

Tuesday, January 13

11:00 a.m. – 5:00 p.m.

Conference Registration Open

Registration Counter

2:00 – 2:45 p.m.

Newcomers Session

Esplanade 3

Are you new to the NETA Conference? Are you new to public television? Or are you just curious? Or is your answer, all of the above? If any of these descriptions apply to you, then join your colleagues at this special welcome for NETA's newest friends. NETA staff members will help you start the conference with a long list of new friends.

GENERAL SESSION

3:00 – 4:15 p.m.

Universal Broadband and Public Broadcasting – Disruptive Technology or Mission Enabler?

Regency 1-3

Of the numerous technology and innovation campaign commitments made by the incoming Obama Administration, none is stated more clearly – or more often – than a commitment to encourage the deployment of a modern communications infrastructure, accompanied by universal access to broadband. What impact might universal broadband access have on public broadcasters, as we attempt to morph into public service media organizations?

Presenter: David Liroff, consultant, Boston, MA

4:15 – 4:30 p.m.

Refreshment Break

Galleria AB

CONCURRENT SESSIONS

4:30 – 5:45 p.m.

Think Like an Event Planner: How to Nail All Promotional Advantages

Regency 5

Events have become more frequently used by stations as special fundraising and friend-raising opportunities. Regardless of the focus, speakers, guests, activities, location, goals or intentions, chances are there is not a dedicated event planner at your station. So how can communications and promotions departments take advantage of the opportunities for messaging, branding, and support growth at these events, whether or not it's "our" event? What promotional angles should every PTV event include? What are the core points of planning and implementing a successful event? We turn to the pros for the answers.

Producer: Grace Lessner, New Hampshire PTV

Presenters: Patti Palmer, Innovative Planners, Inc., Tampa, FL

Laura Turner, WEDU, Tampa, FL

Learning Objectives:

- ✓ The promotional angles for every public television-related event
- ✓ How to implement a successful event, even if it's not your own

Reaching In, Reaching Out (co-produced session)

Esplanade 1-2

From working together on projects like kids clubs and station tours, to raising funds for outreach projects, to working together in the same division of the station, collaborations between outreach and development can yield benefits for all.

Producers: Debbie Hamlett, South Carolina ETV
Diane Lucas, UNC-TV, Research Triangle Park, NC
Presenters: Jill Hubbs, WSRE, Pensacola, FL
Diane Lucas, UNC-TV, Research Triangle Park, NC
Lisa Titus, MontanaPBS

Learning Objectives:

- ✓ Methods of working together in win-win relationships
- ✓ Specific projects have been accomplished working together

Preparing Media for a Digital Education Service: Where we've been; Where We Are Headed

Regency 6

Over the past few years, a group of stations -- KET, KQED, WGBH, SCETV, Vegas PBS, Thirteen/WNET, and WPSU -- have collaborated to prepare educational media resources for digital distribution on Teachers' Domain. With the proposed launch of Education Digital Content Asset Repository in September 2009, and the call for stations to contribute media to the new service, media producers from these stations will share their challenges and learnings. They will describe the process they used (and share their production manual!) so it can be replicated or adapted by others as they prepare purpose-built media for EDCAR, Teachers' Domain or any other platform they choose. During the second half of the session, Kim Smith will lead an audience-wide discussion about the future of digital media and what it means for public television stations.

Producer: Denise Blumenthal, WGBH, Boston, MA
Presenters: Babs Bengston, Penn State Public Broadcasting
Sandy Goldberg, Thirteen/WNET, New York
Ted Sicker, WGBH, Boston, MA
Kim Smith, PBS, Arlington, VA

Learning Objectives:

- ✓ Participants will learn what to do and not to do when preparing for digital media resources
- ✓ Participants will learn how EDCAR will impact you as you prepare for purpose-built media

**Engineering Council Meeting
Buccaneer CD**

Join your engineering colleagues in a discussion about council business, current issues on the technical side of public broadcasting, and a look ahead to NETA conference activities and sessions of special interest to engineering professionals.

Producer: Russ Abernathy, WKNO, Memphis, TN

**Production Council Meeting
Buccaneer AB**

The incoming and outgoing chairs of the Production Council invite you to join them and to share your ideas and concerns for the digital transition. What would you like your council to do? What kind of professional development calls or workshops could you use?

Producer: Gayle Loeber, NETA, Columbia, SC
Presenters: Jeff Tucker, Idaho PTV
Brad Van Osdel, South Dakota Public Broadcasting

Learning Objectives:

- ✓ Meet your new council representatives
- ✓ Develop PD call topics for 2009

Show Me Some Fresh Approaches to Making Mission Pay

Public television is charged with making our communities healthier, wealthier, and more interesting places to live. KCPT/Kansas City and KETC/St. Louis have enjoyed recent success at converting public TV assets (production and distribution capacities, media partnerships and brand, to name a few) into a range of high-impact and profitable projects ranging from social marketing spot campaigns to live specials, documentaries, and advocacy journalism.

Producer: Michael Murphy, KCPT, Kansas City, MO
Presenters: Jack Galmiche, KETC, St. Louis, MO
Michael Zeller, KCPT, Kansas City, MO

6:30 – 8:30 p.m.

Opening Reception

Hosted by Tampa's WUSF

Wednesday, January 14

7:00 a.m. – 5:00 p.m.

**Conference Registration Open
Registration Counter**

7:30 – 8:30 a.m.

**Breakfast with the Exhibitors
Galleria AB/Regency 1-3**

Start your day with breakfast, compliments of the conference exhibitors. Grab a cup of coffee and learn about the new products, programs, and services they have to offer.

GENERAL SESSION

8:45 – 10:00 a.m.

The View from the Street

Regency 1-3

Some 40 years ago, *Sesame Street* was founded on the belief that if children could remember the jingle “plop, plop, fizz, fizz,” then they could probably learn useful information like letters and numbers if presented in a similar manner. As the single largest informal educator of young children, *Sesame Street* continues to present an enriching viewing experience filled with music, color, and humor. Following this belief, the Workshop is also turning up the power of media with an exciting new production of *The Electric Company*. Gary E. Knell, President and CEO, will share the latest happenings on *Sesame Street* and an inside look at Sesame Workshop’s newest multimedia campaign to help struggling readers.

10:00 – 10:30 a.m.

Refreshment Break

Galleria AB

CONCURRENT SESSIONS

10:30 – 11:45 a.m.

The End is Near: Last Battle Plans for DTV Conversion or Where’s My ?#@!!! Show?

(co-produced session)

Regency 5

Most stations have been airing announcements, spots and programs alerting viewers about the analog shut-off. What can you do in these final days and hours before February 18? Review strategies and last attempts to get the message across from three markets that experienced early analog shutoff (Elkhart, IN; Lincoln, NE; and Wilmington, NC)

Producer: Craig Cornwell, Kentucky Educational Television
Presenters: Diane Lucas, UNC-TV, Research Triangle Park, NC
Deb Miller, NET Television, Lincoln, NE
Mary Pruess, WNIT, South Bend/Elkhart, IN

Selling Across Multiple Platforms – Integrity or Dollars?

Esplanade 1-2

Join us as we discuss traditional underwriting practices and discover new ways to “sell” across multiple platforms, including the rapidly growing population on various social medias while maintaining the integrity of your station.

Producer: Patty Foster, Iowa PTV
Presenters: Jay Boeding, Iowa PTV
John Kwak, WFSU, Tallahassee, FL

Learning Objectives:

- ✓ Potential models for generating revenue around COVE
- ✓ Models and opportunities to generate revenue around online video

eLearning for Educators Project

Regency 6

eLearning for Educators is a ten state collaboration to build capacity to implement state level online professional development programs and offer online workshops in core content areas for K-12 teachers. eLearning for Educators was founded in October 2005, with funding from the US Department of Education's Ready to Teach program. Lessons learned and successes in this Year 4 progress update on this model state partnership between PTV and state DOEs.

Producer: Nancy Hill, Alabama PTV
Presenters: John Chambers, NETA, Columbia, SC
Jessica Masters, Boston College
Lynne Meeks, Alabama PTV
Joe Pedulla, Boston College
Barbara Treacy, Education Development Center, Boston, MA

Learning Objectives:

- ✓ Attendees will learn how collaborative efforts between public television licensees and state DOEs are forging strong future partnerships.
- ✓ Participants will understand how eLearning can be used as a vehicle for effective teacher professional development that serves state teacher quality initiatives.

Aspect Ratios and Active Format Description (AFD) for DTV

Buccaneer CD

Electronic "postage stamp" sized pictures are appearing on more display screens than TV stations and viewers care for. What can be done to address the problems caused by different aspect ratio pictures being integrated so that they play nicely with each other?

Producer: David Felland, Milwaukee PTV
Presenters: Jim Gale, KNME, Albuquerque, NM
James Kutzner, PBS, Arlington, VA
Bill Schwartz, WDSC, Daytona Beach, FL

Outreach Update (Council Meeting)

Esplanade 3

First you'll hear what's new with Outreach at NETA. Then... Hey You Guuuuyyyys! It's back! Today's *Electric Company*, is an immersive, hip, and funny multimedia literacy campaign designed for struggling readers ages 6-8. *Electric Company's* 360° experience brings a rich interactive online environment and a plethora of community-based outreach activities. Hear what *Electric Company* has planned for station outreach, the newly created resources for school-aged children, parents and facilitators, and the innovative media and literacy strategies to help engage struggling readers. Wait...there's more!! You'll hear about the many new *Sesame Street* outreach projects and materials available to stations.

