



MONDAY, MAY 13

1:00 PM – 6:30 PM

**REGISTRATION OPEN
LUSTER GALLERIE**

6:00 PM – 7:30 PM

**HAVANA NIGHTS OPENING RECEPTION
OCEAN & LA CÔTE LAWN**

¡Bienvenido a Miami! Grab your guayabera and join your hosts **PBS, NHK**, and host stations **WPBT** and **WLRN** for refreshments and an ocean breeze. Reconnect with colleagues and welcome new attendees under the stunning Miami sky and enjoy the rhythms of Havana from our Latin Trio.

TUESDAY, MAY 14

7:00 AM – 5:30 PM

**REGISTRATION OPEN
LUSTER GALLERIE**

7:30 AM – 8:45 AM

**HOSTED BREAKFAST: SESAME WORKSHOP – SESAME STREET
GLIMMER BALLROOM (meal service ends at 8:00 am)**

Start your morning with your Sesame Street friends as they announce an exciting new cast member who makes fast friends on The Street and shares Hispanic heritage with the cast and monster pals. Come meet the new resident of Sesame Street and his special surprise guest.

H. Melvin Ming, President & CEO Sesame Workshop

Carol-Lynn Parente, Senior Vice President Creative Content & Executive Producer Sesame Street

9:10 AM – 10:00 AM

**GENERAL SESSION: WELCOME AND KEYNOTE ADDRESS
SPARKLE BALLROOM**

Rick Schneider, President & CEO, WPBT/Miami

Paula Kerger, President & CEO, PBS

John LaBonia, General Manager, WLRN/Miami

Mike Rugnetta, The Idea Channel

10:00 AM – 10:30 AM

**GENERAL SESSION: PBS CONTENT STRATEGY
SPARKLE BALLROOM**

Beth Hoppe, Chief Programming Executive and General Manager, General Audience Programming, reviews current PBS programming and looks ahead at the 2014 content strategies and programs. Plus, we'll begin the preview of primetime programming with **MASTERPIECE** and **SECRETS OF ALTHORP / CHATSWORTH / HENRY VIII'S PALACE**.

Rebecca Eaton, Executive Producer, **MASTERPIECE**, WGBH/BOSTON

Beth Hoppe, Chief Programming Executive & General Manager of General Audience Programming, PBS

10:30 AM – 11:00 AM

**NETWORKING AND EXHIBITOR BREAK
LUSTER GALLERIE**

Visit with our exhibiting partners.



11:00 AM - 12:15 PM

GENERAL SESSION: PRIMETIME PROGRAMMING PREVIEW I

SPARKLE BALLROOM

Explore PBS' newest and cutting-edge science and natural history programming, from the classic icon series to upcoming standout specials. This session covers ANTIQUES ROADSHOW, HAWKING, INDEPENDENT LENS, NATURE, NOVA, POV, SECRETS OF THE DEAD, SUPER SKYSCRAPERS, and YOUR INNER FISH.

Steven Johnson joins us to talk about his upcoming PBS/CPB Program Challenge Fund series BIG IDEAS WITH STEVEN JOHNSON. He calls himself an interdisciplinary omnivore. An early internet entrepreneur, Johnson is fluent in fields ranging from neurobiology to medicine, sanitation to terrorism. His unique blend of complex information and infectious anecdotes has won him 1.5 million Twitter followers and admirers from academia, Silicon Valley, and the digital elite. His recent book "Where Good Ideas Come From" asks why innovation happens and what can we do to encourage more of it?

Paula S. Apsell, Senior Executive Producer, NOVA, WGBH/BOSTON

Marsha Bemko, Executive Producer, ANTIQUES ROADSHOW, WGBH/BOSTON

Stephen Burns, Executive Producer/Consultant, SECRETS OF THE DEAD, THIRTEEN for WNET New York

Beth Hoppe, Chief Programming Executive & General Manager of General Audience Programming, PBS

Fred Kaufman, Executive Producer, NATURE, THIRTEEN for WNET New York

Steven Johnson, Host of BIG IDEAS WITH STEVEN JOHNSON

Michael Kelley, Programming Executive & Vice President of Content and Business Affairs, PBS

Simon Kilmurry, Executive Producer, POV, American Documentary, Inc.

Cynthia Lopez, Co-Executive Producer, POV, American Documentary, Inc.

Donald Thoms, Vice President of General Audience Programming, PBS

Lois Vossen, INDEPENDENT LENS Senior Series Producer & Vice President, ITVS

12:30 PM – 2:00 PM

HOSTED LUNCH: WGBH/BOSTON AND FRONTLINE

GLIMMER BALLROOM

Join John Bredar, WGBH's Vice President of National Programming, to mark FRONTLINE's 30th anniversary and preview its co-production with ESPN about the growing crisis of concussions which threatens NFL players and the future of football.

