

Alaska Broadcasters Association 2023 Convention Program

Survivin' & Thrivin'



November 16 & 17, 2023
Sheraton Anchorage Hotel
Anchorage, Alaska





Message from the President

Dear Esteemed Members of the Alaska Broadcasters Association,

Greetings to each of you, dedicated individuals who form the very backbone of the broadcasting landscape in our great state. As we gather for this year's ABA convention, I extend my warmest welcome and heartfelt gratitude to all who have gathered in Anchorage to partake in this remarkable event.

In this letter, I wish to acknowledge and express my sincere appreciation to those who have played instrumental roles in bringing this convention to fruition. Our Executive Director, Cathy Hiebert, stands as a shining example of dedication and unwavering commitment. As a one-person staff, her tireless efforts serve as the driving force behind our association's growth and success. Cathy, your passion and devotion do not go unnoticed.

To the dedicated members of the ABA Convention Committee, who volunteered their precious time and expertise to orchestrate an extraordinary convention, I offer my deepest gratitude. Your dedication is the cornerstone of this event's success, and your hard work is a testament to the spirit that defines the Alaska Broadcasters Association.

A heartfelt thank you also goes to my fellow Board members. Your steadfast dedication, insightful guidance, and unwavering commitment have shaped our journey and continue to drive our association toward greater heights.

The core mission of the Alaska Broadcasters Association is to aid our members through education, representation, and advocacy. Through initiatives such as the Alternative Inspection Program, yearly intern grants, educational opportunities, and FCC updates, we fulfill our commitment to empower and support our members. This convention serves as a testament to that commitment.

This year, I am thrilled to welcome the Alaska Press Club to our ranks at the convention. Your presence enriches our experience and exemplifies the power of collaboration. Together, we forge connections that foster growth and innovation in our industry.

A heartfelt thank you also goes to the Alaska Army National Guard for their ongoing support of the Alaska Broadcasters Association. Your partnership underlines our shared commitment to community service, and we are grateful for your continued support.

To our valued members who generously air Non-Commercial Sustaining Announcements (NCSA's), your commitment to community engagement is truly commendable. You exemplify the heart of our mission to make a positive impact on the communities we serve.

I am thrilled to announce our keynote speaker for this year, Survivorman Les Stroud. His experiences and insights align perfectly with this year's convention theme, "Survivin and

Thrivin". Les's journey promises to inspire us all as we navigate the challenges and triumphs of our professional paths.

To our fellow ABA members, both public and commercial broadcasters hailing from every corner of our beautiful state, I extend a warm thank you and a heartfelt welcome. Your presence here reinforces the unity and strength of our association.

As we gather, let us also anticipate the Goldie's Award Banquet held on Friday night. This event celebrates excellence in broadcasting and honors the extraordinary achievements that shape our industry. It is a tribute to the dedication and creative brilliance that each of you contributes.

I am proud to announce this year's Broadcaster of the Year awardee and the inductees into the Hall of Fame. Your contributions have left an indelible mark on our industry, and we celebrate your enduring legacy.

In closing, I express my deepest gratitude for your unswerving support and dedication to our shared mission. Let us embrace this year's theme, "Survivin and Thrivin", as we navigate the ever-evolving broadcasting landscape together. Your presence in Anchorage reaffirms the strength of our community and the profound impact we collectively have on Alaska's communities.

Thank you for being the driving force behind the Alaska Broadcasters Association. I look forward to the knowledge shared, connections made, and memories created during this inspiring gathering.

Warm regards,

Charles Sather

2022-2023 President, Board of Directors, Alaska Broadcasters Association

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CONVENTION SCHEDULE

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

Room References: HR=Howard Rock (A, B or C); K=Kuskokwim (East or West); Y=Yukon; S=Susitna

