

You are invited



NORTH CAROLINA ASSOCIATION OF BROADCASTERS
2013 ANNUAL CONVENTION

JUNE 24-25

GRANDOVER RESORT
GREENSBORO, NC

MONDAY, JUNE 24

Golf Tournament & Awards Dinner

TUESDAY, JUNE 25

Management, Programming
& Sales Seminars

Luncheon with Keynote Speaker



You're in North Carolina, and you know what that means? Grits & sweet tea. Local produce & local bands—it's just that no one knows which sounds more fresh. And people who speak their minds...with a Southern twang, of course.

We're a state that has always understood that local is better, way before it was cool.

Our radio & television personalities are the ultimate delivery mechanism of all things local. They deliver news that we need; they give us pride in our towns and what's happening in our state.

NCAB celebrates and supports the voice of North Carolina, what its collective needs are and where its interests lie. It makes sure all radio & television stations—big or small—get heard across the state, both on the airwaves and in the legislature. It salutes the voices that fill our homes and cars every morning, noon and night.

Be Vocal. Hear & Watch Local.



Monday, June 24, 2013

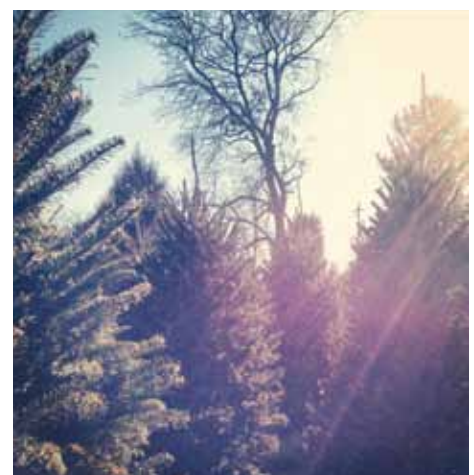
1:00 PM: GOLF TOURNAMENT
6:00 PM: WELCOME RECEPTION
7:00 PM: NCAB ANNUAL AWARDS DINNER

Tuesday, June 25, 2013

**NORTH CAROLINA ASSOCIATION OF BROADCASTERS
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- 8 A.M. **BREAKFAST BUFFET**
- 8:30 A.M. **GENERAL SESSION**
Boomer Project: John W. Martin
*“Ten Transcendent Trends Reshaping the Future
of the Broadcasting Industry”*
- 9:45 A.M. **SESSION 1**
TV Programming: Valerie Geller
“Get Age Ready”: John W. Martin
Human Resources: Susana Schuler
- 10:45 A.M. **SESSION 2**
Radio Programming: Valerie Geller
Human Resources: Susana Schuler
Roundtable: All Systems Forward
- 11:30 A.M. **LUNCH WITH KEYNOTE SPEAKER**
- 1:30 P.M. **SESSION 3**
Marketing Media: Graeme Newell
Sales: Paul Weyland
Roundtable: All Things Legal
- 2:30 P.M. **SESSION 4**
Marketing Media: Graeme Newell
Sales: Paul Weyland
Roundtable: All Things Newsworthy
- 3:30 P.M. **ADJOURN**

**Professional Development Partnership with RTDNAC
WE LOOK FORWARD TO SEEING YOU AT THIS MUST-ATTEND EVENT**



General Session:

John W. Martin, CEO, Boomer Project

“TEN TRANSCENDENT TRENDS SHAPING THE FUTURE OF THE BROADCAST INDUSTRY & AGE READ” • SESSION 1: “GET AGE READY”

John is widely recognized as a leader on optimizing communication. He is the co-founder and CEO of the Boomer Project, a national, research-based ‘think tank’ that offers strategic consultation on how to bridge generation gaps. He is also the co-author of the award-winning *Boomer Consumer*, listed by Corbis as a Top 10 Business Book.

Programming:

Valerie Geller, President of Geller Media International Broadcast Consultants

SESSION 1: TV PROGRAMMERS • SESSION 2: RADIO PROGRAMMERS

“NEVER LOSE A LISTENER OR VIEWER! BECOME A MORE POWERFUL COMMUNICATOR”

Valerie Geller is president of Geller Media International Broadcast Consultants and a highly-demanded coach for air personalities, producers and broadcast news journalists. Her sessions will teach her proven techniques to get, keep and grow your audience.

Sales:

Paul Weyland

“THINK LIKE AN ADMAN, SELL LIKE A MADMAN”

Paul Weyland is an international speaker, branding, marketing and sales strategist, consultant, trainer, author and university lecturer. He has shown hundreds of organizations how to cut through the confusion of marketing, reach into the hearts and minds of their customers, close more sales, increase their bottom lines and keep customers for life.

Human Resources, General Managers & All Departments:

Susana Schuler, Vice President, News, Raycom Media

SESSION 1: “KEEP AND RETAIN YOUR LOCAL STARS” • SESSION 2: “MANAGING FROM MILLENNIALS TO SEASONED VETS”

Susana Schuler oversees the product, people, ratings, research, content and community involvement of the news operations for Raycom Media. In 2010, the Radio Television Digital News Foundation honored her with the First Amendment Service Award for her work in championing First Amendment rights of journalists across the country. Susana is a Board Member of the Broadcast Advisory Board of the Associated Press.

Marketing Media:

Graeme Newell

SESSION 1: STATION BRANDING SESSION • 2: SOCIAL MEDIA REVENUE

Graeme Newell is a customer loyalty expert who teaches organizations how to build deeper, more passionate relationships with their customers. His company, 602 Communications, has consulted industry leaders including GE, CNN, Sony, Hearst, CBS, Time Warner, Comcast, Disney, News Corp, CNBC, Scripps, and Universal—and many small and medium-sized businesses.

Roundtables:

• “ALL THINGS NEWSWORTHY”

This year’s topic is timely and crucial: Morale in the newsroom during changing times.

• “ALL SYSTEMS FORWARD”

Tips to help a station exceed its potential.

• “ALL THINGS LEGAL, REGULATED & POLITICAL”

Change is the only constant in today’s public policy arena and these changes can be critical to broadcasters.