Producer: Rosemary Olas, KMOS, Warrensburg, MO
Presenter: Esther Ready, Sesame Workshop, New York

Learning Objectives:

- ✓ Attendees will learn what's been happening with the NETA Outreach Council this past year and plans for the upcoming year.
- ✓ Attendees will learn about the new outreach tools being made available for the new *Electric Company* and new resources for *Sesame Street*.

Archiving Your Content (You want to save everything?)

Buccaneer AB

David Liroff, long-time archiving proponent, will start at the 50,000 foot level to explain why archiving content is so important for past productions (including old quad, one inch $\frac{3}{4}$ ", etc.) and future productions (how does it help us in this multiple-file-format world). How can it make footage we shoot in the field more accessible and how can it ultimately make searching for final programs easier to find for in-house research and viewers on the web? Then Joe French from Masstech Systems will be on hand to help us understand the details of the "flow" of data and files at the station level. What does archiving technology look like and how does it work? What kinds of data can be archived and how retrievable is it? And finally we'll have Frank Wolynski, VP of Engineering at WEDU in Tampa, on hand to wax poetically about how it's helped workflow and peace of mind.

Producer: Jeff Tucker, Idaho PTV
Presenters: Joe French, Masstech Systems, Melbourne, FL
David Liroff, consultant, Boston, MA
Frank Wolynski, WEDU, Tampa, FL

University Place: A Local Public Media Service

Regency 7

Using traditional and new media, university licensee television stations WOSU, WPSU, and WPT serve unique and different markets including urban environments, rural communities, and a statewide network. With a three-year CPB grant-funded project entitled *University Place*, the stations are working with their universities to develop and deliver university –related programs and learning objects via various platforms, including web, podcast, VOD and television broadcast. The focus of content will be PreK-12 STEM (science, technology, engineering, and math) curriculum, economic and workforce development, community capacity building, environmental and energy concerns, improving public education for our children, and issues of obesity, health and nutrition. *University Place* will also involve the development of shared standards and best practices for rights management, program development, and using each other's content to benefit our system-wide colleagues.

Producer: Tina Hauser, Wisconsin PTV
Presenters: Babs Bengston, Penn State Public Broadcasting
Malcolm Brett, Wisconsin PTV
Brent Davis, WOSU Public Media, Columbus, OH
Tina Hauser, Wisconsin PTV
Ted Krichels, Penn State Public Broadcasting
Tom Rieland, WOSU Public Media, Columbus, OH

Learning Objectives:

- ✓ Learn about the University Place concept, and how ULA stations may serve their own markets by conveying the activities and research of their universities.
- ✓ Learn some of the best practices already established by the three partners through work on University Place.

- ✓ View samples of programs and learning objects produced under University Place.

12:00 Noon – 1:45 p.m.

Educating for the Future – Luncheon sponsored by CPB/FIRST Robotics

Regency 1-3

FIRST (For the Inspiration and Recognition of Science and Technology) was founded by inventor Dean Kamen to inspire young people to pursue opportunities in science, technology, engineering and math. Each year, nearly 200,000 students from first grade through high school participate in a unique varsity sport of the mind. With FIRST's Robotics Competition, Tech Challenge, LEGO League and Junior Lego League students discover the rewarding and engaging process of innovation and engineering. Paul Gudonis, President and CEO of FIRST, will describe the success of this work and introduce us to a remarkable team of students from Tampa, Florida who will demonstrate FIRST in action.

Susan Zelman, the new Senior Vice President for Education and Children's Content at CPB, will introduce our speaker and share brief insights on how this initiative and others fit into an emerging vision for Education and Public Media.

CONCURRENT SESSIONS

2:00 – 3:15 p.m.

**The Day After: Serving Your Members and Viewers after the Analog Shut-off
(Originally titled: Tools for the DTV Transition Home Stretch)**

Regency 5

Fast forward to February 18, 2009, the day after the analog shut off. Many of your members and viewers have been enjoying digital channels for months. But now some aren't sure why they see nothing but snow on their TVs. Are YOU prepared? How will your frontline customer service staff handle a barrage of calls? What kind of guidance will you offer your viewers? How are you training staff and volunteers to help people over this hump? Join your colleagues from across the country in an informal discussion about post-analog shut-off contingency plans. Come ready to share practical advice and tips from your shop and to hear from station colleagues about lessons learned in their markets as your customer service team prepares for "the day after."

Moderator: Kelly Chmielewski, PBS, Arlington, VA

Presenters: Hap Griffin, South Carolina ETV

Tina Hauser, Wisconsin ECB

Teri Sullivan, WKNO, Memphis, TN

The Secret Behind Member Retention and Building Your File

Esplanade 1-2

How do you retain members? For most stations, it is completely up to the member - they get a renewal letter and they send it back or not. Let's look at some steps you can take to increase member retention/renewal in pledge, mail, and online. Take at least one idea back to your station and attempt a more pro-active approach to retention.

Producer: Debbie Hamlett, South Carolina ETV

Presenter: Kristen Kuebler, TRAC Media

Multicasting: All Those Channels to Fill In
(co-produced session)

Regency 2

In a digital environment, the number of channels available for content distribution is many. Some are "simulcast" but a good number are "non-broadcast." They include cable VoD, web VoD (including vodcasting and download on demand), live streaming, datacasting, and others. That's a lot of channels to fill, and Education could play a role in providing content to those channels. Rather than thinking of the "micro" world of content (datacasting, streaming, or cable) looking at the "big channel picture" might offer Education staff ideas on new ways of delivering content to their target audience.

Producer: Craig Lanham, West Virginia Public Broadcasting
Presenters: Terry Dugas, NET Television, Lincoln, NE
Greg Petersen, Penn State Public Broadcasting
Lee Solonche, Vegas PBS

Learning Objectives:

- ✓ Participants will learn what criteria to evaluate and strategies to employ when determining best direction for their station's multicasting.
- ✓ Participants will gain insight on the key ingredients for successful educational programming of multiple channels.

Workflow

(co-produced session)

Buccaneer CD

An overview of tape-less, file based workflow, and media asset management from field acquisition to deep archive, including shared server post production, file transfer to air to web, and pushing and pulling media to and from archive.

Producer: Mike Brower, Kentucky ETV
Presenters: Paul Roston, Roscor Corporation

Learning Objectives:

- ✓ Expand your understanding of how a tape-less file based production network changes your daily workflow.
- ✓ Gain a greater understanding of the how the file based production network functions and how it will change your product and capabilities.

Bidding for Outreach

Esplanade 3

Going, going, gone! Get your bidder number and join in an interactive and informational auction to learn more about and build a great outreach project or department. This session is for outreach professionals of all levels and curious bystanders from all genres.

Producer: Lynne Blinkenberg, Wisconsin PTV
Presenters: Lynne Blinkenberg, Wisconsin PTV
Chris Seifert, MontanaPBS

Learning Objectives:

- ✓ Attendees will acquire a greater understanding of the many facets involved in community engagement and outreach.
- ✓ Attendees will develop a greater appreciation of the value of partnerships and services, both internal and external.
- ✓ Attendees will share their expertise with others.

Changes Made for You; Utilizing the Power of PBS Connect

Buccaneer AB

Since the August 2008 re-launch, 68% more users are logging into PBS Connect. Find out why your colleagues are depending on the *new* PBS Connect more today than in the past. This session will provide a 101 overview on interacting with the site from your email inbox, using the new search engine, and finding program information in one click using the new Program Finder tool. Finding NETA, PBS and APT program information in the new PBS Connect is clearer and easier.

Presenters: Claire Bowes, PBS, Arlington, VA
Rachelle Byars-Sargent, PBS, Arlington, VA

Learning Objectives:

- ✓ Attendees will gain insight into why PBS Connect usage is up by 68%
- ✓ Attendees will see the effectiveness of the new search engine and how it mimics typical online shopping layouts
- ✓ Attendees will see how the new tool of Program Finder finds all programming information, per title, in one click

Q & A with FIRST Robotics

Regency 7

At lunch you heard about the exciting FIRST Robotics Competition. Now get up close and personal with Robots and the kids who created them. Representatives from FIRST and the students and mentors from several teams will be on hand to demonstrate their effort and answer your questions about what FIRST has meant to them and their success.

Producer: Michael Fragale, CPB, Washington, DC
Presenter: Paul Gudonis, FIRST, Manchester, NH

3:15 – 3:30 p.m.

Refreshment Break

Galleria AB

CONCURRENT SESSIONS

3:30 – 4:45 p.m.

YouTube, We Tube

(co-produced session)

Regency 5

There's more to YouTube than videos of teenagers doing "unusual" things or cute animals in clothes! Is your station maximizing the benefits of using YouTube to promote programs and your station? How can

you best measure its effectiveness? What's "good" to feature and what is best left offline? In this session, we'll learn some of the reasons why PBS and many local stations are using YouTube as an online promotional tool. We'll also take a look at other social networking options, such as Twitter, live chats, blogs to see how they are helping us reach a new group of people in a very personal way.

Producer: Jeanie Croope, WKAR, East Lansing, MI
Presenters: Kevin Dando, PBS, Arlington, VA
Jayme Swain, PBS, Arlington, VA
Larmon VanWinkle, AETN, Conway, AR

Learning Objectives:

- ✓ The benefits of using YouTube and new technologies.
- ✓ Measuring success, determining the best content for the media.
- ✓ Branding your submissions and also offering stories from the field.

