Audience Insight: The Latest Deep Dive into PBS Viewer Behavior – Now Including PBS KID

Yerba Buena Salon 10 & 11

In this session, PBS Research will provide an update on the performance of the primetime and kids schedules since September, together with multi-year trends for specific titles and dayparts. But we will also take a deep dive into where PBS stands on some of the big issues facing media companies today: time-shifted viewing, the rapid growth of Hispanic audiences, and more. Since the adoption of fulltime national Nielsen service five years ago, PBS has developed a fuller profile of its audiences and better metrics on the performance of the programming distributed as part of the NPS. Although these data help to inform programming, scheduling, and promotion tactics on a day-to-day basis, they also have strategic value. They help us to understand the competitive environment and the trends in media consumption that will help to shape the future. Many stations do not have access to local Nielsen data, let alone the advanced analytical tools available through PBS. This session allows stations to have access to all the audience insights PBS relies on daily.

- Bill Merkel, PBS
- Chris Schlavone, City Square Associates
- Beth Walsh, PBS

Be My Neighbor Day – Connecting Young Families to Their Communities

Yerba Buena Ballroom Area 17

Join executives from WQED, The United Way, and The Fred Rogers Company to hear about Be My Neighbor Day, a local event that encourages young families to participate in their community. Daniel Tiger’s Neighborhood has introduced Fred Rogers’ message of neighborliness to a new generation of children, and it provides the perfect foundation for an event that celebrates community by engaging parents and children in a meaningful way.

- Darryl Ford-Williams, WQED/Pittsburgh, PA
- Paul Siefken, The Fred Rogers Company
- Jennifer Stancil, WQED/Pittsburgh, PA
- Christy Stuber, United Way

Build Community and Foundation Support for Education and Engagement with new PBS KIDS Transmedia Resources

Yerba Buena Ballroom Area 18

This session will explore trend-setting research and development of PBS KIDS transmedia resources for out-of-school time educators, funded by the CPB-PBS Ready To Learn Initiative. Participants will be among the first to see and discuss one of the innovative new approaches to aggregating cross-property and cross-platform content to support station engagement and community needs. Session attendees will hear from the design team at Maryland Public Television, review formative research conducted by Johns Hopkins, School of Education, and confer with other public media colleagues currently delivering these resources. Together, moderators and attendees will explore strategies for effective implementation, as well as opportunities for cultivating partnerships with funders and expanded learning providers in their communities.

- Pam Johnson, CPB
- David Lowenstein, PBS
- Trista Peitzman, Iowa Public Television
- Krista Respass, Maryland Public Television
Define Your Brand Story to Inspire Support
_Yerba Buena Ballroom Area 6_

Barack Obama, Levis, Dove, TOMS – each has their own mission, voice, and character. And all have mastered their individual brand stories that have won the hearts and minds of their audiences. Your station is unique and distinctive too. During this session, learn how to solidify and amplify your station’s brand story based on market positioning and brand strategy so that you too can electrify your audience, strengthen engagement and inspire support.

- Dave Sutton, TopRight Partners
- Chris Walz, PBS

Engaging Communities to Support Veterans: A Dialogue
_Yerba Buena Salon 14 & 15_

Deepen your understanding of how public media is supporting veterans as they transition to civilian life. In collaboration with CPB, PBS, NPR and national partners, Veterans Coming Home is organizing and supporting station efforts to help veterans make a successful transition. Learn from a cohort of peer stations already engaged with veterans and find out how your station can work with community partners to recognize veterans’ service, share their stories, and increase the number of veterans connecting with local resources and services.

- Tom Axtell – Vegas PBS
- Malcolm Brett – Wisconsin Public Television
- Beth Curley – Nashville Public Television
- Bill Gardner – PBS
- Charles Meyer – Wisconsin Public Television

Engaging the Latino Audience and Building Impactful Relationships
_Yerba Buena Ballroom Area 1_

US Hispanics represent one of the fastest growing segments of the US population and Hispanic kids represent the fastest growing demographic group in America. (One in every 4 Americans under the age of 18 is now Hispanic, and the Hispanic population is expected to triple, becoming 30% of the US population in the next 30 years.) Are you connected to this audience? We’ll share an overview of the US Hispanic media market and Hispanic viewing trends and present what Hispanic viewers/households are currently watching on PBS, Vme, and in public television programming genres. Join us to exchange ideas and strategies for education, outreach and fundraising to help you build successful partnerships in this community.

- Victor Cerda, Vme TV
- Jennifer English, PBS
- Antonio Gómez, KCTS/Seattle, WA
- Elizabeth Laval, Valley PBS
- Lee Solonche, Vegas PBS
EVERYTHING BUT THE NEWS — A Meta Experiment for TV & Digital

Yerba Buena Ballroom Area 9

In keeping with this year's "Think Local" theme, PBS Digital Studios & ITVS present a session on the SF-based series EVERYTHING BUT THE NEWS (EBTN) and its role in blurring the line between broadcast and digital productions. Over the course of 10 episodes, the original comedy web series EBTN lampooned startup culture, newsgathering, and PBS itself. Find out what’s next for the series, the PBSDS-ITVS partnership, and the relationship between Digital Programming and Broadcast.

- Steve Goldbloom, EVERYTHING BUT THE NEWS
- Matt Graham, PBS Digital Studios
- Pamm Higgins, ITVS
- Hari Sreenivasan, PBS NEWSHOUR

Gearing Up to Create eLearning Modules

Yerba Buena Ballroom Area 12

East Tennessee PBS worked with PBS LearningMedia and the Tennessee Department of Education to create some of the first eLearning Modules (Content Learning Objects or CLOs) for Common Core State Standards Math. Join us as we walk through how we organized a team to create the CLOs, how we made them, and how our results and discoveries along the way helped PBS, TNDOE, and our station look to the future of education.

- Barbara Denson, Tennessee Department of Education
- Michael Shannon, Educational Objects - Freelance Developer
- Christopher Smith, East Tennessee PBS

MBA Students + Alaska + Tourism = New Audiences and Revenue

Yerba Buena Salon 12 & 13

Now that there's a digital interconnection system in place within public media (the Public Media Platform) -- how can it be leveraged to bring new audiences and revenue to your station? The PMP and Pat Yack of Alaska Public Media have been working with a group of MBA students. The students spent their Spring Semester modeling an opportunity. Here's their idea -- Alaska Public Media has great content about the state. The tourism industry needs great content in order to market and help tourists plan their vacation. And they have modeled what this partnership could look like and its revenue potential. Come and hear what these business students think is a compelling new opportunity for Alaska; that could be a model for something similar at your station.

- Kristin Calhoun, Public Media Platform, Inc.
- Elizabeth Conner, MBA Student, University of Missouri
- Chase Sanders, MBA Student, University of Missouri
- Pat Yack, Alaska Public Media

Member Video on Demand: The Basics

Yerba Buena Ballroom Area 3

In this session on MVOD Basics, we'll answer the frequently asked questions about member video on demand. Think rainclouds vs. snowflakes. Think sticking a glass of water on the lawn vs. a giant funnel.

