



Registration promo code: NASBA26

All webinars begin at 1:00 pm EST and will be recorded and distributed to each registered state along with a list of registrants.

January 15, 2026

Small Market Success Stories | Paul Jacobs, Jacobs Media

Explore how small market radio and television stations are navigating today's challenges and finding new opportunities for growth. Learn how peers across the country are making practical, achievable changes to strengthen audience loyalty, refine local strategy, and identify realistic revenue opportunities. Gain actionable ideas you can apply in your own market, regardless of size or resources.

Registration Link:

[REGISTER HERE | January | Small Market Success Stories](#)

February 19, 2026

Leading thru Chaos | Erik Therwanger, Think GREAT

Explore what effective leadership looks like during times of uncertainty and constant change. Learn strategies to unify teams, raise the leadership bar, and communicate in ways that empower and motivate others, even in challenging circumstances. Gain practical tools to set and achieve meaningful goals, build a stronger culture, and help your team perform at a higher level, no matter what pressures you face.

Registration Link:

[REGISTER HERE | February | Leading Thru Chaos](#)

March 19, 2026

Recruiting and Retaining in an AI World | Lisa Fields, Media Staffing Network

Explore how Artificial Intelligence is changing the way broadcasters recruit and retain talent, from candidate sourcing to screening and onboarding. Learn where AI-driven tools can save time, improve quality-of-hire, and reduce manual workload, as well as where caution is required around bias, compliance, and evaluating human skills. Gain practical guidance to help you use AI thoughtfully in hiring, balancing efficiency with fairness, culture, and the realities of building strong teams in today's workplace.

[REGISTER HERE | March | Recruiting and Retaining in an AI World](#)



Registration promo code: NASBA26

All webinars begin at 1:00 pm EST and will be recorded and distributed to each registered state along with a list of registrants.

April 16, 2026

AI in the Newsroom | Al Tompkins, Journalist, Retired POYNTER Institute

Explore how artificial intelligence is reshaping newsroom work. From research and reporting to editing, audience engagement, and ethical decision-making, learn where AI tools can improve accuracy, boost efficiency, and support journalists, as well as where human judgment, transparency, and editorial oversight remain essential to preserve trust and integrity. Gain practical perspectives and guidance to help your newsroom adopt AI thoughtfully, build policies that reflect your values, and navigate the opportunities and challenges of AI in everyday newsroom operations.

Registration Link:

[REGISTER HERE | April | AI in the Newsroom](#)

May 21, 2026

2026 Broadcast Policy Update | National Association of Broadcasters, Government Affairs Team

Explore the latest federal policy and regulatory developments shaping the broadcasting landscape as we head into 2026. Learn about key actions, trends, and priorities emerging from Capitol Hill, federal agencies, and industry coalitions that could affect stations of all sizes. Gain timely insights and practical takeaways to help you anticipate, interpret, and respond to policy changes, safeguard your operations, and advocate effectively for your station and your community.

Registration Link:

[REGISTER HERE | May | 2026 Broadcast Policy Update](#)

June 18, 2026

Getting in the Room: Political Ad Dollars | Jason Roe, Roe Strategic

Explore where political advertising dollars are emerging in a high-stakes election year and what it takes for broadcasters to capture them. Learn how campaigns, consultants, and outside



Registration promo code: NASBA26

All webinars begin at 1:00 pm EST and will be recorded and distributed to each registered state along with a list of registrants.

groups make placement decisions, who controls the budgets, and when stations need to be in the conversation. Gain practical insight into where to focus your outreach, who to be talking to, and how to position your station to secure political ad dollars throughout the election cycle.

Registration Link:

[REGISTER HERE | June | Getting in the Room: Political Ad Dollars](#)

July 16, 2026

IT Security: Safety and Compliance | Jeff Welton, Nautel

Explore the critical intersection of IT security, operational safety, and compliance for broadcast facilities. Learn what broadcasters need to know about protecting networks, transmitters, and connected devices from growing cybersecurity risks, including practical measures for hardening systems and educating staff. Gain insights into how to assess vulnerabilities, implement sensible safeguards, and align your station's practices with industry best practices to help keep your broadcast operations secure and compliant in an increasingly connected world.

Registration Link:

[REGISTER HERE | July | IT Security: Safety and Compliance](#)

September 17, 2026

Creating Breakthrough Content | Steve Wexler, WEXL Coaching

Why does so much of our radio, TV and digital content look and sound the same? In this session, we'll discover why we leave so much of our best content on the cutting room floor and discuss a creative process for capturing and presenting more compelling, relatable stories and topics. Exclusive, local content is available to us...if we know how to identify and create it. This session is perfect for anyone involved in content creation in your stations.

Registration Link:

[REGISTER HERE | September | Creating Breakthrough Content](#)



Registration promo code: NASBA26

All webinars begin at 1:00 pm EST and will be recorded and distributed to each registered state along with a list of registrants.

October 15, 2026

Community Building in Radio | Seth Resler, Community Marketing Revolution

Explore how radio stations can move beyond traditional audience metrics to build genuine communities around shared interests, purpose, and connection. Learn what “community” really means in today’s media environment, why it’s different from simply producing more content, and how stations can create spaces, both online and in-person, where listeners connect with each other and with their brand.

Registration Link:

[REGISTER HERE | October | Community Building in Radio](#)

November 19, 2026

Ask Anything, a Candid Q&A | Speed Marriott and Derron Steenbergen, Ten-Minute Trainer Network

Explore the issues, frustrations, and decisions shaping broadcasters’ day-to-day work through an open Ask Anything conversation. Learn from unscripted, real-time answers as Speed Marriott and Derron Steenbergen tackle member-submitted questions—both submitted in advance and live. Gain candid insight and practical guidance from a session built around the conversations broadcasters are having privately, brought into the open.

Registration Link:

[REGISTER HERE | November | Ask Anything, a Candid Q&A](#)