Raney Aronson, Deputy Executive Producer, FRONTLINE, WGBH/BOSTON

Dwayne Bray, ESPN Senior Coordinating Producer

Harry Carson, Pro Football Hall of Fame, New York Giants

Michael Kirk, Producer, FRONTLINE, WGBH/BOSTON

2:10 PM – 3:10 PM

GENERAL SESSION: PRIMETIME PROGRAMMING PREVIEW II

SPARKLE BALLROOM

Preview upcoming PBS programming celebrating the diversity of America and meet pioneers, presidents, sleuths, and heroes through the lens of our history producers. This session previews THE AFRICAN AMERICANS: MANY RIVERS TO CROSS, AMERICAN EXPERIENCE, GENEALOGY ROADSHOW, HOW SHERLOCK CHANGED THE WORLD, LATINO AMERICANS, the National Minority Consortia, PIONEERS OF TELEVISION, STORY OF THE JEWS, and SUPERHEROES: A NEVER-ENDING BATTLE.

Julie Anderson, Executive Producer of Documentaries & Development, THIRTEEN for WNET New York

Steven J. Boettcher, Producer/Director, PIONEERS OF TELEVISION, Boettcher+Trinklein Television

Adriana Bosch, Series Producer, LATINO AMERICANS, WETA, Bosch & Co., Inc. and Latino Public Broadcasting, in association with Independent Television Services

Bill Gardner, Senior Director of General Audience Programming, PBS

Stephen Gong, Executive Director, Center for Asian American Media

Beth Hoppe, Chief Programming Executive & General Manager of General Audience Programming, PBS

Michael Kantor, Producer/Director, SUPERHEROES: A NEVER-ENDING BATTLE, Ghost Light Films & Oregon Public Broadcasting



Dyllan McGee, Executive Producer, THE AFRICAN AMERICANS: MANY RIVERS TO CROSS, Kunhardt McGee Productions, Inkwell Films and THIRTEEN FOR WNET New York
Mark Samels, Executive Producer, AMERICAN EXPERIENCE, WGBH/BOSTON

3:10 PM – 3:50 PM

KEYNOTE ADDRESS – KEN BURNS
SPARKLE BALLROOM

3:50 PM – 4:20 PM

NETWORKING AND EXHIBITOR BREAK
LUSTER GALLERIE

Visit with our exhibiting partners and stock up on PBS gear.

4:20 PM – 5:30 PM

PROFESSIONAL DEVELOPMENT CONCURRENT SESSIONS #1

LEVERAGING NATIONAL CONTENT INTO INNOVATIVE LOCAL ACTIVITIES

FLICKER 1

PBS icon programming does more than drive audiences – it can be a fundraiser, an engagement tool, a membership strategy and a community service. The key to success is timing and a well-conceived plan. Visit with colleagues and national producers who are working together to leverage national content in new and innovative ways. This session is a mini science fair with multiple project tables, so come and go as you please – we'll be here throughout.

Audience: Community Outreach, Programming & Content

American Experience
Independent Showcase - POV / Independent Lens
March on Washington
Masterpiece
Nature
NOVA
Story of the Jews / The African Americans: Many Rivers to Cross
PBS Staff

MEET THE PRESS

FLICKER 2

Reporters and bloggers share what today's journalists need to generate media interest and raise your local station profile. Also, learn how you can most effectively target Latino journalists to reach this growing audience. Find out how to get the attention of reporters when you're seeking media coverage, learn how the quickly changing media landscape has affected the way the media operate and how to think beyond the press release.

Audience: Digital Media, Leadership & Station Management, Marketing & Communications

Jennifer Byrne, Senior Director of Media Relations, PBS
Yvonne Condes, Editor and Co-founder of MomsLA.com
Jimmy Diaz, Features Reporter, South Florida Sun Sentinel
Glenn Garvin, TV Critic/Op-ed Columnist, Miami Herald
Dan Grech, News Director, WLRN-Miami Herald News
Carrie Johnson, Senior Director, Primetime Publicity, PBS

AUDIENCE INSIGHT 2013

FLICKER 3

PBS Research expands on the popular Audience Insight Report – the large-scale audience analysis derived from national Nielsen, with generous support from CPB. Get the latest analyses, including 2012-13 season-to-date audience updates, a look at loyal viewers, new viewers, diverse audiences, contributors, kids and DVR usage.



Audience: Development, Leadership & Station Management, Marketing & Communications, Programming & Content, Audience Research

Terry Bryant, VP, TVP: Media Research & Relations, CPB
Bill Merkel, Director of Research, PBS
Christopher Schiavone, Principal, City Square Associates
Beth Walsh, Senior Director, Research, PBS

APTS UPDATE FROM WASHINGTON, D.C.

FACET

The APTS Board and Staff lead an interactive discussion of the current legislative climate in Washington, D.C., and strategies regarding the 113th Congress. Discussion includes the ongoing FCC spectrum auction and repacking processes, digital carriage of our programming on cable, satellite and telco platforms and creative ideas for stations to save costs and increase programming and community services through APTS.

Audience: Leadership & Station Management

Polly Anderson, Executive Director, WUCF-TV, Orlando, Florida, and Chair of the APTS Board
Patrick Butler, President and CEO, APTS
Lonna Thompson, Executive Vice President, Chief Operating Officer and General Counsel, APTS

BEYOND A GREAT MEMBER PROGRAM: BRANDING SUSTAINERS NOW FOR THE NEXT WAVE OF SUCCESS

GLITTER

PBS stations are now fully embracing and experimenting with Sustainer programs. The best understanding, experience, and application with sustained giving are outside of public media. This session demonstrates what the experts know, helps you recognize and harness the breadth of the new sustainer opportunity and positions your monthly giving program to help drive long-term fundraising success and station sustainability. Get the latest updates on successful practices from an internationally recognized researcher and author.

