



FALL MEETING AGENDA

OCTOBER 27 – 29, 2009 | HOLIDAY INN CENTER CITY | CHARLOTTE, NC

TUESDAY, OCTOBER 27, 2009

6:30 – 8:30 PM **RECEPTION HOSTED BY WDAV AND WFAE**
Spirit Square Main Floor Lobby – Middleton McMillan Gallery
345 N. College Street
(1 block from the Holiday Inn Center City)

WEDNESDAY, OCTOBER 28, 2009

7:30 – 8:45 AM **BREAKFAST** (Spirit Room)

8:45 – 10:30 **WELCOME**

PLANNED GIVING: A COOKING-LIGHT RECIPE

Chris McLeod, J.D., Vice President
The Greater Charlotte Cultural Trust

This workshop is designed to educate and empower general managers to confidently talk with donors about planned gifts. Chris will address common barriers to connecting with donors and provide simple strategies for opening a donor conversation about an estate gift. She will also share the latest research on why donors want to make planned gifts and ways to identify the best planned giving prospects.

You will learn how to make a compelling case for a planned gift to donors living in both a small rural community and the larger urban market. In addition, Chris will share a number of short cuts for navigating Universities' prospect management bureaucracy. A thoughtful planned giving effort offers general managers the opportunity to grow resources that provide increased autonomy and programming flexibility – and lead to deeper relationships with donors.

10:30 – 10:45 **BREAK**

10:45 – 11:30 THE DONORS SPEAK

Wilton and Catherine Connor, WDAV Community Advisory Board

When you think of "donor cultivation," does it conjure images of rejection, humiliation, isolation, financial ruin? What if, instead, it meant connecting your station's friends with causes they passionately support and projects that serve a larger community need? Meet Wilton Connor, a nationally-profiled successful entrepreneur who has become a passionate, generous donor to classical public radio. He will talk about how he and his wife Catherine found their philanthropic calling, the ways and means of their support, as well as what turns him on – and off – about giving to public radio.

11:30 – 12:30 FUNDRAISING FROM THE FRONT LINES: SUCCESS STORIES FROM FOUR STATION MANAGERS

Moderator: Betsy Gardella, President & CEO, New Hampshire Public Radio

Glenn Gleixner, General Manager, WVTF, Roanoke

Caryn Mathes, General Manager, WAMU, Washington, DC

Robin Turnau, President & CEO, Vermont Public Radio

Four public radio station managers present fundraising success stories – entrepreneurial approaches to individual and major gifts at WAMU; major gift revenue doubles at WVTF; completion of a \$10-million Endowment Campaign at VPR; and the conclusion of a \$6.5 million capital campaign at NHPR. It takes leadership, cultivation, stewardship, creativity and a measure of luck to achieve aggressive goals and broaden support. Brief and fast-paced case studies will be presented for your questions and comments.

12:30 – 2:00 PM LUNCH WITH VIVIAN SCHILLER
President & CEO, National Public Radio

THE FUTURE OF PUBLIC MEDIA JOURNALISM

- The case
- The new public media ecosystem
- Why public radio is best positioned
- The funding opportunity
- Next steps

2:00 – 3:15 TURN ON, TUNE IN, LISTEN UP

Moderator: Benjamin K. Roe, General Manager, WDAV, Davidson
Charles Meyer, Interim Executive Director, National Center for
Media Engagement

Andrea Stevenson, President & Executive Director, Community
School of the Arts, Charlotte, NC

Paul Stribling, Program Director, WFAE, Charlotte

Shared Values? Civic Activism? Forty years after Woodstock, public media is beginning to find its community groove. See and hear three stories about the good things that can happen when stations commune a little with their audience.

3:15 – 3:30 **BREAK**

3:30 – 5:00 **SO YOU LIKE THE STATUS QUO**

Moderator: Arthur Cohen, President, Public Radio Program
Directors Association
Michael Riksen, Vice President, NPR Policy & Representation
Bruce Theriault, SVP, Radio, Corporation for Public Broadcasting

Consider the current thinking about the future of public media. This session will focus on several ideas: how the congressional environment and expiration of the Public Broadcasting Act affect funding for the public broadcasting system; why and how to adjust our thinking about federal funding; and what the Aspen Institute brainstorming sessions revealed. Your thoughts are a critical part of this conversation. Weigh in with your ideas and feedback.

5:00 – 5:30 **Q & A WITH BRUCE THERIAULT, SVP, Radio, CPB**

6:30 – 9:00 PM **RECEPTION AND BOLWING PARTY AT STRIKE CITY
HOSTED BY THE NORTH CAROLINA
PUBLIC RADIO ASSOCIATION (NCPRA)**

THURSDAY, OCTOBER 29, 2009

7:30 – 8:45 AM **BREAKFAST (Spirit Room)**

8:45 – 9:30 **BUILDING THE NEXT GENERATION OF NEWS: HOW PUBLIC
MEDIA CAN BE A LEADER**

Kinsey Wilson, SVP & General Manager, NPR Digital Media

Journalism is in a period of profound transformation. Across the nation, news organizations that once served as an essential check and balance on powerful interests have been hobbled by the combined effects of an economy in crisis and a technology revolution of unprecedented scope. At the same time, technology has opened up exciting new opportunities for reporting, story telling and engaging new audiences. NPR and member stations are well positioned to respond to this rapidly changing media landscape – replacing some of the news gathering capacity that has been lost to recent cutbacks and embracing new technologies to help define the next generation of news delivery.

**9:30 – 10:30 DIVERSITY AND INNOVATION:
THE BUSINESS LOGIC FOR CHANGE IN PUBLIC MEDIA**

Joaquin Alvarado, SVP, Diversity & Innovation, CPB

As Public Media continues to evolve, there are many more opportunities to diversify audiences through innovation in programming, distribution and engagement. This is balanced by the most difficult economic conditions in generations. How do we move our field towards a more dynamic and representative state when many struggle with basic sustainability? This conversation will explore important case studies and continuing challenges in the public media field.

10:30 – 10:45 BREAK

10:45 – 11:45 DIGITAL MEDIA STRATEGY & PUBLIC SERVICE MEDIA 2.0

Robert Bole, VP, Digital Media Strategy, CPB

We will cover some of the key challenges facing public media in implementing a robust multi-platform strategy looking towards public service media 2.0. Key topics will focus on managing public service media stations in a digital world, multi-platform content development and programming strategies, matching digital revenue opportunities with business models and using online tools to engage the community. Warning! This session is interactive...so come prepared to participate.

**11:45 – 12:30 WHAT DOES LEADERSHIP HAVE TO DO WITH DIVERSITY:
IMPLICATIONS FOR MOVING BEYOND THE NORM**

Dr. Ella L. Bell, Associate Professor of Business Administration
Tuck Graduate School of Business, Dartmouth College

In this session, we will address the issues of leadership in a global world. In particular, as a leader, how do you develop and create an inclusive workforce and culture, one that truly values differences.

12:30 – 2:00 PM LUNCH

2:00 – 3:00 GROW THE AUDIENCE

Tom Thomas, co-CEO, Station Resource Group

Over the past year, the Station Resource Group has led a broad-based effort to widen the use and deepen the value of public radio, shaping ambitious goals and strategies both nationally and locally. Drawing from the final report of the GTA Audience Growth Task Force set for release *this fall*, SRG co-CEO Tom Thomas will review findings and recommendations and discuss next steps.

3:00 – 4:00 ERPM ANNUAL MEMBERSHIP MEETING