Time & Track	EVENT
	Thursday, November 16 - NOTE: Keynote Session starts at 8:30 AM
7:30 am	Registration Opens – Atrium
7:30 a–5:00 p	Exhibit Hall Open & Breakfast Buffet – Exhibit Hall
7:30 – 8:30	Engineers & Managers please visit Exhibitors
8:30 – 9:30 ALL Room: HR-AB 9:30-9:45 BREAK	<p>KEYNOTE: Survivorman - Les Stroud <u>“Creative passions within the broadcasting industry”</u> Les Stroud is an award-winning documentary film producer/director, author and composer. He is best known for inventing an entirely new genre of television: Survival TV with his seminal series Survivorman. With 160 films, 5 books and 10 recorded albums he has seen his share of creative and entertainment media challenges and has faced them all with tenacity and a firm resolve to let the muse win. In doing so, he broke new grounds as a filmmaker and inspired millions to create their own nature-based life. He brings a message of creative passion, sly and unshakable business savvy, and basing your own creative passions within the broadcasting industry to engage us all in living our best and most effectively lived life, within the many standard and new and emerging broadcasting platforms.</p>
9:45 – 11:15 Sales Management Public Room HR-C	<p>Erik Therwanger – “<u>Selling Through Chaos</u>” Attendees will discover the sales strategies and techniques necessary to open new opportunities, stay motivated, and impact their clients at higher levels during these unprecedented times. With an emphasis on understanding the sales engine that powers their sales vehicles, sales leaders will learn new ways to enhance their performance while achieving greater results. Today’s sales leaders will unleash their unlimited potential! *Learn strategies to enhance your mindset. *Understand how to identify and gather important data. *Discover new ways to build deeper relationships. *Create the structure necessary for gold-medal results.</p>
10:00 – 11:00 Management Engineers Public Room K-E	<p>SECC/EAS Updates – Dennis Bookey, invited partners: National Weather Service, AK Office of Emergency Management, National Tsunami Warning Center. Ch-Ch-Ch-Ch-Changes. New EAS regulations go into effect in December. Are you compliant? The SECC modified the monitoring assignments for every license in the state. Do you know what changed for your station? Update on over alerting and more. Room</p>
11:45 – 12:45 ALL; HR-AB	<p>Annual Luncheon – A Must-See Special Event!! – Howard Rock A-B</p>
1:00 – 2:00 Management Public Room K-E	<p>Patty Kincaid, Media Staffing Network, “<u>Hiring in Today’s Economic Climate</u>” It’s tough to hire today. Do you ever feel like you’re just doing it wrong? Maybe you are! Census data tells us 40% of people who took new jobs last year weren’t looking...someone came to them. Let’s talk about the value of passive candidates and how identifying and retaining them will change your team. Are you a company of choice? Company culture refers to the set of values, goals, attitudes and practices that people within an</p>

	organization share, which gives a company its distinct identity. We discuss why all of these topics are important to hiring with purpose.
1:00 – 2:00 Sales Public Room HR-C	Ryan Burlison, Gray-TV - <u>“Strategies for Hunting New Business”</u> During this session, Ryan will share innovative strategies that will help you identify new business opportunities quickly, and more effectively. Ryan will also share tips on how you can create an approach that will help establish better appointments with clients, that will lead to better business conversations and more closes.
1:00 – 2:00 Engineers Yukon Room	Jing Zhou, Harmonic, <u>“ATSC 3.0 Updates”</u> Since the beginning of 2022, deployment grew by another 50% to reach more than 60% of US households. Are you up to date on the latest trends in both ATSC1 and ATSC3? From Virtual Channel, SDR to HDR, DRM, PSIP Fetch and Rebranding, as well as Workflow Consolidations, let’s discuss creative ways to elevate your broadcast strategy and obtain the key to success.
2:00–2:15 BREAK 2:15 – 3:45 Engineers, Station Staff, Program Directors, On- Air Talent.	Nate Mumford – <u>“RCS Academy Introduction”</u> <u>GSelector Certification:</u> Library and Clock Management Advanced Scheduling Data Maintenance <u>Zetta Certification:</u> Understanding of Radio Automation Advanced Zetta Modules & Workflows Zetta2GO & Zetta Cloud Remote Hybrid Workflows <u>Aqira Certification:</u> Learn Radio Traffic Advanced Workflows Lead the Pack **This session is for anyone working the automation system** Yukon Room
2:15 – 3:45 Management Programming Public Room K-W	Steve Wexler – <u>“14 Traits of Breakthrough Talent Workshop”</u> Steve reveals the 14 traits inherent in the most successful performers and talent. Understanding and identifying them will help you recruit and create more compelling, memorable talent and content. This is a 60-90 minute workshop presentation for content managers in TV, Radio & Digital.
2:15 – 3:15 Sales Public Room HR-C	Mike Gordon, Gray-TV – <u>“Creative Vandalism”</u> 97% of advertisements seen on a daily basis are ignored and simply forgotten – so how do we create an advertising message that not only stands out among the clutter but connects with the viewer? The key is by making it loud and making it relevant. In this session we will talk about the fundamentals of building an advertising message that’s not only impactful but also connects with different types of customers.
	Friday, November 17 – First session starts at 9:00 AM
8:00 am	Registration Opens – Atrium
8:00 a–2:00 p	Exhibits Open & Breakfast Buffett – Exhibit Hall
8:00 – 9:00	Engineers & Managers – Please visit exhibitors
9:00 – 10:30 Programming Management Public Room K-W	Steve Wexler – <u>“Breakthrough Content Workshop”</u> Most on-air performers don't have a process for capturing and presenting their most interesting content. We explore the creative process and discuss the specific methods talent can use to break through as well as the biggest obstacle to creating the best content. This is a 60-90 minute workshop for content creators in TV, Radio & Digital.
9:00 – 10:30 Sales Room HR-C 10:30-10:45 BREAK	Mike Gordon, Gray-TV - <u>“Stop Selling Like It’s 1999”</u> Let’s take a look at how selling has changed over the years.. everything from the solutions we offer, the way we talk to clients, and even our titles. How do we shake off the outdated and negative persona of a “salesperson” and become a resource for our clients? In this session we will take a hard look in the mirror and figure out which of our sales strategies we should shake loose and what we should be doing instead.