**Lights! Camera! Action! Putting All the Pieces Together for a Star Studded Event
Esplanade 1-2**

How do you make the most out of your "community star?" How does your station event or pledge event become the smash success you need? What can you do to produce and ensure the absolute best results while retaining your bottomline? What measurements do you use? Come hear two veterans share their secrets.

Producer: Debbie Hamlett, South Carolina ETV
Presenters: Laura Savini, WLIW21, New York
Vicki Wright, PBS Station Relations, Arlington, VA

Learning Objectives:

- ✓ Produce a successful station event
- ✓ Use community stars to leverage your station's image

**Education Center Forum
Regency 6**

Join national organization leaders in an open dialogue of pertinent and timely educational issues to discuss ongoing projects as well as future system direction. Join your colleagues to share your views and perspectives on a variety of topics.

Producer: Jeannie Campbell, Iowa PTV
Presenters: Maria Alvarez Stroud, NCO, Madison, WI
Rob Lippincott, PBS, Arlington, VA
Debra Sanchez, APTS, Washington, DC
Rob Shuman, Maryland PTV
Susan Zelman, CPB, Washington, DC

Learning Objectives:

- ✓ Participants will have the opportunity to interact with the PTV system educational leaders
- ✓ Participants will hear status update regarding ongoing national projects and learn the direction the national leaders are taking that will impact their local work

**Workflow Part 2: For Engineers
(co-produced session)**

Buccaneer CD

An overview of tape-less, file based workflow, and media asset management from field acquisition to deep archive, including shared server post production, file transfer to air to web, and pushing and pulling media to and from archive.

Producer: Phil Titus, KUED, Salt Lake City
Presenters: Joe French, Masstech
Paul Roston, Roscor Corporation

New Directions for Multiplatform Public Media

Buccaneer AB

The BAVC Producers Institute for New Media Technologies has prototyped new interactive multiplatform projects connected to PBS documentary programming that offer new opportunities to deeply engage new audiences. This panel will present some of the newest demos, along with tools for developing media in your own communities. Case studies include Frontline World's iWitness, Pulitzer Center for Crisis Reporting, and others.

Producer: Wendy Levy, Bay Area Video Coalition, San Francisco
Presenters: Ken Ikeda, Area Video Coalition, San Francisco
Patrice O'Neill, Executive Producer, *PBS Not In Our Town*

Learning Objectives:

- ✓ Best practices for interactive online media development
- ✓ Opportunities for funding and partnerships for web-based community engagement projects
- ✓ Access to the most innovative new participatory interfaces, with tools for how to make it happen at your own stations

The Changing Role of the Public TV Programmer

Regency 7

In a world of common carriage, huge high-profile stunt programming, national ad buys, and programming services complete with packaged feeds, is the idea of a 'programmer' still a relevant concept? What other duties do programmers assume besides programming? Is it managing other departments, content distribution over web services, producing, promotions or outreach? What changes a programmer to a content manager? Is it just the change in technology from a single channel to multi channel digital and multiple platforms? An interesting mix of panelists might include a manager that was a former programmer, an accomplished programmer that fully embraces all forms of new media, a TRAC Media person who could reflect on types of services requested by programmers and how those have changed.

Producer: Justin Harvey, NPT, Nashville
Presenters: David Liroff, consultant, Boston, MA
Ron Pisaneschi, Idaho PTV
Craig Reed, TRAC Media

Evening Extras

7:00 – 9:00 p.m.

Programming 101 – Speed Dating

Regency 7

Suddenly promoted to programmer overnight? Here's your chance to ask veteran programmers how they do it and what skills you will need to make that transition smooth. Sign up to be one of the lucky ones in this programming speed dating workshop. Bring an example of one of your toughest problems and get several practical solutions.

Producer: Gayle Loeber, NETA, Columbia, SC

Learning Objectives:

- ✓ Tips from veteran programmers
- ✓ Possible mentor

Show me That You Know Me, and My 401K Just Went South

Buccaneer AB

Your on-air appearances during pledge drives are among your most important interactions with your audience. Not recognizing the volatile financial times we are all experiencing could be tantamount to disaster on-air. PBS's Rick Lore will lead an interactive workshop geared to presenting effective on-air messaging that aggressively celebrates community involvement while being sensitive to uncertain times.

Producer: Rick Lore, PBS, Arlington, VA

Learning Objectives:

- ✓ Learn coaching skills to prepare on-air talent
- ✓ Learn how to spot talent and recruit

YouTube How 2

Regency 5

Even your teenager is posting to YouTube – what can you learn here? In this tutorial, PBS's Kevin Dando will demonstrate not only how to post videos but also how to monitor effectiveness of YouTube, along with presenting "best practices" that will help your segments better promote your station and programs. PBS's Jayme Swain will offer tips on implementing other social media tools, such as Twitter, live chats and others at your station. Participants may bring their own laptops and digital video to gain hands-on experience.

Producer: Jeanie Croope, WKAR, East Lansing, MI

Presenters: Kevin Dando, PBS, Arlington, VA
Jayme Swain, PBS, Arlington, VA

Learning Objectives:

- ✓ Hands-on experience using YouTube
- ✓ Best practices taught by examples

Public Lands, Public Voices: A Hands-on Training Using Place-based Storytelling and New Media Tools for *National Parks*

Esplanade 1-2

In this hands-on training session, we'll learn how to use place-based storytelling techniques and community mapping to get a jump-start on the national outreach plan for Ken Burns' *National Parks*. This session will help participants to envision innovative and effective implementation plans for community story collection and distribution around the series. In addition, this should help recruit partners by offering a customizable off-the-shelf outreach plan. We will supply all materials and the mobile lab, but if you have a laptop with you, bring it.

Producer: Janet English, KOCE, Huntington Beach, CA
Presenters: Janet English, KOCE, Huntington Beach, CA
Anne Harrington, WETA, Arlington, VA
Leslie Rule, KQED, San Francisco, CA

Learning Objectives:

- ✓ Train participants in using new media tools for innovative outreach
- ✓ Provide outreach materials for *National Parks*
- ✓ Jumpstart ideas for community story collection and mapping
- ✓ Facilitate partnerships with local national and regional parks

Thursday, January 15

7:00 a.m. – 5:00 p.m.

**Conference Registration Open
Registration Counter**

7:30 – 8:30 a.m.

Breakfast with the Exhibitors

Regency 1-3

Start your day with breakfast, compliments of the conference exhibitors. Grab a cup of coffee and learn about the new products, programs, and services they have to offer.

GENERAL SESSION

8:45 – 10:00 a.m.

Washington Update

Regency 1-3

Public broadcasting's national leaders discuss a shared vision for the future for public service media.

Producer: Skip Hinton, NETA, Columbia, SC
Presenters: Patricia Harrison, CPB, Washington, DC
Paula Kerger, PBS, Arlington, VA
Lonna Thompson, APTS, Washington, DC

Learning Objectives:

- ✓ Insight into the new administration and Congress and the outlook for public broadcasting.
- ✓ Personal views of our national leadership regarding the future of public broadcasting.
- ✓ Opportunity to comment and ask questions of the leadership from CPB, PBS, and APTS.

10:00 – 10:30 a.m.

**Refreshment Break
Galleria AB**

CONCURRENT SESSIONS

10:30 – 11:45 a.m.

Brand Power: Simple Steps to Make a Statement

Regency 5

Attendees will hear first-hand from a group of marketing colleagues about their experiences with branding their organizations-including the good, the bad and the ugly! The diverse panel will bring varying viewpoints on their successes and challenges, and they will also discuss free tools available for station to use to strengthen their brands.

Producer: Megan Ciszewski, Lakeshore PTV, Merrillville, IN
Presenters: Bruce Dunn, WDSC, Daytona Beach, FL
Kelly Chmielewski, PBS, Arlington, VA
Dianne Jacob, Tampa Bay & Company

Learning Objective:

- ✓ This panel of experts will devote themselves to the following points:
 - ◆ “Where do I start?”: A PBS station explains their process
 - ◆ “Learn from Best”: Brand powerhouse testimonial/case study
 - ◆ “Know your Resources”: Refresher from PBS on available tools for co-branding

Development Council Meeting

Esplanade 1-2

Everyone is invited! Bring your best ideas and challenges to discuss with other stations.

Producer: Debbie Hamlett, South Carolina ETV

Teaching Kids Financial Literacy with Public Television

Regency 6

In today’s uncertain economy, teaching financial literacy to students is more important than ever. Fortunately, public television stations have a new tool to help: *Biz Kid\$*. The *Biz Kid\$*, which is produced by the team from *Bill Nye the Science Guy*, offers 39 engaging half-hour programs where “kids teach kids” about money and business. In this session, you can learn how to create your own *Biz Kid\$* community outreach based on turn-key kits and how to engage community partners and local underwriters through promotional events. *Biz Kid\$* supports the development of financial, economic, and business literacy. The series is particularly focused on entrepreneurial skills, self-direction, and social responsibility. For every episode, the series provides specific curriculum with hands-on games and activities for students to practice refining information skills, communication skills, critical thinking, and problem solving. *Biz Kid\$* shares numerous profiles of young entrepreneurs in every episode who model creative innovation, perseverance, and problem solving behaviors to manage their own successful businesses.

