ANNUAL CONVENTION & Technical Engineering Conference

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June 1st & 2nd
Hotel Monteleone
New Orleans, LA
password
LAB2022

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Get to know your exhibitors!

Fill your game card with signatures from all 24 exhibitors to enter for raffle prizes

Wednesday 5:00 - 7:00 PM
Exhibit Hall
2021–2022
Board of Directors

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Townsquare Media, Shreveport

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Susan Lynch, Marketing and Communications
Past Chairs

James H. Gordon, WNOE-TV, 1948
Roy Dobadie, WJBO-AM/FM, 1949
Tom E. Gibbens, WAFB-TV, 1950
George Thomas, KVOL-AM/FM, 1951
E. Newton Wray, KTBS-TV, 1952
Henry Clay, KWKH-AM, 1953
Edgar Stem, WDSU-TV, 1954
Bob Earle, WBFR-AM, 1955
Frank Ford, Jr. KENT, 1956
Jerry Hamm, KLKY-TV, 1957
Clarence Faulk, KRUS-AM, 1958
Tom Pears, KVOL-AM/FM, 1959
Douglas Manship, WBRZ-TV, 1960
John Screen, WDSU-TV, 1961
Winston Linam, KSLA-TV, 1962
Don Bonin, KANE-AM, 1963
John Vath, WSMB-AM, 1964
Aubrey Moore, WBRZ-TV, 1965
Harold Wheelahan, WDSU-TV, 1966
Paul Goldman, KNOE-AM/FM, 1967
Roger Davidson, WJBO-TV, 1968
Jack Timmons, KWKH-AM, 1970
George Crouchet, KPEL-AM/FM, 1971
Si Willing, KMAR-FM, 1972
Bill Patton, KATC-TV, 1973
Mike Early, WWL-AM/FM-TV, 1974
Bruce Rainey, KALB-TV, 1975
Jim Toth, KLCL-AM, 1976
Jules Mayeau, WBRZ-TV, 1977
Joseph Costello III, WRNO-FM, 1978-79
Winston Linam, KSLA-TV, 1980
Jim Trahern, KVOL-AM/FM, 1981
Jack Long, WWVE-TV, 1982
Art Suberbielle, KANE-AM, 1983
Richard Manship, WBRZ-TV, 1984
Ray Saadi, KHOM/KTIB-AM/FM, 1985
Gene Dickerson, KWKH-AM, 1986
Manuel Broussard, WGGZ-FM, 1987
Hugh Roche, KNOE-TV, 1988
Cyril Vetter, WVLW/WTGE-TV, 1988
Bill Lynch, KLAX-TV, 1989
John Peroyea, WYNK-FM, 1990
George Singleton, KTVE-TV, 1991
George Swift, KLCL/KHLA-FM, 1992
Joe Varholy, KLKY-TV, 1993
Tom Deal, KTVE-TV, 1994
Pat Cheramie, WBRZ-TV, 1995
Dick Harbison, KATC-TV, 1996
Don Hollsworth, KRUS/KXXZ-AM/FM, 1997
Stephen Levet, WCKW-AM, 1998
Ron Winders, WAFB-TV, 1999
Sam McLeod, 2000
Mike Barras, KLKY-TV, 2001
Mike Grimsley, Regent Broadcasting, 2002
Les Golmon, KALB-TV, 2003
Barry Thompson, KAJN/KAGN/KFAM, 2004
George Sirven, KTBS-TV/KBXG-TV, 2005
Bob Holladay, Holladay Broadcasting, 2006
Nick Simonette, WAFB-TV/WBXH-TV, 2007
Irene Robinson, KWCL-FM, 2008
Tom Gay, The Radio Group, 2009
Jim Serra, KPLC-TV, 2010
Dick Lewis, Clear Channel, 2011
Susan Lucchesi, Cumulus, 2012
Sandy Brelad, Raycom Media, 2013-15
Flynn Foster, Guaranty Media, 2015-17
Andrew D. Shenkan, KATC-TV, 2017-19
Charlie Soprano, Centla, 2020
Joel Vilmenay, WDSU-TV, 2021
Convention

Brian Wexler
Sr. VP of Business Development
TVB

Charles Spencer
LAB Legal Counsel
Phelps Dunbar LLP

Corey Harris
Special Agent
FBI - New Orleans

Donna Detweiler
Senior Manager
XPERI

Joe Chautin
Managing Partner
Hardy, Carey, Chautin & Balkin, LLP

Kelly Wirges
Founder
ProMax Training & Consulting, Inc.