9:00 – 10:30 Engineers Management Public	Native Public Media – “<u>Strengthening Emergency Response</u>” Participants will learn about Native Public Media, our Emergency and Readiness Program, and our Campaign to establish a National Missing Endangered Person Event Code. Yukon Room
10:15 – 11:30 Management Public Room K-E	Frank Montero , ABA Legal Counsel, Fletcher/Heald/Hildreth with Nicole Gustafson , Government Relations, NAB. Session moderated by ABA Board Member Matt Wilson. Washington legal and regulatory initiatives that impact broadcasters. Possible topics: Global Music Rights, Election, marijuana advertising, AM radio in automobiles, FCC enforcement activities.
10:40 – 11:40 ALL Room HR-C	Speaker Speed Dating (aka Round Table) Individual group tables - Speaker/Moderators: <u>Steve Wexler</u> , <u>Patty Kincaid</u> , <u>Les Stroud</u> , <u>Mike Gordon</u> . ABA Board Members will facilitate table movement and (Yvette Morales hosts KaHoot! Games)
11:00 – 12:00 Engineers Yukon Room	KeyCode Media – “<u>Migrating Baseband-To-IP Video Production: SMPTE, NDI, and More!</u>” Presenters: Tom Arenz and Steve Dupaix. Topics covered in this presentation include: *Transition from SDI Baseband to IP infrastructure. *Benefits of IP-based video/audio workflows. *Ongoing migration in the television industry. *Convergence of Broadcast and IT disciplines. *Emerging workflows reshaping production. *Importance of audio in the transition. *Expert speakers providing solutions. *Navigating the future of broadcasting
12:00 – 1:30	ABA Board/Managers Meeting – Room____
1:00 – 2:00 Engineers Yukon Room	Stephen Lockwood, Hatfield & Dawson Consulting Engineers - "Understanding Radio Frequency Propagation for AM, FM, & TV, how it is used, coverage mapping, and what it means for your audience. We will include a discussion of over the air TV reception tips."
2:00 – 3:00 Engineers Yukon Room	Nate Mumford, RCS Director of Sales Engineering, “<u>Future of AI and Broadcast Operations</u>” : Review of modern technology’s role in the evolving radio landscape. We’ll discuss how AI can help generate content breaks and outline how the breaks are delivered to each local station. In addition, with the introduction of virtual machines and Audio over IP (AoIP), how can engineers design the modern studio? Finally, we’ll showcase new remote tools to better connect broadcasters from their remote to main studios.
3:15 – 4:15 Public Susitna Room	Diane Kaplan, Board of Directors, Corporation for Public Broadcasting. “<u>NGWS Grant Funding</u>” : The Corporation for Public Broadcasting (CPB) has established a new grant program called the Next Generation Warning System (NGWS) through funds awarded by the Federal Emergency Management Agency (FEMA). CPB Board Member Diane Kaplan will describe how CPB is administering the grant program for public television and public radio stations to replace and upgrade infrastructure to expand alert, warning, and interoperable communications, creating a more resilient and secure public alerting system. The program prioritizes public media stations serving underserved communities, primarily in rural and tribal areas.

