



September 19-21

The Meeting for Everyone
in Public Television

Welcome to the 46th annual NETA conference, where big ideas are shared, networking is encouraged, and outstanding sessions are in abundance. First, I'd like to thank Maryland Public Television, led by Larry Unger, for hosting us in Baltimore, one of America's most vibrant cities.

At NETA, we have a long tradition of being one of public media's largest gatherings of friends. And we're extremely proud that we've been successful in adding to the ranks of friends at each conference. At NETA, we take seriously our responsibility of educating public media professionals. I guarantee that you'll be exposed to sessions that address issues important to you back home.



First time conference attendees will find that there is always a smiling and welcoming face willing to assist you in navigating the conference and getting the most out of your experience. Veteran NETA members return year after year because of the content-rich material that can be implemented at their stations in the rapidly evolving world of media.

It wouldn't be a NETA conference without an intense focus on education. This year's conference has more educational content than in prior years because the NETA executive committee, and leadership from the extraordinarily helpful NETA councils, have been engaged in strategic planning, centering on NETA as an industry leader in the education space. Education is the thread that permeates all of our sessions. It is the linchpin for why we are here.

I think you will find the session topics to be diverse and rewarding. If you're in the development area, there are sessions offering takeaways relating to fundraising at your station. We all share the commitment to engaging our communities, and there will be several sessions with advice on how to better connect with your audience. There are major changes and advances ahead in technology. Here you will learn from experts the very latest on interconnection, the new television standard ATSC 3.0, and where the FCC stands on the spectrum auction.

I am sincerely honored to be your board chair for this exciting gathering of public media professionals. A lot of work goes into planning a conference. I'd like to thank the NETA staff for the wonderful job of organizing this great event. And I would like to thank you for understanding that the success of this conference depends on you. Together, let's make the Baltimore conference a great one.

A handwritten signature in black ink that reads "Ronnie Agnew".

Ronnie Agnew
Executive Director, Mississippi Public Broadcasting
Chair, NETA Board of Directors

Contents

- 6 What you need to know
- 7 Featured events
- 8 Sunday Agenda
- 8-12 Monday Agenda
- 13-19 Tuesday Agenda
- 20-22 Wednesday Agenda
- 23-29 Sponsors

ENGAGE-CONNECT-SUCCEED!

The 2016 NETA Professional Development Conference is the meeting for everyone in public television. The Renaissance Baltimore Harborplace's Hotel, September 19-21, is the setting for public television's largest staff meeting.

Special thanks to our:

Diamond Sponsor:
CPB



Host Station:
Maryland Public Television



Gold Sponsors: Current & FNX First Nations Experience



**And thanks to all our exhibitor and sponsor supporters.
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to find out what they can do for your agency.**



I am privileged to join Ronnie in welcoming you to our 46th annual conference and to thank Maryland Public Television for hosting what we believe will be a pivotal event for NETA and for our profession.

Our first such meeting was a modest affair, actually sharing the venue with the National Association of Educational Broadcasters while marking the first year of our incorporation as the Southern Educational Communications Association. Our future, and that of our profession, was well planted during that meeting, though few who attended were aware of it when the agenda was set.

A few months earlier, in November 1967, President Lyndon Johnson signed the Communications Act of 1967. The NAEB meeting in April 1968 was intended to help our profession plan how we would use this new support to serve our communities. The agenda did include topics that still ring true, including interconnection, content development, funding, governance, and high on the list, education.

But as a very young production manager attending his first professional meeting, my commitment to this new profession was driven by a much more important event. During the closing dinner our speaker Ralph McGill, then publisher of the Atlanta Constitution, was interrupted with a message that Dr. Martin Luther King, Jr. had been assassinated. Before leaving the podium, Mr. McGill spoke to the attendees and to this kid from Alabama. I will never forget this gentleman looking into the audience and urging us to use our new profession to do what other broadcasters and even newspapers had failed to do. He counseled us to accept responsibility for informing our viewers, for improving education, and most important, for creating communities that would embrace, support and respect all of our neighbors.

I am so proud to have spent my professional life with you and those who preceded you. And I am convinced that together we can meet the challenge that Mr. McGill offered that night in Atlanta.

NETA is ready to be part of that commitment. We are in the midst of a planning effort that will assure we work hand in hand with our members and with our professional neighbors at CPB, PBS, APTS, APT and other similarly committed organizations. Through you, we all have the resources that can make this possible.

A handwritten signature in black ink that reads "Skip Hinton". The signature is written in a cursive, flowing style.