Ken Paulson
Director of the Free Speech Center
Middle Tennessee State University
Speakers

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Founder
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Jacobs Media

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National Association of Broadcasters

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Convention Agenda
Wednesday, June 1st

9:00 am - 2:00 pm
Exhibitor Move-In
Queen Anne

9:00 am - 5:00 pm
Registration Open
Queen Anne

10:30 am - 1:00 pm
LAB Board Lunch / Meeting
Royal Salon

1:30 pm - 2:30 pm
General Session:
Travis Johnson, Emergency Communications Coordinator, CISA
Royal ABCD

2:30 pm - 3:00 pm
Special Agent Malcolm (Jerry) Bezet - “China’s Threat to the United States and what happens when the media is owned by the Government”
Queen Anne

3:00 pm - 4:00 pm
Break in Exhibit Hall
Royal ABCD

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
Queen Anne
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am - 3:00 pm</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>7:30 am - 8:30 am</td>
<td>Breakfast in Exhibit Hall</td>
</tr>
<tr>
<td>8:30 am - 9:30 am</td>
<td>LAB General Membership Meeting</td>
</tr>
<tr>
<td>9:30 am - 4:00 pm</td>
<td>Engineering Conference (See page 17 for separate agenda)</td>
</tr>
<tr>
<td>9:45 am - 11:00 am</td>
<td>Management: Stop the Hack-Special Agent Corey Harris, FBI New Orleans- Cyber Security for Broadcasters</td>
</tr>
<tr>
<td>11:00 am - 11:30 am</td>
<td>Bloody Mary &amp; Mimosa Break (Sponsored by Past &amp; Present Chairmen)</td>
</tr>
</tbody>
</table>