- Tom Davidson, PBS
Picture This … Design That Works Cross-Platform

Yerba Buena Ballroom Area 19

The mandate is clear – make all content cross-platform. But what design implications does that have in creating strong graphics for content and promotion? Does it lead to inspiring imagery or lowest common denominator? See and share how designers, producers, and communication teams are collaborating to create visuals that pop. Bring examples or just borrow and build off ideas.

- DeLinda Mrowka, KQED/San Francisco, CA
- Zaldy Serrano, KQED/San Francisco, CA

Refreshing Your Donor Acquisition Efforts in Membership & Planned Giving

Yerba Buena Ballroom Area 4

Over the last year, 60 stations have participated in one or more PBS development activities (fundraising audits, training sessions, internal case-building exercises, etc.) guided by external fundraising experts. Stations worked to put the donor at the center of fundraising plans and communications, with an aim to build donor loyalty, retention, and revenue. Several stations tested donor-centered fundraising propositions in small mailings designed for member acquisition and planned giving. Bring your questions and perspectives to this open discussion about the process, next steps, and lessons learned.

- Rob Hilbert, Iowa Public Television
- Joe Krushinsky, PBS

Saving Lives in Your Community with PBS WARN

Yerba Buena Ballroom Area 5

This session will provide an overview of Wireless Emergency Alerts (WEA) and the PBS Warning Alert and Readiness Network (WARN). WEA and WARN help PTV stations save lives in local communities by providing personalized individual emergency alerts. Participation in this national initiative is yet another way that stations provide essential services to their state and local communities.

- Aaron Silverman, PBS
- Dana Golub, PBS
- Susana Lopez, PBS

Second-Screen Conversations and Impact Around Local Content

Yerba Buena Ballroom Area 16

How do we provide more light and less heat around community issues? How do we include more and different voices from our communities using the “second-screen” experience? The Nine Network’s newest social media-enabled public affairs program – Stay Tuned – is a case study to explore how this fusion of traditional media and new technology can enable us to have meaningful conversations – but what else can we learn together?

- Margy Enright, Nine Network of Public Media
- Charles Gasper, Nine Network of Public Media
- Jim Kirchherr, Nine Network of Public Media
- Amy Shaw, Nine Network of Public Media
Shake Up Your Impact + Drive Engagement with PBS LearningMedia

Yerba Buena Ballroom Area 8

Is it an earthquake? No it’s PBS LearningMedia shaking up the education space across the U.S. With 1.4 million educators with registered access and over 36,000 digital resources, PBS LearningMedia is making huge impacts in classrooms across the country. Join your colleagues to examine local/national engagement efforts with proven results, like the wildly successful Get Your Tech On campaign and the PBS LearningMedia Digital Innovators program. Get an inside look at how these initiatives provide a fresh opportunity for your station to engage with local educators in meaningful ways. Walk away with new ideas to leverage national campaigns in your community.

- Rachel Morrison, PBS
- Almetria Vaba, KQED/San Francisco, CA

Social Media Playbook – Why You Need One Now!

Yerba Buena Ballroom Area 2

Our session is a great foundation for marketers looking to create a social media playbook to increase a nonprofit's social media use and improve audience engagement. You will come away from this session with practical tools that you can start using right away, including a playbook full of ideas for getting the most out of your social media plan.

- Zuberi Fields, KPSK/Los Angeles, CA
- Evren Odcikin, KQED/San Francisco, CA
- Carly Severn, KQED/San Francisco, CA
- Ron Stirpe, CARS, Inc.
- Rick Watkins, CARS, Inc.

Spectrum

Yerba Buena Ballroom Area 14

Incentive Auction Overview – 2:30 pm (30 minutes)

This session will provide a broad overview of spectrum incentive auction issues facing public broadcasting stations. The session is primarily intended for stations in the top 30 markets and adjacent areas where an auction is likely to take place due to spectrum congestion. We will go over the auction options that stations are expected to be presented with, including some of the considerations that may inform local decision-making with respect to channel sharing and VHF bids.

- Tom Rosen, PBS
- Eric Wolf, PBS

Post-Auction Repacking Overview – 3:00 pm (30 minutes)

This session will provide a broad overview of repacking issues that will confront public broadcasting stations after the auction is completed. The session is intended for all stations because the repacking will be nationwide and could impact any station on any channel in any market. We will cover the FCC’s recent proceeding on eligible repacking expenses and PTV’s engagement to date on issues such as the repacking timetable and the need for full advance reimbursement of noncommercial stations

- Tom Rosen, PBS
- Eric Wolf, PBS
Steal This Idea
Yerba Buena Ballroom Area 13
Similar to years past, this year's Steal This Idea is a rapid-fire, idea-sharing session that energizes attendees with real-world examples from station colleagues on how they've done something innovative to generate and engage audiences. Different this year, we will feature several station case studies then open the session up to a collaborative dialogue where attendees can share their own case studies of successes and lessons learned.
- Sloan Carroll, PBS

Taking the Wheel: How one station is using bad luck, a compelling vision, and a little help from its national friends to steer a new future
Yerba Buena Ballroom Area 10
Securing the next 20 years will require more than fresh tactics, these times require stations build a "culture of transformation." KCPT and its national partners will explore an approach that mixes intention and opportunity, and is roughly modeled upon the ideas of Jim Collins and the Harvard Business Review's "Eight Steps to Transformation."
- Shane Guiter, KCPT/Kansas City, MO
- Michael Zeller, KCPT/Kansas City, MO

Three Simple Ways to Grow Your Audience, On-Air and Online
Yerba Buena Ballroom Area 20
We're all aware of the challenges facing our industry in terms of the difficulties finding and maintaining an audience in this fractured media landscape. Over the last two years FRONTLINE has undergone a massive transformation to address these challenges. We're embracing new technologies to help us tell important stories in engaging ways. We're forging new reporting models, leveraging partnerships for reporting and promotional resources. And we're creating new ways to build buzz and awareness around our films. Our new approach is working! FRONTLINE's broadcast ratings are up double-digits year over year and our digital numbers are through the roof! Learn the secret to our success with three simple lessons.
- Raney Aronson, FRONTLINE
Open Space Breakout Sessions  
Tuesday, 5/13/14, 3:45 pm  
(organized by date/time)

**American Archive of Public Broadcasting: Preservation through Collaboration**  
**Yerba Buena Ballroom Area 20**  
Public broadcasting has been on the front lines of educational, cultural, and historic programming for six decades. Now, it’s our responsibility to make sure that history is preserved. Come and chat with the American Archive of Public Broadcasting project team and leaders from two participating stations (LPB and KQED). Learn about the AAPB initiative and how your station can get involved.  
- Leslie Bourgeois, Louisiana Public Broadcasting  
- Karen Cariani, WGBH/Boston, MA  
- Casey E. Davis, WGBH/Boston, MA  
- Sandy Schonning, KQED/San Francisco, CA