Producer: Jeannie Campbell, Iowa PTV
Presenters: Marion French, WXXI, Rochester, NY
 Jamie Hammond, *Biz Kids\$*
 Jill Kemp, WXXI, Rochester, NY

Learning Objectives:

- ✓ Discover the resources available for putting together a variety of custom outreach projects with community partners using turn-key materials.
- ✓ Hear about how to target your outreach to promote financial literacy, career exploration, and service with a variety of audiences (teachers, kids, families; in both informal and formal educational settings).

Grant Session: NTIA and DDF

Buccaneer CD

As the DTV transition date approaches, the two funding agencies we look to the most to help us reach our equipment goals will be on hand to explain their programs and answer questions.

Producers: Russ Abernathy, WKNO, Memphis, TN
 Phil Titus, KUED, Salt Lake City, UT
Presenters: William Cooperman, NTIA/PTFP, Washington, DC

Don Lockett, CPB, Washington, DC

Learning Objectives:

- ✓ Knowledge of specific grant programs
- ✓ The opportunity to seek clarification on specific questions

Creating and Maintaining a Dynamic Website

Esplanade 3

We no longer reach our audience exclusively through broadcast. The online component of our services is vital to a total service, but how do we keep that website vital, dynamic and relevant all at the same time? Join us to see what some of our colleagues at other stations are doing and to take advantage of the template and model created for this purpose.

Producer: Kim Kelling-Engstrom, WFSU, Tallahassee, FL
Presenters: Lynne Blinkenberg, Wisconsin PTV
Jill Hubbs, WSRE, Pensacola, FL
Jayme Swain, PBS, Alexandria, VA

Learning Objectives:

- ✓ Fresh ideas that stations of any size can utilize
- ✓ Chance to learn about all the new technologies and resources that can be integrated into web design

Rights and Clearances: Brave New World Revisited

Garrison Suite

Katherine Lauderdale of PBS and Larry Miller of Schwartz, Woods, and Miller return for an update on copyright, fair use, and all those legal issues in this evolving world of multicasting, streaming video, and multipurposing your content.

Producer: Mike Dunn, WFSU, Tallahassee, FL
Presenters: Katherine Lauderdale, PBS, Alexandria, VA
Lawrence Miller, Schwartz, Woods, and Miller, Washington, DC

BONFIRE & Program Council Meeting

Buccaneer AB

Meet the incoming and outgoing chairs of the Program Council and help us develop the slate of 2009 professional development calls. How can this peer group help you? How can the NETA Program Service help you? Come share your tips for organizing your life and tell us how your station expects the DTV transition to go in your market.

Producer: Gayle Loeber, NETA, Columbia, SC
Presenters: Craig Cornwell, Kentucky ETV
Kerry Feduk, South Carolina ETV

Learning Objectives:

- ✓ Timesaving tips from peers
- ✓ Last minute plans for the DTV transition

APTS Updates

Regency 7

Join APTS for an update on key legislative and regulatory activities.

Producer: Lonna Thompson, APTS, Washington, DC
Presenters: Debra Sanchez, APTS, Washington, DC
Lonna Thompson, APTS, Washington, DC

12:00 Noon – 2:00 p.m.

Awards Luncheon

Regency 1-3

CONCURRENT SESSIONS

2:15 – 3:30 p.m.

A Walk in the Park: The 'Best Ideas' for Promoting Ken Burns' *The National Parks*

Regency 5

Having a national park in your backyard is not a prerequisite for taking advantage of some fun and unique opportunities to promote Ken Burns' *The National Parks: America's Best Idea*. From partnering with state and local parks to holding some not-so-typical events, we'll go off the beaten path to explore ways to make the most of local and national promotional efforts around the next epic offering from Ken Burns. We'll start with some success stories from *The War*, see a preview of *The National Parks* and hear about national advertising, promotion and publicity plans; look at one station's plans for promoting at the local level; and then brainstorm for even more great ideas.

Producer: Todd Piccirilli, Kentucky ETV
Presenters: Anne Harrington, WETA, Arlington, VA
Kelly Hodges, East Tennessee PTV, Knoxville
Jill Hubbs, WSRE, Pensacola, FL
Michelle Werts, PBS, Arlington, VA

Learning Objectives:

- ✓ An understanding of how a major national production like this can be leveraged for local tune-in and awareness.
- ✓ Out-of-the-box ideas that can be used for tailoring a local promotional campaign around *The National Parks*.

Ask PBS Fundraising

Esplanade 1-2

PBS Vice President of Fundraising Programming will answer your questions about on-air fundraising, including upcoming programs, how PBS is working to develop programs and pledge events that will work during difficult economic times, new ways to report your results to PBS and whatever is on your mind.

Producer: Bob Petts, NETA, Columbia, SC
Presenter: Joseph Campbell, PBS, Arlington, VA

American History & Civics Initiative + From Robots, to Heroes, to Community: Public Media as Connector
Regency 6

CPB has funded two initiatives that both look at how to best use public media content for education and community engagement – one is the American History and Civics Initiative (AHCI), and the other is the STEM Community Engagement Initiative. AHCI has funded the development of seven prototypes; up to three of which will receive significant additional funding to turn prototypes into market-ready product. Explore and experience the role that games, interactive web design, graphic novels and other media play in creating well-researched standards-based learning opportunities. And learn how a group of stations is leading the effort to create new models of community engagement around STEM learning. These pilot stations are leveraging relationships with key strategic partners including FIRST Robotics, state departments of education, museums, educational institutions, and business and industry to create sustainable models of engagement with educational impact and real outcomes for the community.

Producers/Presenters: Marta Bechtol, Wisconsin ECB
 Andy Hoffman, WGBH, Boston, MA
 Amy Shaw, KETC, St. Louis, MO
 Gloria Skurski, ThinkTV, Dayton, OH

Learning Objectives:

- ✓ Participants will learn the roles of games, interactive web design, graphic novels and other media play in creating well-researched standards-based learning opportunities.
- ✓ Attendees will gain insight on how public media is seeking to create sustainable models with educational impact and real outcomes for the community.

PBS KIDS Raising Readers: Putting Literacy Resources to Work in Your Community
Buccaneer AB

There are many resources available to all stations that have been developed through PBS KIDS Raising Readers, Ready to Learn, and Ready to Lead in Literacy. Learn how to put literacy content and materials into use in your community with your local teachers, caregivers and parents, such as SUPER WHY Reading Camps, with measurable results in teaching skills like letter identification, letter sounds and decoding; PBS KIDS Island, which tracks a child's progress in developing reading skills; great outreach opportunities with MARTHA SPEAKS Reading Buddies Outreach and many more classroom and community resources.

Producer: Sharon Philippart, PBS, Arlington, VA
Presenters: Jayne James, CPB, Washington, DC
 Sharon Philippart, PBS, Arlington, VA
 Maria Salinas, CPB, Washington, DC

Learning Objectives:

- ✓ Attendees will be provided strategic and tangible guidelines about how to build community, revenue and partnerships using vetted literacy content and materials.
- ✓ Attendees will be given numerous links, handouts, etc with details about how to use key content and materials.

Free For All: Cross Platform Media Roundtable

Esplanade 3

In a world increasingly dominated by new media, how do traditional public broadcasters make critical programming decisions that fulfill a mandate to engage communities? What kinds of new programs are being developed to serve the public interest and what platforms are being explored that can truly impact civic engagement? This session is a participatory roundtable; there will be an opportunity to workshop ideas and strategies for developing multiplatform content unique to your communities.

Producer: Wendy Levy, Bay Area Video Coalition, San Francisco
Presenters: Ken Ikeda, Bay Area Video Coalition, San Francisco
Patrice O'Neill, Executive Producer, *PBS Not In Our Town*

Learning Objectives:

- ✓ Best practices for green lighting multiplatform media
- ✓ Engaging community partnerships to support and sustain participatory media projects
- ✓ Peer-led workshop and critique of new trends and emerging content unique to your communities.

NGIS PBS Update

Regency 7

This session will provide an update on the status of the total NGIS transition from the PBS perspective. It may also include timelines, methods of communication about the transition; issues left undecided and contingency plans. The session should also review the criteria used for selecting the beta test stations, perhaps even an announcement of who the beta test stations might be. Finally, the session should present the most common station scenarios for transitioning to the NRT NGIS delivery method and the impact on workflow at the station.

Producer: Phil Titus, KUED, Salt Lake City, UT
Presenters: Jerry Butler, PBS, Arlington, VA
Phil Titus, KUED, Salt Lake City, UT

3:30 – 4:00 p.m.

Refreshment Break in Galleria AB

CONCURRENT SESSIONS

4:00 – 5:15 p.m.

Engineering Surprise

Off Site

Join your technical colleagues for an afternoon delight. The engineering surprise provides an excellent opportunity to network with fellow technologists and guests as we visit a Tampa landmark, technology facility, or other just plain interesting venue. You won't know what it is until we are on the bus. Talk to those who have gone before and they will tell you "it will be fun."

