

2022 THIRD THURSDAY Webinars

JANUARY

Trends of the Future Now – What Every Broadcaster Should Know From CES

SPEAKER: **Shawn Dubravac**, *President of Avrio Institute and New York Times Best Selling Author*

FEBRUARY

How to find 2022 Election Campaign Dollars in my Community

SPEAKER: **Barry Cohen**, *Ad Lab Creative*

APRIL

Content Beyond the Mic: Efficient and Effective Systems

SPEAKER: **Lori Lewis**, *Lori Lewis Media*

MAY

A Station for All: Engagement in Any Size Market

SPEAKER: **Binnu Palta Hill**, *MBA University of Wisconsin-Madison*

JUNE

How to Stand Out Amid Media Competition and Digital Fragmentation

SPEAKER: **Karen Morriss**, *Director of Client Services - Research Director, Inc.*

JULY

EAS Requirements and What Your Entire Staff Should Know About the Alternative Broadcast Inspection Program (ABIP)

SPEAKER: **Larry Wilkens**, *Alabama Broadcasters Association Director of Engineering*

*Bonus Session: **Protecting Your Station from a Ransomware Attack**

SPEAKER: **ARG, Inc.**

AUGUST

Enhancing Local Coverage Just in Time for Election Season

SEPTEMBER

Recruitment Focus

OCTOBER

Legal Focus

NOVEMBER

Post-Election Impact on Broadcasters

SPEAKER: **National Association of Broadcasters**



MARK YOUR CALENDARS!