

Thursday, November 9

**ROOM references are subject to change and will be “as final” in the printed program available at the event.**

7:00 AM	REGISTRATION OPENS	Foyer
8:00-5:00	Exhibit Hall open	
8:00 AM	Continental Breakfast	Exhibit Hall

**SESSION TRACK REFERENCES: Management, Sales, Programming, Engineering, Public.** All sessions are open to all attendees. Where specified we are indicating target audience.

**SESSION OPEN TO ALL ATTENDEES**

9 – 9:45 AM **Tom Hjelm, NPR Chief Digital Officer** **Howard Rock A-B**  
Tom Hjelm has had an interesting and varied career in both commercial and public media, working for AOL and NBC, on east and west coasts, and at other startups. He will present on digital disruption and how to make a successful transition from being a legacy media company to a digital media company. This is about examining your corporate soul and your relationship with your audience. Also, what is on the media horizon with the advent of smart speakers, connected devices and voice activation services?

COFFEE BREAK – 9:45 -10:00 AM – Howard Rock Foyer

**TRACK – Sales/Programming**  
10:00-11:30 AM

**Diane Hayes with Ryan Brown, IgniteTSI** **Howard Rock C**  
*“Demystifying Digital”*  
waiting on write-up

**TRACK – Management/Public/Engineering**  
10:00 – 11:30 AM

State Emergency Communications **Kuskokwim**  
Committee **Quarterly EAS Meeting**

**TRACK – Public**  
10:00– 11:45 AM

Vision and Collaboration **Susitna**  
NPR digital and local stations

**12:00-1:15 PM Luncheon – Howard Rock A-B**

**Sponsored by Buck Waters of Broadcasters General Store**

**Guest Speaker: Laurel Downing Bill, Alaskan author of the award-winning Aunt Phil’s Trunk series**

**TRACK –Public**  
1:15 – 5:15 PM

Managers Meetings **Susitna**  
First hour option is Emergency Simulation,  
and topics include collaboration with online  
digital media.

**TRACK – Sales**  
1:30 – 3:30 PM

**Ryan Brown with Diane Hayes, IgniteTSI** **Howard Rock C**  
*“Selling Digital Effectively along with Traditional”*  
waiting on write-up

**TRACK – Public/Management/Engineering**1:30 – 3:30 PM**Manny Centeno, FEMA****Kuskokwim**

Disaster! "What do we do now?" "How do you lead your team towards recovery?"

Pursuing Emergency Simulation Project in 2018

Stories fresh from the trenches as FEMA shares more lessons learned from Hurricanes Harvey, Irma, Maria and Nate. Manny Centeno shares the most recent disaster information from some of the biggest storms in U.S. history. Are Alaska broadcasters prepared? Be part of the planning of a simulated disaster and how it would be for an Alaska broadcaster. This session is geared towards managers who need to learn more about the multi-faceted issues surrounding a "disaster" and how to keep their staff safe and the public informed. It is equally geared toward engineers to help provide valuable information about getting and keeping their stations on the air.

**TRACK – Management**4:00 – 5:15 PM*"TV Measurement in Alaska-Panel Discussion"*, followed by Q&A

Nielsen and comScore

**Howard Rock C**

**Geraldo Guzman** for Nielsen and **Ian Ivins** for ComScore will each speak about their respective companies on the current and upcoming methodology changes. A number of local advertising agencies have been invited.

**Moderator: Jerry Bever/KTVA-TV, ABA Board Member****TRACK – Engineering**4:00 – 5:00 PM**Val Reynolds, Harmonic****Yukon***"ATSC 3.0 Next Gen TV"*

It allows broadcasters to offer all kinds of new businesses and services they couldn't before, and it gives them the flexibility and freedom to take advantage of future improvements and developments.

