

Alaska Broadcasters Association 2025 Convention Program

Broadcasters: Real People, Real Connections



Reaching
Everyone with
Authentic
Life STORIES

November 6 & 7, 2025
Sheraton Anchorage Hotel
Anchorage, Alaska





Message from the President

Dear Members, Colleagues, and Friends,

On behalf of the Alaska Broadcasters Association, it is my great pleasure to welcome you to our annual convention — a celebration of the people and purpose that make broadcasting so essential to our communities. This year's theme, "Broadcasters: Real People, Real Connections," speaks to the heart of what we do every day — forging meaningful ties, telling authentic stories, and serving Alaskans with dedication and integrity. Whether you're a longtime industry leader or a new voice & face in broadcasting, this convention is your space to connect with peers, gain insights from our inspiring speakers, and explore the future of our craft. As we face new challenges and embrace new technologies, one thing remains constant: the power of real people making real connections.

We're excited to welcome Lizzie Hartman as this year's keynote speaker! Her presentation, "Eat Well, Do Good, Stay Golden," captures the heart and soul of Alaska—its people, its places, and its stories. Chef Lizzie's journey reminds us all to live with purpose, kindness, and creativity as we take on the challenges of everyday life.

Along with valuable networking opportunities that reflect the collaborative spirit of our industry we're excited to welcome all of our presenters and vendors.

A heartfelt thank you also goes to the Alaska Army National Guard for their ongoing support of the Alaska Broadcasters Association. Your partnership reflects our shared dedication to serving our communities, and we are deeply grateful for your ongoing support. To our valued members who generously broadcast Non-Commercial Sustaining Announcements (NCSAs), your continued commitment to community involvement is truly inspiring. You embody the very essence of our mission—to create a positive and lasting impact across the communities we serve.

Our Executive Director, Cathy Hiebert, continues to shine as a true example of dedication and commitment. As a one-person staff, her tireless work and determination serve as the driving force behind the growth and success of our association. Cathy, your passion and perseverance are deeply appreciated and never go unnoticed.

Let's give special recognition to the ABA Convention Committee—a remarkable group of volunteers who generously shared their time, creativity, and expertise to bring this incredible event to life. Your commitment forms the foundation of our convention's success and embodies the very spirit of the Alaska Broadcasters Association.

To my fellow Board members, thank you for your steady leadership, thoughtful insight, and unwavering support. Your contributions continue to shape our path forward and elevate our organization to new heights. At its core, the Alaska Broadcasters Association remains dedicated to serving our members through education, representation, and advocacy. Through programs such as the Alternative Inspection

Program, annual intern grants, training opportunities, and FCC updates, we remain steadfast in our mission to empower and strengthen Alaska’s broadcasting community.

To our fellow ABA members—public and commercial broadcasters from every corner of our great state—welcome, and thank you. Your presence reflects the unity and strength that define our association.

As we gather, we look forward to Friday night’s Goldie Awards Banquet, a celebration of excellence in broadcasting and the remarkable achievements that shape our industry. We are honored to present this year’s Broadcaster of the Year and Hall of Fame inductee, whose contributions have left a lasting mark on Alaska’s broadcasting legacy.

Thank you for your continued dedication and support of our shared mission. Let us embrace this year’s theme, “Broadcasters: Real People, Real Connections,” as we navigate the ever-evolving world of media together. Your presence here in Anchorage reaffirms the power of our community and the meaningful impact we make across Alaska.

Let’s make this convention a meaningful and memorable one.

