

# 2026 IBA ANNUAL CONVENTION

**Tuesday, June 16**

Prairie Meadows  
1 Prairie Meadows Drive, Altoona, IA

## Tentative Schedule

### REGISTRATION & BREAKFAST

**8:00am – 8:30am**

### WELCOME

**8:20am – 8:30am**

**Presenter: Bill Saluk**

### STATION AWARDS PRESENTATION

**8:30am – 9:30am**

### MORNING SALES SEMINAR

**9:30am – 10:30am**

**Presenter: Ryan Dohrn**

**Topic: AI Powered Media Sales: Top 10 Ways To Use AI In Your Sales Strategy**

Stop wasting hours on research that AI can do in minutes. In this hands-on, live-demo workshop, the Billion-Dollar Sales Coach and 30-year ad sales veteran Ryan Dohrn shows media sales reps how to harness AI to do the heavy lifting. From building targeted prospect lists and deep-diving client research to creating advertiser personality profiles that sharpen your pitch before you ever walk in the door, this session is packed with real tools and real examples. No fluff, no theory. Just a real competitive edge you can use the moment you leave the room. If you want to sell smarter, win more accounts and outpace the competition, this is a workshop you cannot afford to miss.

**10:30am – 11:30am**

**Presenter: Ryan Dohrn**

**Topic: Why Buy A Spot Schedule From Me Right Now!**

Your clients are nervous, cautious and second-guessing every dollar they spend on advertising. That makes your job harder, but it also makes this workshop essential. Ryan Dohrn, the Billion-Dollar Sales Coach, walks you through the proven strategies that help ad sales reps flip the script. Expect real conversation points you can use immediately, battle-tested objection responses, tactics for selling against social media, and the foundational principles of top-of-mind awareness and the Marketing Triangle of Success. Walk out knowing exactly what to say, when to say it and how to close.

## MORNING MANAGEMENT SESSIONS

**9:30am -10:30am**

**Presenter: Aaron Putze**

**Topic: Lead Like You're Live!**

In broadcasting, there's no pause button—when the mic is on, everything counts. The same is true for leadership. *Lead Like You're Live!* will challenge attendees to approach leadership with the same zest, presence, and authenticity they bring to the airwaves. This session explores the power of making space for quiet, being in the moment, and welcoming different perspectives and approaches. Grounded in gratitude and fueled by positivity, this session will inspire you to lead with purpose, perspective, and optimism. Because when you lead like you're live, you don't just fill airtime, you make a difference with it on and off the air.

**10:30am –11:30am**

### **FEDERAL & STATE UPDATE**

**Attorney TBD**, Brooks Pierce

**Nicole Gustafson**, National Association of Broadcasters

**David Oxenford**, Wilkinson Barker Knauer

**Brad Epperly**, IBA State Lobbyist

## MORNING NEWS SEMINAR

**9:30am – 11:30am**

**Presenter: Al Tompkins**

**Topic: AI Essentials: The Useful, the Inspirational & The Lurking Threats**



## **2026 IBA AWARDS LUNCHEON & ANNUAL BUSINESS MEETING**

**11:45am - 1:30pm**

### **Presentations:**

2026 IBA UNI Media Scholarships  
2026 IBA Annual Awards

## **AFTERNOON SALES SEMINAR**

**1:30pm - 3:00pm**

**Presenter: Ryan Dohrn**

**Topic: Time Management Secrets To Get More Done In Less Time**

Eight hours. That is how much time most ad sales reps lose every week to poor planning, inbox chaos and underused tools. In this working session, Ryan Dohrn, the Billion-Dollar Sales Coach, hands you a real system to fix that. You will leave with call zone strategies, proven email templates, smarter CRM habits and Ryan's top 10 time-management tools that high-performing reps are already using every day.

## **AFTERNOON MANAGEMENT SESSIONS**

**1:30pm – 3:00pm**

**Presenter: Al Tompkins**

**Topic: A Crisis in Trust: Why Our Audiences Doubt The Truth**

New studies show that "Americans trust each other less than they did a few decades ago. The share of adults who said, "most people can be trusted" declined from 46% in 1972 to 34% in 2018." A new Pew Research study found that 34% of Americans agreed with the statement, "Most people can be trusted."

Our distrust of each other is reflected in our mutual distrust of the media, universities, scientists, and, certainly, government institutions. Trust in "media" hit a new low, with only one-in-four Americans saying they have a "great deal" of trust in "mass media," including TV, radio and newspapers. Younger Americans trust media the least. If your news audiences do not trust what you are reporting, you will be out of business soon.

In this session, we will examine the evidence for why the public distrusts us, and you will see what it will take to regain the level of trust our businesses rely on.

\*Do not expect quick easy answers. This won't be a session that leaves you cheering but it may be the most important conversation you have this week.