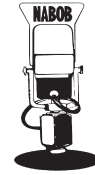




NATIONAL ASSOCIATION OF BLACK OWNED BROADCASTERS

34th Annual Fall Management Conference
September 15 - 17, 2010 • Washington, DC
WWW.NABOB.ORG



The National Association of Black Owned Broadcasters, Inc. will hold its 34th Annual Fall Broadcast Management Conference, September 15-17, 2010, in Washington, DC, at The Ritz Carlton at 22nd and M Streets. NABOB is the only trade association representing the interests of the 245 Black owned commercial radio stations and 8 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

Black Broadcasters – Still the Best Way to Influence Black America

WEDNESDAY SEPTEMBER 15, 2010

7:00 pm – 10:00 pm

**Opening Reception and Movie Screening
at the Motion Picture Association of America**
Hosted by Fox/NewsCorp

THURSDAY, SEPTEMBER 16, 2010

9:00 am – 10:30 am

**"Syndicated vs. Local Programming – How Do We
Find the Right Balance?"**

10:30 am – 12 noon

"Training Your Sales Staff for Today's Competition"

THE POWER OF URBAN RADIO FORUM

12 noon – 2:00 pm

Luncheon

Keynote Speaker:

Rob Norman, CEO, GroupM - North America

2:00 pm – 3:00 pm

**Media Planning Buyer Panel, "Who's Buying Urban
Radio and Why?"**

3:00 pm – 4:00 pm

**National Marketers Panel, "The Value of the African
American Consumer and Urban Radio"**

4:00 pm – 5:00 pm

**African American Agency CEO Summit, "The State of
Marketing to African Americans and the Role of Urban Radio"**

7:00 pm – 10:00 pm

NABOB Annual Fall Conference Reception

FRIDAY, SEPTEMBER 17, 2010

8:00 am – 8:30 am

Buffet Breakfast

9:30 am – 11:00 am

**Washington Update, "What is Pending Before the FCC and
Congress?"**

11:00 am – 12:30 pm

**Financial Update, "Where is the Investment Capital for Minority
Owned Broadcasters?"**

12:30 – 2:00 pm

Luncheon

Guest Speaker:

2:00 pm

Closing Remarks



ADDITIONAL INFORMATION

Ritz Carlton Hotel

22nd and M Street NW • Washington, DC 20037
Room Rate \$320.00

202-835-0500 or 800-241-3333