

# MABviews

*The latest broadcasting news, views and announcements*

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### **MABViews**

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**MAB Annual Conference  
Sept 13th-14th  
IP Casino Resort and Spa  
Biloxi, MS**



*Please  
join us!*



# 1st annual MAB Golf Tournament

*To support  
scholarships and fellowships*

**October 20, 2022  
The Refuge**

**Visit our website to register!**

**1:00 Shotgun start**

**Registration on site 11:30-12:30**

**\$500 per team / \$125 per player**

**Lunch Provided**

*Sponsorships Available!*



# ***Golf Tournament Event Sponsorship***

**Cost: \$1,250**

**Includes:**

- **All fees for 4 players**  
(or 3 players plus a celebrity team member),
- **Lunch for all team members**
- **One mulligan/pro drive package per team**  
(package includes 1 pro drive for front 9 and 1 for the back plus 4 mulligans -- 1 per team member)

**Promotion:**

**MAB website, MAB newsletter  
MAB social media  
sponsor banner/display at event  
golf cart screen**



**Hole Sponsorship - \$200**

**Promotion: golf cart screen or printed sign**



# MAB ANNUAL CONFERENCE

**TUESDAY**

**09.13.22**

**WEDNESDAY**

**09.14.22**

**Registration** 4:00-5:00

**Welcome Reception** 5:00-6:30

Top of the IP Casino Resort and Spa at THIRTY-TWO  
Sponsored by C-Spire

**Registration** 7:30-8:30

**Hot Breakfast** 8:30-9:30

Annual Business Meeting and Memorial Service

**Session 1** 9:45-10:30

Video Streaming Mississippi High School Sports (Technical, Equipment, and Personnel Needs) – Vance Harrison and Perry Spencer

What It Means To Be an ATSC 3.0 Host Station – Dave Arland and Dave Folsom  
Becoming “First Preference” – An Introduction to Your New MAB Training by P1 Learning – Cole Grieves

The Manager’s Guide to Establishing Executive Presence – Mandi Stanley

**Mimosa and Bloody Mary Break** 10:30-11:00

**Session 2** 11:00-11:45

Video Streaming Mississippi High School Sports (Sales Generation and School Relations) – Vance Harrison and Perry Spencer

The Deployment of NEXTGEN TV and the Broadcaster App (RUN3TV) – Dave Arland and Rob Folliard

Building Bridges Beyond Biases -Pam Confer

FCC Updates for Engineers- Dedrick Roybiskie

**Hall of Fame Luncheon** 12:00-1:30

Speaker: Pam Confer- Circle Shifting: Your Power to Move Things

**Session 3** 1:45-2:30

Protecting Your Revenue, Reputation, & Brand (Part 1) – Gerard Braud

NAB Government Relations – Jack Smedile

Introduction to Cybersecurity – Wayne Pecena

Write It So They Read It – Mandi Stanley

**Session 4** 2:45-3:30

Protecting Your Revenue, Reputation, & Brand (Part 2) – Gerard Braud

Update from the DC swap - Anne Crump

Cybersecurity Mitigation Steps – Wayne Pecena

Navigating the Advertising and Marketing Landscape in an Economic Downturn – Ben Bouslog

**Mexican Fiesta and Margarita Break**

Sponsored by Nielsen 3:30

Conference Ending Toast



## Upcoming Dates:

Sept 13 -14 MAB Conference - IP Casino  
October 20 MAB Golf Tournament  
November 3 MAB Day on Campus - MSU  
November 10 MAB Student Conference- JSU

# Did you know?

MAB now has a scholarship!  
The application is LIVE on our website!



### MAB Member Benefit

The Mississippi Association of Broadcasters offers \$1500 scholarships to assist students enrolled in media related educational programs at public or private colleges/universities. Students who meet eligibility requirements are encouraged to apply for these scholarships.

# Third Thursday

The MAB is happy to provide members with another series of "Third Thursday" webinars in 2022. Each of these webinars take place on the third Thursday of most months and each will start at noon central.

**9/15/2022**

### **Recruitment Focus**

September 15, 2022 12:00 PM - 1:00 PM (CST)

**The member code to register for free is NASBA2022.**

# GRAY ANNOUNCES INAUGURAL MEDIA TRAINING CENTER PARTICIPANTS



We are proud to introduce the participants in the inaugural class:

1. Delesha Banks: Alcorn State University
2. MeKiyla Brown: Alcorn State University
3. Joliyah Daughtry: Jackson State University
4. Tiara Jackson: Hinds Community College (Utica)
5. De’Nautis Liddell: Mississippi Valley State University
6. Harmony Porter: Hinds Community College (Utica)
7. Jasmine Puckett: Jackson State University
8. Makyla Simmons: Jackson State University
9. Dejona Sims: Alcorn State University
10. Kori Ann Walters : Jackson State University

The revolutionary media training program will prepare students for today’s evolving media environment, while simultaneously improving diversity, equity, and inclusion in media. The Center will educate and train students who attend Mississippi colleges and universities, with a focus on Historically Black Colleges and Universities in the state. Students who participate in the Center’s programs will learn today’s best practices for broadcast and digital journalism. They also will receive hands-on training in production, sales, operations, IT, engineering, coding and marketing. Gray has made a commitment to invest more than one million dollars to create the training center



RaMona Alexander-  
WDBD Fox 40

## SPOTLIGHT

### **How did you get started in the business?**

I was always fascinated with television and how it works. However; some friends dared me to apply for a job as a Jr. Account Executive that was advertised at WJTV. I love a challenge; took them up on the dare and GOT the job! Once I started working in sales, the broadcast bug bit me and I was completely hooked!

### **Tell me something no one knows about you...**

I am a very shy person.

### **What do you like most about your job?**

Everything! Serving our local community, assisting businesses to grow, providing local news especially those in rural areas, and mentoring the future, those internally and externally.

### **What career would you choose if you weren't in broadcasting?**

Great question....probably a civil rights lawyer, fighting for those less fortunate than myself.



**Find us on Facebook!**  
**Mississippi Association**  
**of Broadcasters**



**Find us on Instagram!**  
**Msbroadcasters**

*It is with heavy hearts  
that we announce the death of  
Mississippi Broadcaster  
WQNZ-FM, Morning Drive deejay,  
"Rosco on the Radio", aka Dave Kimbro.*