



FALL MEETING AGENDA

OCTOBER 24 – 26, 2010 | HILTON GARDEN INN DOWNTOWN | ATLANTA, GA

SUNDAY, OCTOBER 24, 2010

7:00 – 9:00 PM **RECEPTION** (Pacific Room)
Hosted by **CHARITABLE AUTO RESOURCES (CARS)**

MONDAY, OCTOBER 25, 2010

7:30 – 8:30 AM **BREAKFAST** (Pacific Room)

8:45 – 10:00 **WELCOME** (Oceanic Room)

DASHBOARDS, HEADLIGHTS AND DRIVING LESSONS

Jon McTaggart, Senior Vice President and COO, APM

Have you ever poured over piles of data, compiled all the standard metrics and consulted sophisticated scorecards, then later realized that you had found the perfect answers to the wrong questions? Jon McTaggart will share experiences and insights from American Public Media's ongoing work to improve the information that APM uses to shape strategic thinking, guide decision-making and find better answers to the right questions.

10:00 – 10:45 **MOVING DIVERSITY FORWARD**

Keith Woods, Vice President, Diversity in News and Operations, NPR

Are you able to identify the places where you can take action right now that will allow you to make progress on this perennial and seemingly daunting challenge? Keith Woods, NPR's VP for Diversity in News & Operations, will lead a conversation aimed at underscoring the number of opportunities you have to get beyond the rhetoric and create a truly diverse public broadcasting organization. You will learn more about the strategies you can employ to better reflect the changing population, and the ways you can build diversity into every level of your operation. Be prepared to talk with Keith about the obstacles that must be overcome to move ahead on diversity.

10:45 – 11:00 **BREAK**

11:00 – 11:45

MAKING THE BUSINESS CASE FOR DIVERSITY: CBC RADIO-TORONTO'S "METRO MORNING"

Susan Marjetti, Managing Director, CBC Radio, TV & Online, Toronto

Why did CBC's morning show become the most listened to radio program in Toronto? Canada's largest, most multicultural city now boasts a radio station which reflects the community make up in every way: internally, in terms of staffing, and externally, in terms of on-air story-telling. What can be done in your community to remain true to public broadcasting values, continue to grow audience and simultaneously increase revenues? How can your station become more inclusive and relevant to more people? Susan Marjetti of CBC Radio will discuss the 10 key elements that carved the path to success in Toronto, focusing on the strategic vision and goals and objectives which ultimately connected her station more deeply with the audience.

11:45 – 12:30 PM ENGAGING DIVERSE COMMUNITIES - TIPS AND TOOLS FOR SUCCESS

Moderator: Connie Walker, General Manager, WUNC, Chapel Hill

Brenda Williams-Butts, Director, Community Engagement & Audience Development, WNYC, New York

Charles Meyer, Executive Director, National Center for Media Engagement

Ann Alquist, Director of Radio Engagement, National Center for Media Engagement

We all understand that diversity is important, from staffing at all levels to programming, to reaching new communities. We all want to be inclusive and engaging to diverse audiences. The challenge is how to make it happen. In this session, you will learn about the successful efforts from other stations, find practical tips, and hear about new tools to improve efforts to accomplish your goals.

12:30 – 2:00

LUNCH

THE PUBLIC RADIO NETWORK

Vivian Schiller, President and CEO, National Public Radio

The word "network" has taken on new meaning as we enter the second decade of the 21st century. It reflects the changing ways American's consume and interact with media. And it reflects what public radio must become if we are to continue to serve our audience and provide universal access to all Americans. By harnessing digital technology and embracing the power of the "network" we can become the most relevant and relied upon provider of trusted news and information in the nation.

2:00 – 3:00

AUDIENCE OPPORTUNITY STUDY

Lori Kaplan, Director, NPR Audience Insight and Research

Teaming with media consultancy SmithGeiger, NPR conducted a wide-ranging research project to gain a clear understanding of the potential public radio audience and how it intersects and diverges from the current NPR audience. The study concentrated on three

segments: news consumers who are not turning to NPR; people of color and younger audiences; and digital and cross-platform growth. During this session we will share the key characteristics and motivations of the three segments that present the most opportunity, the implications for program content, and the surprising commonalities between current and potential listeners.

3:00 – 3:15 **UNIVERSITY & COLLEGE PUBLIC MEDIA OWNERSHIP:
IS CHANGE NEEDED OR SHOULD YOU STAY THE COURSE?**
Craig Beeby, Executive Director, University Station Alliance

Is it in your station's best interest to stay with the licensee or evolve into a new licensee structure? During times of economic stress, universities and colleges are looking for ways to raise funds and eliminate overhead. Licensees question the value of ownership. In this session, you will hear about the process which can help stations and licensees determine whether associating with a university or college is in their best interest, and if so, how public service programming can be preserved. New survey findings will show what stations are doing.

3:15 – 3:30 **BREAK**

3:30 – 5:00 **MOTIVATING TEAMS IN THE MIDST OF UNCERTAINTY**
Brandon Smith, Principal, Core Growth Partners

Motivating a team is challenging enough when times are good. But when times get tough, what can we do? How do we energize others when we lack not only resources but any guarantees that their jobs are secure? For that matter, how do we keep ourselves motivated under those same circumstances? Join Brandon as he discusses how the best managers and leaders keep their teams, organizations and themselves energized despite the uncertainty surrounding them and their organizations. The good news is that with some planning and intentionality, keeping the team (and ourselves) engaged can be done without any additional resources. The challenging news is that there are several common traps to avoid along the way that, if not successfully navigated, could result in us doing more harm than good. In this session, you will learn the best practices as well as the common missteps for motivating teams in tough times. In addition, you will leave equipped with specific tactics that can be implemented on “Monday morning.”