Skip Hinton
President, NETA

What You Need To Know

Free Wi-Fi

You have free Wi-Fi in your guest room and in the meeting space. In the ballroom and session rooms, please be courteous: **Limit your usage to one device at a time during sessions** so that everyone can connect and enjoy.

Guidebook: The NETA Conference Mobile App

Get the free *Guidebook* app to help you navigate the conference. With it, you have the schedule, floor plans, exhibitor information at your fingertips, and can connect easily with other attendees. To get *Guidebook*: Go to your favorite app store (the Apple App Store, Amazon App Store, Google Play, Windows Phone, etc.) and search for *Guidebook* and download. Then search and download the 2016 NETA Professional Development Conference.

Alternate plan: use the web URL: <http://guidebook.com/guide/73301>

Tweet to #2016NETA

Share your NETA experience on Twitter. Post your thoughts about a session, questions to other attendees, brainstorms and more with the hashtag #2016NETA. You can follow the Tweets on the *Guidebook* app. Wednesday morning at the Membership Meeting, someone will win a \$100 gift card for the most informative conference-related Tweets.

Turn Your Phone Off.

It's courteous and appreciated to silence the ring before you enter the meeting.

Wear Your Badge.

It's your passport to all sessions, meals and events in the hotel. Outside the hotel, show your NETA badge at the participating establishments to receive a special promotion or discount. List of participating establishments:

<http://www.netaonline.org/2016/NETA-ShowYourBadgeinBaltimore.pdf>

The Sessions

Tracks run throughout these days, singly and in combination, for management, education, content, industry concerns, production, social media, fundraising, and community engagement interests. You are welcome in any session, no matter where you stand in the organizational chart back home.

Evaluations

Score and comment on each session by completing an evaluation, either in the *Guidebook* app or use the paper form found in each meeting room. Your ratings will help us craft next year's conference and show our sponsors that this conference is a good investment. The overall conference evaluation is linked in *Guidebook* to the Membership Meeting on Wednesday morning.

Featured Events

Monday • September 19

9:45 AM-11:00 AM



What Every Station Should Know About Social Media Strategy

Social media is an integral part of every station's communications, but the strategy behind it is not just for marketing professionals. Come and learn **about social media strategy** in an interactive general session with **Kevin Dando**, senior director of social media strategy and digital communications at PBS. Kevin will talk about how social media can be used as a part of any station initiative, and what you need to know to make yours the best it can be.

4:00 PM-5:30 PM



The NETA Awards

Cue the applause for your hard working colleagues! Twenty-four projects in instructional media, promotion, community engagement, and content production from seventeen stations will be celebrated this afternoon.

Reception immediately following in the Watertable Ballroom

Tuesday • September 20

7:30 AM- 8:30 AM



Breakfast

Enjoy your mealtime with NETA's special guest, Jonathan Barzilay, Chief Operating Officer, PBS.

12:30 PM-2:15 PM



Lunch Hosted by CPB: What's the Story with Education?

Join CPB and top public media education reporters and experts as they go behind the headlines to understand the current challenges and future trends facing learners, educators and all of us. The panel will discuss how public media covers education and how those stories impact the services stations provide to their communities. *Panel: Kavitha Cardoza, Education Week/PBS NewsHour; Rob Manning, Oregon Public Broadcasting; Elissa Orlando, WXXI; Sherrel Stewart, Southern Education Desk; Moderated by Kim Kelling, WFSU Public Media*

Agenda

Sunday • September 18

3:00 PM-7:00 PM

Conference Registration Open

Federal Hill

Exhibits Open

Maryland Foyer

5:30 PM-6:30 PM

F1rst Person

Watertable Ballroom

First-time attendees and newcomers: meet your mentors and vice versa. Networking is a huge part of the NETA Conference experience. Friendships and professional connections made here endure for years. F1rst Person is a face-to-face meeting of mentors and newcomers who self-identified when they registered for the conference and who have been in touch over the summer. After this introduction, you and your partner are encouraged to attend the social hour together and share at least one meal during the conference together.

6:30 PM-7:30 PM

Social Hour

Maryland Foyer

Here's an informal setting with drinks and snacks, a time to hug old friends and meet new colleagues.