Audience: Development

Adrian Sargent, Robert F. Hartsook Professor of Fundraising, Indiana University

STATION SUCCESS STORIES: EARLY LEARNING PARTNERSHIPS THAT ARE LEVERAGING PBS KIDS CONTENT TO ACHIEVE COLLECTIVE IMPACT

SHIMMER

Hear how PBS member stations are improving educational outcomes for young children in their communities through the use of PBS KIDS content in collaboration with local United Way, Institute of Museums & Library Services, Promise Neighborhood and Campaign for Grade Level Reading partners. Engage with national leaders from these organizations, the U.S. Department of Education, and Ready To Learn, along with station leaders who are working with these partners at the local level.

Audience: Community Outreach, Development, Education, Digital Media, Leadership & Station Management, Marketing & Communications, Programming & Content

Peter Hahn, Vice President, Strategic Communications, United Way Worldwide
Jo Ann Scalf, Director of Education, NPT
Marsha Semmel, Director of Strategic Partnerships, Institute of Museum & Library Services
Jim Shelton, Deputy Secretary, U.S. Department of Education (unconfirmed)
Ralph Smith, Managing Director, Campaign for Grade Level Reading
Gail Thomas Strong, Vice President, Community Engagement, WFYI
Ed Ulman, Director of Education, KBTC
Lloyd Wright, General Manager, WFYI



USING CONTENT TO BREAK OUT OF THE BOX

FLASH

Today's technology allows stations to deliver strong, engaging content faster and easier across multiple platforms. Take a deep dive into how innovative products (like PBS Digital's Bento CMS) and effective content strategies are helping stations, producers, and PBS deliver better content experiences.

Audience: Community Outreach, Digital Media, Marketing & Communications, Programming & Content

John Daenzer, Vice President, Interactive Media, tpt

Max Duke, Director, PBS Digital

Eric Freeland, Director, Digital Programming, PBS

Mary Gribulis, Online Managing Editor, WMHT

Nicole Rohr, Interactive Content Editor/Producer, WYCC

8:00 PM – 11:00 PM

LATINO AMERICANS COCKTAIL RECEPTION HOSTED BY WETA AND SPONSORED BY THE ANNENBERG FOUNDATION BONGOS CUBAN CAFÉ (601 BISCAYNE BOULEVARD, DOWNTOWN MIAMI)

Join WETA at Bongos -- Gloria & Emilio Estefan's exciting Cuban hotspot in Downtown Miami -- for a festive celebration of the new series, LATINO AMERICANS, premiering this September. Produced by WETA, Bosch and Co., Inc., and Latino Public Broadcasting in association with ITVS, the film documents the evolution of a new "Latino American" identity from the 1500s to the present day. Enjoy an evening of pulsing Latin music as you mingle with your colleagues. The rhythm is gonna get you!

WETA will provide transportation between Fontainebleau and Bongos. Buses will begin loading from the hotel's North Entrance at 7:30pm and depart at 15 minute intervals. Return transportation will also be provided, with the last bus departing Bongos at 10:45pm.



WEDNESDAY, MAY 15

6:00 AM - 7:00 AM

YOGA

OCEAN LAWN

Namaste! Breathe in the fresh ocean air, restore your energy, and recharge your spirit. Our yoga instructor will lead a vinyasa class suitable for all levels. White beach towels and bottled water will be provided.

7:30 AM – 5:30 PM

REGISTRATION OPEN

LUSTER GALLERIE

7:30 AM – 8:45 AM

HOSTED BREAKFAST: PEG+CAT – THE CHICKEN PROBLEM!

GLIMMER BALLROOM (MEAL SERVICE ENDS AT 8:00 AM)

We've got a REALLY BIG problem--100 chickens have escaped from the new PBS KIDS preschool math series PEG + CAT! How many is 100? It's WAY more than 10...but don't stress out. You can count on Peg and her genius sidekick Cat to come up with a solution. Come meet PEG + CAT creators Billy Aronson and Jennifer Oxley and learn how math can be exciting, empowering, and cool in this new series presented by The Fred Rogers Company.

Billy Aronson, Creator, PEG + CAT, 9ate7 Productions

Kevin Morrison, Chief Operating Officer, The Fred Rogers Company

Jennifer Oxley, Creator, PEG + CAT, 9ate7 Productions

Lesli Rotenberg, General Manager of Children's Media and Senior Vice President of Marketing & Communications, PBS

Debra Sanchez, Senior Vice President of Education and Children's Content Operations, Corporation for Public Broadcasting

9:00 AM – 9:45 AM

GENERAL SESSION: EDUCATION: FLOURISHING IN THE FACE OF CHALLENGES

SPARKLE BALLROOM

PBS was founded to "educate, inform and inspire" and is regarded by the American public as the "#1 educational media company". PBS stations, regarded as "America's Largest Classroom", are an active part of the educational system across the US. Like the public media industry, education is undergoing rapid technological change, disrupting traditional models, assumptions, and effectiveness. From the frontline of education reinvention, this panel addresses the opportunities ahead for public education and public television.