Producer: Russ Abernathy, WKNO, Memphis, TN

Promotion Speed Dating (and Communication Council Meeting)

Regency 5

The Communication Council will use its annual meeting to provoke useful discussion on matters of everyday importance, like:

1. Newspaper Partners: As their circulation shrinks and their staff is cut, how will you maintain and cultivate a good relationship with local print media?
2. How to Get Good at this Gig Quickly: What we wish we'd known when we started, shared with the newbies.
3. Best Practices for Promoting Fundraising Programming (title says it all.)
4. Promotions for Joint Licensees (ditto)

Presenters: Communication Council Executive Committee

Learning Objectives:

- ✓ Personal connection with their promotion professional peers
- ✓ Fresh ideas on how to grapple with common, everyday promotions

Stop Broadcasting and Start Connecting

(co-produced session)

Esplanade 1-2

Practical guidelines for understanding and using various media tools (giving the user the power to create, connect, and collaborate) to engage our audiences by using blogs, micro-blogs (Twitter), podcasts, social networks (MySpace/Facebook/LinkedIn), media sharing (Flickr/YouTube), social reference (Wikipedia), social news (Digg), social book marking and virtual worlds (SecondLife), newsgroups, and forums. Are you confused yet? Don't be - you may not need to engage in all of these tools. Come hear an overview of each tool and how it may or may not be relevant for your station. At a time when budgets are tight and the economy is even tighter-how can you use these tools to enhance your development efforts?

Producers: Kerry Feduk, South Carolina ETV
Debbie Hamlett, South Carolina ETV

Presenters: Kevin Dando, PBS, Arlington, VA
Sreedevi Sripathy, ITVS, San Francisco, CA

Learning Objectives:

- ✓ Learn how to strategize your Web 2.0 efforts and incorporate them into traditional programs
- ✓ Walk away with first steps designed to ensure your social media campaigns are successful from the get-go

Education Center General Meeting

Regency 6

Join your PTV colleagues as the Education Center Board hosts two special presentations – Susan Zelman, Sr. VP Education, CPB, will address the importance of preparing today's youth to succeed in the digital economy via the Partnership for 21st Century Skills Initiative + Kim Smith & Donelle Blubaugh from the PBS Education Team will demonstrate social networking functionalities and content widgets designed to help stations and producers use their websites to connect with educators.

Producer: Jeannie Campbell, Iowa PTV

Presenters: Donelle Blubaugh, PBS, Arlington, VA
Kim Smith, PBS, Arlington, VA
Susan Zelman, CPB, Washington, DC

Learning Objectives:

- ✓ Participants will hear why skills such as global literacy, computer literacy, problem solving, critical thinking, creativity, and innovation have become critical in today's increasingly interconnected workforce and society.
- ✓ Attendees will learn how to best utilize PBS Education online tools to enhance and extend the reach of existing websites.

**New Resources for Great Community Impact
Esplanade 3**

Want to impact your community in a bigger way but not sure how to do it? Join Rosemary Olas, education and outreach manager at KMOS, and NCO's Maria Alvarez Stroud and Anne Wilder for a hands-on intro of new NCO resources that will strengthen the good work you do. Using a self-diagnostic tool, you will assess your station's current efforts, identify areas for potential growth and uncover opportunities to rev-up your community engagement. You'll leave the session with greater insight about your station, and tools to help you impact your community like never before.

Producer: Anne Wilder, NCO, Madison, WI
Presenters: Maria Alvarez Stroud, NCO, Madison, WI
Rosemary Olas, KMOS, Warrensburg, MO
Anne Wilder, NCO, Madison, WI

Learning Objectives:

- ✓ A self-diagnostic tool to share with co-workers to identify station-wide opportunities for growth; opportunities that will ultimately benefit their local community and the station itself.
- ✓ The understanding that a station needs to create a thoughtful, strategic plan for outreach and engagement in order to create the biggest possible impact.
- ✓ The acknowledgement that every station is in a unique situation with its own set of circumstances. Given this, it's less valuable to compare your station's efforts to others, and more valuable to identify your circumstances and strengths and find ways to amplify their impact.

**Production SHOW & TELL
Buccaneer AB**

Bring us five minutes of your station's best work (on DVD) and share it with your peers. Tell us about the special challenges you faced and the community response to it. What would you have done differently? Time is limited so please limit your clips and comments.

Producer: Gayle Loeber, NETA, Columbia, SC

Learning Objectives:

- ✓ Peer sharing and appreciation
- ✓ Steal a great idea

Strategic Planning: The Morning After

Regency 7

How do you wake up the next morning after strategic planning and face yourself in the mirror knowing that it can't just stay on paper. It's easy and exciting when your plan identifies specific needs and professionals who can address those needs. Arns & Green were strategic in working with WCTE to identify those needs and facilitated the use of top notch professionals. Bonnie Massa, a Chicago based marketing solutions provider, helped WCTE identify weaknesses in its database management application for fundraising and introduced a more robust, yet inexpensive database application. Also, Kelly Luoma, PTV programming professional, recognized that WCTE needed guidance in content management as well as providing a wealth of resources to shell shocked staff entering a content driven era! ***Be strategic in your session choices and you'll be rewarded for being at this one.***

Producer: Becky Magura, WCTE, Cookeville, TN
Presenters: Bob Arns, Arns and Green, Burlington, VT
Hope Green, Arns and Green, Burlington, VT
Kelly Luoma, Vermont PTV
Bonnie Massa, Massa & Company, Inc., Chicago, IL

Learning Objectives:

- ✓ The importance of leveraging your strategic plan to partner with outside professionals.
- ✓ The knowledge of how to conduct an annual audit of the database management system and the role of the data "gatekeeper" at a PTV station.
- ✓ Identifying the importance and absolute responsibility of content management for on-air, online, and in print that is community based and strategically driven.
- ✓ Creating life long professional partners that share a vision and mission in the nonprofit world that will raise the bar.

Friday, January 16

7:00 a.m. – 12:00 Noon

**Conference Registration Open
Registration Counter**

7:30 – 8:30 a.m.

Breakfast with the Exhibitors

Regency 1-3

Start your day with breakfast, compliments of the conference exhibitors. Grab a cup of coffee and learn about the new products, programs, and services they have to offer.

CONCURRENT SESSIONS

8:30 – 9:45 a.m.

How to Tell Your Story and Reach Your Key Constituents during Turbulent Times

Regency 7

Fundraisers are weathering a "perfect storm" which is tossing aside traditional giving patterns. An economic crisis, a new President, and the digital switch. How do you talk to your key constituents in troubled times? It's time to collect our thoughts, evaluate the situation and discover the tactics that others are using to survive and perhaps even thrive. Join us as we discuss how to craft your message for the best possible results.

Producer: Debbie Hamlett, South Carolina ETV
Presenters: Daphne Dowdy Jackson, Basin PBS, Midland-Odessa, TX
Rick Lore, PBS, Arlington, VA
Jodi Scheib, DMW Worldwide, Plymouth, MA

Variety is the Spice of Promotion: Maintaining Messaging across Multiple Platforms

Regency 5

Our promotional and branding campaigns frequently are expected to run simultaneously across platforms, from on-air to print to signage to e-news to web content. How do we manage this effectively? How do we make sure we have the horse in front of the cart before we launch the campaign bandwagon? Our panelists will discuss their strategies in launching and maintaining campaigns at their stations. Attendees should feel free to talk about their multiplatform experiences with the group.

Producer: Grace Lessner, New Hampshire PTV
Presenters: Tom Dollenmayer, USF Public Broadcasting, Tampa
Grace Lessner, New Hampshire PTV

Communicating Your Impact – Engagement, Education and My Source

Regency 6

Every day you help the people in your community through programming, engagement and education initiatives. As resources become scarce, it is more critical than ever to capture and communicate that impact to your partners and funders. The *My Source* framework uses the stories from the people you serve to drive awareness of your work. Find out how your peers are using *My Source* to further engage the community and deliver proof of performance.

Producer: Michael Fragale, CPB, Washington, DC
Presenter: DeLinda Mrowka, CPB, Washington, DC
Amy Shaw, KETC, St. Louis

Learning Objectives:

- ✓ Attendees will learn how they can become involved in the PAI and My Source projects on a local level to complement station mission
- ✓ Participants will gain insight on the breath and scope of the national project that includes a variety of partners and resources

Practical Guide to PSIP

Buccaneer CD

Mark Rushton will provide attendees with a practical, easy to understand overview of what is in the PSIP data signal and what the normal setups should be. He will also update us on a current SBE Ennes project to provide easy to understand PSIP information to its members. The presentation will be formatted to fit non-technical attendees as well as the engineering savvy.

Producer: Phil Titus, KUED, Salt Lake City, UT
Presenter: Mark Rushton, Triveni Digital, Princeton Junction, NJ

Implementing Outreach in Today's Tough Economic Times

Buccaneer AB

It's more important than ever to engage our communities during this financial crisis. But how do we do it when station resources are increasingly scarce? Join Anne Wilder of the NCO and Chris Seifert at MontanaPBS for a hands-on problem-solving session. Together we'll pool our creative knowledge to create a plan of action you can bring back to your station.

Producer: Chris Seifert, MontanaPBS
Presenters: Chris Seifert, MontanaPBS
Anne Wilder, NCO, Madison, WI

Green Light Processes That Work Esplanade 3

How does a show become a show? Learn how other networks handle the task of sorting producer ideas both outside and internal programs. Gain insight into how producers bring their ideas to a content committee and how those groups that oversee the process sort out the good from the "needs a little work."

Producers: Beryl Dakers, South Carolina ETV
Brad Van Osdel, South Dakota Public Broadcasting

Presenter:

Learning Objectives:

- ✓ Bring ideas on how to set up a "Green Light Content Committee" at your station.
- ✓ Producers gain understanding that jumping through hoops to get your show produced actually helps the quality of your product (Some ideas just aren't meant to be shows).
- ✓ How to enhance your program to fit into a multimedia world.

