

## "Programming Session," National Tribal Radio Summit

Speaking Engagement  
July 21, 2016  
Phoenix, AZ

"Content is where I expect much of the real money will be made on the Internet, just as it was in broadcasting." (Bill Gates, 1986). In this session, now that attendees know what they need to get their facility built, licensed, and running, attendees will learn the key to any successful broadcast operation – CONTENT! Learn how to source it, create it, and get it back out there broadly.

How to create locally originated programming

Where can I turn to for programming – Syndication/Native networks

How can I syndicate my own locally originated programming

[Watch a video stream](#) of this session on YouTube. Melodie's presentation, which covers copyright and royalty fees and how stations can account for the fees, begins at the 5:14 mark.

For full conference details, visit the National Tribal Radio Summit [event page](#).