The Walking Dead's star Emily Kinney to perform.

Finalists announced.

Silver Dome Gala Gala Presented by AT&T.

IBA2017 Preview
FROM THE PRESIDENT
DENNIS LYLE, IBA PRESIDENT/CEO

It’s always nice to be recognized for work well-done. Such is the case with IBA’s Radio Broadcasters of Chicagoland’s (RBC) Committee, recognized by NABEF, the educational arm of the NAB, in naming the IBA a finalist in NABEF’s Service to America’s “Service to Community” category, the result of the RBC’s 40+ station half-hour roadblock last October. KZLV-FM San Antonio walked away first place honors, but the IBA/RBC was in good company with the other finalists in this category including KGBX-FM Springfield, MO, iHeartMedia; KSHE-FM St. Louis, MO, Emmis Communications Corp; KSOS-FM Las Vegas, NV, Faith Communications Corp; WFEZ-FM Hollywood, FL, Cox Media Group; and WTAM-AM Cleveland, OH, iHeartMedia. Congrats to (then) RBC Committee Chairman and current IBA Chairman of the Board Doug Levy and his committee members for an outstanding job. iHeart Chicago’s Matt Scarano has since taken over the reins of the RBC Committee. Watch for more great things to come from this unique group of IBA-member community-minded radio broadcasters in the Chicago media market, and more great things from Doug who passed the RBC Committee Chair baton to Mark, only to become a new member of the NAB Board of Directors. IBA Director Emeritus Emily Barr is also to be congratulated as Chicago’s Graham Media Group’s WDIV-TV Detroit, NABEF’s winner in its “Service to America Television Award” category, recognizing a television station for the totality of its efforts and its commitment to excellence in serving its community.

Speaking of awards, congrats to IBA’s Vice-Chair TV John Idler who is on tap to receive the 2017 “Dante Award” by Chicago’s Joint Civic Committee on Italian Americans (Chicago media blogger Rob Feder reports the award celebrates local media figures who answer the call of Italian poet Dante Alighieri to be “no timid friend to truth.”). Congrats as well to IBF Chairman John Gehron who is set to receive the 2017 “Rockwell Lifetime Achievement Award” this July at the 42nd annual Convention in Minneapolis.

Of course, congrats to all the finalists in IBA’s 2017 Silver Dome Awards competition and listed in this issue of Transmitter. Winners of our many best-of-the-best in Illinois broadcasting will be honored at the new and improved “AT&T Presents the IBA2017 Silver Dome Awards Gala,” standalone event scheduled for 6pm on June 8th at Springfield’s Abraham Lincoln Museum. No longer a part of IBA’s annual one-day conference, this year’s Silver Dome Awards Gala will welcome AMC’s “Walking Dead” alum (Beth Greene) talented actress, and BMI singer/songwriter Emily Kinney (featured on the cover) as our dessert entertainment. This year’s Gala also serves as our forum to honor our 2017 IBA/Vincent T. Wasilewski Broadcaster of the Year (Tribune’s Larry Wert) and our 2017 IBA/W. Russell Withers Jr Broadcast Pioneer (retired WHBF-TV sportscaster Don Sharp.) Please register today as the Museum offers limited seating and we expect a “sold out” situation.

Meanwhile IBA2017 is shaping up nicely with its steering committee putting final touches to this year’s one-day June 27th event at the Marriott Hotel and Conference Center in Normal, IL. With a theme like “Making Money on Main Street,” how could you or members of your staff not want to attend? We have a total of four, count ‘em, four “live” panels scheduled for the day to discuss, among other topics, legal, regulatory, and legislative issues, auto advertising, success stories in broadcast advertising by broadcast advertisers, as well as a Great Ideas featuring out-of-state broadcasters. RAB’s Jeff Schmidt, P1 Learning’s Speed Marriott, as well as Ecstein, Summers, Armbruster & Company’s Adam Armbruster and Jake Winchell will provide standalone sessions at IBA2017 as well. Lunch is included for all attendees. Learn more at ilba.org where you’ll find registration is open for both the June 8th and June 27th events.