Monday • September 19

7:30 AM-5:00 PM

Conference Registration Open

Federal Hill

Exhibits Open

Maryland Foyer

7:30 AM-9:30 AM

Breakfast

Maryland Foyer

8:00 AM-9:30 AM

NETA Board Meeting

Watertable Ballroom

9:45 AM-11:00 AM

Opening Remarks and Keynote

Maryland CD



The conference begins with remarks from NETA president Skip Hinton, Maryland Public Television's president and CEO Larry D. Unger, and the executive director of Mississippi Public Broadcasting Ronnie Agnew, who is NETA's board chair. Immediately following is an interactive general session, with Kevin Dando, senior director of social media strategy and digital communications at PBS. Social media is an integral part of every station's communications, but it's not just for the marketing professionals. Kevin will talk about how it can be used as a part of any station initiative, and what you need to know to make your social media the best it can be.

11:00 AM-11:30 AM

Exhibitors Networking Refreshment Break

Maryland Foyer

11:30 AM -12:30 PM Professional Development Concurrent Sessions

Connecting with Your Community Through Data and Tools

Watertable Ballroom

Learn how to find information about your community, interpret the data, and put that insight to use in better serving your community and building local relationships. The session will use examples from WOSU and demonstrate how to find information about your station and community using the Station Management Center website and other tools.

Producers/Presenters: Tom Rieland, WOSU; Steve Holmes, PBS

Digital Prospecting: Moving from Prospects to Donors

Maryland E

Stations are learning new techniques that help acquire donors and create more value from existing marketing techniques. Here is your opportunity to examine the latest tests and results at stations. Take a look at actual results and techniques that make these fundraising techniques such important tools in your station's fundraising toolbox.

Producer/Presenter: Michal Heiplik, WGBH/CDP

Presenter: Teri Lamitie, WGBH

Feed Me, Seymour! Stories of Workflow and Asset Management

Maryland F

Databases are integrated throughout our work, offering to track programs, files, assets, metadata, archives, etc. But how do you implement database management into your workflow without it being an afterthought. Whose job is it, anyway? How much staff time does it take? Will everyone follow the rules? Come hear the true story of how Idaho Public Television implemented their spinning disc and LTO storage system and off-the-shelf media asset management system and how they modified

their field-to-edit workflow. Compare that with the story of how Nashville Public Television developed their own database for local production information around their current workflow and actually saved people time and effort, took work off people's desk and increased access to information across departments.

Producers/Presenters: Kevin Crane, Nashville Public Television; Jeff Tucker, Idaho Public Television

In Their Own Words: A Local Classroom Discusses PBS Impact on Learning

Maryland B

This session puts the teacher center stage! Join Maryland Public Television (MPT) and Baltimore area PBS LearningMedia Digital Innovator, Google Certified Innovator, and High School Library Media Specialist Joquetta Johnson for an interactive discussion about how initiatives such as PBS LearningMedia and American Graduate are building relationships and meeting the needs of local educators and students, while strengthening the station's role as an essential community partner. Ms. Johnson will showcase how she utilizes PBS resources in her classroom and will be joined by some of her students who will explain how the content helps enhance their learning. You'll walk away with ideas about how to engage with local educators to help enrich your outreach and gain inspiration from an actual classroom and your colleagues from MPT who mutually benefit from the partnership they have formed.

Producer/Presenter: Rachel Morrison Parsons, PBS

Presenters: Betsy Peisach, Maryland Public Television; Joquetta Johnson, PBS LearningMedia Digital Innovator, Google Certified Innovator, and High School Library Media Specialist

Maximizing Your Brand to Drive Awareness and Engagement

Maryland A

As audiences engage with stations across more platforms and access content from more sources, how can a station leverage its brand to stand out among the noise? This session will explore how to tell your station's story, to build awareness, and increase engagement with your brand. Leaders from a group of diverse stations will share their experiences from previous and ongoing rebranding campaigns, including audience research, promotional strategy, logo design, and much more.

Producer: Andy Canales, KERA

Presenters: Heather Mazzoni, WHRO; Christopher Wagley, KERA

12:45 PM-2:15 PM

Lunch

Maryland CD

2:30 PM-3:30 PM Professional Development Concurrent Sessions

Facilitating Difficult Conversations Around Race, Part 1: Local Engagement

Maryland A

Hear from station representatives who are leading efforts to address racism and race issues through community engagement, education, and local productions. Learn about some of the best programs your colleagues are producing to facilitate honest dialogue, and how these programs engage and affect their audiences. This will also be a space for open dialogue to discuss experiences, challenges, successes, and tips around engaging your community in these difficult or sensitive topics. Ultimately,

the goal is to develop a network of stations and partners in the public media system who are invested in these issues and who will stay connected with one another in order to collaborate, and share best practices to keep this conversation going.

