**NOTE TO LETTER USERS: DELETE ALL HIGHLIGHTED AREAS AND CUSTOMIZE THEM WITH DETAILS SPECIFIC TO YOUR SITUATION.**

Dear **(Supervisor, GM, etc.),**

I am writing today for permission to attend the 2016 PBS Technology Conference, April 13-15, just prior to the NAB Show. The current agenda is posted at <http://www.pbstechconference.org/agenda/>.

My attendance at TechCon this April will be beneficial to our station in a number of ways: the most important is the opportunity to make face to face connections to share solutions and strategies. Technology leaders from across the system will be there to share their knowledge and expertise. TechCon hosts built-in networking sessions where I will reach out to those colleagues from other stations dealing with the same concerns we are. Staff from critical PBS areas (Digital, T&O, The Source, Digital) will also be available for questions and consultation.

Topics I expect to learn more about at TechCon include**:
*(please* *add/subtract/customize bullet points as needed or applicable to your role; we recommend this letter should only be one page in length)***

* Interconnection system updates and what our station needs to know for the launch of the new system.
* Technical details about the ATSC 3.0 standard that will affect our antenna and transmitter technologies. Sessions will include a report on the first field testing of ATSC 3.0 broadcasting in Cleveland. Saturday’s complimentary Ennes Workshops will go into further depth about *Building for ATSC 3.0.*
* Public Safety and Regulatory sessions that will cover the responsibilities and compliance for public television stations. Technical updates related to the Auction Repack will also be on the agenda.
* The Digital track is expanding for 2016 with a wide range of sessions that include: Social Media, Multi-Platform Learning in Classrooms, Integration of Passport (MVOD), the new PBS.org, Innovative Fundraising Strategies, Identity Management, Rethinking Your Website, lessons learned from the Big Blue Live event, and reps from NewsHour discussing how we can feature our content on both their broadcast and digital platforms.
* I.T. topics such as Networking (especially diagnostics and connectivity), Single Sign On, Security, and Disaster Recovery will be covered from a variety of angles.
* Workflow and Media Management will be addressed in multiple sessions that will include “Trials & Tribulations” from leaders in our industry (including Comcast, Telesteam, the EBU, Tektronix, Imagine Communications, and fellow member stations), an AS03 Panel and Discussion, and even a practical primer on IMF, the Interoperable Master Format.
* Video Over IP continues to be a critical topic in our industry. Testing and measurement, routing, and infrastructure are all going to be covered in sessions. Additionally, IEEE will be offering their add-on course *Video Over IP* asa Saturday conference workshop at Vegas PBS (there is a separate fee for this class, but I can earn CEUs by taking it)*.*
* HDR and 4K updates from companies such as Sony, Dolby, and Aspera that will cover collaboration, technical considerations, and next generation broadcasting.
* Professional Development topics are on tap that will discuss Diversity and Gender in the technical workplace.
* Traffic topics are going to include Better Break Building, multiple sessions on ProTrack, Evolving Traffic & Workflow, as well as sessions related to using the Source and myPBS.

TechCon is a professional development opportunity that I will take seriously. At this event, I will make the connections to help find answers and solutions to our current concerns regarding **(insert area of concern here)**. If allowed to attend, I pledge to spend my time at the conference seeking guidance and insight from my colleagues to provide the maximum level of benefit to our station.

If I register before March 18, we can take advantage of the Early Bird Discount and save $100. Many thanks for your consideration.

Sincerely,

**(your name & title here)**