Yvette Morales
2024-25 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 6 - NOTE: Keynote Session starts at 8:45 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
8:45 – 9:30 ALL Room: HR-A 9:30-9:45 BREAK	<p>KEYNOTE: Lizzie Hartman – <u>“Eat Well, Do Good, Stay Golden”</u> <i>As a teenager I began to connect my social dots around food; cooking and connection became my journey. I wasn't sure where this culinary path would take me or even that it was a life journey, but the more I focused and found my footing in the kitchen the more I realized my heart was there. Serving an exciting dish with coordinated colors and elevated tastes became a passion, seeing a smile of satisfaction from a guest upon savoring a flavor met a deep emotional need for me. Hearing from a client who became a long-term friend brings my experience full-circle and affirms a job well done, and a connection made. My story is an exciting tale of true Alaska moments, great Alaska people and incredible Alaska places...I look forward to sharing it with you.</i></p>
9:45 – 11:15 Sales Public Room HR-C	<p>Jeff Schmidt, RAB – <u>“Branding Strategies for Selling and Keeping Long-term Ecstatic Advertisers”</u> <i>It's our strong recommendation that you develop a deep knowledge of marketing and advertising concepts and become the local expert. To become proficient at marketing, it's helpful to study the best practices and innovations in marketing allowing you to be the advisor your clients need. Attendees will learn: Rules of advertising, 4 keys to advertising success, what defines a brand, how to get results that will keep clients coming back for more. This topic remains one of our most frequently requested sessions. When sellers gain this level of expertise, it equips them to serve their clients in a more consultative style and become a sustaining resource which results in a strong relationship.</i></p>
9:45 – 10:45 Public Room Susitna	<p><u>Small but Mighty: Fundraising Tips for Tiny Teams</u> - <i>Learn time-saving fundraising strategies from Alaska Public Media, Koahnic Broadcast Corp./KNBA, and KYUK. This session offers practical tips, best practices, and smart ways to prioritize when you're a one- or two-person nonprofit station team with limited resources. **See more detail under Speakers**</i></p>
10:00 – 11:00 Management Engineers Public Room K-E	<p>Dennis Bookey, Broadcast Chair for the State Emergency Communications Committee. EAS and Engineering 101 for Managers. <i>Basics of Engineering include: How your station streams; FCC requirements; basic equipment needed; off the air?-How to troubleshoot the source.</i></p>
11:05 – 11:35 Yukon	<p>LiveU technical presentation: <u>“Transformation of Modern Newsrooms”</u>. <i>Past tools used as building blocks to automate future workflows.</i></p>
11:45 – 12:45 ALL; HR-B	<p><u>Annual Luncheon – Murray the Magician, direct from Las Vegas and Pawn Stars, with special guest Dani Elizabeth, lead dancer of ZZ Top.</u></p>
1:00 – 2:15 Management Public Room HR-C	<p>Lisa Fields, Media Staffing Network, <u>“Recruiting in a Future Forward Workplace/Boosting Company Morale”</u> (75 minutes) <i>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 organization share, which gives a company its distinct identity. We discuss why all of these topics are important to hiring with purpose.</i></p>

1:00 – 2:00 Engineers Yukon Room	Stephen Lockwood, Hatfield & Dawson Consulting Engineers, <u>"Antenna Modeling & Testing with a Bonus of Crazy Antenna Ideas"</u> An overview of the art of antenna modeling as currently done by antenna vendors, consulting engineers, and the FCC.
1:00 – 2:00 Sales Management Public Room HR-A	Ryan Brown – <u>"Smart Tools, Strong Ties: How to Use AI Without Losing the Human Touch"</u> Discover how to harness AI to work smarter without sacrificing the relationships that set you apart. This session will show how to integrate powerful new tools while keeping trust, connection, and people at the center of your business.
2:15 – 3:00 Engineers	KeyCode Media technical presentation: "How to Build a Podcast Studio" <u>Yukon Room</u>
2:25 – 3:55 Sales Management Public Room HR-C	Jeff Schmidt, RAB – <u>"Yes, You Are A Public Speaker"</u> Presentations are made up of two elements: Substance and style. People buy on emotion and justify with logic. The very best proposals not only contain the substance to solve the client's problems; they are presented in a style that resonates. Excellent presentation skills boost revenue and create long-term client relationships whether it's underwriting, sponsorship, or commercials. This session will cover the elements of a customer- focused proposal that engages the client and leads to a "YES!"
Friday, November 7 – 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 HR-C	Paige Nienaber, CPR Promotions – Forty-five minute treatise on Promotions like Drive Times, Social Media, Sales Promotions, Hallmark Holidays, Charity Campaigns and Contesting. Ten minute break. Then - 20 Ideas In 20 Minutes but with a shock collar: if an idea takes longer than 60 seconds, an audience member with a buzzer lets me have it.
9:00 – 9:45 Room Yukon	Broadcast Electronics – <u>Developments in Television Transmitters</u>
10:45 – 11:45 Room HR-A	Jaimee Dorris – Founder of Miss Congeniality TV and former TV co-anchor in Mississippi. <u>"Stand OUT on social media"</u> Learn how to develop and maintain a media personality on Facebook, Instagram and TikTok. Beyond the news stories, viewers want to know you as a person. We discuss ways to engage with your audience to grow your following and increase influence. We also examine pitfalls and common concerns for broadcasters. Walk away inspired.
10:45 – 12:45 Management Public Room K-E	Frank Montero, ABA Legal Counsel, Fletcher/Heald/Hildreth with Jack Smedile, Government Relations, NAB. Session moderated by ABA Board Member Matt Wilson. Washington legal and regulatory initiatives that impact broadcasters.
12:00 – 1:00 ALL Room HR-C	Speaker Round Tables: Individual group tables - Speaker/Moderators: <u>Lizzie Hartman, Paige Nienaber, Jaimee Dorris</u> , ABA Board Members will facilitate table movement and (Yvette Morales hosts KaHoot! Games)
1:30 – 3:00	ABA Board/Managers Meeting – Room Kuskokwim

