

# 2019 WVBA SPRING MEETING

**MAY 4TH, 2019 | CHARLESTON, WV  
MARRIOTT TOWN CENTER**

## **FEATURING:**

**USING SOCIAL MEDIA MORE EFFECTIVELY | EEO CERTIFICATION | NEWS DEPARTMENT  
SEMINAR WITH POYNTER INSTITUTE | RADIO ROUND TABLES | KENTUCKY DERBY  
PARTY | EXHIBITORS | EXCELLENCE IN BROADCASTING AWARDS BANQUET**

# POYNTER NEWS DEPARTMENT SEMINAR

THREE EXCELLENT AREAS  
OF CONCENTRATION TO  
PUT TO USE IMMEDIATELY!



## ONE-DAY WORKSHOP



AL TOMPKINS



## Practical Useable Inspiring

In one intensive day, Poynter's Al Tompkins will use compelling real-world practical examples to show you:

**Fighting Fake News** - learn how to detect fake photos, videos, false claims and take a trip into the "dark web" where destructive fakes are born.

**AI's Cool Tools** - see the jaw-dropping things you can build with your phone that will save you time and connect with viewers and online readers.

**Become a Story Idea Machine** - (and make your news director happy.) Learn where to find great stories in open records, inspection files, and candidate disclosure forms. See what you can find about who pollutes the most in your community, learn about water quality and health inspection records. Never be without a story idea again.

## Using Social Media More Effectively

Are your employees and On-Air talent representing your station justly when it comes to social media? Join our discussion on how to maximize each networking platform to its full potential.

- ◆ Embracing Visuals
- ◆ Headlines Matter
- ◆ Customizing for each Platform
- ◆ Share at the Right Time
- ◆ Multiple Posts
- ◆ Ask Questions
- ◆ Which Platform?
- ◆ Pay to Play



## RADIO ROUND TABLES



Spend time with fellow broadcasters networking, swapping ideas, successes, concepts, and more!

### TABLE TOPICS

- ◆ Promotions on a small or zero budget
- ◆ How to better voice track
- ◆ Morning Show inspiration
- ◆ News/Sports if you don't have your own team

## HALF HOUR PRIVATE COACHING SESSIONS

Based on first come first served basis Al Tompkins will offer private sessions early May 4th. Bring any work you would like to have reviewed by Al! Sign up by emailing [mcris@wvba.com](mailto:mcris@wvba.com) to choose your time slot.

## EEO CERTIFICATION WITH DAVE BARNETTE AND VIVIAN BASDEKIS



Join our legal team Dave Barnette and Vivian Basdekis with Jackson and Kelly as they brief you on changes to the EEO Rules and Regulations to date. Plus the FCC has updated Online Submissions during 2018. What do you still need to keep in a paper file going forward. Learn by example, what not to do to avoid hefty FCC fines.

**EEO Credit/Certificates awarded to those in Management/HR positions.**

# WVBA Excellence In Broadcasting Awards Banquet

Join us for a fun-filled evening recognizing achievements in broadcasting and cheering on the Kentucky Derby race!

**GET READY TO GET YOUR DERBY ON!**



## Agenda

9:30 AM	WVBA Board Meeting
10:00 AM	Registration/Exhibits Open
12:30 - 4:30 PM	Poynter News Department Seminar
1:00 - 2:15 PM	Using Social Media More Effectively
2:15 - 2:30 PM	15-Minute Break
2:30 - 4:00 PM	Radio Round Tables
2:30 - 4:00 PM	Legal Update / EEO Certification
6:00-10:00 PM	Kentucky Derby Reception/Awards Dinner

## Meeting Registration & Hotel Information

Please download and complete the WVBA registration form at [wvba.com](http://wvba.com)  
Make checks payable to WVBA.

The Charleston Marriott Town Center has reserved a block of rooms at a special rate of \$104 per night plus tax. Make your reservation by April 24th and mention WVBA to receive discounted rate. The negotiated rate will not be available after this date.



To reserve, please call 304.345-6500 or 1.800.228.9290

[wvba.com](http://wvba.com)