

# PRESS RELEASE TEMPLATE

## Digital Strategies for Broadcasting 2010 Speakers

### **FOR IMMEDIATE RELEASE**

### **[Executive's Name/Company Name] to Speak at BIA/Kelsey's Digital Strategies for Broadcasting Conference, May 17-19 in New Jersey/New York City**

**[CITY, State (Date)]** – [Company Name] today announced that [Speaker Name] will be a featured speaker at Digital Strategies for Broadcasting 2010 ([www.kelseygroup.com/dsb2010](http://www.kelseygroup.com/dsb2010)), BIA/Kelsey's upcoming conference focused on opportunities for transforming the traditional media business, May 17-19, 2010, Jersey City, New Jersey. [Speaker Name] will participate on a panel titled, [Panel Title], scheduled at [Time] on day [one, two or three] of the conference.

[Insert quote from speaker about participation.]

"We have assembled an extraordinary line-up of speakers for Digital Strategies for Broadcasting 2010, where we will focus on the new platforms broadcasters need to devise and implement to expand their revenues this year and beyond," said Rick Ducey, chief strategy officer, BIA/Kelsey, and conference chairman. "We are fortunate to have [Speaker Name] among our roster of speakers, and we look forward to [his/her] contribution to this event."

#### **About Digital Strategies for Broadcasting 2010**

Digital Strategies for Broadcasting 2010 is BIA/Kelsey's annual conference focused on the latest developments and trends for enhancing the traditional media business and creating the progressive change television and radio companies must make to ensure long-term success. The conference program will focus around the conference theme, "New Platforms, New Revenues." Sessions will examine the full array of digital services such as Web sites, mobile apps, HD, 3D retrans and new electronics that are transforming the industry, and how broadcasters can best leverage them to earn hundreds of millions of dollars. DSB2010 is tailored to the needs of the local broadcaster community and will feature cutting-edge analysis and presentations from top broadcast executives and thought leaders. For more information, visit [www.kelseygroup.com/dsb2010](http://www.kelseygroup.com/dsb2010).

#### **About [Company Name]**

[Insert your company boilerplate.]

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