

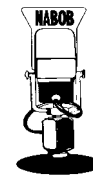


NATIONAL ASSOCIATION OF BLACK OWNED BROADCASTERS AND THE NABOB FOUNDATION

41st Annual Fall Broadcast Management Conference and the 17th Annual Power of Urban Radio Forum

October 11 - 12th, 2017 • Washington, DC

WWW.NABOB.ORG



The National Association of Black Owned Broadcasters, Inc. and the NABOB Foundation will hold their 41st Annual Fall Broadcast Management Conference in cooperation with the 17th Power of Urban Radio Forum, October 11-12, 2017, in Washington, DC, at The Washington Marriott Georgetown Hotel, 1221 22nd Street, N.W. NABOB is the only trade association representing the interests of the 200 Black owned commercial radio stations and 12 commercial television stations around the country. Our member stations serve as the voice of the many communities in which we operate.

WHAT WILL I LEARN?

Conference participants will hear from leading experts in all phases of the broadcast industry. Our seasoned professionals will provide station owners the latest knowledge and best practices for successfully operating one or a group of stations in today's very competitive broadcast industry. The topics covered by our panelists will give an aspiring station owner a clear understanding of how to overcome the many challenges that must be confronted in purchasing and operating a broadcast station.

CONFERENCE PROGRAM

Celebrating 41 Years of Broadcasting Excellence and Community Service

PRESENTING SPONSORS -



WEDNESDAY, OCTOBER 11, 2017

1:00 pm – 2:00 pm
"Programming in 2017 – Audio and Video, Competing in a Converging Marketplace"

2:00 pm – 3:00 pm
"Media Sales Tips you can use Today and Tomorrow"

3:00 pm – 4:00 pm
"Financing Acquisitions and Station Improvements—New Approaches, New Players"

4:00 pm – 5:00 pm
"Washington Update: Dealing with the New Washington Regulatory Climate"

5:00 pm – 7:00 pm
Opening Reception

THURSDAY, OCTOBER 12, 2017

8:00 am – 9:00 am
Breakfast

9:00 am – 10:30 am
"Nielsen—New Products, New Insights"

10:30 am – 12 noon
"Major Group Executives Discuss the Future of Broadcasting"

"17TH POWER OF URBAN RADIO FORUM"

12 noon – 2:00 pm Luncheon

Keynote Speaker: Major General Christopher P. Hughes, Commanding General of US Army Cadet Command and Fort Knox

2:00 pm – 3:00 pm

"African American Agency CEO Panel" - CEOs of the leading African American agencies provide invaluable insight and direction about effective African American marketing and media strategies to broadcasters

Carol Williams, CEO/Carol H. Williams Advertising
Monique Nelson, CEO/Uniworld Group Advertising
McGhee Williams-Osse - Co-CEO/Burrell Communications Group
Bob McNeil, CEO/Grow Now
Cliff Franklin, CEO/ Fuse Advertising

3:00 pm – 4:00 pm

"Hearts and Science Presentation" - African American Media doing business with Major Advertisers

Jose Bello, Director of Total Market/Hearts and Science - P&G
Mark A. Prince, Jr. - Managing Partner, EVP Media Services, Professional Partnering Solutions, Inc.

4:00 pm – 5:00 pm

"National Marketers Panel" - National Marketers including Procter and Gamble (P&G), Toyota, AARP, Regions Bank, and the US Army ROTC discuss the strategic importance of the African American community and effective tactics to target and engage African Americans.

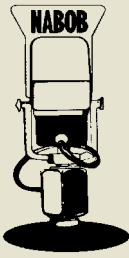
Edna Kane-Williams - SVP/Multicultural Marketing, AARP
David Christian, SVP/Urban Affairs, Regions Bank
Mia Phillips - National Manager, Multicultural and Crossline Marketing Strategy, Toyota
James J. Cox, Active Duty Brand Manager, The Army Marketing and Research Group

5:00 pm – 8:00 pm

NABOB Annual Fall Conference Reception



The Washington Marriott Georgetown Hotel
1221 22nd Street, NW, Washington, DC 20037
Room Rate \$259.00 (202) 872-1500
NABOB: (202) 463-8970 • nabobinfo@nabob.org



NABOB
and the NABOB Foundation
 41st ANNUAL FALL BROADCAST
 MANAGEMENT CONFERENCE
 AND 17TH POWER OF URBAN RADIO FORUM
 OCTOBER 11-12, 2017



**Register
Now!**

The Washington Marriott Georgetown Hotel
 1221 22nd Street, NW • Washington, DC 20037

REGISTRATION FEES

- \$200 – NABOB Financially Current Members Registration
- \$400 – Non-Members Registration

**The Washington Marriott
Georgetown Hotel**
 1221 22nd Street, N.W.
 Washington, DC 20037

Name _____ Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Telephone _____ Fax _____ Email _____

Payment Method Check/Money Order (Make Payable to NABOB) Am Ex Master Card Visa Discover

Credit Card Number _____ Exp. Date _____
 Signature _____ Date _____
 Total Amount Enclosed or Authorized to be Charged _____

Please mail this form along with your check to:
National Association of Black Owned Broadcasters, 1201 Connecticut Avenue, NW, Suite 200, Washington, DC 20036
or Register online at www.nabob.org or Email this form along with your credit card information to nabobinfo@nabob.org