Keeping Up With New FCC Rules Esplanade 1-2

2007 & 2008 have been filled with new rules from the FCC and major changes in the landscape for the broadcasting industry. This session focuses on status of the proposed FCC rule changes affecting PBS stations including: program issues list, localism, ascertainment, attended operation, online files.

Producer: Cyndy Robbins, Vegas PBS
Presenter: Larry Miller, Schwartz, Woods & Miller, Washington, DC

Learning Objectives:

- ✓ Get latest updates on the changes at the FCC impacting television
- ✓ Receive insights into the legal issues and the new FCC rules

10:00 – 11:00 a.m.

Listening Post

Regency 1

Maria Alvarez Stroud

Maria Alvarez Stroud is a nationally recognized community engagement leader within public broadcasting and is the founder of NCO. Prior to this she helped establish Wisconsin Public Television's (WPT) award winning outreach department and was a public affairs producer for WPT, resulting in several national awards, including a Gabriel, PBS Communications Award, and a PRISM Award. Before coming to public broadcasting, she was an active leader within local community organizations for eighteen years. Her achievements include; management of a nationally acclaimed social service agency, extensive experience as a management consultant, and organizer of a statewide association. Her television credits include producer of award winning public affairs programming, director of multifaceted community engagement efforts for WPT and project director of several national engagement efforts including Citizens 96 & Safe Night USA. She is responsible for the over-all operations of the NCO and works to build new opportunities and relationships within public broadcasting and the larger community. She received a bachelors degree in psychology and communications and masters degree in public policy and administration from the University of Wisconsin.

Bob Arns

Bob Arns has been a partner in Arns & Green, inc., since 1998. He holds a Ph.D. degree from the University of Michigan and has served in various positions as a faculty member and university administrator with responsibility for academic programs and budgetary matters. He is a founding member of the Strategic Management Society and has assisted 30 public television stations in the development and implementation of strategic plans.

Marta Bechtol

Marta Bechtol is the Director of School Services and Instructional Programs Development for Wisconsin's Educational Communications Board. She is responsible for the agency's PK-12 instructional services, publications, and promotional activities, implements the K-12 program selection/acquisition process, and facilitates utilization of ECB programming by providing professional development to teachers across the state. She also manages the development of instructional projects and programs in cooperation with Wisconsin's Department of Public Instruction. She has taught in California, Alaska, and Kansas in the general and special education elementary classrooms, and served as a K-6 Reading/Title I specialist. Formerly, she worked as an Instructional Programs Developer for ECB. She volunteers with veterans' service organizations.

Babs L. Bengtson, Ph.D.

Babs L. Bengtson is the Director of Educational Services at WPSU/Penn State Public Broadcasting (PSPB). Educational Services does Educational Outreach programs, such as Raising Readers; co-produces Scholastic Scrimmage, an academic quiz bowl for the viewing area's high school students; and creates multimedia products for the PreK-12 classroom. Dr. Bengtson has over 20 years experience in education, and has won national awards in instructional design and for her research. She created and managed her own company, Bridge Builders, for several years before joining Penn State University full time. After joining Penn State in 1998, she developed professional development programs for K-12 teachers, and has taught several courses for pre-service teachers, helping them learn how to incorporate multimedia in the classroom.

Malcolm Brett

Malcolm Brett is the director of broadcasting and media innovations - University of Wisconsin – Extension (UWEX) and general manager of WHA-TV, the flagship station of Wisconsin Public Television. He oversees the University's public radio and public television stations which are part of Wisconsin Public Television and Wisconsin Public Radio. He also oversees UWEX's distance learning facilities, Instructional Communications Systems, and the National Center for Outreach. Broadcasting and Media Innovations initiatives include research into mobile video delivery for emergency first responders, video delivery over Internet 2, and media asset management. Along with colleagues at WPSU and WOSU, Brett is leading the development of University Place, which is built on emerging multicast, Internet streaming and VOD opportunities for University licensed PTV stations.

Rachelle Byars-Sargent

Rachelle Byars-Sargent is currently the Director of Collaborative Technology where she manages the business team that designs technology applications. The Collaborative Technology team is under PBS's Enterprise Technology division. She has worked on many teams within her ten year employment at PBS, including Orion (the system producers use to submit information regarding their productions), PBS Connect, BroadView (PBS's trafficking system) and the Pledge Data Collection and Reporting System (used by pledge professionals to submit their fundraising dollars to PBS). Apart from developing new applications, the Collaborative Technology team supports and services nearly 12,000 users including 300 Connect administrators at member stations. In 1998, she earned a master's degree in adult education and communications technology. Her formal education has equipped her not only to appreciate varying learning styles, but to build technology solutions with the understanding that everyone interprets data differently.

Kelly Chmielewski

Kelly Chmielewski leads the corporate brand team at PBS. In this role, she develops brand strategy; manages national brand-value building initiatives; executes integrated promotion campaigns; oversees audience research; and consults with PBS member stations on local brand identity. She also serves as the lead brand strategist for PBS's corporate creative projects including the award-winning Be More positioning campaign. Alongside her work in brand strategy, Kelly spearheads the DTV Awareness and Education Campaign and serves on the cross-department DTV Transition support team. Before joining the brand management and promotion team, she managed media relations, marketing, and project branding for PBS's DTV Strategic Services Group and traveled to more than 50 cities aboard the DTV Express, educating broadcast professionals and the public about DTV. When she's not at work, you'll find her at a local farmers' market, cooking dinner, or in search of culinary inspiration through adventures abroad.

Jeanie Croope

Jeanie Croope has been the promotion director at WKAR/East Lansing since 1981. Like most promo-people, she wears lots of hats – publications editor, publicist, pledge talent, media buyer, ad copywriter, special events coordinator, digital TV “first responder” and is rapidly learning the wonderful world of social media. She's a member of the NETA Communications Council.

Patricia de Stacy Harrison

The Honorable Patricia (Pat) de Stacy Harrison was named CEO and president of CPB on June 23, 2005. Prior to that, she served as Assistant Secretary of State for Educational and Cultural Affairs and as Acting Under Secretary for Public Diplomacy and Public Affairs. While at the Department of State, she was

awarded the Secretary's Distinguished Service Award by Secretary of State Condoleezza Rice for excellence in leadership. As an entrepreneur and author, she has provided more than 20 years of leadership in communication strategy, coalition and constituency building. She is the author of two books, *A Seat at the Table: An Insider's Guide for America's New Women Leaders* and the author of *America's New Women Entrepreneurs*.

Tom Dollenmayer

Tom Dollenmayer is Station Manager for USF Public Broadcasting in Tampa, Florida. He manages both the TV and radio stations, as well as, wusf.org. Tom has led numerous test projects with NPR Labs, Harris and NDS including Conditional Access for HD Radio and datacasting with Navteq. This year WUSF launched it's new WUSF Kid's channel the only 24/7, over-the-air kids channel devoted exclusively to educational kids programming in the Tampa market. WUSF is currently developing a weekly TV program that is expanding a radio only offering to a cross platform program with show segments used throughout the radio and TV schedules as interstitials to give the shows more traction. The show segments will also be podcast, uploaded to YouTube.com, iTunes and made available to viewers/listeners through streaming at the station's website.

Daphne Dowdy Jackson

Daphne Dowdy Jackson is general manager of Basin PBS in Midland-Odessa, Texas. In 2005, she helped Basin PBS (then KOCV) transition to a community-owned, community-run non-profit station dedicated to bringing the highest quality local programming and services to West Texas. She has 18 years professional broadcast experience as a commercial television news journalist in Oklahoma City (KOCO) and Midland (CBS7). Before joining public television she led media relations and television production efforts for Oklahoma City Public Schools and the University of Houston. In 2008, she was chosen as one of 10 public television professionals from across the country to participate in the PBS Leadership Development Program which mentors the system's future leaders.

Terry Dugas

Terry Dugas is Manager of Content Distribution for NET in Lincoln, Nebraska, with responsibilities for television programming, interactive media and education, promotions, graphics, research, and contract/partnership productions. Interactive media and education creates websites and DVDs for clients, including the Department of Defense, the Nebraska State Patrol, the Nebraska State Museum, and the K-12 community. This includes an online history of Nebraska at <http://nebraskastudies.org> and an introduction to the study of human rights at <http://unlhumanrights.org>. He is Executive Director of NETCHE, a consortium of 11 post secondary institutions serving 15 campuses in Nebraska. He is also an adjunct professor of communication and philosophy at Florida Gulf Coast University, teaching distance learning courses on the relationship between media and culture.

Bruce Dunn

Bruce Dunn has thirty-one years of experience in the Broadcast Production/Telecommunications industry. He started working in public broadcasting at various positions in 1977 at WOUB TV-20 while attending college in Athens, Ohio. In 1996 he was hired as the director of production for WCEU TV-15 in Daytona Beach, Florida on the campus of Daytona Beach Community College where he was responsible for managing the production operation for a newly built digital telecommunications/production facility in 2000. In August 2005 he was promoted to associate vice president & general manager of Daytona State College Public Broadcasting of Central Florida. As of January 2009 he administered the change through the FCC of

the TV station call letters of WCEU to WDSC-TV. He is also an instructor teaching Media Broadcast technology at the College and for a group of students through an exchange program in Northern, Ireland. He has provided "hands on" production experience to over 150 students and volunteers since January 2001; with some currently working for ESPN, HSN, The Discovery Channel and other PBS stations and Network affiliates around the country.