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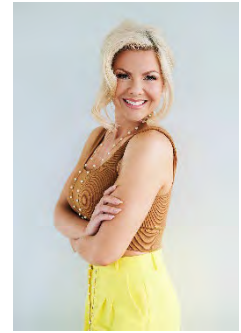


2025 SPEAKERS – Alpha last name



Ryan Brown started his career in a cubicle at the Dimond Center selling airtime for what is now iHeartMedia. He went on to help stations around the world from Galway, Ireland to Sioux City, Iowa grow revenue and strengthen customer relationships in one of the most relationship-driven industries there is. He later launched Adavanza, an advertising agency and consultancy with the tagline Building Brands and the People Behind Them, focused on elevating both the marketing and the teams who make it happen. He then held leadership roles in the tech and startup world at companies like Cravety, CareerGig, Proof Syrup, and Bulk Exchange, bringing his relationship-first approach to new challenges. Today he helps businesses leverage new technology, including AI, to build smarter marketing and stronger customer connections. As he puts it “AI won’t replace marketers but marketers using AI will replace marketers who don’t.”

Jaimee Dorris is a TV personality, creative producer, and storyteller with over 20 years of experience helping people and businesses stand out. She creates authentic, magnetic, and joy-filled content. She began her career as a news reporter for WLOX-TV, covering Hurricane Katrina, before launching her own web design and marketing studio in 2007. In 2019, she created her own TV show—MS Congeniality TV—a lively talk show that celebrated bold people and ideas across the South. The show aired on WXXV-TV in Gulfport and WGNO-TV in New Orleans. In 2022, she returned to the WLOX-TV anchor desk, infusing *Good Morning Mississippi* with viral dance videos and a fresh energy that redefined the station’s local image. Named “Miss Issippi” for the state’s bicentennial in 2017 and crowned Mrs. Mississippi American 2020, Jaimee has spent her career blending creativity, confidence, and fun. Today, Jaimee focuses on content creation and personal branding, helping clients amplify their voices and show up with brilliance—online and off. She lives on the Mississippi Gulf Coast with her husband, Joel. Together, they have a blended family of five adult children, three businesses, and three beloved fur babies.



Lisa Fields, President of Media Staffing Network. My passion for the broadcast industry began decades ago. I was always interested in television journalism – even exchanging letters with the amazing Walter Cronkite asking his advice. But my broadcast career began in the drive-thru of a Hardee’s restaurant when a customer told me I had a nice voice and asked if I had ever considered working in radio? He was the Program Director of a little AM station in Asheboro, NC. After he invited me to the station to read wire copy, he gave me my first job: producing and reading “The Obituary Column of the Air”. A star was born. Over the years, I did every job anyone ever asked me to do in a station. I wasn’t much good behind the mic, but I had a great time working myself through Promotions, Marketing, New Business Development and Sales Management. These days my passion has morphed into a career serving the industry. More than ever before, it is essential to implement new practices to hire the right people. And the creativity you use to match the right person to the right job is what will make the difference. It’s time to explore alternative solutions to benefit our industry. That’s what I get excited about these days! After attending the University of North Carolina at Greensboro, I held different radio positions across the southeast, settling back in Greensboro in 1994. An active volunteer in the community, I’m a life-long volunteer with The March of Dimes, as well as LifeSpan Services. My favorite way to have fun: exploring the world with my family and friends.

Lizzie Hartman Alaska Lizzie, the vibrant culinary personality and community advocate, embodies the heart and flavors of Alaska. With a zest for joyful living and a passion for creating meaningful connections, she curates immersive bus tours, crafts delectable recipes, and champions the spirit of local businesses. Alaska Lizzie warmly invites you to join her in celebrating the essence of Alaska through food, community, and vibrant adventures.





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.

Paige Nienaber has worked in Marketing and promotions since the time Marconi was interning at a radio station. Through CPR Promotions he consults over 100 brands globally. He's written two books on Radio Promotions, does a weekly column for Radio Ink and also hosts a podcast "Three Radio Promotions In Three Minutes." In his spare time he enjoys "Clarissa Explains It All" reruns on Nick and repurposing used roll-a-banner.



Renowned magician and comedian, **Murray SawChuck**, has made waves in the world of entertainment with his unique blend of comedy and magic, earning him the title of Magic's #1 Social Media Influencer and Viral Sensation. With a staggering 3 million subscribers and over 6.5 billion online views, Murray has captivated audiences worldwide with his mesmerizing performances. Murray's latest accomplishment comes in the form of his first 1-hour comedy special, now currently streaming and his second getting ready to premier this year, where he showcases his trademark wit and charm alongside his mind-bending magic tricks. Murray shares, "I'm thrilled to share my brand of humor and magic with fans