Looking forward to seeing you there! (DL)

About the Cover

There’s not a Walking Dead fan that doesn’t remember actress Emily Kinney in the role of fan-favorite “Beth Greene.” These days, Emily juggles a busy acting career with her love of writing and performing her music and she does just that courtesy of BMI as “AT&T Presents IBA’s 2017 Silver Dome Awards Gala,” on June 8th in Springfield, IL. This event will sell out, so get your tickets now for an evening of celebrating the “best of the best.”
EMILY KINNEY

BMI Singer Songwriter Emily Kinney to Perform at Silver Dome Awards

Call it a sweet end to dinner or a sweet beginning to the evening’s award ceremony, one of BMI’s newest talents will provide the entertainment at the Silver Dome Awards Gala on June 8th.

Emily Kinney is a singer, songwriter and actor best known for her role as Beth Greene on AMC’s hit television series The Walking Dead. Kinney’s musical talents have been featured on TV, in musical theater, and in her own releases. A Nebraska native, she studied theatre at Nebraska Wesleyan University and New York University, staying in NYC to pursue her acting and music career. Kinney worked in theatre off-broadway and regionally before landing a role on Broadway in the musical adaptation of Spring Awakening.

In 2011 she released her debut EP, Blue Toothbrush, and started working on The Walking Dead where she would later become a series regular. Her singing has been prominently featured on the show, notably a moving cover of Tom Waits’s “Hold On”, and a haunting rendition of the traditional Scottish song “The Parting Glass” with cast-mate Lauren Cohan, the latter of which appears on The Walking Dead: AMC Original Soundtrack, Vol. 1. Kinney has also been seen in reoccurring roles and guest appearances on television series such as Law & Order: Criminal Intent, Law & Order: SVU, The Good Wife, The Big C and more recently, The Knick, Masters of Sex, and Conviction.

In 2014, Kinney released her second EP Expired Love (Thirty Tigers), which featured seven original songs written by Kinney, with production by Caleb Shreve and Conrad Korsch (bassist, Rod Stewart), and mixes by Mikal Blue (Colbie Caillat, One Republic, Toad the Wet Sprocket). The EP reached #43 on the iTunes Pop Chart and #3 on the Amazon Singer-Songwriter Chart.

2015 and 2016 saw a busy performance schedule including a 31-date tour in support of Kinney’s first full-length album This Is War, released October 2nd. The May/June tour concluded with a sold-out show at Los Angeles’ Troubadour. Kinney was also featured in Rolling Stone, Refinery29, Buzzfeed, People, Entertainment Weekly, Spin, Relix Magazine, American Songwriter, Fuse, to name a few, and presented for iHeart-Radio Festival and the ACCA Awards.

Most recently, Emily released two new songs, Back on Love and Popsicles via 7-inch vinyl, and her poetry was published in Darling magazine. Currently, she is in production on ABC’s Ten Days in the Valley working opposite Kyra Sedgwick filming in Los Angeles and working on her next album.

Tickets for this event are available at: www.ilba.org until June 1st or until event is sold out. Tickets and seating are limited.
## Silver Dome Award Finalists

### Small Market Radio

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<td>WRJU</td>
<td>James Taylor</td>
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Best Hard News Story
WDWS
20 Years Ago Today Tornadoes Hit Urbana and Ogden
Credit: WSPY

Best Radio Humorous Commercial
Cap Radio Group
Chatham Sweet Corn Festival
Credit: Best Radio Humorous Commercial WMAY
Deja Vu - No Trump Allowed
Credit: Johnny Molson

Best Radio Personality
WICL/WOOZ/WJPF/WTX/WEUEZ
Lia Mira in the Morning
Credit: Lia Mira

Best Radio Non-Humorous Commercial
WICL/WOOZ/WJPF/WTX/WEUEZ
Chittyville 2016
Credit: Matt Linsin

Best Radio Light Feature
WSOY
Yorkville Baker Wants Kendall County Board to Pass ‘Cupcake Ordinance’
Credit: Jim Wyman

Best Radio Local Broadcast Team
WLWR/WXY/WCFF/WMX/WSY
Holstein & Company
Credit: Steve Holstein, Melissa Anfield, Andy Roberts

Best Radio Series or Documentary
WDWS
CUMTD Trial
Credit: Tim Ditman, Michael Kiser

