



Annual Convention Sessions & Speakers

Tuesday & Wednesday
August 11 - 12, 2026
Embassy Suites - Lincoln

Early Bird Registration Begins June 22nd
Register at www.ne-ba.org



MANAGEMENT - TUESDAY

1:00 - 1:50: Legal/NAB Session

Nicole Gustafson, National Assoc. of Broadcasters
Davina Sashkin, Wilkinson Barker Knauer



Gustafson Sashkin

2:00 - 2:50: 2026 Employment Law Update

Tara Stingley, Cline Williams Wright Johnson & Oldfather



Stingley

3:00 - 3:45: Leading People Through

Rapid, Unpredictable Change

Troy Dannen – Director of Athletics, University of Nebraska



Dannen Flood

4:00 - 4:30: Broadcasters Round Table

Congressman Mike Flood, Founder of Flood Communications & News Channel Nebraska

SALES - WEDNESDAY

RADIO

9:00 - 10:15: Capture Your Share of the Digital Ad Boom

Chris Brunt, Jacobs Media



Brunt

TELEVISION

9:00 - 10:15: Video, Video, Video: Stake Your Claim Before Someone Else Does

Tom Ray, JDA.media



Ray

RADIO & TELEVISION

10:30 - 11:45: Winning in Local Sales When Nothing is Easy

Tom Ray, JDA.media



Frieler

1:30 - 2:45: It's Not the Sale, It's the Story: Turning Digital Strategy into Buyer Confidence

Kelli Frieler, Vibrant Impact

3:00 - 4:15: The Sales Bridge: Connecting Effort to Results

Derron Steenbergen, The Swagger Institute



Steenbergen

ENGINEERING - WEDNESDAY

Our local SBE Chapter 74 has scheduled the following speakers



FCC & Regulatory update

Davina Sashkin, Wilkinson Barker Knauer, LLP

Designing for Uncertainty: Applying Agile Principles to Broadcast Organizations

Jered Hofker, Nebraska Public Media

RF 101

Jeff Welton, Nautel

Design and Implementation of a Triplexer for Three Omaha AM Stations

Kintronic Labs, Three Stations, One Tower

Liquid Cooled FM & TV Transmitter technology

Ben Marth, GatesAir

NEWS - WEDNESDAY

9:00 - 10:15: Better Stories on Deadline

Brendan Keefe, Atlanta News First



Keefe

10:30 - 11:45: AI as Your Newsroom Assistant

Brendan Keefe, Atlanta News First

1:30 - 2:45: From Resilience to

Renewal in Local News

Chip Mahaney, Southern Methodist University



Mahaney

3:00 - 4:15: Law Enforcement and Local Media:

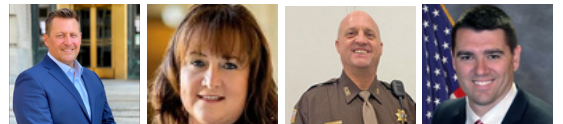
Working Together to Inform & Protect

Aaron Hanson – Douglas County Sheriff

Korby Gilbertson – Radcliffe Gilbertson & Brady

Jeromy McCoy – Hamilton County Sheriff

Cody Thomas – Nebraska State Patrol



Hanson

Gilbertson

McCoy

Thomas

RADIO PROGRAMMING - WEDNESDAY

1:30 - 2:45: Multiplatform Media: A 360 View of Content Creation

Mike McVay, McVay Media



McVay

3:00 - 4:15: Conquering Content and Creating Connection: The Local Advantage in the Attention Economy

Steve Reynolds – The Reynolds Group



Reynolds

BANQUETS & LUNCHEON

Hall of Fame Banquet, Tues. 6:30pm

Inductees: John Knicely, Kevin Kugler, Steve Lundy and Ken Siemek



Knicely



Kugler



Lundy



Siemek

Keynote Luncheon - Wed. 12:00pm

Broadcast Proud: Why Our Industry Still Reigns Supreme

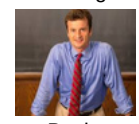
Keynote Speaker: Derron Steenbergen



Steenbergen

Pinnacle Awards Banquet - Wed. 6:30pm

Emcee: John Baylor, Voice of UNL Volleyball



Baylor