Marion French

Marion French is assistant vice president for education & interactive services at WXXI Public Broadcasting in Rochester, NY. For the last eight years, she has managed WXXI's Educational Outreach Center. The goal of the Center is to use public media effectively to promote outreach and training. Marion also has 15 years experience in classroom instruction, distance learning, professional development, web design, and training in early childhood, K-12 schools, adult literacy, and university settings. Marion joined the *Biz Kid\$* outreach team to promote use of the series in educational settings, with families, and in the community.

Joseph H. French

Mr. French joined Masstech Group in 2002 with over 20 years of achievements in management and new development for the broadcast communications market. He served in key management roles at Encoda Systems and Dynatech Video Group. He was involved in building some of the earliest all-digital, fully automated, multi-channel broadcast systems. Mr. French earned his bachelor of science in electrical engineering from the University of Tennessee and completed his master's degree coursework in computer science at the Massachusetts Institute of Technology.

Hope Green

Hope Green has been a partner in Arns & Green, Inc., since 1998, helping some 30 public television stations improve their performance. She was president and CEO of Vermont Public Television 1980-1998. She was elected three times to the PBS board and twice to the APTS board. Before moving to Vermont, she was development director at KCTS, served on the PBS Development Advisory Committee, chaired the PBS Development Conference, and served in various capacities at WGBH.

Hap Griffin

Since 1997, Hap Griffin has served as South Carolina Educational Television's vice president in charge of engineering. He has served in virtually all areas of engineering at the network since 1978. He has led the internal design team responsible for SCETV's eleven station digital conversion and is spearheading the network's response team gearing up for February's analog shut off.

Paul Gudonis

As *FIRST* President, Paul Gudonis brings 25 years of leadership experience in the information technology and communications industries, as well as a consistent commitment to improving the impact of technology and education in our society. In industry, he has been a pioneer in wireless, internet, and eLearning software and services. His career has included launching the country's first cell phone company at Ameritech Mobile; serving as chairman and CEO of Genuity, Inc., where he grew the first internet backbone network into a billion-dollar global operation; and most recently as president and CEO of Centra Software, Inc., a provider of software for online classrooms and collaboration. In addition to his technology industry experience, Mr. Gudonis has taken an active, leadership role in issues such as the impact of technology on society and education. He is currently Chairman of the Massachusetts High Technology Council, and a member of TechNet, a national organization of technology industry CEOs committed to increasing the number of science and engineering graduates in the United States. In addition, he has served on the

United Way of Massachusetts Bay Chairman's Committee and the Dean's Advisory Council at his alma mater, Northwestern University's McCormick School of Engineering. He earned his M.B.A. degree at Harvard University.

Jamie Hammond

Jamie Hammond is an executive producer for *Biz Kid\$*, the financial literacy and entrepreneurship series for children which has aired on over 320 public TV stations since its January 2008 premiere. Previously, she produced many PBS series including *Cucina Amore*, *Master Chef*, *Great Food*, and *World of Wildlife*. She currently is a producer for *Second Opinion*. she produced the *Count on Math* series for Disney and was the coordinating producer for *Bill Nye the Science Guy*, which garnered 26 national Emmy awards. She has personally been nominated five times for national Emmys and awarded two. She has also worked in Los Angeles, New York, and Mexico on television and film projects for David Letterman, Danny Thomas, Gary Coleman, and Bob Hope.

Tina Hauser

Tina Hauser manages Wisconsin Public Television's Digital Innovations Unit. The Digital Innovations Unit explores new media technologies and their applications. She has managed projects involving the use of mobile video delivery for emergency first responders, video delivery over Internet 2, datacast delivery of distance-education university course content, and media asset management. She is the collaboration manager for the WPT/WPSU/WOSU partnership project, University Place, as well as project manager for WPT work on the project. University Place involves the exploration of multi platform delivery, including emerging multicast, Internet streaming and VOD, for University licensed PTV stations.

Dianne Jacob

As Senior Vice President of Marketing, Jacob oversees Tampa Bay & Company's advertising, promotions and publications. Before joining the Company in 2005, Jacob was the Vice President of Business Development for Hardin Construction Company, a regional general contractor with more than 50 years experience building hotels and convention facilities. She has been active in the community for more than 25 years and has served in various volunteer capacities with many associations including the Tampa Performing Arts Center, the Tampa Museum of Art, Leadership Tampa and Leadership Florida. She has served on the board of directors with the Greater Tampa Chamber of Commerce and has received awards from the United Way and Hillsborough County Public Schools for founding the Dream a Dress program.

Jill Kemp

Jill Kemp is WXXI's station relations specialist. Her responsibilities include developing promotional materials for *Biz Kid\$*, encouraging carriage, and helping stations to make the most of the series in their communities. She has over twenty years experience in marketing communications and public relations, including a combined ten years at PBS and Connecticut Public TV & Radio. After working in the corporate world and volunteering at WXXI for ten years (pitching during membership drives), She returned to the world of public television after seeing a pilot of *Biz Kid\$*. Although she only joined WXXI as a part-time employee last year, Jill has full-time passion for this crucial, yet fun financial literacy series.

Paula A. Kerger

Paula A. Kerger is president and chief executive officer of PBS. Ms. Kerger joined PBS as its sixth president in March 2006. Since her arrival, Ms. Kerger's commitment to high-quality content, education, diversity and the use of new technology to bring public media into the lives of all Americans has resulted in a broad range of initiatives. Among her accomplishments are Ken Burns' and Lynn Novick's *The War*,

which earned the highest rating of any PBS series in the last 10 years; the debut of such acclaimed children's programs as *Curious George*, *Word World*, *Super Why!*, *Martha Speaks*, and *Sid the Science Kid*. In the past year, PBS programs have been honored with ten News and Documentary Emmys, nine Primetime Emmys, eight George Foster Peabody awards, and one Academy Award (for best animated short film). Innovative partnerships with such companies as iTunes, Netflix, Amazon's UnBox, Vuze, Hulu, BitTorrent, and Microsoft's Xbox ensure that PBS programming is accessible across more than one platform and, increasingly, to a global audience. She is president of the PBS Foundation, an independent organization that raises private sector funding for PBS, and a director of the International Academy of Television Arts and Sciences. Prior to joining PBS, Ms. Kerger served for more than a decade at Thirteen/WNET and WLIW New York, where her ultimate position was executive vice president and COO. Her tenure boasts many achievements, including WNET's completion in 1997 of the largest successful endowment campaign ever undertaken by a public television station. Ms. Kerger received her bachelor's degree from the University of Baltimore, where she serves on the Merrick School of Business Dean's Advisory Council.

Gary E. Knell

Gary Knell is President and Chief Executive Officer of Sesame Workshop. Mr. Knell leads the nonprofit educational organization in its mission to create innovative, engaging content that maximizes the educational power of all media to help children reach their highest potential. He has been instrumental in focusing the organization on *Sesame Street*'s global mission, including groundbreaking co-productions in South Africa, India, Northern Ireland, and Egypt. He also helped found PBS Kids Sprout, a 24-hour domestic cable channel in the U.S. Previously, Mr. Knell was managing director of Manager Media International, a print and multimedia publishing company based in Bangkok, Hong Kong, and Singapore. In this capacity, he oversaw the development of the monthly business magazine *Asia Inc.*, the daily Asian-based newspaper *Asia Times*, and several trade publications. He also has served as senior vice president and general counsel at Thirteen/WNET, was Counsel to the U.S. Senate Judiciary and Governmental Affairs Committees, and worked in the California State Legislature and Governor's Office. Mr. Knell holds a B.A. in political science and journalism from the University of California at Los Angeles and a J.D. from Loyola University School of Law.

Dr. David B. Liroff

David Liroff joined the Corporation for Public Broadcasting in April 2007 after having served as vice president and chief technology officer at WGBH/Boston, where he had worked since 1979. In April 2008, he was named CPB's senior vice president, senior advisor for New Media Strategy and System Relations, a position he left in September 2008. While at WGBH, Dr. Liroff served on the boards of the Association of Public Television Stations (APTS), American Public Television (APT), Public Interactive (PI), and the Northeast Document Conservation Center. He also served on the Public Broadcasting Service Technology and Distribution Committee and was a member of the Association of Moving Image Archivists. In 1992, his public television colleagues named him "PBS Development Professional of the Year." He holds a Ph.D. in radio, TV and film from Northwestern University, a master's in speech and theater from Brooklyn College/City University of New York, and a bachelor's in political science from the Massachusetts Institute of Technology.

Bonnie Massa

Bonnie Massa is Founder and President of Massa & Company, Inc., a marketing solutions provider that utilizes customer data to provide businesses with actionable intelligence so they may acquire new customers, segment customers into meaningful market segments, analyze customer behavior and increase

the value of its customer base. Massa's role is always that of a marketing information architect focused on a client's data to solve business problems. She has been in the database and marketing arena since 1985 and has designed built and managed databases and provided customer-centric analysis for noteworthy clients such as Budget Rent a Car, Midas International, Ronald McDonald House Charities, and La-Z-Boy Furniture. Before starting her company in 1985, she worked in sales and marketing in Tennessee. After opening over 100 new accounts in a few months, Bonnie started her own business as a marketing research consultant and shortly moved to Chicago where Massa & Company was incorporated. She founded and operated, for seven years, a nonprofit performing arts company which produced locally cast plays/musicals as well as sponsored professional ballet, mime and children's theatre troupes to Cookeville, TN. During this period, she was an instructor in the English Department at Tennessee Technological University where she taught public speaking. Bonnie has a B.A. degree from Lambuth College in Jackson, TN. She is a volunteer account director in Chicago for Taproot Foundation and a member of the Association of Consultants to Nonprofits.