QWQA
“Silent Killer: The Pancreatic Cancer Pandemic”
Credit: LARRY CORLEY

WTAX
Illinois Legislature Coverage
Credit:

Best Radio Station Self-promotion
WMAY
WGMB Teacher of the Month
Credit:

Best Radio Station Use of New Media
Capitol Radio Group
103.7 WDBR -
Credit: Blake Stadel, Julie Jacobs, Mike Connolly, Mike Jones, Justin Lee

Best Radio Station Website
WMAY
WQLZ - Week In Rock Reports
Credit:

Best Radio Station Community Service
WEJT/WYDS/WZNX/WZUS
Credit:

Best Radio Humorous Commercial
WTAX
WTAX 7:05am News November 9, 2016
Credit: Dave Dahl, Will Stevenson

Best Radio Play-by-Play
WICL/WOOZ/WJPF/WTX/WEUEZ
Carterville Lions vs. #6 Benton Rangers
Credit:

Best Radio News Reporter
WSPY
Kendall County Board Deals with Coroner Toftoy Controversy: Jim Wyman Reports
Credit: Jim Wyman

Best Radio Play-by-Play
WICL/WOOZ/WJPF/WTX/WEUEZ
The Manliest Man 3
Credit: Matt Linsin, Dave Lustenberger

Best Radio Local Broadcast Team
WLWR/WXY/WCFF/WMX/WSY
Holstein & Company
Credit: Steve Holstein, Melissa Anfield, Andy Roberts

Best Radio Series or Documentary
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Credit: Tim Ditman, Michael Kiser

QWQA
“Silent Killer: The Pancreatic Cancer Pandemic”
Credit: LARRY CORLEY

WTAX
Illinois Legislature Coverage
Credit:

Best Radio Spot News Coverage
WSOY-AM
Decatur Fire Department rescues man stuck in trench
Credit:

Best Radio Station Community Service
WEJT/WYDS/WZNX/WZUS
Credit:
## Best Radio Non-Humorous Commercial
- **iHeart Media Chicago**
- **Dave Hilton - CSN: Bulls**
  Credit: Dave Hilton
- **MeTV-FM**
  Chicago Market Radio
  Credit: Evergreen Window and Doors

## Best Local Radio Newscast
- **WBBM**
  7 p.m. newscast, March 11, 2016
  Credit: Cisco Cotto, George Ofman, Geoff Dankert, Don Schuble, Ken Kosek, Susan Glick

## Best Radio Station Community Service
- **iHeart Media Chicago**
- **WGRB - Biggest Give and Receive**
  Credit: Sonya Blakey, Marcella Jones, DeAndre Patterson

## Best Radio PSA for Local Charity/Cause
- **iHeart Media Chicago**
- **WLIT - Salvation Army**
  Credit: Dave Hilton
- **iHeart Media Chicago**
  Chicago Market Radio
  Credit: WGRB - Museum Of Science and Industry: Black Creativity
- **iHeart Media Chicago**
  Chicago Market Radio
  Credit: WGRB - Museum Of Science and Industry: Black Creativity
- **WGN-AM Radio**
  Chicago Market Radio
  Credit: WGN Radio
- **WTMX FM**
  Credit: Jeff Buti

## Best Radio Spot News Coverage
- **WBBM**
  The Rally That Never Was
  Credit: Bob Roberts, Steve Miller, Rob Hart, Geoff Dankert, Don Schuble

## Best Radio News Reporter
- **WBBM**
  Credit: Lisa Fielding 2016
- **WGN-AM Radio**
  Andrea Darlas
  Credit: Andrea Darlas

## Best Sportscaster
- **WBBM**
  Joniak’s Journal - Sept. 11, 2016
  Credit: Jeff Joniak
- **WBBM**
  Chicago Market Radio
  Credit: George Ofman 2016
- **WGN-AM Radio**
  Cubs Force Game 7
  Credit: Dave Eanet

## Best Radio Personality
- **iHeart Media Chicago**
  WGC - Leon Rogers
  Credit: Leon Rogers
- **WTMX FM**
  Chicago Market Radio
  Credit: WTMX Kevin “Koz” Koske

