



TRIPLE A SUMMITFEST

Thursday, August 4

10:00-11:45 AM (Xanadu II & III)

Change In A Changing World

Moderator: Gary Kraen, WRLT/Nashville

Our world has changed and continues to change, testing Darwinism in the 21st Century. Is radio – and, specifically, Triple A radio – emerging stronger, energized, positive, excited, and more emotionally intelligent to take on unforeseen challenges with a sharper creative heart, brain, and team? Join us as we work through our PPTSS (Post Pandemic Traumatic Stress Syndrome) and discuss what we went through, focusing on what we learned about ourselves, our work, and our industry ecosystem and relationships.

2:00-3:30 PM (Xanadu II & III)

Creating New Traditions

Moderator: Brad Savage, WAPS/Akron

As the Triple A format enters its fourth decade, much of what we do and how we do it is based on the foundation we built in previous decades, or even the golden AOR/free form era. While we've all adapted and embraced new technologies and marketing approaches, has our traditional approach to content evolved or even kept pace? Join us as we look at what has worked for Triple A in the past, what may be ready to be retired and what new traditions we can develop to keep the format vibrant for the future and the evolving platforms of delivery.