**Thursday, June 2nd**

**Charlie Soprano**

**Lisa Janes**

**Joel Vilmenay**
### Convention Agenda

**Thursday, June 2nd**

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:30 am - 12:30 pm</td>
<td>Royal Salon</td>
<td><strong>Management: EEO &amp; FCC Legal</strong> Update with Charles Spencer, Phelps Dunbar LLP &amp; Joe Chautin &amp; Mark Balkin with Hardy, Carey, Chautin, &amp; Balkin, LLP</td>
</tr>
<tr>
<td>11:30 am - 12:30 pm</td>
<td>Royal C</td>
<td><strong>News: Kevin Benz – Covering Law Enforcement: Being fair and holding accountable</strong> 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.</td>
</tr>
<tr>
<td>11:30 am - 12:30 pm</td>
<td>Royal D</td>
<td><strong>Sales: 3 Strategies to Convert Prospects to Paying Clients - L’areal Lipkins</strong> 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.</td>
</tr>
<tr>
<td>12:30 pm - 1:45 pm</td>
<td>Iberville Ballroom</td>
<td><strong>Keynote Luncheon</strong> Margaret Branshaw - Nielsen Update</td>
</tr>
<tr>
<td>12:30 pm - 1:45 pm</td>
<td>Iberville Ballroom</td>
<td><strong>Ken Paulson, Director, National Free Speech Center – Middle Tennessee State University Revolution, Rights and Rock ‘N Roll</strong> An interactive, engaging and engaging session from former USA Today editor in chief and First Amendment expert Ken Paulson. You’ll walk away with insights and inspiration.</td>
</tr>
<tr>
<td>Time</td>
<td>Location</td>
<td>Event Description</td>
</tr>
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</tr>
<tr>
<td>1:45 pm - 2:15 pm</td>
<td>Queen Anne</td>
<td>Break in Exhibit Hall</td>
</tr>
</tbody>
</table>
| 2:15 pm - 3:00 pm | Royal D           | Broadcast TV – Today and the Future  
TVB Sr Vice President of Business Development, Brian Wexler  
Brian 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. |
| 3:00 pm - 4:00 pm | Royal D           | ATSC 3.0: A complete overview presented by Sam Matheny CTO & EVP National Association of Broadcasters with George Sirven, Moderator |
| 2:15 pm - 4:00 pm | Royal C           | News: Practicing Inclusive Journalism: Combating Bias When Covering Race and Ethnicity – Kevin Benz  
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. |
| 2:15 pm - 3:00 pm | Royal Salon       | Donna Detweiler, XPERI – Donna will give you an overview of the future of the connected car.                                                                                                                    |
| 3:00 pm - 4:00 pm | Royal Salon       | 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                                                                                             |
| 5:30 pm - 8:00 pm | Riverview Room    | Closing Celebration  
Entertainment by Kermit Ruffins.  
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Engineering Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>9:45 am - 9:50 am</td>
<td>Welcome and Introduction</td>
</tr>
<tr>
<td>Cathy Orosz, SBE Education Director</td>
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</tr>
<tr>
<td>9:50 am - 10:00 am</td>
<td>Current Affairs, Regulatory News, Enforcement</td>
</tr>
<tr>
<td>Dedrick Roybiskie,</td>
<td>Radio for NextGen Broadcast</td>
</tr>
<tr>
<td>Fred Baumgartner,</td>
<td></td>
</tr>
<tr>
<td>10:00 am - 11:00 am</td>
<td>Break in Exhibit Hall</td>
</tr>
<tr>
<td>11:00 am - 11:30 am</td>
<td>The Next Gen/ ATSC 3.0 Training Session</td>
</tr>
<tr>
<td>Sam Matheny,</td>
<td></td>
</tr>
<tr>
<td>12:30 pm - 1:45 pm</td>
<td>Keynote Luncheon</td>
</tr>
<tr>
<td>1:45 pm - 2:15 pm</td>
<td>Break in Exhibit Hall</td>
</tr>
<tr>
<td>2:15 pm - 2:45 pm</td>
<td>Ready or Not, Here it Comes - Jeff Welton – We’ll talk about things that virtualization can provide to make the job easier and how it can provide a more (not less) robust system, properly implemented.</td>
</tr>
<tr>
<td>2:45 pm - 3:45 pm</td>
<td>EAS and ABIP Inspections- John George</td>
</tr>
<tr>
<td>3:45 pm - 4:30 pm</td>
<td>Emergency Planning for Broadcasters and the State’s Role- Travis Johnson</td>
</tr>
<tr>
<td>5:30 pm - 8:00 pm</td>
<td>Closing Celebration</td>
</tr>
<tr>
<td>Entertainment by Kermit Ruffins</td>
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</tbody>
</table>
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@broadcastersgeneralstore

Clark Wire & Cable
Tim Kems
tim.kearns@clarkwire.com
clarkwire.com

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@ClarkWire

Compass Media Networks
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compassmedianetworks.com

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@CompassMediaNetworks

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dialight.com

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@dialight

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In Louisiana, we've got a lot to celebrate—and we do. From crab to crawfish, oysters to alligator, baked, blackened, fresh and fried, come get fed and feed your soul on an abundance of world-class seafood that's worth the trip.

Exhibitor Legend

1 = RCS
2 = Broadcast Depot
3 = Fuellgraf
4 = Dialight
5 = Panasonic
6 = Nelco
7 = RF Specialties South
8 = Shively
9 = Wheatstone
10 = Clark Wire & Cable
11 = Miller Camera
12 = Sennheiser
13 = Dielectric
14 = SCMS
15 = Gates Air
16 = Compass Media
17 = Broadcasters General Store
18 = igolgi
19 = Rohde & Schwarz
20 = Giesler Broadcasting Supply (GBS)
21 = Nautel
22 = Digigram
23 = Louisiana Film Channel
24 = LA Army National Guard
25 = Louisiana Association of Broadcasters
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