**Consumer Video Technology Trends and Why They Matter to PBS**  
**Yerba Buena Salon 12 & 13**  
See what devices and video services consumers really are embracing to maximize their home (and away) media experience. Trends are based on the 34th annual wave of GfK’s Home Technology Monitor, with an in-depth look at PBS viewers.  
- Steve McGowan, PBS  
- Amy Sample, PBS  
- David Tice, GfK Custom Research

**Creating Local Value through Community Engagement and PBS KIDS**  
**Yerba Buena Ballroom Area 6**  
Come talk with PTV stations and PBS KIDS to explore how stations are – and can – connect with their local communities and create local value through PBS KIDS content. From early childhood teacher training to local community outreach partnerships and events, stations are taking PBS KIDS content off the screen and into the real world to create connections, generate local support, and deliver on the mission of public television.  
Jennifer English, PBS KIDS  
- Tony Manfredi, KNPR/Reno, NV  
- Nikki McCelleis, Mississippi Public Broadcasting  
- Candice Pendergrass, ValleyPBS

**FNX - First Nations Experience: Impacting Local Communities through Diversity in Programming**  
**Yerba Buena Ballroom Area 18**  
Local communities hunger for diversity in television and FNX is filling that need with programming that’s changing how the public perceives Native American and Indigenous cultures. In this session, we discuss how local perspectives can be impacted, and examine how to maximize limited resources to produce high-quality, creative and compelling content. Native Americans and Indigenous people are now telling their own stories on FNX – First Nations Experience.  
- Frank Blanquet - KVCR/San Bernardino, CA  
- Alfredo Cruz - KVCR/San Bernardino, CA  
- Ben Holland - KVCR/San Bernardino, CA
Tuesday, 5/13/14, 3:45 pm (cont’d)

Getting Ahead of the Curve  
_Yerba Buena Ballroom Area 2_

Ever feel like you’re a day late and a dollar short? Regardless if you are a small or a large station, sometimes you just need the benefit of others experience and knowledge... This session allows stations - big, small and in-between - to share notes on how they stay ahead of the curve. Talk strategy, creative, marketing, production, development and more - learn how you can better stay ahead of the curve and get it all done - before it’s too late.

- Sara Robertson, KLRU/Austin, TX
- Alyson Trevino, Basin PBS

Helping Dropouts Become College and Career Ready  
_Yerba Buena Ballroom Area 12_

With its new CPB-funded initiative – Fast Forward – KET has developed a partnership program and materials with which public media stations can take a leadership role in their service area to address the problem of school dropouts and other adult education issues. Come explore the needs, learn about resources, and brainstorm ways your station can be a part of this exciting new initiative.

- Tonya Crum, Kentucky Educational Television
- Marianne Mosley, Kentucky Educational Television

How Do We Measure and Demonstrate Our Impact?  
_Yerba Buena Ballroom Area 16_

What is impact? What should our work accomplish? We’ll overview the tools and information needed to develop and assess the impact of our content and work in the community. Let's discuss what works and share compelling examples of impact.

- Jack Galmiche, Nine Network of Public Media
- Charles Gasper, Nine Network of Public Media
- Amy Shaw, Nine Network of Public Media

How Local Content Works at KPBS  
_Yerba Buena Ballroom Area 19_

KPBS will share it’s experiences cultivating local content through an RFP process that seeds productions. They'll also share how they've leveraged the project into membership and development revenue.

- John Decker, KPBS/San Diego, CA

The Institute for Advanced Media: Veterans Vocational Training Program  
_Yerba Buena Salon 14 & 15_

Veterans face two to three times the national average for unemployment, and Connecticut Public Broadcasting Network (CPBN) is taking a comprehensive approach to training and supporting these veterans. Through the establishment of an accredited occupational school, CPBN’s Veterans Vocational Training Program is an educational opportunity for veterans and their families to learn media arts and video production. Learn how public media can play a more impactful role with helping veterans integrate back into civilian life and ultimately secure jobs.

- Emily Hein, Connecticut Public Broadcasting Network
- Donna Sodipo, Connecticut Public Broadcasting Network
Tuesday, 5/13/14, 3:45 pm (cont’d)

**Journalism Ethics: Producer Roundtable**  
*Foothill Meeting Room, Section G1 (Second Level)*

Protecting PBS’s editorial integrity is an important part of preserving the public’s trust and ensuring the dependability of PBS as a brand. Providing fairness and accuracy, while weighing editorial viewpoints in high-quality content, is essential to protecting the noncommercial character of PBS. This highly interactive discussion with expert leaders and real world scenarios will illuminate the close scrutiny and measured interpretations of PBS’s Editorial Standards during program development and production. Editorial Standards are a key element to maintaining a trusted and independent public television system. Join us as we explore together the complexities of implementing editorial standards and the role they play in preserving program integrity.

- Michael Getler, PBS  
- Cathy Hogan, PBS  
- Tom Rosenstiel, American Press Institute

**Local Authority, National Relevance**  
*Yerba Buena Ballroom Area 9*

Local stations share best practices and brainstorm solutions to address common challenges in getting locally produced news and current affairs content across platforms.... and before larger national audiences.

- Joanne Elgart Jennings, KQED  
- Marc Rosenwasser, PBS NEWSHOUR WEEKEND  
- Hari Sreenivasan, PBS NEWSHOUR

**Measuring Planned Giving Performance: How to Keep Score in the First Quarter!**  
*Yerba Buena Ballroom Area 8*

Planned gifts have been transformational for a number of stations and the nonprofit world in general. Due to the uncertainty around the timing of these gifts, which are established mostly through wills and trusts, it can take a start-up program 3-5 years before the first gifts are realized. This incubation period can be perceived as a financial risk considering the reasonable need and desire for revenue sooner rather than later. Without revenue in hand, managers are often left wondering whether their planned giving programs are even on the right track and whether their stations will ever see a return on investment. This session will highlight the performance measures and benchmarks that will help you measure and manage your station’s planned giving performance. These measures are sure to keep all stakeholders committed while they wait for the first planned giving dollars to come through the door!

- George Hauenstein, Vermont Public Television  
- Julie Feely, Oregon Public Broadcasting  
- Tia J. Graham, PBS

**MVOD and Development**  
*Yerba Buena Ballroom Area 4*

This session focuses on Member Video on Demand from a development/membership perspective. What should development departments be thinking about RIGHT NOW to maximize the impact of MVOD?

- Tom Davidson, PBS  
- Betsy Gerdeman, PBS  
- Ira Rubenstein, PBS
Tuesday, 5/13/14, 3:45 pm (cont’d)

PBS 101
*Yerba Buena Ballroom Area 7*

The PBS public television world is a complex system comprised of more than 350 member stations and an intricate national-local partnership. Learn the basics of who, what, when, where, and why about PBS national offices to build a better understanding of how to coordinate efforts more efficiently. Have questions you want to make sure are answered during the session? Submit them before Annual Meeting to creative@pbs.org with "PBS 101" in the subject line and come prepared to learn more about PBS with a fantastic group of PBSers.