## Best Radio Play-by-Play
- **WBBM**
  Chicago Market Radio
  Credit: Bears vs. Viking 10/31/2016
- **WGN-AM Radio**
  Blackhawks force Game 7 vs Blues
  Credit: John Wiedeman, Troy Murray
- **WGN-AM Radio**
  Northwestern basketball vs Illinois
  Credit: Joey Meyer, Dave Eanet

## Best Radio Humorous Commercial
- **MeTV-FM**
  Al Gelato Chicago
  Credit: Michael Horn, Jim Roche, George Blaise

## Best Radio Station Self-promotion
- **iHeart Media Chicago**
  WVAD Doug Banks Memorial
  Credit: Ramonski Luv, Bionce Foxx, Terrance “T Storm” Battle, Steve Harvey

## Best Radio Light Feature
- **iHeart Media Chicago**
  Chicago Market Radio
  Credit: WEBG-FM hosts Veterans Day Parade for Retired Soldier
- **WGN-AM Radio**
  Hello Squiggy
  Credit: Kevin Richter, Wendy Snyder, Bill Leff

## Best Radio Series or Documentary
- **WBBM**
  Generation Heroin
  Credit: Lisa Fielding
- **WGN-AM Radio**
  National Parks at 100: Our Midwest Treasures
  Credit: Dave Schwan
- **WGN-AM Radio**
  The 2016 Vote
  Credit: The 2016 Vote

## Best Radio Local Broadcast Team
- **iHeart Media Chicago**
  Chicago Market Radio
  Credit: WGCJ - The Chicago Morning Takeover
- **iHeart Media Chicago**
  WKSC - Fred and Angi - Best Local Broadcast Team
  Credit: Fred, Angi, MJ Sylkas
- **WGN-AM Radio**
  Would Esmeralda Buy That?: the Nick Digilio Show
  Credit: Nick Digilio, Esmeralda Leon, Vic Vaughn, Dan Sugrue

## Best Radio Use of New Media
- **iHeart Media Chicago**
  Chicago Market Radio
  Credit: WGRB - Big Code Of Honor Mannequin Challenge
- **iHeart Media Chicago**
  Chicago Market Radio
  Credit: WGN-AM Radio
  Honoring Our Marines
  Credit: Shanae Paulus, Jackie Paulus
- **MeTV-FM**
  Chicago Market Radio
  Credit: From Hipsters to Hippies
  Credit: Michael Horn, Rick O’Dell
**Best Community Service Activity**

**WICW/WICD**
Shawn Shanle Best Photojournalist
Shawn Shanle

**WSIL**
Callie On The Job: St. Louis Zoo
Credit: Jared Roberts

**Best TV PSA**

**KFVS**
Salvation Army - Why We Ring
Credit: Bryan Schilligo, Jeff Cunningham, Mollie Lair, Mary-Ann Maloney, Crystal Britt

**WEEK Creative**
St. Jude Children's Research Hospital Runs
Credit: Chris Curl

**WIFR**
Take Your Brat to Work Day 2016
Credit: Nick Schneider

**Best TV Anchor**

**WCCU**
Doug Quick

**WIFR**
Whitney Martin

**WREX**
Kristin Crowley

**Best TV Hard News Story**

**WAND**
Unplugged – The Clinton Nuclear Power Station
Credit: Doug Wolfe

**WREX**
Rock Valley College Athletics
Credit: Kyle Yonkers

**Best TV Investigative Report**

**WHBF**
The Business of Medical Marijuana
Credit: Morgan Briesmaster, Mike Lopez

**WREX**
Behind the Tape: An In-Depth Look at Rockford's Violent Crime Problem
Credit: Kristin Crowley, Reuben Jones, Audrey Moon, Josh Morgan

