

2025 LAB

Annual Convention

Agenda

Wednesday, May 28th

Thursday, May 29th

2025 LAB Convention Agenda

| DAY | TIME | EVENT | Room |
|-----------------------|--------------------|---|-------------|
| WEDNESDAY May 28th | 9:00 am - 2:00 pm | Exhibitor Move-In | Queen Anne |
| | 9:00 am - 5:00 pm | Registration Open (Inside Exhibit Hall) | Queen Anne |
| | 11:00 am - 1:00 pm | LAB Board Lunch / Meeting | Royal Salon |
| | 1:30 pm – 1:35pm | General Session: Welcome – Brian Shirey | Royal ABCD |
| | 1:35pm – 2:00pm | FCC Update: Joe Chautin & Mark Balkin with Hardy Carey, Chautin & Balkin LLP | Royal ABCD |
| | 2:00pm – 3:00pm | Fireside Chat with NAB President Curtis LeGeyt and NAB Radio Board Member Flynn Foster In this session Curtis LeGeyt and Flynn Foster will be talking about where we're headed as local broadcasters, what obstacles we face, and more importantly – what opportunities we can still seize. | Royal ABCD |
| | 3:00pm – 3:30 pm | Break in Exhibit Hall | Queen Anne |
| | 3:30 pm - 4:30 pm | Jim Brown, President of Borrell Associates – The Phoenix Phase – The Transition from Survival to Growth Digital advertising is now the dominant force in local marketing, yet many broadcasters are still struggling to harness its full potential. This session offers a candid look at the 10-year revenue trajectories for radio, TV, cable, and newspapers, with fresh insights on how some media companies are beating the odds by growing their share of in-market digital revenue. Using benchmarks and case studies, we'll identify the best practices from high performers and highlight the key metrics that matter most in today's disrupted media economy. We'll also explore the warning signs that often precede decline — and how they echo the downfall of once-dominant players like the Yellow Pages industry. Attendees will walk away with a sharper understanding of the obtainable market, a strategic mindset shift toward exponential growth, and actionable ideas for decoupling digital from traditional sales models. Whether you're leading a legacy broadcast operation or just launching a new revenue initiative, this session will arm you with the facts, trends, and tactics to think differently and sell smarter | Royal ABCD |
| | 4:30 pm – 5:00 pm | <i>Thirty-minute break before Opening Reception</i> | |
| | 5:00 pm - 7:30 pm | Opening Reception in Exhibit Hall Visit with your exhibitors, enjoy delicious cuisine, sip on cocktails, and enter to win raffle prizes! | Queen Anne |

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| THURSDAY May 29th | 8:00 am - 8:45am | Breakfast in Exhibit Hall Buffet with a large selection of coffee, juice, tea, cereal, bakery items, hot breakfast, and fresh fruit. | Queen Anne |
| | 8:00 am - 4:00 pm | Exhibit Hall Open The Exhibit Hall will remain open all day until 4pm except during the General Luncheon. <i>Our exhibitors have great things to display this year, be sure to stop by every booth!</i> | Queen Anne |
| | 9:00 am - 9:30 am | LAB General Membership Meeting All members of the Louisiana Association of Broadcasters are highly encouraged to attend including GMs, managers, directors, engineers, sales, etc. | Royal Salon |
| | 9:30 am – 3:00 pm | Engineering Conference See separate agenda here . | Royal A&B |
| | 9:30 am – 10:45 am | Management: Jeff Schmidt: Recruiting, Hiring & De-Hiring This session introduces a robust seven-step process for recruiting and releasing staff, emphasizing strategic hiring and employee retention. | Royal D |
| | 9:30 am – 10:45 am | News: Kevin Benz: The Live shot- Authentic, Memorable, and Meaningful – Need a team The TV news live shot has become ubiquitous in the newscast, and it remains one of the core elements viewers look for when deciding the importance and urgency of a story. The live shot is special, and it requires teamwork from all sides of the newsroom — Desk, Producer, Photog, Reporter and Anchor. Each requires specific skills to perform a Live shot well. This session will look at inspirational live shots and break them down — what works, what should we do more of, how can we consistently deliver the live shot? Not just for reporters and photographers, but the whole team — desk editors, producers, and anchors — the team that is responsible for the excellence in planning and performance that a live shot requires. | Royal C |
| | 9:30 am – 10:45 am | Sales: Jim Brown – Adapting to the New Sales Environment – what every seller needs to know The local media industry is at an inflection point, with evolving audience behaviors, emerging digital platforms, and shifting advertiser expectations redefining the role of radio and television. In this session, Jim Brown, President of Borrell Associates, will provide a strategic overview of the forces shaping local advertising and what they mean for broadcasters. Key themes include: 1.The State of Local Advertising – A look at macro trends impacting ad spending, including the balance between | Royal Salon |