- Jennifer Allen, Marketing
- Chris Contakes, Technology & Operations
- Thomas Crockett, Station Services
- Andrea Downing or Amy Letourneau, PBSd
- Jim Dreesen, Marketing
- Eric J. Freeland, Digital
- Bill Gardner, Programming
- Shawn Halford, Programming
- Joe Krushinsky, Development
- Jan McNamara, Corporate Communications
- Anarosa G. Rohan, PBS Foundation

**Rethinking Public Media Approaches to Early Learning**
*Yerba Buena Ballroom Area 11*

Increased national focus on early childhood education creates competition for the attention of the families that stations serve, and for the funding needed to provide quality services. Are you ready to meet that competition? Let’s explore the state and federal landscape for funding children’s media, the changing ways in which families consume that media, and how new research on the lives of families affects the development of content and services.

- Sara DeWitt, PBS
- Michael Fragale, CPB
- Dan Sanchez, PBS

**State of Pledge and More – What’s Working, What’s Next**
*Yerba Buena Salon 10 & 11*

What’s the current on-air fundraising environment for PBS and what are we going to do about it? Joe Campbell and Rudy Casillas from PBS Fundraising Programming will provide a review of the past season, a look at the upcoming program pipeline, and update sustainer and donor-centric messaging efforts and trends in on-air fundraising.

- Joe Campbell, PBS
- Rudy Casillas, PBS

**Think Like an Entrepreneur.  Thrive Like a Startup.**
*Yerba Buena Ballroom Area 10*

Have you noticed how the most innovative breakthroughs often come from startups with almost no money, no experience, and no resources? Learn how it’s done from Ex-Googler turned venture capital company entrepreneur-in-residence, Patrick “Mad” Mork, as he reveals how adopting the best characteristics of the most
success startups can transform your station into a hub of opportunities. Then discover how colleague Shane Guiter from KCPT in Kansas City, helped unleash the entrepreneur mentality at his station to leverage digital tools and quickly react to challenges -- enabling them to build a responsive hyper-local organization with flourishing partnerships. Participants will have the chance to put forth their challenges and brainstorm in the moment with the group and our speakers about unconventional ways to approach the challenge.

- Shane Guiter, KCPT
- Patrick Mork, Unspoken Tales, Entrepreneur-in-Residence at Signia
- Chris Walz, PBS

**Triple Threats – Endeavors that Generate Engagement, Promotion AND Content**

*Yerba Buena Ballroom Area 15*

We’re all juggling a host of strategic objectives and limited resources, so join us if you have or are looking for endeavors that can kill three birds with one stone and generate engagement, promotion AND new content. Bring examples or just borrow and build off ideas.

- DeLinda Mrowka, KQED/San Francisco, CA

**TV Gone Wrong vs.TV Done Right: Taking Advantage of the Current (Surreal) Media Environment**

*Yerba Buena Ballroom Area 13*

In 2013, WNET launched a funny, compelling ad campaign that was also biting social commentary on the state of TV in America. We might be in the perfect environment to reinforce our value to our audiences.

- Ben Smith, WNET/New York, NY
- Kellie Specter, WNET/New York, NY

**What People Are Saying: How to Build and Sustain Local Audiences**

*Yerba Buena Ballroom Area 1*

Presenters will discuss results from 15 focus groups of urban/rural viewers, educators, community partners, and staff from stations participating in the QUEST’s project’s formative evaluation. Participants will get a chance to hear stakeholders reflect on the role of public media today, on the coverage of local issues, on supporting formal education, and on co-producing content with informal science education organizations.

- Scott Burg, Rockman et al
- Katie Jennings, KCTS/Seattle, WA
- Lucy Lafitte, UNC-TV
Building Your Brand Beyond the TV Screen  
*Yerba Buena Ballroom Area 10*
I’m not the expert, you are! How do you connect with your viewers beyond the TV screen? What online or social media strategies do you use? Do you host events at your station or reach out through schools and other local venues? Bring your questions, experiences, and ideas to the table so others can hear how best to engage local communities and build a brand beyond the TV screen.
- Derrick Chamlee, PBS

**Contributor Insights: Understanding How Contributors Watch and Give**  
*Yerba Buena Salon 10 & 11*
This session offers insights into station contributors by combining three types of research: (1) General viewing to Pledge programs including audience behavior during pledge and overlap with the regular schedule; (2) Contributor Fusion data, melding Nielsen and MRI data to show how members watch public television, including member-viewer loyalty; and (3) Survey results from the first retained member survey filed since 2007, conducted with known members and featuring insights into the relationship members want to have with your station.
- Bill Merkel, PBS
- Chris Schiavone, City Square Associates
- Beth Walsh, PBS

Creating a Journalism and Media Academy to Improve Graduation Rates  
*Yerba Buena Ballroom Area 8*
With Connecticut’s inner-city public education facing high school graduation rates under 60 percent, Connecticut Public Broadcasting Network (CPBN) is taking an innovative approach to support the community and inspire students to graduate and continue on to higher education. Learn how CPBN joined Hartford Public Schools to create a new media-themed school to provide students with a skill set necessary for the 21st century global workforce. The incorporation of a full-time satellite campus within the network’s facility offers digital media technology to students to inspire learning and spark creativity.
- Dean Orton, Connecticut Public Broadcasting Network
- Donna Sodipo, Connecticut Public Broadcasting Network

Digital Fundraising: Low Cost, High ROI  
*Yerba Buena Ballroom Area 7*
Pledge works! Direct Mail works! But as audience behaviors change, how can stations efficiently and successfully raise funds and drive membership via digital initiatives? Present, explore, and discuss successful digital fundraising tactics happening within the public broadcasting system.
- Andrew Alvarez, KQED/San Francisco
- Michael Lupetin, KQED/San Francisco
Engage your Community: How to Develop a Team of Community Leaders to Create Impact

Yerba Buena Ballroom Area 6

In a world where content is everywhere – over the air, online, mobile, and Social Media – learn how to develop the community support to take the content into your neighborhoods, too, through events, initiatives, and more, all led by the community, for the community. Understand how to network with community leaders surrounding a community need to create a team of dedicated leaders. Learn how you can make a difference in the community by using PBS Content beyond the TV Screen and digital platforms. Develop a plan to create sustainable funding from donors, corporate sponsors, and foundations. Build a board that reflects the diversity of your target audiences – including Millennials!

- Tim Eernisse, WGVU/Grand Rapids, MI
- Siouxie Oki, KQED/San Francisco, CA

Here's an Idea!

Yerba Buena Ballroom Area 2

Taking a cue from "Steal this Idea" and looking to ideas stations have had but have yet to attempt. Getting the day-to-day business done can sometimes make it hard to find the time to sit down and brainstorm and talk through ideas. For smaller stations it’s can also be a challenge just to find enough people to brainstorm with. This session opens the creative floodgates to allow station creative and marketing professionals to talk through their ideas ... see what works, what doesn't, and what you might not have thought of.

- Alyson Trevino, Basin PBS

Making the Connection: Digital Communities, Local Mission, and PBS KIDS

Yerba Buena Ballroom Area 17

How hard is your digital strategy working for you? In this session, you'll talk with PTV stations – PBS SoCal and WSKG – to hear how they're leveraging their online communities to deliver on their local mission to serve children and families.