David Lawrence, President, Early Childhood Initiative Foundation

Dr. Eduardo Padrón, President, Miami Dade College

Richard W. Riley, former U.S. Secretary of Education

Mike Rugnetta, The Idea Channel

Dr. Donna Shalala, President, University of Miami

Hari Sreenivasan, Correspondent, Director of Digital Partnerships, PBS NEWSHOUR

Allen Weatherly, Executive Director, Arkansas Educational Television Network

9:45 AM – 10:30 AM

GENERAL SESSION: PBS KIDS PROGRAMMING PREVIEW, SERVING THE NEXT GENERATION OF PBS KIDS

SPARKLE BALLROOM

Look ahead to the plans for PBS KIDS in the coming year, and learn more about the many ways to enhance your service to children in your community.

Sara DeWitt, Vice President, PBS KIDS Digital

Kim Kelling Engstrom, Director of Community Engagement, WFSU/Tallahassee

Lesli Rotenberg, General Manager, Children's Media & Senior Vice President, Marketing & Communications, PBS

Linda Simensky, Vice President, Children's Programming, PBS



10:30 AM – 10:50 AM

GENERAL SESSION: PBS LEARNINGMEDIA: A GAME CHANGER FOR YOUR STATION

SPARKLE BALLROOM

New technologies, shifting student and educator needs, and smarter spending are changing today's classrooms. With 3.4 million teachers, 55 million students, and a whopping \$16 billion in annual spending on K-12 instructional materials, the education space offers new opportunities for innovative players. See how PBS LearningMedia is a game changer in the education space.

Alicia Levi, Managing Director, PBS LearningMedia

Jason Seiken, General Manager, PBS Digital

10:50 AM – 11:20 AM

NETWORKING AND EXHIBITOR BREAK

LUSTER GALLERIE

Visit with our exhibiting partners and stock up on PBS gear.

11:20 AM – 12:20 PM

PROFESSIONAL DEVELOPMENT CONCURRENT SESSIONS #2

TRUST IN PROGRAM AND CONTENT DECISION MAKING

FLICKER 1

Navigating the broad media production and funding landscape while protecting editorial integrity and preserving the public's trust is complex: weighing editorial viewpoints, ensuring fairness and accuracy, all while developing high-quality content. One misstep and you're potentially the focus of public reaction, advocacy groups and the tide of public opinion. Your editorial integrity and the reputation of your station and PBS may be challenged. Join a robust discussion of scenarios "ripped from the headlines" of the PBS Ombudsman's column, and grapple with the thorny issues to help us better assess content and manage partnerships that retains the high degree of editorial integrity our viewers expect.

Audience: Community Outreach, Development, Digital media, Leadership & Station Management, Programming & Content

Howard Finberg, Director of Training, Partnerships and Alliances, The Poynter Institute

Cara Williams Frye, Senior Vice President & Chief Content Officer WITF, Harrisonburg, PA

Andy Halper, Senior Director, News and Public Affairs at Public Broadcasting Service, PBS

Cathy Hogan, Senior Director, Program Policy, PBS

Mark Samels, Executive Producer, American Experience

STEAL THIS IDEA: EVENTS

FLICKER 2

Based on the popularity of the basic STEAL THIS IDEA session, we've added another that focuses on events. Looking for ways to make Downton Abbey even bigger next year? Are you intrigued by the idea of a Nerd Walk? What's the best way to promote events, cultivate the attendees and judge success? Join us for a fun and engaging rapid-fire session that will give you real-life examples in brief presentations.

Audience: Community Outreach, Development, Marketing & Communications

Ashley Barcum, OETA

Bob Beard, Promotions Coordinator, Eight, Arizona PBS

Timothy Eernisse, Development and Marketing Manager, WGVU

Myrna Flynn, Marketing Director, WGBY

Stefanie Malone, Director of Community Engagement & Education, KCTS

Evy Todd, Publicist/Station Relations, New Mexico PBS

STATE OF PLEDGE AND MORE – WHAT'S WORKING, WHO'S WATCHING?

FLICKER 3

PBS Fundraising Programming reviews the past season, looks ahead at upcoming programs and overviews trends in fundraising. PBS Research presents the latest audience data and gives a sneak peak at PBS's work in analyzing member viewing during pledge.

Audience: Development, Leadership & Station Management, Marketing & Communications, Programming & Content,



Audience Research

Joe Campbell, Vice President, Fundraising Programming, PBS
Rudy Casillas, Senior Director, Fundraising Programming, PBS
Bill Merkel, Director of Research, PBS

SOCIAL MEDIA: BRAND ENGAGEMENT BEST PRACTICES

FACET

The worlds of social media and social TV are changing by the minute. Find the best ways to use new and emerging social media channels and services to reach new audiences and expand existing ones. We'll cover broadcast/tune-in and online promotion and how to use digital and social media to help promote events and make them more buzzed-about while they're happening. Also, see what kind of social media monitoring tools and metrics to use to help provide ROI on your efforts. In addition, learn the best tactics to reach influential bloggers — directly from a blogger.