**Friday, November 10**

7:30 AM

REGISTRATION OPENS

Foyer

7:30-2:00

Exhibit Hall open

7:30 AM

Continental Breakfast

Exhibit Hall

**TRACK – Management/Sales/Programming/Public**8:00 – 9:00 AM**Ryan Brown, IgniteTSI****Howard Rock C***"Managing in a Low Morale Environment"*

waiting on write-up

**TRACK – Management/Sales/Programming/Public**9:15 – 10:15 AM**Tracy Roesch Williams, aka Alaska Tracy****Howard Rock C***"Skyrocketing Your Social Media Presence"*

waiting on write-up

**TRACK – Management/Programming/Engineering**9:00 – 10:00 AM**Shared Services 2.0****Kuskokwim**

Collaboration between commercial and non-commercial media. Hosted by Tom Hjelm, NPR;

Tim Eby, St. Louis Public Radio

**TRACK – Management/Public**10:00 – 11:45 AM**Frank Jazzo, Fletcher/Heald/Hildreth****Kuskokwim***"Online Public Files"; and other Coming Attractions***Chris Ornelas, NAB****Kuskokwim***"Washington DC / Capitol Hill Updates"*

**TRACK – Engineering**

10:00 – 10:45 AM

**Jeff Welton, Nautel**

**Yukon**

**SNMP**, or Simple Managed Network Protocol, is a system for monitoring and controlling a series of devices on a network from a single location. While the protocol, at first glance, appears complex, Jeff Welton will attempt to put the Simple back into SNMP with this paper discussing the construction of the protocol, what command structures it uses and how it can be used to get the best performance from your facility.

**TRACK – Sales/Programming**

10:30 – 11:45 AM

**Round Table Sessions**

**Howard Rock C**

Table Moderators: Ryan Brown, Diane Hayes, Scott Smith, Alaska Tracy, Ellen Simeonoff with Robyn Sullens

**TRACK – Public**

11:00– 11:45 AM

**Public Media managers discuss opportunities for working together**

**Susitna**

**TRACK – Engineering**

11:00 – 11:45 AM

**Tom Brinkoetter, Anritsu Consultant**

**Yukon**

*“Test Gear Fundamentals & Operation”*

Getting the most out of your test equipment: An overview of broadcast site measurements. Topics include: Interference (broadcast to LTE); Emission mask testing; Cable and antenna testing; Filter tuning; Using a drone with camera and spectrum analyzer to characterize tower sites.

**OFFICIAL ABA CONVENTION PROGRAM CONCLUDED**

**ABA BOARD/MANAGERS LUNCH MEETING WILL BE HELD IN THE KUSKOKWIM ROOM AT 12:00 PM**

**APBI Meetings Continue at 1:30 PM**

**There will be a special News Session on Saturday 11/11/17 10 AM-2 PM**

**TRACK –Public**

1:30 – 4:00 PM

**Managers Meetings**

**Susitna**

**Saturday, November 11**

**TRACK – News/Management/Sales/Programming/Public**

10:00 – 2:00 PM

**Anne Herbst, KUSA-TV, Denver,**

**Kuskokwim**

**“Becoming a Multi-Skilled, All-Around Storyteller”**: Nationally award-winning solo journalist, Anne Herbst, discusses her unusual career path and passion for the role multimedia journalists play in today's age of mass media.... and how she has found inspiration through other great storytellers, without being a copycat. Herbst has trained reporters to shoot and trained photographers to write. Herbst will offer unique perspective and craft expertise, as well as tips and tricks for being successful at reporting, photojournalism and multimedia production. She will offer examples of her own work, both day turns and longer projects, to illustrate what is possible, even when you work alone -- whether you're an MMJ, a reporter, a photojournalist or a digital reporter seeking to become a better storyteller.

followed by

**“Storytelling Group Workshop & Critiques”**: Anne offers constructive critiques, by request, of journalism being produced here in Alaska. This is a group setting allowing every attendee a chance to learn from Herbst's expertise as well as the feedback of other journalists in the workshop. This session will examine examples of local journalism, offered for critique from within, and each will be discussed during the group critique. Herbst will moderate the discussion and offer her own expertise and feedback throughout. (bring a sample of your work on a flash drive).

**There will be a break long enough to grab a boxed lunch to take back to the meeting room.**