- Jamie Annunzio Meyers, PBS SoCal
- Jennifer English, PBS
- Jackie Stapleton, WSKG/Binghamton, NY
- Alyssa Torrez, PBS SoCal

MBA Students + Alaska + Tourism = New Audiences and Revenue (repeat)

Yerba Buena Ballroom Area 1

Now that there's a digital interconnection system in place within public media (the Public Media Platform) -- how can it be leveraged to bring new audiences and revenue to your station? The PMP and Pat Yack of Alaska Public Media have been working with a group of MBA students. The students spent their Spring Semester modeling an opportunity. Here’s their idea -- Alaska Public Media has great content about the state. The tourism industry needs great content in order to market and help tourists plan their vacation. And they have modeled what this partnership could look like and its revenue potential. Come and hear what these business students think is a compelling new opportunity for Alaska; that could be a model for something similar at your station.

- Kristin Calhoun, Public Media Platform, Inc.
- Elizabeth Conner, MBA Student, University of Missouri
- Chase Sanders, MBA Student, University of Missouri
- Pat Yack, Alaska Public Media
Tuesday, 5/13/14, 5:00 pm (cont’d)

“Mobilizing” Multimedia: Publishing for New Platforms  
Yerba Buena Ballroom Area 5  
Are you interested in reaching educators and new audiences by tapping into innovative publishing platforms or do you have a project to share? Join us to discuss successes and challenges, and to explore options for creating and repackaging content in new formats for mobile delivery.  
- Andrea Aust, KQED/San Francisco, CA

Opening the Doors to Learning: The Power of Public Media in the Open Educational Resources Community  
Yerba Buena Ballroom Area 12  
Explore how public media producers are contributing to the Open Educational Resources movement. Discuss best practices in leveraging broadcast and purpose-built online content for educational distribution such as PBS LearningMedia, iTunes U, CK-12, and more.  
- Almetria Vaba, KQED/San Francisco, CA

Using the Data to Increase Revenue  
Yerba Buena Ballroom Area 3  
Join PBS Development Services & CDP to review the key data points from the PBS Development Membership Practices Survey to help you transform your station’s development strategies for long-term sustainability. Have an open discussion on using the data for planning and share what data needs you have to inform your fundraising planning and sustainability.  
- Michal Heiplik, CDP  
- Joe Krushinsky, PBS

v6 Interconnection  
Yerba Buena Ballroom Area 14  
Join us for an update on what has been done over the past year as we work towards the October 2016 Interconnection refresh date. We’ll share detailed results from our Proof of Concept work as well as our RFI industry research done this past winter. We’ll then look at the plan and timeline for continuing this progress over the next year.  
- Tom Crowe, PBS  
- Mario Vecchi, PBS  
- Eric Wolf, PBS
Open Space Breakout Sessions  
Wednesday, 5/14/14, 2:30 pm  
(organized by date/time)

**Audience Insight: The Latest Deep Dive into PBS Viewer Behavior – Now Including PBS KIDS (repeat)**  
*Yerba Buena Salon 10 & 11*  
In this session, PBS Research will provide an update on the performance of the primetime and kids schedules since September, together with multi-year trends for specific titles and dayparts. But we will also take a deep dive into where PBS stands on some of the big issues facing media companies today: time-shifted viewing, the rapid growth of Hispanic audiences, and more. Since the adoption of fulltime national Nielsen service five years ago, PBS has developed a fuller profile of its audiences and better metrics on the performance of the programming distributed as part of the NPS. Although these data help to inform programming, scheduling, and promotion tactics on a day-to-day basis, they also have strategic value. They help us to understand the competitive environment and the trends in media consumption that will help to shape the future. Many stations do not have access to local Nielsen data, let alone the advanced analytical tools available through PBS. This session allows stations to have access to all the audience insights PBS relies on daily.

- Bill Merkel, PBS
- Chris Schiavone, City Square Associates
- Beth Walsh, PBS

**Big Data and Fundraising Ethics**  
*Yerba Buena Ballroom Area 4*  
Everyone’s doing it! We have more access than ever to donor and prospect data revealing insights about their online and offline lives. From viewer habits to donor ethnicity. What do we do with the information? How do we navigate the use of big data to advance our mission yet stay within the scope of the public trust and maintain core fundraising ethics?

- Rob Hilbert, Iowa Public Television
- Jeff Regen, WETA/Arlington, VA

**The Chemistry of Collaboration**  
*Yerba Buena Ballroom Area 5*  
Are collaboration efforts worth the risk? For KQED Science, collaboration both internally and externally is an essential strategy for local content production. Join us to discuss proven and emerging models of collaboration both inside KQED and out. Topics include QUEST, a multimedia, multistation science series; e-book production with partners; science news; and expanding reach through social media engagement.

- Andrea Aust, KQED/San Francisco, CA
- Jason Black, KQED/San Francisco, CA
- Sue Ellen McCann, KQED/San Francisco, CA
- Jenny Oh, KQED/San Francisco, CA
- Paul Rogers, KQED/San Francisco, CA
Digital First: Taking your Content Strategy Beyond Broadcast  
*Yerba Buena Ballroom Area 15*  
With limited resources, how can stations best leverage digital production? Learn how KLRU is adopting a “digital first” content strategy and why. You’ll also hear about successes and mistakes in digital content production from seven years’ worth of experiments. Hear how a YouTube channel is being used to focus group and fundraise for a broadcast series, how web video is being used creatively for donor cultivation, how to engage a traditional viewing audience for your non-broadcast productions, and more.  
- Sara Robertson, KLRU/Austin, TX  
- Libby Peterek, KLRU/Austin, TX

digital.gov: Early Childhood, Your State Government, and Digital Media  
*Yerba Buena Ballroom Area 12*  
Without lots of (or any) state funding, can your collaborations with state government continue? Learn how Pennsylvania stations are experimenting with new ways to work together and continue to provide exemplars to the state in early childhood development and digital media. How will you lay the groundwork for the power of statewide network collaboration?  
- Dr. Barbara Minzenberg, Office of Child Development, State of Pennsylvania  
- Jennifer Stancil, WQED/Pittsburgh, PA

Fair Use  
*Foothill Meeting Room, Section G2 (Second Level)*  
“I’m having trouble clearing rights, is claiming fair use an option?” Copyright and entertainment law experts from Mitchell, Silberberg & Knupp, LLP will cover the basics of fair use law, and show examples from real copyright infringement cases where fair use has been a successful defense to infringement, and where it has failed.  
- Elizabeth Bruns, Mitchell Silberberg & Knupp LLP  
- James Guerra, Mitchell Silberberg & Knupp LLP  
- Steven Krone, Mitchell Silberberg & Knupp LLP  
- Katherine Lauderdale, PBS  
- Kimberly Nguyen, Mitchell Silberberg & Knupp LLP  
- Joel Schoenfeld, Mitchell Silberberg & Knupp LLP  
- Craig Sperling, PBS

From Controlled Confusion to Collaboration and Empowerment: the myPBS Digital Workplace  
*Yerba Buena Ballroom Area 17*  
Want to find out how to save your station 34 hours in receiving program schedule information? Interested in viewing streaming video of programs before they air? Need a more efficient way to coordinate activities, sync calendars, and swap information among small teams? Look no further than myPBS! Join us for an informative session on this Digital Workplace offering such features as a comprehensive program search function, virtual group spaces where station members can collaborate and communicate, and program dashboards that hold all of a specific program’s resources in a central location.  
- Rachelle Byars-Sargent, PBS  
- Lisa Richards, PBS
Fundraising for Veterans Work  
*Yerba Buena Salon 14 & 15*  
Fundraising for veterans work presents unique circumstances and challenges. From developing a fundraising plan to building case statements, we’ll discuss the nuances of successful fundraising in this context. Share your experiences and learn from other stations about their successes and learning opportunities.

