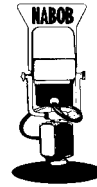




# NATIONAL ASSOCIATION OF BLACK OWNED BROADCASTERS

**32nd Annual Fall Management Conference**  
**September 24 - 26, 2008 • Washington, DC**  
**WWW.NABOB.ORG**



The National Association of Black Owned Broadcasters, Inc. will hold its 32nd Annual Fall Broadcast Management Conference, September 24-26, 2008, in Washington, DC, at The Park Hyatt Hotel. NABOB is the only trade association representing the interests of the 245 Black owned commercial radio stations and 13 commercial television stations around the country. Our member stations serve as the voice of the many communities in which we operate.

The Conference will present panels and presentations from an array of experts focused on developing ideas to improve the financial success and service to the community of broadcast stations owned by African Americans and other minorities, and to increase the number of such stations.

## WHAT WILL I LEARN?

Conference participants will hear from leading experts in all phases of the broadcast industry. For existing station owners, the panelists will provide insights on new issues and new ways of addressing old issues. 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

### WEDNESDAY, SEPTEMBER 24, 2008

Movie Screening: "The Secret Life of Bees."  
Hosted by Fox/News Corp.

**6:30 pm – RSVP Required**

**Motion Picture Association of America**  
1600 I Street N.W.

### THURSDAY, SEPTEMBER 25, 2008

*Partial Listing of Confirmed Panelists:*

**8:00 am – 9:00 am Breakfast**

**9:00 am – 10:30 am "Programming: How Do We Grow Our Audiences in the Era of High Tech Alternatives?"**

Skip Dillard - Operations Manager/Program Director, WBLS/WLH  
Tony Gray - President & CEO, Gray Communications  
John Deadwyler - Operations Manager, WPGC

**10:30 am – 12:00 pm A Dialogue With Advertisers and Advertising Agencies - Organized by Interep's Power of Urban Radio Forum**

Karen Slade- VP/GM-KJLH- Moderator - Agency Panel  
Bob Wingo - CEO/ Sanders Wingo (Chevrolet, AT&T, State Farm Insurance)  
Clifford Franklin - CEO/ Fuse Advertising (Obama 2008, Anheuser Busch, Enterprise Rent-A-Car)  
Bob McNeil - CEO/ Images USA (Amtrak, AARP, Wachovia Bank)  
Chuck Morrison - EVP/ Uniworld Group (Ford, Burger King, Home Depot)  
Advertiser Panel - Ken Smikle- President/Target Market News- Moderator  
Lynn Bonner - Director of Market Outreach- Harley Davidson  
Gwen Kelly - Senior Manager- African American Marketing- Wal-Mart  
Toure Claiborne - Director of Multicultural Marketing- Allstate Insurance  
Mark A. Prince Jr. - Director of Client Services and Media Consulting / Professional Partnering Solutions, Inc.

**12:00 pm – 2:00 pm LUNCHEON Sponsored by Interep:**  
**Keynote Luncheon Speaker: Benjamin Jealous, President NAACP**

**2:00 pm – 4:00 pm "The Future of Broadcasting."**

Lois E. Wright - Executive Vice President & Corporate Counsel, Inner City Broadcasting Corporation  
Mark Fratrack - Vice President, BIA  
Anita Stephens Graham - General Partner, Opportunity Capital Partners  
Greg Widroe - Partner, Media Venture Partners

**RECEPTION 7:00 pm – 10:00 pm Sponsored by Arbitron**

### FRIDAY, SEPTEMBER 26, 2008

Park Hyatt Hotel, Ballroom Level

**8:00 am – 9:00 am Breakfast**

**9:00 am – 11:00 am "PPM: The Unfolding Story of PPM's Impact on Minority Targeted Stations."**

Steve Morris - President & CEO, Arbitron  
Bob Neil - President & CEO, Cox Radio  
Deon Levingston - Vice President & General Manager, WBLS  
Al Ward - Vice President/National Sales Manager, KJLH

**11:00 am – 12:30 pm "Washington Update: Dialogue with Commission Legal Advisors and Key Congressional Staff"**

James L. Winston - Executive Director & General Counsel, NABOB  
Rich Chessen - Senior Legal Advisor, FCC  
Cristina Pauze - Legal Advisor, FCC

**12:30 pm – 2:00 pm. LUNCHEON Sponsored by Nielsen:**  
**Keynote Luncheon Speaker: FCC Commissioner, Michael J. Copps**

**2:00 pm Closing Remarks**

## ADDITIONAL INFORMATION

Park Hyatt Hotel  
24<sup>th</sup> & M Streets  
Washington, DC

**Please contact the NABOB office directly at 202.463.8970**

\$379 Park Hyatt Room  
\$479 Park Hyatt Deluxe Room