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| | traditional and digital media and where local broadcasters fit in. | |
| | 2.Evolving Advertiser Expectations – How businesses are reshaping their marketing strategies and what broadcast sellers must do to remain essential in the local ad mix. | |
| 10:45 am - 11:30 am | Refreshment Break in Exhibit Hall: Blood Mary's & Mimosa | Queen Anne |
| 11:30 am – 12:30 pm | Management: Jeff Schmidt: What Now? What Next? This session addresses the industry's rapid evolution, offering strategies to prepare leaders for what lies ahead. | Royal D |
| 11:30 am - 12:30 pm | News: Kevin Benz: Building trust when the truth is not enough. Local news audiences are smaller today than at any time in our history. There are many reasons for that, most out of a broadcast journalist's control — except one — Trust. Audience trust in news has eroded over the last several decades. Research tells us that much of that erosion is due to our own missteps as well as the new “post-truth” society we report in. This session will discuss the unvarnished truth about how local news has damaged its relationship with the audience and based fully upon audience research, what we need to do to earn it back. We will cover all newsroom skillsets from coverage decisions by the assignment desk, shooting and editing and writing, and performance. This workshop is for everyone in the newsroom. | Royal C |
| 11:30 am - 12:30 pm | Digital Sales Panel: Amy Watters, General Sales Manager at WDSU, Lisa Janes, Director of Sales at Townsquare Media, Brooklyn Branum Marketing Consultant at Guaranty Media, and Kathryn Lemoine COO for The Moran Group Digital media sales are constantly evolving—shaped by shifting consumer behaviors, emerging technologies, and new platforms. In this dynamic session, a panel of seasoned Digital Sales experts will share valuable insights into real-world strategies, and forward-thinking perspectives. Whether you're new to digital or looking to sharpen your skills, you'll leave this session with a deeper, more strategic understanding of the digital advertising landscape—and the tools to thrive in it. | Royal Salon |
| 12:30 pm – 1:45 pm | Keynote Luncheon – Featuring, New Orleans City Council Woman; Helena Moreno and NFL/NBA Sports reporter and founder of Sideline Pass; Jennifer Hale | Iberville Ballroom |
| 2:00 pm – 3:00 pm | Management: Amanada Fontaine – Make Every Minute Count: Managing Your Time Effectively. Is your to-do list never-ending, and your calendar always packed? It's time to make every minute count! Join Amanda for an engaging and dynamic workshop designed specifically | Royal D |

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for busy professionals who want to maximize productivity without stress. Discover practical strategies to prioritize like a pro, streamline your workflow, and eliminate timewasters once and for all. You'll walk away with actionable tools to stop wasting time, boost efficiency, and create more space for what truly matters – both in your business and personal life. Say goodbye to chaotic to-do lists and hello to a well-organized, thriving life! Get ready to reclaim your time and thrive!

2:00 pm – 3:00 pm

Sales: Jeff Schmidt: AI, AI, - OH

Royal Salon

As technology evolves rapidly, sales professionals face the dual challenge of adapting to new tools while maintaining fundamental sales principles. This Session will explore the transformative role of artificial intelligence in the sales process, highlighting how AI enhances sellers' efficiency, streamline operations, and improves outcomes. Join us to gain insights into leveraging AI effectively, addressing advertiser uncertainty, and thriving in an ever-changing media landscape. Discover practical strategies to integrate advanced technologies into your sales approach while fostering meaningful client relationships.

2:00 pm – 3:00 pm

News: Kevin Benz: Way out of the wires in a box – New Strategies for News content and platforms

Royal C

The phrase “multi-platform content” echoes through every broadcast station in the country and has for decades. Are we really doing it? What might news content look like in 5 years or 10 years, where will our audience demand to get it? AI is certainly one answer, but other answers will shock and surprise you. Technology is changing and news content producers (and stations) must be looking forward, not back. While there is optimism about the role of the news broadcast, the future of our industry might require a little creative thinking and risk. Kevin will show us examples of media being produced right now on platforms you may never have considered... and companies are making money on it... lots of money.

3:00 pm - 4:00 pm

Closing Celebration:

Queen Anne