Producer: Chuck Pizer Vermont PBS

Moderator: Denita P. Malvern, KERA

Presenters: Lisa Godley, WHRO; Everett Marshburn, Milwaukee Public Television

Hire "Positive Influencers," Not Superstars

Maryland F

Certain people tend to bring out the best in others. The groups they are part of are more cooperative, more creative, and more productive. Since the factors that distinguish these people are largely independent of experience, training or technical skills, these qualities are often overlooked during the hiring process. Fortunately, there are excellent tools to measure how well a candidate matches this profile. Incorporating these factors into your hiring criteria is a low-cost but highly effective strategy for strengthening an organization. Steve Chapman, an expert in "Best Fit Hiring," will discuss the key factors and how to recognize them. Bert Schmidt and Becky Magura, presidents and CEOs of WHRO/Norfolk and WCTE/Cookeville, respectively, will share specific examples of how this approach has played out in their organizations.

Producer/Presenter: Steve Chapman, Broad Reach Strategies

Presenters: Becky Magura, WCTE; Bert Schmidt, WHRO

How Viewers Watch and Give During Pledge

Maryland E

How do viewers accumulate during a drive? How do the days and dollars interact? The team of David and Judith LeRoy and Kristen Kuebler will examine NLTV viewer data, TRAC Media and TRAC snapshot data alongside pledge results to help you understand how your pledge audience behaves, why you can repeat those pledge shows, and how to use the scheduling tools and audience snapshots provided by PBS. You will leave with a better understanding of your viewers and how they interact with pledge programming to inform your pledge scheduling and strategy.

Producer/Presenter: Kristen Kuebler, TRAC Media Services

Presenters: David LeRoy, Judith LeRoy, TRAC Media Services

Making a Difference in Your Community Through Adult Education Partnerships

Maryland B

How can you raise revenue and serve the educational needs of your community at the same time? By focusing on adult education! Nearly 40 million American adults —one in five —lack a high school diploma or high school equivalency credentials. There are partnership opportunities in your community that can introduce your station to a whole new audience. This session will focus on the success other stations have had by focusing on adult education and offer opportunities for partnership. Come for information about toolkits with free resources for community engagement, including the "Dropping Back In" broadcast series.

Producer/Presenter: Tonya Crum, KET

Presenters: Gary Brock, KCPT; Teresa Day, KET; Cindy Kirk, Alabama Public Television

Project Management 101

Watertable Ballroom

Interested in learning how to get projects done on time and within budget? David French, senior director for the PBS Project Management Office, will introduce you to:

- basic project management concepts
- getting approval for a new project
- mitigating risk
- handling change
- choosing project management software

David will use real-world examples to discuss best practices, tips and tricks to point you in the right direction for additional guidance.

Producer/Presenter: David French, PBS

3:30 PM-4:00 PM

Exhibitors Networking Refreshment Break sponsored in part by *Current*

Maryland Foyer

4:00 PM-5:30 PM

The 2016 NETA Awards

Maryland CD



Cue the applause for your hard working colleagues! Twenty-four projects in instructional media, promotion, community engagement, and content production from seventeen stations will be celebrated this afternoon.

5:30 PM-7:00 PM

Celebration Reception

Watertable Ballroom



Come and celebrate with the 2016 NETA Award Winners. Catch up with industry friends while listening to the island music of The Atomic Sharks.

Tuesday • September 20

7:30 AM-5:00 PM

Conference Registration Open

Federal Hill

Exhibits Open

Maryland Foyer

7:30 AM-8:30 AM

Breakfast with Jonathan Barzilay, Chief Operating Officer of PBS

Maryland CD



8:30 AM- 9:45 AM

NETA Board Meeting

Watertable Ballroom

8:30 AM-9:45 AM

NETA Council Meetings

NETA's professional councils are national sounding boards for the issues that matter to you. Use these council meetings to network with people from stations all over the country.

Communication: Maryland B

Community Engagement: Maryland A

Development: Maryland E

Education Center will take place Tuesday at 2:30 and 4:00 PM

Management Resources: Maryland F

Production/ Programming: Homeland

Technology: Fells Point

10:00 AM-11:00 AM Professional Development Concurrent Sessions

APTS Update

Maryland F

Senior APTS staff will discuss their work with Congress and at the FCC. The APTS team will address the current status of federal funding and present proven methods for stations pursuing public service missions centered on education, public safety, and civic leadership. They also will provide an overview of strategies to retain and grow state funding, and a federal grants briefing. In addition, there will be an update on the spectrum auction and repacking proceedings, the Next Gen digital standard, and other key issues at the FCC.

