

IOWA BROADCASTERS ASSOCIATION

FAST NEWS

Attention: All General Managers

REMINDER...

REGISTRATION DEADLINE IS JUNE 22

IBA SUMMER CONVENTION & SALES SEMINAR

June 29, 2006

West Des Moines Marriott

Industry Evolution- Make it Your Choice!
A Focus on the Future...

Call the IBA office at (515) 224-7237 for more information.

REGISTRATION OPENS 9:00am

ALL-DAY SALES SEMINAR:

9:45am – 4:00pm

“Advertising Sales University”

Presented by: Irwin Pollack

How to attract new advertisers...Increase referrals...Strengthen client loyalty...and Build your image as a sales & marketing authority!

GENERAL SESSIONS:

10:00am --11:15am *“EEO- Are You In Compliance?”*

Join IBA Washington legal counsel, David Oxenford, as he outlines current FCC EEO rules and regulations. The FCC has started fining stations for EEO violations...make sure your EEO compliance is up to snuff.

11:30am-1:00pm

IBA AWARDS LUNCHEON

Keynote Speaker: David Rehr, President & CEO, NAB

1:15pm - 2:15pm *“The ABC’s of Webcasting”*

Making money with Interactive Websites and Internet Streaming. Learn the legalities of web casting...copyright issues and streaming fees...and how to take advantage of the “New Media”.

2:30pm - 3:30pm

Radio: “HD...Radio’s Future”

Presented by: Eliot Keller & Rob Norton, KZIA-FM

Rick Sellers, KMRY-AM

TV: “Television: Over the Air & Over the Web”

Presented by: Jack Perry, Decisionmark

3:30pm

IBA ANNUAL MEETING

All IBA Members are encouraged to attend