- Kathy Bissen, Wisconsin Public Television
- Betsy Gerdeman, PBS
- Jon Miskowski, Wisconsin Public Television
- Meegan White, The Grant Center

The Game Has Changed: Digital Storytelling for Public Media  
*Yerba Buena Ballroom Area 20*  
The game has already changed: Pat Yack, executive producer of Indie Alaska, and PBS Digital Studios discuss the current and future landscape of digital video storytelling on public media. Learn about the impact that web-origin programing has already had for over 25 stations nationwide!

- Matt Graham, PBS
- Scott Willey, PBS
- Pat Yack, Alaska Public Media

Giving Circles – Fad or Fortune?  
*Yerba Buena Ballroom Area 7*  
Shift the major giving paradigm from one of individual donor relationships into a successful blend of higher level giving, programming, and community engagement. By adapting a common fundraising tool, the giving circle, public broadcasting can raise more money, tell the meaningful local stories that need to be told, and create exponentially more powerful relationships with donors and community groups. Vegas PBS shares its experience with the first year of a giving circle, the Vegas PBS Women's Engagement Council.

- Tom Axtell, Vegas PBS
- Diana Morgan, Vegas PBS
- Cyndy Robbins, Vegas PBS

Leveraging PBS's National Social Media Audience for Local Station Promotion  
*Yerba Buena Ballroom Area 9*  
PBS has a wide array of freely available tools and templates stations can use to put their content in front of the millions of people following PBS on social media. Learn exactly where PBS engages on social and how to take advantage of the different ways these platforms can help promote your local station content, events, websites, Facebook pages, etc. Plus, you’ll go home with practical tips to use all year long.

- Natalie Benson, PBS
- Kevin Dando, PBS
Wednesday, 5/14/14, 2:30 pm (cont’d)

PBS Stations and President Obama’s My Brother's Keeper Initiative
*Yerba Buena Ballroom Area 10*

A collaboration between PBS stations and the My Brother's Keeper (MBK) initiative could help raise awareness of the issues that the MBK initiative addresses, while helping stations pilot outreach and communications strategies targeting minority boys and their learning guardians. This session will explore the local and national opportunities for public media to participate, and gauge interest regarding station involvement.

- Nicole Eley-Carr, PBS
- Alicia Levi, PBS
- David Lowenstein, PBS
- Debra Sanchez, CPB
- Juan Sepulveda, PBS

The Our Town Project: Connecting With Communities and Creating Great Fundraising Content!
*Yerba Buena Ballroom Area 13*

Stations are seeking ways to strengthen engagement and service in the communities they reach, deliver value to viewers, and build support in fundraising. By working together to create the programming and to give the audience a voice, the community and public TV station can create a program the audience will want to support. We've had a lot of success with the "Our Town" project and we have the tools to share! We also want to hear what other stations doing to engage with their local communities to tell stories, to help users create their own content, and how are they promoting their efforts.

- Whitney Chirdon, WPSU/Penn State University
- Kimberlie Kranich, WILL/University of Illinois

Over the Top: What is it and where is it going?
*Yerba Buena Ballroom Area 19*

OTT is in the news all the time, but what exactly IS OTT video? We’ll answer that question and then look at each form of OTT video and discuss the opportunities it presents and the potential threat it poses to your current business model. We’ll examine the basics of tracking OTT viewing: how many, how long, and how often do they view? You’ll hear about NET’s OTT dashboard and Idaho’s serendipitous online experiment and hear the latest on VOD stats for PTV, COVE viewing estimates, and YouTube channel viewing. Find out what you should be thinking about and experimenting with at your shop. Viewers are watching more content over the top every day. Get your station in the game by attending this session.

- David LeRoy, TRAC Media Services
- Kristen Kuebler, TRAC Media Services
- Craig Reed, TRAC Media Services
Power in Partnerships: Using Station Strengths to Support Educational Endeavors
Yerba Buena Ballroom Area 11

Strong partnerships contribute to the sustainability of a station. Join us as we talk about how the Arkansas Educational Television Network partners with the state department of education and other educational leadership organizations to support new and ongoing educational endeavors. Spend time with us brainstorming and discussing how this concept can work for your station, too.

- Bryan Fields, AETN
- Feather Linn, AETN
- Amy Routt, AETN
- Erika Sams, AETN

Sharing Successful Civic Engagement Strategies: Using National Programming to Solidify Relationships and Build Audience
Yerba Buena Ballroom Area 18

Stations that have realized great success using content to connect with their communities, and those that want to learn more about how to do it well are invited to a brainstorming session to share best practices for civic engagement and audience building. Station leaders will talk about how they have used national programming to help solidify partnerships and engage with the whole community as well as those most impacted by critical issues. Station reps will also describe their tactical use of civic engagement to expand audience through events and activities tied to the broadcast of programs like American Graduate and the America by the Numbers with Maria Hinojosa pilot. Join us for a conversation about how compelling story-telling can be coupled with civic engagement events to create safe spaces to talk honestly about the challenges facing our country and communities, and to foster the partnerships that reflect community concerns and support local solutions.

- Maria Hinojosa, America By the Numbers
- Sandy Rattley, America By the Numbers

Spectrum
Yerba Buena Ballroom Area 14

Spectrum: Translator Discussion – 2:30 pm (30 minutes)

This session will provide a forum for discussion with and among stations that operate translators to extend the reach of their transmitter(s). The session is open to all attendees, but is primarily intended for those stations interested in translator issues. The discussion will focus on the risks posed to translators by the spectrum auction and repacking process. We will also discuss PTV engagement to date on developing methods for mitigating this risk and any ideas for future activity to address translator issues.

- Tom Rosen, PBS
- Eric Wolf, PBS

Border Station Discussion – 3:00 pm (30 minutes)

This session will provide a forum for discussion with and among stations near an international border with Canada or Mexico. The session is open to all attendees, but is primarily intended for stations that serve Canadian or Mexican viewers over-the-air. The discussion will focus on the risks posed to this over-the-air service by the spectrum auction and repacking process. The session will give stations confronting this issue a chance to connect and coordinate with each other.

