p> <p>3:00 pm – 4:00 pm</p>	<p>Radio Round Table – Juan Galdamez – XPERI – Juan will give you an overview of the future of the connected car.</p> <p>Paul Jacobs – Jacobs Media – in this session Paul will give you an in depth look into the future of radio. Flynn Foster & Brian Shirey Moderators</p>	<p>Royal Salon</p>
<p>5:00 pm - 8:00 pm</p>	<p>Closing Celebration: TBD</p>	<p>Riverview Room</p>