

## General Attendees

8:30 AM	Jacobs Media 2017 TechSurvey	Wabash Ballroom
9:30 AM	Opening General Session	Wabash Ballroom
10:00 AM (30 minutes)	"Washington Whispers: A Broadcaster's Guide <i>David Oxenford, Wilkinson Barker Knauer</i>	Wabash Ballroom
10:00 AM (90 minutes)	"Embracing Digital Sales" <i>Speed Marriott, P1 Learning</i>	Eller Room
10:00 AM (90 minutes)	"Coaching the Coaches: Strategic Planning for your Shows" <i>Kevin Robinson</i>	Sycamore Room
10:30 AM (60 minutes)	Technology Update: Pick your interest session	
	TELEVISION: "Charting Your Future with ATSC 3.0"	Conner Ballroom
	AM RADIO: "AM Revitalization" <i>David Oxenford, Wilkinson Barker Knauer</i>	Greyhound Room
	FM RADIO: "Listen to the Future: NextRadio Developments"	Wabash Ballroom
11:30 AM- 1:30 PM	Spectrum and Hall of Fame Luncheon Awards	Hamilton and Monon Ballrooms
1:30 PM	Break to Visit Our Sponsors	
2:00 (90 minutes)	"2020 Vision: Attracting Millennial and GenZ Employees" <i>Speed Marriott</i>	Eller Room
2:00 (90 minutes)	"Connected Car: Staking Out Your Place in the Digital Automobile" <i>Fred Jacobs, Jacobs Media Strategies</i>	Wabash Ballroom
2:00 (90 minutes)	"Teaching your Team ROI" <i>Mark Levy, Revenue Development Resources</i>	Greyhound Room
2:00 (90 minutes)	"Untangling the Music Licensing Web" <i>David Oxenford, Wilkinson Barker Knauer</i>	Sycamore Room
3:30 PM	Break to Visit Our Sponsors	
4:00 PM (90 minutes)	"What You Need to Know to be a Program Director" <i>Kevin Robinson</i>	Sycamore Room
4:00 PM (90 minutes)	"Connecting the Dots: How to Pull All of Your Digital Tools Together into a Single Strategy" <i>Seth Resler, Jacobs Media Strategie</i>	Wabash Ballroom
4:00 PM (90 minutes)	"Prospecting: You Have to Kiss a Bunch of Frogs to Find a Prince" <i>Mark Levy, Revenue Development Resources</i>	Greyhound Room
4:00 PM (90 minutes)	"Building Your Broadcasting Career: A Panel Discussion for Students"	Carey Room

## SBE Ennes Engineering Workshop



8:00 AM (75 minutes)	"An Introduction to Network Security" <i>Wayne Pecena, CPBE, 8-VSB, AMD, DRB, CBNE</i>	Conner Ballroom
9:15 AM	Break to move to Wabash Ballroom	
9:30 AM (30 minutes)	Conference Opening Session	Wabash Ballroom
10:00 AM (30 minutes)	"Washington Whispers: A Broadcaster's Guide" <i>David Oxenford, Wilkinson Barker Knauer</i>	Wabash Ballroom
10:30 AM (60 minutes)	Technology Update: Pick your interest session	
	TELEVISION SESSION: "Charting Your Future with ATSC 3.0"	Conner Ballroom
	AM RADIO SESSION: "AM Revitalization Update" <i>David Oxenford, Wilkinson Barker Knauer</i>	Greyhound Room
	FM RADIO SESSION: "Listen to the Future: NextRadio Developments NextRadio"	Wabash Ballroom
11:30 AM- 1:30 PM	Spectrum and Hall of Fame Luncheon Awards	Hamilton and Monon Ballrooms
1:30 PM	Break to Visit Our Sponsors	
2:00 PM (45 minutes)	"A Technology Journey from SDI to SMPTE 2110" <i>Luann Linnebur, Nevion</i>	Conner Ballroom
2:45 PM (45 minutes)	"The SNMP Protocol in Broadcast Facility Control" <i>Tony Peterle, CPBE</i>	Conner Ballroom
3:30 PM	Break to Visit Our Sponsors	
4:00 PM (45 minutes)	"Extending the Life of Broadcast Transmitter Equipment through Proper Grounding and Positive Pressure Techniques" <i>Chuck Kelly, Nautel</i>	Conner Ballroom
4:45 PM (45 minutes)	"What You Need to Know About the Spectrum Repack" <i>Gates Air and Intraplex Team</i>	