Audience: Digital Media, Marketing & Communications

Kevin Dando, Director, Digital Marketing and Communication, PBS
Aimee Giese, Giese Media / Greeblemonkey

DATA DRIVEN: THE FUNDRAISING IMPLICATIONS OF RESEARCH & DONOR INSIGHTS

GLITTER

Penelope Burk is an author, researcher, and mentor celebrated for some of the most important innovations in modern-day fundraising. Her 2012 Cygnus Donor Survey of 25,000 nonprofit contributors gave nonprofits insight into donor communications, donor acquisition, monthly giving, and fundraising events. This year, PBS stations have partnered with Cygnus Research on the 2013 Donor Survey to learn more about how philanthropy is changing. In this exclusive PBS Development session, Penelope Burk shares insights, implications, and pitfalls of applying research to your fundraising program. Hear why people give and how we can apply that knowledge in key areas to help advance long-term station fundraising success. After the session, Ms. Burk is signing copies her latest book, Donor-Centered Leadership.

Audience: Audience Research, Development, Leadership & Station Management, Marketing & Communications

Penelope Burk, President, Cygnus Applied Research

PBS LEARNINGMEDIA: A KEY DRIVER FOR YOUR SUSTAINABLE FUTURE

SHIMMER

Learn how to leverage available education funds through PBS LearningMedia's customized services to drive engagement and develop new content to support local initiatives. We'll demonstrate how stations can get ready for the 2013-14 school year, see what makes up a Custom PBS LearningMedia service and hear first-hand how stations are approaching education decision makers at the school district and state level to deliver a competitive, cost-effective educational service.

Audience: Community Outreach, Development, Education, Digital Media

Brian Callahan, Chief Education Officer, WHRO
Bryan Fields, Director of Education, AETN
Alicia Levi, Managing Director, PBS LearningMedia

UNDERSTANDING MULTIPLATFORM TELEVISION BEHAVIOR

FLASH

Over-the-top, connected consoles, tablets, phones, computers, DVRs — today's television audience has multiple options for accessing content. So how do viewers use and discover television content on multiple devices? PBS Digital and Seidmon Associates discuss results from our first ever multiplatform consumer research study. Learn about the ways PBS viewers acquire and use TV content, emerging behaviors such as "marathoning" and the opportunities for public media in this new landscape.

Audience: Digital Media, Leadership & Station Management, Marketing & Communications, Programming & Content,

Audience Research

Amy Sample, Senior Director, Digital Analytics, PBS Digital
Steve Seidmon, President, Seidmon Associates



12:30 PM – 2:00 PM

HOSTED LUNCH: AMERICAN GRADUATE: VAMOS A LOGRARLO! (LET'S MAKE IT HAPPEN), PRESENTED BY ITVS AND CPB GLIMMER BALLROOM

The Corporation for Public Broadcasting and Independent Television Service invite you to an inspiring luncheon celebrating AMERICAN GRADUATE: Vamos A Lograrlo! (Let's Make It Happen) with CPB President and CEO, Patricia Harrison, actors Aimee Garcia and Jeremy Ray Valdez, and filmmaker of "The Graduates/Los Graduados", Bernardo Ruiz, along with other special guests. The luncheon will feature never before seen footage from the two-part PBS documentary series premiering this fall on Independent Lens called "The Graduates/Los Graduados", a collection of short films, and celebrity promos that focus on solutions to the drop out crisis in Latino communities.

Eduardo Corona, Student, *The Graduates*
Aimee Garcia, Actor
Patricia Harrison, President & CEO, CPB
Bernardo Ruiz, Executive Producer, *The Graduates*
Chastity Salas, Student, *The Graduates*
Jeremy Ray Valdez, Actor

2:10 PM – 3:10 PM

PROFESSIONAL DEVELOPMENT CONCURRENT SESSIONS #3

LATINO AMERICANS: REACHING DIVERSE AUDIENCES

FLICKER 1

The upcoming LATINO AMERICANS series documents the evolution of a new "Latino American" identity from the 1500s to the present day, including almost 100 interviews from the worlds of politics, business and pop culture. As the demographics of the U.S. shift even more to a very diverse population, WETA presents a model of how stations can reach out to both Hispanic viewers and audiences that may not traditionally be tuning in to public television.

Audience: Community Outreach, Education, Marketing & Communications, Programming & Content

Jeff Bieber, Executive Producer, WETA
Joseph Frye, Project Manager, Interactive Media, WETA
Antonio Davidson-Gomez, Education Services Manager, KCTS
Neyda Martinez, National Engagement Consultant, WETA
Sandie Viquez Pedlow, Executive Director, Latino Public Broadcasting
Cammy Richards, Director, Communications, WPBT
Kierstan Schwab, Executive Director, Texas PBS

STEAL THIS IDEA: BUILDING AUDIENCES

FLICKER 2

This is a rapid-fire, idea-sharing session that energizes attendees with real-world examples from station colleagues on what they've done to innovate, generate and engage audiences. "Steal This Idea" sessions feature short case studies—leave with new ideas and implementation plans.

