



WESTERN ALLIANCE
WASBA
STATE BROADCASTERS ASSOCIATIONS



MONDAY-WEDNESDAY
OCTOBER 27-29, 2025

SPONSORS FOR WASBA 2025:



On-Demand Broadcast Training
And Revenue Development That Works!



AGENDA

Monday, 10/27 | Old Town Tortilla Factory (6910 E Main St, Scottsdale, AZ 85251)
7:00 PM-9:00 PM: Welcome Dinner

Tuesday, 10/28 | Marriott Old Town Scottsdale | Ocotillo Meeting Room (7325 E 3rd Ave, Scottsdale, AZ 85251)

8:00 AM-9:00 AM: Breakfast Buffet Available

9:00 AM-9:10 AM: Welcome and Setup (Chris Kline)

9:10 AM-9:45 AM: Updates from NAB (Sue Keenom)

9:45 AM-10:30 AM: The Whys and How of Forming the Arizona Media Association (Chris Kline and Lisa Simpson)

10:30 AM-10:45 AM: Break

10:45 AM-11:45 AM: Creating a "Big Tent" of Member Services and Legislative Advocacy (Lisa Simpson and Alex Wakefield)

11:45 AM-1:00 PM: Lunch

1:00 PM-1:45 PM: Building a Bigger Revenue Portfolio as a Media Association (Joe Hengemuehler and Rachel Stapholz)

1:45 PM-3:00 PM: Looking Outward with an Arizona Local News Foundation (Chris Kline, Debbie Simons, Rudy Rivas)

3:00 PM-3:15PM: Break

3:15 PM-3:30PM: Bringing the Media Association + Local News Foundation Vision Together Q&A (Open Discussion)

3:30 PM-4:30 PM: Best Practices Sharing From State Associations (Open Discussion)

5:00 PM-6:00 PM: Happy Hour at Pour Decisions Rooftop Bar (4209 N Craftsman Ct, Scottsdale, AZ 85251)

6:00 PM: Dinner On Your Own

Wednesday, 10/28 | Marriott Old Town Scottsdale | Ocotillo Meeting Room (7325 E 3rd Ave, Scottsdale, AZ 85251)

9:00AM-10:30 AM: Networking Breakfast

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