- Tom Rosen, PBS
- Eric Wolf, PBS
State of Pledge and More – What’s Working, What’s Next (repeat)
Yerba Buena Salon 12 & 13
What’s the current on-air fundraising environment for PBS and what are we going to do about it? Joe Campbell and Rudy Casillas from PBS Fundraising Programming will provide a review of the past season, a look at the upcoming program pipeline, and update sustainer and donor-centric messaging efforts and trends in on-air fundraising.
- Joe Campbell, PBS
- Rudy Casillas, PBS

Station Sustainability through Educational Services
Yerba Buena Ballroom Area 8
This session will highlight station examples of philanthropic support for Education services and we will hear from a Family Foundation that was the first in the country to make a philanthropic gift for PBS LearningMedia Custom. Explore the why, how, and impact of local philanthropic support for Education Services. Gain an understanding of why philanthropic support is needed as a compliment to current funding sources we all rely on each day.
- Timothy Eernisse, WGVU/Grand Rapids, MI
- Rachel Morrison, PBS
- Robert & Marcia Schaub, Schaub Family Foundation

We Are Essential In Helping Communities Improve Youth Outcomes
Yerba Buena Ballroom Area 16
We’re learning a lot about working with our community to improve youth outcomes and are thinking about what’s next. Lots of stations are aligning our best assets – national and local content, engagement of local communities, and multimedia tools – to be essential to our communities. Let’s talk about what and how we’re doing and what’s next.
- Shelly Williams, Nine Network of Public Media

Why You Should Give Your Renewals a Second Look!
Yerba Buena Ballroom Area 3
When so many stations are facing tight budgets and stagnant membership growth, donor retention has never been more critical. WOSU will share tips on how they lifted renewal revenue by 20% and response by 13% in one year! Participants will talk about how to maximize retention using all available channels and how to implement changes.
- Debbie Merlino, DMW Direct
- Rob Walker, WOSU/Columbus, OH

Women and Girls Lead Campaign IDEA LAB
Yerba Buena Ballroom Area 1
Get an exclusive sneak peak at the exciting 2014-2015 broadcast line-up of Women and Girls Lead films and an array of resources that will be available to stations, and then we’ll engage in a rapid fire brainstorm session to surface challenges and opportunities related to running sustained community engagement campaigns. Together, we’ll surface new ideas – as well as some that are tried and true – for tools and strategies to support station success in one or more of the following areas (based on group input): sustainable collaboration with
local partners, achieving measurable impact, fundraising and development, expanding viewership, audience engagement through digital content and platforms like OVEE, and producing local content.

- Chi Do, ITVS
- Locsi Ferra, ITVS
Open Space Breakout Sessions  
Wednesday, 5/14/14, 3:45 pm  
(organized by date/time)  

24-Hour Local Sports Channel  
_Yerba Buena Ballroom Area 19_  
Within any state or community, local sporting events engage youthful audiences and often cumulatively represent the most attended. Learn how Connecticut Public Broadcasting Network’s 24-7 local sports channel – CPTV Sports – has leveraged a multicast channel to produce hundreds of hours of original content on television, online, and mobile platforms. This innovative platform reaches new audiences and expands outreach efforts to address larger community issues, such as texting while driving and underage drinking.  
- Dean Orton, Connecticut Public Broadcasting Network

Complete Pledge with OVEE  
_Yerba Buena Ballroom Area 4_  
Join us as we discuss ways to use OVEE and give your pledge weeks a more robust feel and greater audience appeal. Use OVEE screenings to improve station relations as well as online viewer engagement during pledge. An effective use to reach a wider demographic. The goal is not only to raise money, but to touch and begin a relationship with a new and potentially younger demographic, who will, in later years, become the primary giving audience. Also discuss other applications for OVEE within stations.  
- Jonathan Remple, ITVS  
- Sara Robertson, KLRU/Austin, TX  
- Sharan Sklar, ITVS  
- Alyson Trevino, Basin PBS

Consumer Video Technology Trends and Why They Matter to PBS (repeat)  
_Yerba Buena Salon 10 & 11_  
See what devices and video services consumers really are embracing to maximize their home (and away) media experience. Trends are based on the 34th annual wave of GfK’s Home Technology Monitor, with an in-depth look at PBS viewers.  
- Steve McGowan, PBS  
- Amy Sample, PBS  
- David Tice, GfK Custom Research

“DAM” Good News: The Future of Asset Management  
_Yerba Buena Ballroom Area 17_  
Get a sneak-peek of the new PBS Digital Asset Management (DAM) platform, a site where you can search, preview, and download any Marketing and Communication media asset (still within rights, of course!). Whether you’re looking for a promo or a print ad – or any information about it – you’ll find it here.  
- Michael Huddleston, PBS

Data for Sale: Collecting and Using Data for Major and Planned Gifts  
_Yerba Buena Ballroom Area 8_  
A veteran public broadcasting planned and major gift professional will outline the collection and sale of personal data in the United States and will facilitate an audience discussion on using what’s available to you already and what you may want to collect or purchase in the future. Knowing which data points can help you understand
your major and planned giving program in more detail is critical to increasing your fundraising success. Donor profiles and models can be applied to identify and target prospects for specific gift types and giving levels. Data can educate and inform decision-makers within your station’s leadership about the importance both current and deferred gifts make to the bottom line. But before you begin to use your data more effectively, you’ll need to understand its best use and how to apply it over time.

- Katherine Swank, J.D., Target Analytics

Digital Advertising Best Practices
Yerba Buena Ballroom Area 9
Is your station getting the most out of your digital advertising assets? We’ll cover everything from static banner ads to synced and expandable units. What types of creative and strategies generate the most click through? When should the call to action appear? What are others in the industry doing to generate sampling of content and promote tune-in? How does social media fit into your digital advertising campaign? Also, let us know what works for you. Share your successes and challenges with others. We’ll all learn something.

- Derrick Chamlee, PBS

Empowering PBS Audience & Revenue Growth with Nielsen Local Market Intelligence
Yerba Buena Ballroom Area 5
Innovative uses of Nielsen’s Local TV & Social Media metrics are accelerating ratings and revenue growth for PBS stations in markets across the US. Join this discussion with PBS innovators as they share their best practices in unlocking the power of Nielsen insights.

- Debbie Brennan, Rocky Mountain PBS
- Tom Holter, Twin Cities Public Television
- Craig Reed, TRAC Media Services
- Ron Santora, WNED/Buffalo, NY
- Jim Wiener, WCET & WPTO/Cincinnati, OH & WPTD/Dayton, OH

Extending the Impact of National Productions In Your Local Educational Community
Yerba Buena Ballroom Area 7
As more and more public media education content and classroom resources make their way onto PBS LearningMedia, how are stations across the country building on the momentum of national productions with their local educational communities? In this session, we will discuss successes, challenges to effective collaborations with local educational systems faced both internally and externally (and how they are addressed), funding models to support education work at the station level, and what stations need from producers to bring national productions into formal and informal learning environments nationwide. Station representatives will also share strategies for building effective relationships with local educators, discuss why educational outreach is a priority at their station, and describe how the station benefits from it.