**WTVO**
Sales Tax Switcheroo
Credit: Eric Wilson, Scott Picken

**Best TV Light Feature**

**WIFR**
Settling the Score
Credit: Whitney Martin

**WREX**
Stroll on State: A Holiday Made in Rockford
Credit: Josh Morgan, Kyle Yonkers, Robert Burke

**WSIL**
Callie On The Job: School Janitor
Credit: Callie Carroll, Jared Roberts

**Best TV Photojournalist**

**WEEK-TV**
Dive Team
Credit: Doug Smith

**WICS/WICD**
Shawn Shanle Best Photojournalist
Shawn Shanle

**WSIL**
Callie On The Job: St. Louis Zoo
Credit: Jared Roberts

**Best TV Reporter**

**KHQA**
KHQA Emden Tornado
Credit: Kristen Hamilton, Jenny Dreasler, Nicholas Stewart

**WICIA**
WICIA Abby Llorico
Abby Llorico

**WREX**
Reuben Jones
Reuben Jones

**Best TV Single Commercial**

**WEEK Creative**
Bremer Jewelry Family
Credit: Jeff Bennett

**WMBD**
Thirty-Thirty Coffee: “Coffee Is Our Philosophy”
J Credit: oel Matzenbacher, WMBD-TV Creative Services

**WREX**
Rock Valley College Athletics
Credit: Kyle Yonkers

**Best TV Sports Story**

**KHQA**
KHQA The Exchange
Credit: Chris Duerr, Kristen Hamilton

**WREX**
Beating Cancer, One Step at a Time
Credit: Derek Bayne

**WTVO**
One-legged Gymnast
Credit: Scott Leber

**Best TV Sportscaster**

**WICIA**
Bret Behrens

**WICS/WICD**
David Coy

**WTVO**
Scott Leber

**Best TV Spot News Coverage**

**KHQA**
KHQA Emden Tornado
Credit: Kristen Hamilton, Nicholas Stewart, Jennifer Dreasler, Katey Roscheko, Chad Douglas

**WAND**
Campustown Shooting
Credit: Doug Wolfe, WAND TV Staff

**WSIL**
Tornado Damage
Credit: Callie Carroll, Jared Roberts

**Best TV Station Self-Promotion**

**KFVS**
Heartland Unresolved
Credit: Dan Timpe, Kathy Sweeney, Bill Allen, Ryan Bollinger

**WTVO**
Sales Tax Switcheroo
Credit: Eric Wilson, Scott Picken
**Best Community Service Activity**  
WCIU-Weigel  
Fill A Bag, Fill A Bus  
Credits: WCIU, The U

WLS TV  
ABC7 Share The Joy  
Credits: Staff

**Best Local Program-Series-Documentary**  
WCIU-Weigel  
Chicago's One Night Stand-Up  
Credits: WCIU Production Team

WCIU-Weigel  
Monday Football Now - The Pregame Show  
Credits: WCIU Production Team

WGN-TV  
Unforgettable: Living With Alzheimer's  
Credits: Steve Novak, Terry Bates, Dina Bair, Dean Richards

**Best TV Anchor**  
WGN-TV  
WGN-TV Larry Potash  
Credits: Larry Potash

**Best TV Hard News Story**  
WBBM-TV  
Tasered to Death?  
Credits: Dave Savini, Reporter, Michele Youngerman, Producer

WBBM-TV  
Devon Quinn Story  
Credits: Brad Edwards, Reporter, Andrew Schroeder, Producer, Wendy Widon, Producer

WMAQ-TV  
Code of Silence  
Credits: Staff -- NBCS Chicago

**Best TV Investigative Report**  
WBBM-TV  
Lead Testing  
Credits: Pam Zekman, Reporter, Dan Blom, Producer

WBBM-TV  
Pharmacy Drug Dealers?  
Credits: Pam Zekman, Reporter, Carol Thompson, Producer

WMAQ-TV  
Deadly Pursuit | Persecuciones Mortales  
Credits: Staff -- NBCS Chicago and Telemundo Chicago

**Best TV Light Feature**  
WCIU-Weigel  
Wake Boarding on Lake Michigan  
Credits: Jackie Kostek, Dustin Aldrich

WGN-TV  
WGN-TV Chasing Chicago  
Credits: Stacy Friedman, Nelson Howard

**Best TV Newscast**  
WBBM-TV  
6 pm Newscast on October 28th  
Credits: CBS 2 News Team

WLS TV  
ABC7 Eyewitness News  
10pm 10/28/16  
Credits: Staff

**Best TV News Anchor**  
WLS TV  
ABC7 Eyewitness News  
10pm 10/28/16  
Credits: Staff

**Best TV Newscast**  
WCIU-Weigel  
Chicago's One Night Stand-Up  
Credits: WCIU Production Team

**Best TV Single Commercial**  
WCIU-Weigel  
Richardson Adventure Farm  
Credits: George Blaise, Patrick Madden, Charles Alling

