

TIME	EVENT	LOCATION
Wednesday, May 30th		
9:00 am - 2:00 pm	Exhibitor Move-In	Iberville Ballroom
9:00 am - 5:00 pm	Registration Open (Inside Exhibit Hall)	Iberville Ballroom
11:00 am - 1:00 pm	LAB Board Lunch / Meeting	Royal C
	MAB Board Lunch / Meeting	Royal B
1:30 pm - 2:30 pm	Welcome & State of the Industry : Senator Gordon Smith, NAB/Charles Cook Jr. - The Cook Political Report - Join us for the opening session for the 2018 LAB/MAB Convention with Senator Gordon Smith as our Opening Keynote and State of the Industry address. The Opening will also feature Charles Cook Jr. from the Cook Political Report for a Keynote Conversation discussing the future of Politics.	Queen Anne Ballroom
2:30 pm - 3:00 pm	Coffee Break Exhibit Hall	Iberville Ballroom
3:00 pm - 4:30pm	General Session - Mark Ramsey (Mark Ramsey Media) Media's Future: What You Need to Know An overview of the key insights which will drive future success (or failure) for local broadcasters. Mark Ramsey outlines the critical audience-based factors which managers and leaders need to grapple with to come out on top. Lessons will come from a variety of media platforms, local and national. How do local broadcasters excel in a world of limitless choice, fan-driven entertainment, a plethora of platforms, and clients bent on becoming media platforms themselves?	Queen Anne Ballroom
5:00 pm - 7:00 pm	Opening Reception Exhibit Hall	Iberville Ballroom
Thursday, May 31st		
7:30 am - 8:30 am	Breakfast - Buffet in Exhibit Hall	Iberville Ballroom
7:30 am - 3:00 pm	Exhibit Hall Open	Iberville Ballroom
8:30 am - 9:30 am	MAB General Membership Meeting	Royal C
8:30 am - 9:30 am	LAB General Membership Meeting	Royal D
8:30 am - 12:00 pm	Engineering Conference	Royal A & B
9:45 am - 11:00 am	Breakout Session 1: Management - Repack Impacting all Broadcasters: Pamela Gallant FCC, David Cole Widelity, Bo Hoover TSG, Dale Cassidy KTBS/KPXJ Nearly 1000 Television broadcasters in the United States have embarked on a massive undertaking of transition to new frequencies as part of the FCC spectrum repack. This transition has	Royal Salon
9:45am - 11:00 am	Breakout Session 2: News - Kevin Benz, i-Media Strategies - What Do We Stand For? - Making the right call. How do you make good decisions when covering the toughest stories, even while they are breaking in front of you? Whether you work alone in the field or in the middle of the newsroom, sooner or later you will be the one needing to make the right call in a stressful moment. Using real examples Kevin leads you on a deep dive into the pitfalls of knee-jerk reactions and the benefits of thoughtful decision-making based upon the four principles of journalism. You'll learn the pitfalls to avoid and the six questions you should be asking to inspire great journalism. This is meant to be inspirational.	Royal C

TIME	EVENT	LOCATION
9:45 am - 11:00 am	Breakout Session 3: Digital Sales - Paul Jacobs (Jacobs Media) - Selling Traditional Media in A Digital World... Advertisers are demanding it, and broadcasters are providing digital solutions. But selling digital successfully requires new metrics, new solutions, and new sales approaches. This presentation provides examples of best practices and suggested approaches attendees will be able to take back to their stations and apply immediately.	Royal D
11:00 am - 11:30 AM	Coffee Break Exhibit Hall	Iberville Ballroom
11:30 am - 12:30 pm	Breakout Session 4: Digital Sales - Paul Jacobs (Jacobs Media) - continued.	Royal D
11:30 am - 12:30 pm	Breakout Session 5: Management - Sexual Harrasment in the Workplace Vicki Crochet - Taylor, Porter, Brooks & Phillips LLP In this session, we discuss in detail sexual harassment complaints within Media Companies. The media industry is hardly unique in that regard, but the impact can be greater in media, join us as we discuss what to do before a complaint arises, and equally important, what to do next.	Royal Salon
11:30 am - 12:30 pm	Breakout Session 6: News - Kevin Benz - i-Media Strategies...continued	Royal C
12:30 pm - 1:30 pm	Luncheon - Gregory N. Hicks - "Be Kind to Your Whistleblower Friends" Benghazi Whistleblower	Queen Anne
12:30 pm - 1:30 pm	Engineering Luncheon - Repack Impacting all Broadcasters: Pam Gallant FCC, David Cole Widelity, Bo Hoover TSG, Dale Cassidy KTBS/KPXJ	Riverview Room (16th Floor)
1:30 pm - 5:00 pm	Engineering Continued.....	Salon A & B
1:30 pm - 2:30 pm	Breakout Session 7: Management - Legal Session - Charles Spencer & Frank Jazzo, Curtis LeGeyt - NAB In this session, you will receive updated information on the FCC, Repack, C-Band, ATSC 3.0, Media Ownership Rules and much more.	Royal Salon
1:30 pm - 2:30 pm	Breakout Session 8: Sales - Jeff Schmidt - What Now? What Next? The sphere of marketing and advertising is changing faster than you can read this. In this fast-paced session, learn to embrace disruption, embrace new ideas, and maintain what makes traditional media vital and vibrant in the new media landscape. Things are ever changing, and you must change with them in order to thrive. This session will help.	Royal D
1:30 pm - 2:30 pm	Breakout Session 9: News- Kevin Benz, i Media Strategies - Covering Hate: Religion, Race and Protest: Best practices and education about bias, stereotypes and how to address/negate them in reporting. We speak very directly about covering police / Black relations, covering Muslims / terrorism and hate groups and immigration. This session is important to me and has resulted in SRO crowds at EIJ and state association conferences.	Royal C
2:30 pm - 3:00 pm	Break Exhibit Hall	Iberville Ballroom
3:00 pm - 4:30 pm	Breakout Session 11: Management - Nielsen 20 minute update - ATSC 3.0 Skip Pizza NAB - Next-Gen TV: An Overview of ATSC 3.0 - This Session will present a survey of the service improvements and wholly new features that ATSC 3.0 will bring to broadcast television, including suggestions on how they might be monetized.	Royal Salon
3:00 pm - 4:30 pm	Breakout Session 10: Sales -Jeff Schmidt....continued.	Royal D

TIME	EVENT	LOCATION
3:00 pm - 4:30 pm	Breakout Session 12: <i>News - Continued...Covering Hate: Religion, Race and Protest:</i>	Royal C
6:00 pm - 9:00 pm	<i>Closing Celebration - Performance by El-Wencho</i>	Riverview Room (16th Floor)