- Chris Czajka, WNET/New York, NY
- Carol Wacey, WNET/New York, NY
Wednesday, 5/14/14, 3:45 pm (cont’d)

FNX - First Nations Experience: Impacting Local Communities through Diversity in Programming (repeat)
Yerba Buena Ballroom Area 18
Local communities hunger for diversity in television and FNX is filling that need with programming that’s changing how the public perceives Native American and Indigenous cultures. In this session, we discuss how local perspectives can be impacted, and examine how to maximize limited resources to produce high-quality, creative and compelling content. Native Americans and Indigenous people are now telling their own stories on FNX – First Nations Experience.
- Frank Blanquet - KVCR/San Bernardino, CA
- Alfredo Cruz - KVCR/San Bernardino, CA
- Ben Holland - KVCR/San Bernardino, CA

Future of Video
Yerba Buena Ballroom Area 16
Tools like Videolicious and Vine and networks like You Tube and Instagram are changing how video is made, seen and shared. We'll explore where video is going and what new opportunities this provides for public media.
- John Bracken, John S. and James L. Knight Foundation
- Dave Gehring, Google
- Kara Oehler, Zeega
- Tim Olson, KQED/San Francisco, CA

KidVisionVPK.org: How to Build an Online Program from a Local Level to a National Level with Little Funding
Yerba Buena Ballroom Area 16
Stations moving from broadcast only to include online productions face three major challenges: acceptance at the local station level, acceptance at the state level, and acceptance at the national level. How to cope and move online productions forward.
- Penny Bernath, WPBT/Miami, FL

Next Generation Public Television: How to Engage a New Generation of Station Consumers, Supporters, & Leaders
Yerba Buena Ballroom Area 20
Maybe it's the DVDs, maybe it's Lawrence Welk – but most stations rely on a base of individual contributors who are predominately over the age of 50. How can we honor existing support while cultivating a new generation of public media enthusiasts? Twin Cities Public Television's Rewire project (formerly known as Open Air) is using live events, digital content, and non-traditional broadcast to mobilize digital natives and inspire them to claim PBS as their own. Rewire just turned one year old – find out what's worked, what hasn't, and what ideas and lessons you can replicate at your station.
- John Daenzer, Twin Cities Public Television
- Andi McDaniel, Twin Cities Public Television
PBS Foundation Facts and Myths
_Yerba Buena Ballroom Area 6_
After nearly nine years, there still is much confusion about the PBS Foundation. So please come join us and discuss: What is it? How does it operate and what does it do? And explore ways the PBS Foundation can be helpful to you and your organization.

- Karen Avery, PBS Foundation
- Brian Reddington, PBS Foundation
- Mike Zeller, KCPT/Kansas City, MO

Reaching English Language Learners and Leveraging New Revenue
_Yerba Buena Ballroom Area 1_
Audience demographics have shifted in many communities across the nation with a significant rise among Latinos and English Language Learners (ELL). Providing successful strategies to reach these audiences through educational services, programming and leveraging new revenue streams has been targeted and met with success at Vegas PBS. Additionally, new resources available through PBS LearningMedia, such as the curriculum for the series Latino Americans, provide opportunities to cultivate long term engagement through education.

- Antonio Gómez, KCTS/Seattle, WA
- Lee Solonche, Vegas PBS

Smart Screen Time™ / La Pantalla Inteligente™ — Tackling Head-On Concerns about Kids and Screen Usage
_Yerba Buena Ballroom Area 11_
KLRU Austin PBS unveiled last summer our Smart Screen Time™ / La Pantalla Inteligente™ initiative to address the increase in screen-based activities among all age groups of youth and concerns about the potential negative effects of this usage. Thus far, our outreach has been met with powerful affirmation across all sectors of society that indicates widespread anxiety about the issue. Our session will present our approaches to date and invite others to participate in discussions about researching effectiveness, fine-tuning messages, and maintaining a unique position as public, non-commercial, educational media providers.

- Benjamin Kramer, KLRU/Austin, TX
- David Lowenstein, PBS
- Maury Sullivan, KLRU/Austin, TX

Social Media Station Collaboration
_Yerba Buena Ballroom Area 10_
Using a hypothetical station scenario with a set of social media parameters (for example station size, SM expertise, number of SM followers, etc.), join us in collaboratively working through a list of different strategy points to create the best social strategy, given the circumstances. During this hands-on process, industry examples and platform-specific best practices will be discussed, and stations will be encouraged to share their ideas and lessons learned from personal experiences.

- Natalie Benson, PBS
- Kevin Dando, PBS
- Shane Guiter, KCPT/Kansas City, MO
Wednesday, 5/14/14, 3:45 pm (cont’d)

Spectrum: University & State Licensee Discussion
Yerba Buena Ballroom Area 14
This session will provide a forum for discussion with and among university and state licensees across the system. The session is open to all attendees, but is primarily intended for those licensee types. The discussion will focus on the unique issues facing university and state licensees in the spectrum incentive auction due to their organizational structure.

- Tom Rosen, PBS
- Eric Wolf, PBS

Sponsorship Marketplace Research
Yerba Buena Salon 12 & 13
The buzz around Downton Abbey has raised the profile of PBS among viewers, and PBS primetime is posting year-over-year ratings growth; but corporate support for public television continues to lag. How is this possible? PBS engaged City Square Associates to research the perceptions of PBS among key decision makers: media buyers and planners, corporate brand marketers. Join us for this engaging session and learn what agencies and corporate marketers know – and, more importantly, what they don’t know – about PBS. Hear from PBS and some station sponsorship marketers about the steps being taken to make the story more compelling to those with corporate dollars to invest.

- Betsy Gerdeman, PBS
- Adam Gronski, WETA
- Cathy Hogan, PBS
- Lisa Mantone, WNET
- Chris Schiavone, City Square Associates
- Suzanne Zellner, WGBH

Start a Student Reporting Lab: Connect Directly with Schools and Amazing Young Producers
Yerba Buena Ballroom Area 12
Student Reporting Labs are an easy way to demonstrate relevance and impact in your community. Stations who mentor young people to produce news reports on important issues that see air on the PBS NewsHour have an amazing story to tell. If you’re already participating, come share your experiences. If you’re not, what are you waiting for? Let’s do this!

- Leah Clapman, PBS NEWSHOUR

The Sustainer Finance Discussion
Yerba Buena Ballroom Area 3
This open discussion aims to demystify the "myths" around managing the sustainer donor revenue and expense. Station practitioners from development and finance offices help bring to light important financial and planning realities and discuss the need to supplement revenue activities.

- Becky Chinn, Louis Kennedy Associates
- Patrick Lopez, KLRN/San Antonio, TX
Wednesday, 5/14/14, 3:45 pm (cont’d)

Where Programming and Fundraising Meet – Program Promotion, Donor Stewardship, and Fundraising

Yerba Buena Ballroom Area 2

Consistent stewardship communications will keep donors engaged and keep the donations coming! We’ll share how other stations are making this happen and how you can too.

- Timothy Eernisse, WGVU/Grand Rapids, MI
- Debbie Merlino, DMW Direct