WGN-TV  
WGN-TV Chicago Blackhawks  
Team Woodlawn  
Credits: Andrew Lennie

WGN-TV  
WGN-TV Crosstown Classic  
Credits: Ryan Johnson

**Best TV Station Self-Promotion**  
WCIU-Weigel  
How U Met - campaign  
Credits: Karen Shimek

**Best TV Spot News Coverage**  
WBBM-TV  
O'Hare Plan Fire  
Credits: CBS 2 News Team

WLS TV  
O'Hare Plane Fire  
Credits: Staff

WLS TV  
Police Shooting Video Released  
Credits: Staff

**Best TV Sports Story**  
WCIU-Weigel  
The Wrigley Field Bears  
Credits: Chris Cangilla, Kerry Sayers, Charles Alling

WCIU-Weigel  
Remembering Buddy Ryan  
Credits: Chris Cangilla, Kerry Sayers, Charles Alling

**Best TV Station Website**  
WGN-TV  
wgntv.com Chicago  
Credits: Jennifer Lyons, Elyse Russo, Sandy Pudar, Anna Roberts, Marisa Rodriguez, Mike Ewing

WLS TV  
ABC7Chicago.com  
Credits: Staff

**Best Use of Interactive Media**  
WGN-TV  
WGN-TV Digital Signage  
Credits: Vance Allen, Tom Vodick, Jeff Wilson

WLS TV  
Little Village Paleta Vendor Receives $380,000 Check  
Credits: Staff
Take a stroll down IBA’s Main Street on June 27th in Normal, Illinois and drive away with ideas that you can begin using on the way home! Choose from sales sessions from Jeff Schmidt, RAB, Enhancing Digital sessions by Speed Marriott, and some great panel discussions from industry leaders and advertisers.
Take a stroll down IBA’s Main Street on June 27th in Normal, Illinois and drive away with ideas that you can begin using on the way home! Choose from sales sessions from Jeff Schmidt, RAB, Enhancing Digital sessions by Speed Marriott, and some great panel discussions from industry leaders and advertisers.

Registration is just $49 for sellers and includes lunch at the IBA2017 Diner.

Managers registration is $99 includes the Manager’s Breakfast, sessions and Lunch.

Explore these sessions—

Legislative, Legal and Regulatory
Manager’s Breakfast
7:00 am, IBA’s Breakfast Diner Opens, 7:30 am
Panel Session
Managers will want to arrive early for this important panel discussion that will address everything legal! Buffet breakfast at the IBA2017 Diner will open at 7 am with the session start time at 7:30 am.

Panelists include: Scott Flick-Pillsbury Winthrop Shaw Pittman; Nicole Gustafson-NAB; Don Craven-Craven Law; John Bradley-IBA Lobbyist

This important session will dive into issues facing our industry on the Federal Level with an update on the FCC and new Chairman, IBA’s new Lobbyist John Bradley will discuss the status of the Illinois budget and the Governor’s plan for the state along with an update on the No Ad Tax efforts, NAB will provide attendees with updates on the key issues facing the 155th Congress and Scott Flick to provide updates on the legal issues.

9:30 am RAB: Creating Customers for Life

New business development is the driving force for new revenue, but keeping and growing existing advertisers on Main Street is equally important to maintain year-over-year growth. Stop re-selling the same inventory, reduce client turnover, and make your advertisers “Customers for Life.”

Session by Jeff Schmidt, RAB

9:30 am Enhancing Digital Sales

This is a live and in-person session is designed to run up to a total of two (2) hours plus the opportunity for post-session questions and include P1 Learning CEO and Trainer, Speed Marriott. Part 1 at 9:30, Part 2 immediately follows at 10:45 am.