Audience: Community Outreach, Development, Marketing & Communications

Ashley Barcum, OETA
Susan Dwyer, WGBH
Timothy Eernisse, Development and Marketing Manager, WGVU
Paul Loofburrow, Marketing Director, Oregon Public Broadcasting
Kimberly Mullaney, Director, State and Local Education, WNET
Kellie Specter, Senior Director, Communications, WNET

THINK BIG, ACT BIG

FLICKER 3

"An idea not coupled with action will never get any bigger than the brain cell it occupied" – Arnold H. Glasow. Explore how some in Public Media successfully implemented their big ideas with examples from stations including:



- Digital Connections Locally
- The Power of your Crowd
- Find a Need and Fill it
- Local Business Back-Scratching

Audience: Community Outreach, Development, Digital Media, Leadership & Station Management, Marketing & Communications

Dan Greenberg, General Manager, Interactive Engagement Group, WNET
 Shane Guter, Vice President, Digital Media, KCPT Mike Jenkins, Managing Director, Revenue Strategy, PBS Digital
 Mike Jenkins, Managing Director, Revenue Strategy, PBS
 Maja Mrkoci, Director, Business Development, PBS Digital
 Sara Robertson, Creative Director, KLRU

“WE’VE GOT A BIG OPPORTUNITY!” MAKING THE MOST OF PBS KIDS & PEG + CAT IN YOUR MARKET

FACET

PEG + CAT is coming to PBS KIDS this fall and presents a great opportunity to further develop audiences, local relationships, and community awareness around stations’ roles in early childhood education. The session includes a brief introduction to the content and supporting materials for PEG + CAT and the development of ideas and a “to do” list for the PBS KIDS team to use in designing additional assets to help stations build local audiences, engagement, and support.

Audience: Community Outreach, Development, Education, Digital Media, Leadership & Station Management, Marketing & Communications, Programming & Content

Kim Berglund, Programming Content & Curriculum, Ready To Learn, PBS
 Kim Kelling, Director of Community Engagement WFSU
 Sharon Philippart, Senior Director, PBS KIDS Marketing and Communications, PBS

FUNDRAISING ON THE NATION’S LARGEST STAGE & GETTING RESULTS

GLITTER

From the New York Philharmonic to Austin City Limits the ARTS are alive and well on PBS. Our programs and local partnerships help communities and individuals thrive and flourish. So how do we continue to fund this vital community and national treasure? Join PBS special guest Robert Lynch, President and CEO of Americans for the Arts, and hear how the experts advocate for support and persuade donors to give. The strategies and results may surprise you.

Audience: Audience Research, Development, Leadership & Station Management, Marketing & Communications

Robert Lynch, President and CEO, Americans for the Arts

BUILDING LOCAL ENGAGEMENT WITH KEY STAKEHOLDERS THROUGH PBS LEARNINGMEDIA

SHIMMER

PBS LearningMedia is localized by almost every PBS member station, reaches nearly one million educators across America and includes over 30,000 digital objects for preK-16. Learn how stations build engagement with key stakeholders by leveraging resources like PBS Teacher Core, weekly media kits and tent pole events, and how stations are using PBS LearningMedia for local engagement efforts to drive teacher effectiveness and student achievement.

Audience: Community Outreach, Education, Digital Media, Marketing & Communications

Kimberley Flack, Associate GM, Education & Outreach, Eight, Arizona PBS
 Brian Lassiter, 4th Grade Teacher, Astoria Park Elementary School, Tallahassee, FL
 Krystal Putman-Garcia, Director of Marketing & Station Relations, PBS LearningMedia
 Almetria Vaba, Project Supervisor, Education and Media Distribution, KQED
 Tasha Weinstein, Education & Outreach Coordinator, WFSU

(IM)PROVING YOUR STATION ROI IN THE COMMUNITY THROUGH EDUCATION

FLASH

From Ready To Learn to PBS LearningMedia to American Graduate, stations across the country are providing essential educational services to their communities and finding funding opportunities along the way. This session overviews education service and engagement models, alignment of content and services from early childhood to college and workforce development, challenges and



opportunities in service delivery and assets and early signs of revenue potential. Hear from system leaders on how we talk about today's education matters.

Audience: Community Outreach, Education, Leadership & Station Management

- Stephanie Aaronson, Vice President, American Graduate, CPB
- Jack Galmiche, President and CEO, Nine Network
- Rich Homberg, President and CEO, Detroit Public Television
- Lesli Rotenberg, Senior Vice President, Children's Media & Brand Management, PBS
- Deb Sanchez, Senior Vice President, Education and Children's Content, CPB
- Bert Schmidt, President and CEO, WHRO
- Lloyd Wright, President & CEO, WFYI

3:10 PM – 3:40 PM

NETWORKING AND EXHIBITOR BREAK

LUSTER GALLERIE

Visit with our exhibiting partners and stock up on PBS gear.

3:40 PM – 4:00 PM

GENERAL SESSION: BRAND VALUE, ENGAGEMENT & SUPPORT

SPARKLE BALLROOM

In an environment of nonstop change and fierce competition for viewers, fans, and donors, how do we demonstrate that your station is relevant, distinct, and worthy of support? Join Lesli Rotenberg, Senior Vice President of Marketing & Communications, to learn about new opportunities to engage people with your station and the unique advantages your station has to be considered an essential community asset. You'll also get a preview of several new assets designed to help you leverage those advantages.

Lesli Rotenberg, General Manager, Children's Media & Senior Vice President, Marketing & Communications, PBS

4:00 PM – 5:30 PM

GENERAL SESSION: PROGRAMMING III

SPARKLE BALLROOM

A jam-packed session looks at pledge, the arts, and news and public affairs, as well as highlighting two special speakers.