5:00 – 5:30 **SAFER PROJECT**
Joyce MacDonald, Vice President, Member & Program Services, NPR
Maxie Jackson, President & CEO, NFCB

Learn about SAFER (Station Action For Emergency Readiness), a resource to help public stations position themselves as trusted sources of information in local emergencies. A joint initiative of NFCB and NPR, with funding from CPB, the project's resources include a step-by-step manual in English and Spanish; buttons and content modules for station websites; best practices; fundraising information; sample plans; webinars and conference calls.

7:00 **EVENT (TBA)**

TUESDAY, OCTOBER 26, 2010

7:30 – 8:30 AM BREAKFAST HOSTED BY CPB

PUBLIC MEDIA JOURNALISM: FUTURE INVESTMENTS AND POSSIBLE PARTNERSHIPS

Moderator: Steve Yasko, General Manager, WTMD, Towson
Bruce Theriault, Senior Vice President, Radio, CPB

Bruce Theriault will provide an update on CPB priorities and will tell us why today's funding is focused on journalism. He will also discuss what it means to be a public media institution.

**8:45 – 12:00 PM SYMPOSIUM
RISKY BUSINESS – THE GROWING IMPACT OF DIGITAL MEDIA**

A symposium about the shifting media landscape

Moderator: Ken Davis

8:45 – 9:15 INTRODUCTION AND OVERVIEW

Milton C. Clipper, Jr., President and CEO, Public Broadcasting Atlanta

Business as usual is not just risky – it's a scary and unsafe place to be. No one is immune to the effects of our rapidly changing environment and the technology tsunami that is constantly rearranging the competitive landscape. Today's success will require a new and different set of competencies and services. How do we embrace change and harness the power of disruptive opportunities?

9:15 – 10:00 HOW WILL PUBLIC RADIO COMPETE IN A WORLD WITH INFINITE OPTIONS?

Larry Rosin, Co-founder and President, Edison Research

For well over a decade Edison Research has been tracking the usage and impact of digital media. In this session, Larry Rosin will present a compilation of the most compelling findings from their 2010 studies on the topic, with particular emphasis on the growth in social media and podcasting. A variety of 'never-before-seen' data will be revealed. The session will be tailored to the specific perspective of public media managers. Recommendations for how managers and programmers can meet the challenges of ever-evolving media consumption patterns will be delivered.

10:00 – 10:15 BREAK

10:15 – 11:00 RE-SETTING OUR SITES FOR THE DECADE AHEAD
Mark Fuerst, President, Public Media Metrics

As early as 2002, a CPB survey found “unanimous agreement among station-level managers about the growing importance of Internet functions.” Moreover, that survey found something unexpected: namely, optimism. No doubt that the "growing sense of importance" has been magnified in recent years, but optimism has waned. Unfortunately, very little of the upside potential for online service has been captured. Why? What happened between 2002 and 2010 to stunt the progress of public radio online? We will examine in detail the progress that has been achieved in the interim and attempt to analyze the factors that may be preventing stations from capturing the upside potential that seemed within reach at the opening of this decade. The analysis will explore legacy institutional issues, investment and staffing questions, and – equally important – factors shaping our collective ability to attract online revenues.

11:00 – 12:00 PM SYMPOSIUM Q & A

12:15 – 2:00 LUNCH

KEYNOTE ADDRESS: COMMISSIONER MIGNON CLYBURN
Federal Communications Commission

2:00 – 3:00 NOT YOUR MOTHER’S DIGITAL

Moderator: Jeanne Fisher, Vice President of Radio, WXXI, Rochester
Kinsey Wilson, Senior Vice President and General Manager, NPR
Digital Media
Cory Zanin, Executive Vice President of Operations and Strategy, PRI

Technological changes are moving at lightning speed and our digital strategies have changed many times just in the past few years. Many of us don’t have time to think about how emerging media will affect the impact of public radio, or what the revenue opportunities may be. This session will give station managers an overview of the strategies in digital media at NPR and PRI and the collaborations that exist or may be in the pipeline. Be prepared to share your own digital strategies and ask questions about what this all means at the local level.

**3:00 – 3:30 RAISING THE PHILANTHROPIC PROFILE OF PUBLIC RADIO:
FUNDRAISING STRATEGY AND THE CASE FOR SUPPORT**
Ron Schiller, President, NPR Foundation and Senior VP for
Development, NPR

3:30 – 4:15 ERPM ANNUAL MEMBERSHIP MEETING

4:30 – 6:00 RECEPTION AND FORUM
Vivian Schiller, President and CEO, NPR,
and other Senior Staff

TUESDAY, OCTOBER 26, 2010

4:30 – 6:00 PM

RECEPTION AND FORUM

Vivian Schiller, President and CEO, NPR,
and other Senior Staff

Dinner

INTRODUCTION: DIGITAL NEWS DAY LEADERSHIP SUMMIT

A Knight Foundation-inspired training workshop sponsored by NPR

WEDNESDAY, OCTOBER 27, 2010

Morning – 3:00

DIGITAL NEWS DAY LEADERSHIP SUMMIT (continued)
