



ALABAMA BROADCASTERS ASSOCIATION 2014 ANNUAL CONFERENCE

AUGUST 15 and 16 HYATT REGENCY BIRMINGHAM –THE WYNFREY HOTEL

ABA Members: full conference \$100 or one day rate of \$50

Hotel rate \$75 total per night

Reservations must be made through the ABA.

Register online at www.al-ba.com or call 205.982.5001

See Non-member and spouse rates online.

Group Registration Form available in Excel.

FRIDAY AGENDA

- 8:30-4:00 Registration
- 8:30-9:30 Continental Breakfast
- 9:00-10:30 Legislative & FCC Issues
- 10:00-Noon Army National Guard Military and Recruit only Career Fair
- 10:45-Noon Employment Law: Managing Social Media in the Workplace
- 10:45-Noon Music Licensing (ASCAP, BMI, SESAC, Sound Exchange)
- 12:00-1:30 Hall of Fame & Broadcaster of the Year Luncheon
- 1:30-4:45 “Creating Loyalty”
- 1:30-4:45 Radio Programming
- 5:00-8:00 Reception (dinner buffet)
- 8:15-10:15 “Muscle Shoals” screening

SATURDAY AGENDA

- 8:30-11:00 Registration
- 8:30-9:00 Continental Breakfast
- 8:30-9:30 General Assembly (Annual Business Meeting)
- 9:00-10:00 Keynote: “How to Have Your Best Year Yet”
- 9:00-5:00 Engineering Sessions: Audio over IP for Radio and TV
- 10:15-Noon “Proven Strategies to Increase Sales”
- 10:15-Noon “Critical Thinking” and “Getting it Right in the Digital Age”
- 10:15-Noon “Social Media Storytelling” & “Mobile First Newsroom”
- 10:15-Noon “Race and Ethnicity in Reporting”
- 12:00-1:30 Citizen of the Year Luncheon Honoring Jimmy Rane, Great Southern Wood Company
- 1:30-3:00 “Chicken Soup for the Broadcasters Soul: Keeping Life in Perspective”
- 1:30-5:00 “Contagious Selling”
- 1:30-3:00 “Working with Citizen Journalists”
- 1:30-5:00 “Storytelling”
- 1:30-3:00 “Copyrights and Fair Use”
- 3:15-5:00 “First Amendment” and “FOIA”
- 3:15-5:00 “Photojournalism”
- 3:15-5:00 “How to Deal with Advanced Chronic Comfortable Kill Your Career Disease”
- 4:30-6:00 Closing Reception

See details about the sessions and speakers on the ABA website.

Bryan Dodge is returning to conduct the Keynote address, a management session and a sales session! The Poynter Institute is sending four speakers to present TWELVE topics in eight sessions.