The PBS Fundraising Programming team presents the new pledge and membership strategic efforts, followed by a celebration of the success of our news and public affairs programming and a peek ahead to our groundbreaking content for the coming year. Wes Moore will talk about his upcoming program *COMING BACK WITH WES MOORE*, which will feature the personal stories of Iraq and Afghanistan veterans as they rebuild their lives. A Rhodes Scholar and White House Fellow, Moore served in Afghanistan and is on the board of the Iraq Afghanistan Veterans of America. He also founded *STAND!*, an organization that works with Baltimore youth in the criminal justice system.

The arts take center stage as PBS presents the PBS ARTS FESTIVAL and beyond. Joining us is Bob Lynch, President and CEO of Americans for the Arts. Lynch has more than 30 years of experience in the arts, and he has guided the services and membership of Americans for the Arts to grow to more than 50 times their original size. In August 2012, he was named one of the most influential executives in the sector by the *NonProfit Times*. Lynch will share how stations can successfully join with other community non-profits to support the arts.

Series covered include *AMERICAN MASTERS*, *FRONTLINE* and *GREAT PERFORMANCES*.

- Raney Aronson, Deputy Executive Producer, *FRONTLINE*, WGBH/BOSTON
- Joe Campbell, Vice President of Fundraising Programming, PBS
- Beth Hoppe, Chief Programming Executive & General Manager of General Audience Programming, PBS
- David Horn, Executive Producer, *GREAT PERFORMANCES*, *THIRTEEN* for WNET New York
- Susan Lacy, Creator & Executive Producer, *AMERICAN MASTERS*, *THIRTEEN* for WNET New York
- Robert E. Lynch, President and CEO of Americans for the Arts
- Wes Moore, Host/creator, *COMING BACK WITH WES MOORE*



Donald Thoms, Vice President of General Audience Programming, PBS
John F. Wilson, Senior Vice President of Pledge Strategy & Special Projects, PBS

6:00 PM – 8:00 PM

GREAT PERFORMANCES RECEPTION

LIV NIGHTCLUB, FONTAINEBLEAU

Come party with WNET New York and celebrate 40 years of GREAT PERFORMANCES! Enjoy cocktails and a special live performance by Grammy Award-winning rock legend Boz Scaggs as we mark four decades of fabulous arts programming and thank PBS and member stations for their continued support.

9:00 PM – 11:00 PM

PBS ANNUAL MEETING UNPLUGGED ACOUSTIC LOUNGE

OCEAN PROMENADE WEST

It's back by popular demand. Bring your favorite stringed instrument and join your colleagues for a laid-back jam session. (Singers are welcome too.)



THURSDAY, MAY 16

7:30 AM – 12:30 PM
REGISTRATION OPEN
LUSTER GALLERIE

7:30 AM – 12:30 PM
LUGGAGE STORAGE
LUSTER GALLERIE

7:30 AM – 8:45 AM
HOSTED BREAKFAST: THOMAS & FRIENDS, HIT ENTERTAINMENT
GLIMMER BALLROOM

The little blue engine that could – and does! Thirty years after chugging his way onto TV, Thomas continues to win kids' hearts and their parents' approval in large numbers - the series is a top ratings performer. Learn what keeps Thomas puffing along so powerfully, the changes coming for the new fall season, and all the promotional support coming around the bend for the series.

Michael Carrington, Head of Content and Production, HIT Global Brands, HIT Entertainment
Claudia Scott-Hansen, Head of Content Distribution, Americas, HIT Entertainment
Sandra Sheppard, Director/Executive Producer, Children's & Educational Media, THIRTEEN/WNET
Plus—a surprise guest!

9:00 AM – 9:45 AM
GENERAL SESSION: INNOVATION AND SUCCESS IN THE INTERNET AGE
SPARKLE BALLROOM

Alberto Ibargüen, President & CEO of the Knight Foundation and former Chairman of the PBS Board and Joi Ito, Manager of MIT's Media Lab share their insights into how companies have evolved to succeed in the Internet age and the implications for public media.

Alberto Ibargüen, President & CEO, The John S. and James L. Knight Foundation
Joi Ito, Director, MIT Media Lab
Mike Rugnetta, The Idea Channel
Jason Seiken, General Manager, PBS Digital

9:45 AM – 10:30 AM
GENERAL SESSION: PBS DIGITAL: OPPORTUNITY KNOCKS
SPARKLE BALLROOM

Opportunity is everywhere. From the lowered costs of online video production to the growing number of new platforms and audiences looking for compelling content, the time is right for public media. Hear about opportunities PBS Digital is seizing to make a difference for stations as well as updates on the online video industry, the Digital Studios and Digital Entrepreneurs initiative, and new initiatives to help stations seize digital opportunities.

Steve Goldbloom, Innovation and Business Development Manager, ITVS
Tom Karlo, General Manager, KPBS/San Diego
Andi McDaniel, Interactive Producer, Twin Cities Public Television
Jason Seiken, General Manager, PBS Digital

10:30 AM – 11:45 AM
PROFESSIONAL DEVELOPMENT CONCURRENT SESSIONS #4

DIGITAL ENTREPRENEURSHIP: THE BUSINESS OF ONLINE VIDEO
FLICKER 1 & 2

Both the video entertainment landscape and related audience behaviors and tastes are constantly changing. How can public media turn these changes into opportunities? Who is our primary online audience and what types of content do they want? And how do



we reach them? What are the business models that will allow stations to thrive in the 21st century media marketplace? Come examine these questions and more.