In addition to your role as a media account manager... you must become an absolute champion of both traditional and digital media. And that’s going to require you to set aside all of your pre-conceived media biases. You are no longer a Radio or TV rep, because you my friend are a brand and marketing specialist! In this session we will give you an understanding of 1) The features & benefits of your media assets, 2) The three primary types of digital media: Owned, Paid and Earned, 3) The definitions for today’s top 10 digital terms, 4) The consumer purchase path. Whether it is digital or traditional media, the process of building a brand is the same. Embracing this is your first step toward success

Session by Speed Marriott, P1 Learning

9:30 am Auto Industry Trends, Needs & How to Approach Them

It is still the number on advertising category on Main Street and Adam Armbruster and Jake Winchell of Eckstein, Summers, Armbruster & Company will deliver 60 minutes of great information on auto dealer trends from two of the best consultants in the industry.

Session by: Adam Armbruster, Sr. Partner, Eckstein, Summers, Armbruster & Company along with Jake Winchell
10:45 am Bringing a Closing Attitude to Every Presentation

Another great RAB session by Jeff Schmidt! Wouldn’t it be nice if every presentation ended with the prospect saying, “YES”? The reality is, most times, the prospect will have an objections. However, it’s important to remember that objections are a natural part of the closing process. Learn a proven system that improves your closing ratio.

Session by Jeff Schmidt, RAB

10:45 am Enhancing Digital Sales, Part 2

Wrap up this topic and stay for part 2 of Speed Marriott’s presentation on digital selling.

Session by Speed Marriott, P1 Learning

10:45 am Promotional & Sales Ideas Proven to Create Revenue

Back by popular demand, IBA is building an All-Star Panel of the brightest promotions directors from the North, South, East, and West of Illinois (out of state broadcasters) to share their winning ideas on the best promotions! Panel is still under construction and names will be added soon. This panel will make you hungry...and we’ve postured it just before lunch at the IBA2017 Diner!

Session panelists to be announced.

Lunch at the IBA2017 Diner, 12:00 noon

Gather your station’s attendees together at a table at the IBA2017 Diner and share what you’ve learned and how you are going to use it. We’ve heard you loud and clear and we have removed all of the presentations. You’ll hear about promotional ideas from the Illinois 200 Committee and a surprise keynote speaker....that’s it!

Meet at the Diner on Main Street in Red Bird Rooms C & D

1:15 pm Automotive Dealers That Drive Business

We’ve gathered auto dealers, industry representatives and Illinois Automotive Dealers Association directors for this panel. Stay in your lunch seats and we will bring the panel to you!

Panelists: Doug Owen, Advertising Director for Shottenkirk Automotive Group; Mike Eul, Pinnacle Advertising Agency; Mike Hillstrom, Select Marketing Group; Adam Armbruster, Eckstein, Summers and Armbruster. Keep following this as more panelists will be added.

Keep your table as this session immediately follows the Advertiser panel in Red Bird Rooms C & D

2:30 pm Main Street Advertisers Making Money With You and For You!

Some of the greatest ideas come from the advertisers themselves! We’ve gathered a panel of expert advertisers that value broadcast radio and television and have integrated digital into successful campaigns to “Make Money on Main Street.”

Panelists:

Kevin Applebee, Flooring Surfaces, Champaign; Dave Dunn, Dave’s Auto Body, Galesburg; Kevin Breheny, JL Hubbard & Bonds, Decatur; and Joe Mershman, Mershman Seeds, West Point, Iowa.

Panel begins immediately after lunch!

3:30 pm Return to Your Own Main Street

We heard you...you want to be on your way home so you can begin to use those ideas. We’ll have you on your way home about 3:30.
Making Money on Main Street

IBA2017 June 27th  Marriott Hotel & Conference Center  Normal, IL

Registration Contact: _______________________          Email: _____________________________
Title:  ____________________________________          Phone: ____________________________
Station/Company: __________________________             Address:  ___________________________
City: _____________________________________          State: ______    Zip: _________________

JUNE 27th: TICKET OPTIONS:

_____  $49 SELLER TICKET—for sellers, includes all sessions and luncheon

_____  $99 MANAGER TICKET—for managers and includes breakfast and lunch

List Additional Registrations

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Expiration: __________________             Cardholder Name: __________________________
Zip code of billing address ______________
Signature: ________________________________

□ Email receipt to: __________________________

Payment:   ____ Check payable to IBA

Mail payment:   IBA
                200 Missouri Ave
                Carterville, IL 62918

Fax form:     618-985-6070
Email Scan:   iba@ilba.org