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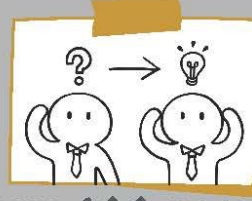


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2023 SPEAKERS



Les Stroud Producer/Director, Musician, Author, Keynote Speaker, is credited as the creator of the Survival TV genre through his ground-breaking series *Survivorman*. He's a multi-award-winning film producer with over 120 documentaries, an author of four best-selling books, as well as a celebrated singer-songwriter known for his prowess on the harmonica. He writes, records and performs with a roots-acoustic & blues vocal styling and in 2023 is releasing his 9th and 10th studio albums. As well, his new children's book *Wild*

Outside won the National Best Non- Fiction (Yellow Cedar Award) and the Best National Informational Book award and is nominated for a Rocky Mountain Book Award. He has also been nominated for Best Artist and Best Group by the International Acoustic Music Awards. In 2022 he was named Canada's Chief Scout.

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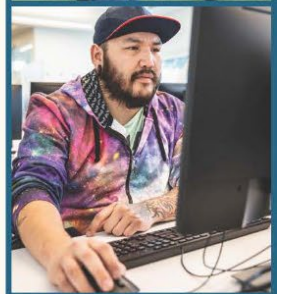
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Our mission is to assist individuals and families in reaching their untapped potential through education, job training, career development, and family support.

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Chugach Alaska Corporation is a proud sponsor of the Alaska Broadcasters Association and their mission to grow a prosperous, sustainable and diverse media business sector.



Mike Gordon, *Gray-TV*, had the privilege of growing up surrounded by the advertising industry. His over 15 years in graphics design and video production experience combined with 10 years of sales and marketing experience has helped bring new perspectives to countless businesses all across the country. He loves challenging people to find their story and retell it in a way that resonates and connects with their consumers. Mike's approach focuses on prioritizing the consumers perspective; figuring out what drives them to make decisions and then bringing that to the forefront of the conversation. He has spent years studying the different creative strategies that big national brands are taking to reach consumers and encourages businesses to implement those same kinds of strategies in their local markets.





Francisco **"Frank" Montero** is a partner with the Washington, DC law firm of Fletcher Heald & Hildreth where he specializes in broadcasting and media. His legal practice includes FCC regulatory counseling, corporate finance, commercial transactions, and acquisitions. Frank served as Director of the FCC's Office of Communications Business Opportunities. Frank has been named to the list of "Top Lawyers" by CableFax, and was named one of the "Top Washington DC Lawyers" by Super Lawyers.com.

Frank was listed in Radio & Television Business Report's inaugural list of the top 10 media attorneys in the US. He has been recognized by Multichannel News to be among the top cable TV transactional attorneys. Frank studied law at the George Washington University Law School, where he served on the George Washington University Law Review. He did his undergraduate studies at the University of Michigan. He is a former Co-Chair of the Federal Communications Bar Association's Transactional Practice Committee. He is President of the George Washington Law Alumni Board, where he also serves on the Executive Committee.



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Fletcher, Heald & Hildreth provides comprehensive legal services for the broadcasting, technology, and communications industries. Proud to serve as counsel to the Alaska Broadcasters Association!



For more information contact

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Ryan Burlison, Gray-TV, has been in the media industry for 26 years developing and leading new business concepts throughout his career. Ryan started his media career with The State newspaper in Columbia, SC as a Classified Advertising Manager. After seven years in the newspaper industry, Ryan was recruited by WIS TV to lead their Digital sales efforts, with an emphasis on developing new revenue categories for both Broadcast and Digital. In Ryan's first year, he built a successful and sustainable Classified advertising model that was expanded across all Liberty Broadcast Group stations. Just after the Liberty / Raycom merger, Ryan was promoted to Corporate Classified Sales Director and oversaw Classified Digital sales for 35+ Raycom markets. In 2013, Ryan started a Sales Training initiative for Raycom designed to more effectively onboard new sales hires and also to further develop experienced sellers capabilities with Digital and multi-platform sales. The Training program also spearheaded an apprenticeship program for college seniors, introducing them to the Broadcast industry and developing them to be exceptional new business performers. Today, Ryan serves as Vice President of Business Development for Gray and works with an extremely talented group of 16 top performers to develop sales Training programs, business solutions and ideas, and next level video creative for clients.



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Nicole Gustafson joined the National Association of Broadcasters' Government Relations office in February 2017, where she serves as Senior Vice President and Counsel. Nicole previously spent eleven years on Capitol Hill and two at the National Football League. She now advocates for the nation's broadcasters to federal government officials. In Congress, Nicole served as an advisor on judiciary, homeland security, intelligence, and education issues. Before coming to work in Congress, Nicole practiced constitutional law with Bopp, Coleson & Bostrom. Nicole serves on the boards of the Federalist Society, Capital Area Iowa Club, and the William Penn University Alumni Association. She holds degrees in American history/government and communications from William Penn University and received her J.D. from the University of Iowa College of Law. An Iowa native and proud Hawkeye, Nicole now resides in Arlington, Virginia.