Audience: Community Outreach, Education, Digital Media, Leadership & Station Management, Marketing & Communications, Programming & Content, Technology & Operations

Andrew Kornhaber, Director/Producer, PBS Idea Channel
 Andi McDaniel, Manager, Open Air Initiative, Twin Cities Public Television
 Maja Mrkoci, Director, Business Development, PBS Digital
 Sara Robertson, Creative Director, KLRU
 Lauren Saks, Senior Manager, PBS Digital Studios
 Pat Yack, Chief Content Officer, Alaska Public Media

AUDIENCE INSIGHT 2013 (REPEAT)

FLICKER 3

PBS Research expands on the popular Audience Insight Report – the large-scale audience analysis derived from national Nielsen, with generous support from CPB. Get the latest analyses, including 2012-13 season-to-date audience updates, a look at loyal viewers, new viewers, diverse audiences, contributors, kids and DVR usage.

Audience: Development, Leadership & Station Management, Marketing & Communications, Programming & Content, Audience Research

Terry Bryant, VP, TVP: Media Research & Relations, CPB
 Bill Merkel, Director of Research, PBS
 Christopher Schiavone, Principal, City Square Associates
 Beth Walsh, Senior Director, Research, PBS

YOUTH MEDIA IMPACT

FACET

Local stations that collaborate effectively meet real community needs, fulfill mission and drive revenue. Join CPB, PBS Hawaii, their partners and the Knight Foundation for a conversation about successful models for community impact and why they matter to the future of your community and your station. Learn PBS Hawaii's approach to filling critical gaps in community information needs amidst a rapidly changing education environment. Through their HIKI NO project, PBS Hawaii, the Hawaii Community Foundation and others drove student motivation, taught kids and teachers needed digital literacy skills and enabled youth to share their voices. Hear about other youth media impact success and resources from Roadtrip Nation.

Audience: Community Outreach, Development, Education, Leadership & Station Management, Marketing & Communications, Programming & Content

Tyler Brown, CPB
 Leah Clapman, Managing Editor, Education. PBS NEWSHOUR
 Jennifer G. Enderlin, Senior Project Manager - Philanthropy, AT&T
 Nathan Gebhard, Co-Founder - Roadtrip Nation
 Robert Pennybacker, Executive Producer of Learning Initiatives – PBS Hawaii
 Trabian Shorters, VP Communities - Knight Foundation
 Leslie Wilcox, President, GM - PBS Hawaii

KIDS FIRST: REFRAMING THE ASK

GLITTER

We know that PBS KIDS, PBS Parents and PBS Learning Media all benefit kids, enriching their ability to learn and providing a safe haven in an unbelievably scary media environment. Yet many of us struggle with generating support for our PBS KIDS services. Are we making the right requests of the right constituents, in the right way? This session looks at ways to reframe the funding proposal around children's and educational services. We will explore the benefit our public media institution brings to kids, discuss the best match for potential funders and how to use our rich library of evidence to make a persuasive donor case for support.

Audience: Audience Research, Development, Education, Leadership & Station Management, Marketing & Communications



Karen Avery, Senior Director, Institutional Giving, PBS Foundation
Alicia Levi, Managing Director, PBS LearningMedia
David Lowenstein, Senior Director, Ready To Learn, PBS

PBS NEWSHOUR – COLLABORATION AND OUTREACH

SHIMMER

PBS NewsHour Correspondent Hari Sreenivasan leads an engaging and useful discussion about how stations can collaborate with PBS NewsHour, feature local work on the NewsHour website, and utilize the digital tools NewsHour designed to enhance its coverage and connect with viewers.

Audience: Community Outreach, Education, Digital Media, Leadership & Station Management, Marketing & Communications, Programming & Content

Hari Sreenivasan, Correspondent, PBS NewsHour

ASK THE EXPERT: SOCIAL MEDIA 101

FLASH

Increase your social media impact and follower base with tips and advice from an expert. This session focuses on answering your questions and helping you support your station's social media outreach needs. Come with your questions – we'll go through as many of them as possible.

Audience: Digital Media, Marketing & Communications

Kevin Dando, Director, Digital Marketing and Communications, PBS

11:50 AM – 12:20 PM

GENERAL SESSION: PBS PRIMETIME PROGRAMMING IV

SPARKLE BALLROOM

Enjoy a sneak preview of some of our long-lead pipeline content for 2014 and beyond, including BRAZIL WITH MICHAEL PALIN, EARTH (wt), THE ITALIAN AMERICANS, THE ROOSEVELTS: AN INTIMATE HISTORY, and SACRED JOURNEYS.

Jeff Bieber, Executive Producer, THE ITALIAN AMERICANS, WETA, Social Media Production and John Maggio Productions

Laurie Donnelly, Executive Producer, SACRED JOURNEYS, WGBH/BOSTON

Beth Hoppe, Chief Programming Executive & General Manager of General Audience Programming, PBS

Michael Kelley, Programming Executive & Vice President of Content and Business Affairs, PBS

David S. Thompson, Vice President of Cultural Programming, WETA, THE ROOSEVELTS: AN INTIMATE HISTORY, Florentine Films & WETA

12:20 PM – 12:30 PM

GENERAL SESSION: CLOSING REMARKS – PAULA KERGER, PRESIDENT & CEO, PBS

SPARKLE BALLROOM