around the world through this special. It's a true labor of love, and I hope viewers enjoy every minute of it." A familiar face to fans of History Channel's Pawn Stars, Murray SawChuck serves as the show's Magic Expert for its 22nd season, providing insights into rare and unique items in the entertainment world. Additionally, he can be spotted on CW's Masters of Illusion for his 11th season, where his dazzling illusions continue to captivate audiences of all ages. With a diverse portfolio of over 25 reality show appearances and a memorable stint as a finalist on America's Got Talent, Murray SawChuck's star continues to rise in the entertainment industry. Reflecting on his recent ventures, Murray comments, "I feel incredibly blessed to have had the opportunity to share my magic with audiences worldwide. Each new project brings its own set of challenges and rewards, and I'm excited to see what the future holds." Murray SawChuck's

recent collaborations include guest appearances on hit shows like Netflix's GLOW, Nickelodeon's Ryan's Mystery Playdate, and Hulu's Dollar Loans, showcasing his versatility as a performer. His latest endeavor, the movie The Comic Shop, and his feature in the Hollywood Christmas Parade further cement Murray as a multifaceted entertainer.



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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!



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Jeff Schmidt likes to start with why, and Jeff's why is: To Inspire engage, educate, equip, and empower people to believe in themselves, have confidence in their abilities, and achieve even greater levels of success - however they define success. While his mother wanted him to become a preacher or a lawyer, Jeff became a radio salesperson and he rose through the ranks as sales manager, market manager, and regional vice president and has served in various sales roles and organizations in his 30+ years in radio. As Senior Vice President of Professional Development, Jeff Schmidt oversees the professional development group across all RAB's training services. Jeff's passion is to help you get better. He lives his personal mission statement: Think BIG and make BIG things happen.





Jack Smedile is the Senior Vice President of Government Relations at NAB, where he helps to shape and lead NAB's efforts on Capitol Hill, working to educate Members of Congress and Congressional staff on the issues the broadcast industry faces. In addition to his lobbying role, Jack also oversees the NAB's Political Action Committee, NABPAC, which gathers voluntary contributions from NAB members and identifies and supports pro-broadcast Members of Congress. Jack joined the NAB in November 2013 as vice president of Government Relations and has been

part of the NAB's successful efforts to pass STELAR, provide full reimbursement to broadcasters impacted by the spectrum repack and to continue to fend off all attempts to impose a performance royalty on FM and AM radio stations. Prior to joining NAB, Jack worked in the U.S. House of Representatives and Senate for over nine years. He started his tenure on Capitol Hill as a staff assistant for House Majority Whip Roy Blunt (MO-07). He then spent four years working for Congressman Kenny Hulshof (MO-09), where he oversaw telecommunications, transportation and tax issues, first as a Legislative Assistant and later as his Legislative Director. He later returned to work for Congressman Blunt and handled parts of his Energy and Commerce Committee portfolio before accompanying his boss to the Senate when he was elected in 2010. Jack worked as a member of the Commerce Committee Professional Staff for Senator Blunt, handling telecommunications and transportation issues before joining the NAB. Jack graduated from Saint Louis University and currently resides in Washington D.C., with his wife and two kids.

Small but Mighty: Fundraising Tips for Tiny Teams

Running a nonprofit station with just one or two employees can feel like spinning plates—especially when fundraising lands on your already full docket. In this session, presenters from **Alaska Public Media**, **Koahnic Broadcast Corp./KNBA**, and **KYUK** will share practical tips and tricks to make your fundraising efforts more effective without adding extra hours to your day. We'll cover best practices for prioritizing tasks when you wear multiple hats, as well as creative ways to make the most of limited resources. Whether you're brand new to fundraising or looking for ways to refine your approach, you'll walk away with strategies, tools, and real-world examples from stations facing similar challenges—so you can focus on what matters most: keeping your station thriving and connected to your community.



Shape Your Tomorrow

For more than a century, we've worked shoulder to shoulder with Alaskans to help make a difference in our community.

We're proud to support the Alaska Broadcasters Association. Together, we'll build Alaska's bright future.

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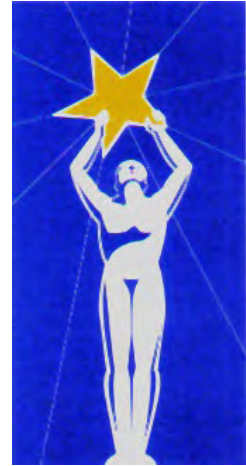
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2025 Goldies Celebration
November 7, 2025
Howard Rock Hall Ballroom
Sheraton Anchorage Hotel
6 p.m. – Reception and
Station Package voting
7 p.m. – Dinner
7:30 p.m. – Awards



Join us for a fun night of “Keepin it Golden!”

Alaska Broadcasters Goldie Awards

Co-Hosts for the evening:

ABA Board Members Matt Wilson and Kim Williams



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: KSRM’s Bob Bird

Joining the ABA Hall of Fame and bringing the total to 79 inductees:
KFSK’s Tom Abbott