Patty Kincaid, VP/General Manager of Media Staffing Network, has an accomplished career within the radio industry and currently works with all types of media companies assisting in their recruiting and hiring. Based in Scottsdale, Arizona, she works with a variety of clients helping them identify their needs to achieve great hires and improve employee satisfaction. She is also a certified Executive Business Coach, with a practice focused on helping those transitioning in, out, and through their careers. Patty has a passion for making connections. "Early on in my career I discovered that not only did I enjoy recognizing similarities and putting people together, but I was also pretty good at it. This ability has helped me as a management and leadership trainer, coach and consultant, and as a recruiter and client advocate throughout my career."



Erik Therwanger is the founder of Think GREAT and draws from his experiences as a U.S. Marine, executive business leader, sales professional, and entrepreneur to help organizations achieve new levels of success. Think GREAT is a Certified Veteran-Owned Business and Erik is also author of The Think GREAT Collection. Erik shares the successful, proven concepts in his six books to give individuals and organizations the competitive edge needed for achieving new levels of success. With a lasting message of inspiration, he also empowers audiences as he describes his life-changing experience of being his wife's caregiver, during her four bouts with cancer. Erik's 3 Pillars of Business Greatness allows organizations to achieve greater results by providing dynamic programs and resources for the enhancement of leadership development, strategic planning, and sales excellence – building a stronger foundation. As a trainer and speaker for the spouses of armed services personnel, Erik is deeply aware of their challenges and sacrifices. To help support their education and career goals, Erik founded the Think GREAT Foundation, which is dedicated to awarding scholarships to military spouses.

Steve Wexler, or “Wex” as he’s known, created a make-believe radio station (“WEXL Radio”) in his bedroom when he was a kid and rode his bike to WTMJ in Milwaukee when he was 17 years old and asked if he could be on the air. That began a career that has taken him from the control room to the board room and included on-air work at WTMJ and WISN in Milwaukee before beginning his TV and Radio management journey. He returned home to WTMJ as program director in 1993 for Journal Communications. Journal promoted Steve to market manager positions in Tucson, AZ and Omaha, NE where he began overseeing TV and Radio operations. In late 2022 he launched his own leadership and content consultancy, W-E-X-L Coaching & Development. Good Karma Brands is W-E-X-L Coaching’s inaugural client, where he is providing coaching, workshops and training for their news, talk and sports brands across the country as their Leadership Coach. Steve has served on the board of directors of the NAB, the RAB and is a past Chair of the Wisconsin Broadcasters Association. Steve and his wife Amy live in Menomonee Falls, Wisconsin, and have two children and two grandchildren.



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Alaska Center for Excellence in Journalism provides support for in-depth, high-impact journalism in Alaska. We encourage ethical coverage of complex, underreported issues, journalism that inspires action, improves lives and protects democratic values. We support professional training and provide grants to individual projects and collaborative efforts between all forms of media in Alaska.

Alaska Press Club promotes journalism as a profession and public service; recognizes excellence among Alaska’s journalists; provides a forum for continuing education and debate; encourages professional excellence; supports journalism that provides Alaskans with comprehensive and independent information; and promotes open government and preservation of freedom of the press, while advancing public interest and understanding of these rights as guaranteed by the First Amendment to the United States Constitution.



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2023 Goldies Celebration
Howard Rock Hall Ballroom
Sheraton Anchorage Hotel
6 p.m. – Reception and
Station Package voting
7 p.m. – Dinner
7:30 p.m. – Awards
Emcee – Trill Gates & April Powers



Join us for a fun night of celebrating *Your Night to Shine!*
Alaska Broadcasters Goldie Awards
Co-Hosts for the evening: Trill Gates and April Powers



Once again we will be presenting the Promo Package Contest & Giveaway. Will your station walk away with bragging rights? Will you win one of the fabulous packages? We can hardly wait to see the contributions!

We will be honoring our Broadcaster of the Year: Eddie Maxwell

Joining the ABA Hall of Fame and bringing the total to 76 inductees:
Eric Sowl and Matt Wilson

In honor of Sen. Ted Stevens being inducted
to the ABA Hall of Fame in 2003
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