Trisha Moynihan

Trisha Moynihan has worked in television since 1997 and has experience as both an editor and producer. She became involved in the web world after obtaining a master's degree in new media and information from the London School of Economics in 2004. Over the past three years she has worked to create a significant presence and source of information for WFSU online. In her spare time, she enjoys playing jazz while managing her 20-piece swing band in Tallahassee, Florida.

Rosemary Olas

Rosemary Olas has been at KMOS-TV since 1995 and currently serves as educational services and outreach manager. Successful grant writing efforts and a pro-active approach to partnership and coalition building have made outreach an integral part of station functions, as well as opening doors to expanded services and responsibilities. Ms. Olas currently serves as chair of the NETA Outreach Council. Her education includes a Master's degree in K-12 curriculum and education and a bachelor's degree in elementary and middle school education.

Greg Petersen

Greg Petersen has worked in public broadcasting for over 30 years. He's been at Penn State Public Broadcasting (WPSU-FM/TV) for the past 20. He has served as the organization's head of promotion, managing producer for community services and is currently the director of radio, TV programming & marketing. A graduate of New Mexico State University, he majored in journalism and mass communications. He is also a life-long die-hard Chicago Cubs fan – which only proves that his is an eternal optimist.

Mary Pruess

Mary Pruess serves as president and general manager of WNIT Public Television. WNIT's broadcast viewing area covers 22 counties in northern Indiana and southwestern Michigan. She also serves on several boards, including the Workforce Development Group board for Indiana Region Two, the Families First of Elkhart County governance committee, NETA, is an officer of the Small Station Association board, and chair-elect of Indiana Public Broadcasting Service. She also serves on an advisory committee for the FCC's DTV Transition and on the Small Station Advisory Group for the Corporation for Public Broadcasting. She has worked in public broadcasting at television and radio stations in Norfolk, Virginia; Houston, Texas; and Phoenix, Arizona, as well as deputy director of a television research company specializing in public

broadcasting. She has served on numerous boards and advisory committees in her career, which began at KICR radio at the University of Iowa. She has been with WNIT since 2002.

Esther Ready

Esther Ready is the director of outreach & station relations for Sesame Workshop where she is responsible for extending all *Sesame Street* and *Electric Company* outreach efforts to PBS station outreach personnel system wide. Esther has held positions as director, affiliate & strategic partnerships for WordWorld, marketing director at PBS KIDS Sprout, and has also served in marketing, outreach and education capacities for Cyberchase, Reading Rainbow, the BBC, Thirteen/WNET, and KCPT. She holds a masters in special education and was a teacher before embarking on a career in media.

Paul Roston

Paul Roston is President and CEO of ROSCOR Corporation. He was responsible for the development of ROSCOR's Systems Integration Division in 1974. It was during this time that he served as consultant to Control Video Corporation on the development of the first touch screen computerized editing. The following year he developed the first computerized sports editor, which became the then defacto standard for the NFL. He served as senior technical consultant to Media Citra Indostar, the national direct-to-home satellite broadcast company in Jakarta, Indonesia. The system, known as Indovision, was one of the first multi-channel server based playout systems in the world. ROSCOR Corporation is currently one of the major broadcast system integrators in the U.S.

Amy Shaw

A public media leader, Amy Shaw is leading KETC in deepening its role as a significant community organization serving the St. Louis region. Since coming to KETC in 2003, She has led the station in ground-breaking projects focusing on early literacy, teacher training, foster care, quality healthcare, and the impact of race and economics on the community. In 2007, she led the station in an unprecedented engagement project which engaged schools and community members in digital and narrative storytelling to preserve WWII veterans' stories. She is currently leading a collaborative initiative focused on the impact of the mortgage/financial crisis on the St. Louis region and in markets across the country and is also leading eight public television stations in the development of new models of engagement around STEM learning. She serves on numerous local and national boards and is deeply committed to the power of public media.

Lee Solonche

Lee Solonche is Director of Educational Media and Technology Services at Vegas PBS. He holds a B.S. in telecommunications and a M.Ed. in educational media and instructional design from the University of Florida. He provides leadership and direction in the administration and operation of all distance learning and educational technology services for the Clark County School District (fifth largest in the nation) and Vegas PBS; develop, produce and market distance learning, professional development and community oriented courses and services via satellite, broadcast, cable and broadband and administer literacy projects (over 250,000 books distributed), duplication services, online media reference and booking system for 20,000 title educational software library, statewide rural school satellite service network and gigabit Ethernet Wide Area Network providing VOD services to schools. He is the recipient of numerous national and local awards along with serving on several national boards.

Teri Sullivan

Teri Sullivan is the Promotions Manager for WKNO in Memphis, TN. She has worked in the Promotions Department there for more than 13 years. She is past chair of NETA's Communications Council and is a member of the Public Relations Society of America.

Jayne Swain

Jayne Swain joined PBS in March 2008 as the director of Engage, PBS's social media initiative. Before joining PBS, Jayme served as director of content and community product development at Revolution Health Group, Steve Case's health care startup, where she led the efforts to bring social networking into the health care arena. Jayme has more than 10 years of experience producing interactive and television content for news, consumer health and sports organizations. She was a television producer for CNN in both Atlanta and Washington, D.C., and then moved to *U.S. News & World Report* to spearhead the expansion of the magazine's online health presence.

Lonna Thompson

Lonna is currently the Acting President and CEO of APTS. In addition, she continues her main responsibility over the legal affairs of the association, as well as representing member stations' interests in regulatory proceedings. She also serves as liaison to the APTS Board of Trustees. She has been with APTS for 15 years. Before joining APTS, she was a communications lawyer in private practice for ten years. While in private practice, she represented broadcast and public safety clients. She received her JD degree from the Georgetown University Law Center. She also received a master's degree in communications studies from the University of Massachusetts in Amherst and a bachelor's degree in English from Lebanon Valley College in Pennsylvania. Before entering law, she worked as a university teaching assistant and a high school English and mass media teacher.

Laura Turner

Laura Turner is the Vice President of Communications for WEDU-TV, 13th largest television market in the country. She is responsible for the station's overall branding; public and media relations; and internal/external communications activities that enhance awareness of the station and strengthen its position in the market. She creates, implements, and oversees multimedia communications programs including the station's monthly magazine; interactive website and special events that effectively describe and promote WEDU and its programs. In 2005 Turner created two special fundraising and awareness building events that have been recognized with national honors and have quickly become the most successful friend-raising and fundraising events in the station's 50 year history. The WEDU Be More Awards™ and Sojourn™, both going in their fourth year and are touted, as the "the Academy Awards® of the Non-Profit Community and "the party of the year" respectively by the media.

Larmon VanWinkle

Larmon VanWinkle graduated from the University of Arkansas at Little Rock with a bachelor of arts degree in radio, television & film and a minor in information technology. He spent several years working in distant education with UALR. In this position, he supported their learning management systems and specialized in online media. Currently he is the web coordinator for the Arkansas Educational Television Network. This month, AETN will launch their new website which will be incorporating social media technologies, such as You Tube, social bookmarking, and viewer feedback.

Michelle Werts

Michelle Werts is a senior associate in publicity and program information at PBS, where she helps develop and direct publicity campaigns for PBS programs, including Ken Burns's *The War, Carrier, Monarchy: The*

Royal Family at Work and most recently *The Story of India*. In addition, she manages the PBS PressRoom Website and coordinates the production and mailing of seasonal press materials to members of the media and PBS stations. Prior to her tenure at PBS, She worked in public affairs at the Smithsonian's National Museum of American History and earned a bachelor of arts in advertising and a bachelor of arts in political theory and constitutional democracy from Michigan State University.

Anne Wilder

Anne Wilder is Station Relations/Communications Manager for the NCO. She manages its ongoing communication like the monthly News Blasts, writes for the website and produces the peer-to-peer dialogues. Before joining NCO, Anne spent five years at Wisconsin Public Television as community outreach manager.

Dr. Susan Zelman

Susan Zelman joined CPB as Senior Vice President for Education and Children's Content in September 2008. Dr. Zelman will develop and oversee the vision, focus and related strategy for CPB's education and children's content initiatives and manage CPB's administration of the Department of Education's *Ready To Learn* grant. Previously, Dr. Zelman was the Superintendent of Public Instruction with the Ohio Department of Education. During that time she advanced Ohio's educational system from midway among states to seventh this year in *Education Week's* annual Quality Counts Report. National and state results show that under her leadership, average student scores on state tests have increased and high school students now outperform national SAT and ACT averages. The Goldman Sachs Foundation recently named Ohio a winner of its Prize for Excellence in International Education, citing innovative programs that prepare Ohio students for the 21st century global marketplace. Dr. Zelman has held executive posts at the Missouri and Massachusetts departments of education and chaired the Department of Education at Emmanuel College in Boston. She held a five-year appointment with the Education Technology Center of the Harvard Graduate School of Education and was the recipient of the National Science Research Opportunity Award for Women through Columbia Teachers College. Gannett Newspapers named Dr. Zelman as one of the 10 most powerful and influential women in Ohio state government. She holds a Ph.D. in education from the University of Michigan and is the recipient of numerous honorary degrees.