Producer/Presenter: Lonna Thompson, APTS

Presenters: Emil Mara, Kate Riley, APTS

Building Production Budgets

Watertable Ballroom

Budgeting is hard for creatives but so necessary for every production you create. In this interactive session, the presenters shake the boring out of the budget to help you build your next budget, spot your hidden costs, avoid common pitfalls, and deliver your program on time and under budget.

Producer: Laura McHugh PBS39 WLVT

Presenters: Dawn DeAngelis, New Hampshire Public Television; Linda DiGeorge, Jay Parikh, Maryland Public Television

Facilitating Difficult Conversations around Race, Part 2: National Content Pipeline

Maryland A

Racism divides our country; talking about racism can bridge that divide. Public media has the responsibility to shine a light on racial injustice in our communities. The wealth of resources from the PBS national content pipeline enables public media stations to hold challenging conversations in partnership with their communities that address and propose solutions to the systemic racism plaguing our society. Come together as ITVS, POV, and the Minority Consortia preview their upcoming 2016-2017 season and the content available from their archives. Each will highlight themes, provide information on resources and grant opportunities, and explore strategies for pairing content to local engagement initiatives.

Producer: Chuck Pizer, Vermont PBS

Presenters: Duong-Chi Do, Daniel Moretti, ITVS; Aubrey Gallegos, Eliza Licht, POV; Kay Shaw, National Black Programming Consortium

Local Testimonial Campaigns

Maryland B

No one can articulate the value of your station better than your members and supporters. Come take a look at successful testimonial campaigns from large and small stations across the system and find out what worked and what didn't.

Producer: Jennifer Amend, Wyoming PBS

Presenters: Andy Canales, KERA; Kelly Chmielewski, Brand, Strategy + Design; Alyssa Tsaogong, Wisconsin Public Television

New Approaches to Engagement: Meeting Families Where They Live

Maryland E

America's children need a strong start at home and in the community to ensure long-term academic and professional success. It is imperative that public television stations and local partners fully understand the needs of the youngest citizens and their parents and caregivers, especially those from high-need backgrounds. In this session, national experts will share their insights and research findings concerning the fundamental needs and challenges facing these children and the adults in their lives. The session will close with a brief status report on early priorities for Ready To Learn 2015-20 content and community engagement.

Producers/Presenters: Pam Johnson, CPB Ready To Learn; David Lowenstein, PBS Ready To Learn

Presenters: Dr. Kevin Clark, George Mason University; Dr. Vikki Katz, Rutgers University; Sheetal Singh, Early Learning Lab, funded by the David and Lucile Packard Foundation

11:00 AM-11:30 AM**Exhibitors Networking Refreshment Break**

Maryland Foyer

11:30 AM-12:30 PM Professional Development Concurrent Sessions**ATSC 3.0: Service and Revenue**

Watertable Ballroom

ATSC 3.0 is coming fast with huge implications for public service and station revenue. As attractive as prettier pictures and better sound may be, 3.0 is more. It will marry broadcasting and the Internet. Addressability. Interactivity. Over-the-Top content delivered over-the-air. New delivery models for distance education. Greatly enhanced emergency alerting. Bandwidth leases and new forms of commercial revenue to support our public service mission. This presentation convenes station staff to discuss which opportunities are most attractive. Learn what the Public Media Company is hearing from stations and what ATSC 3.0 could mean for your service and bottom line. Get concepts to take back to your boards, licensee officials, and staff. Understand what you should be doing NOW to plan for the future.

Producers/ Presenters: Marc Hand, Public Media Company; Vinnie Curren, Breakthrough Public Media

Hackathons: A New Model for Engaging Parents

Maryland E

Here's an opportunity to become familiar with how hackathons are used to catalyze innovation for public media and at the same time engage your community. The team from WGBH will share their hackathon-hosting experiences that focused on engaging parents and teachers around preschool STEM app development.

Producers/Presenters: Jillian Orr, Mary Haggerty, WGBH Educational Foundation

Larry Miller's FCC Stuff (Now with Platforme!)

Maryland B

Larry Miller holds forth on the state of broadcast regulation, with a candid, user-friendly review of FCC policies, actions, and proposals and their import for public broadcasting.

Producer/Presenter: Lawrence M. Miller, Schwartz, Woods & Miller

Measuring the Community Impact of Public Television

Maryland F

There is a parallel measurement tradition beside the Nielsen ratings called evaluation research, a set of robust measurement tools that anyone can use to assess the impact of your station's programming, outreach efforts, and events (e.g., gardening and quilt expos). This presentation will focus on how stations are already using these tools and provide you with how-to-do-it handouts.

Producer: David J. LeRoy, TRAC Media Services

Presenters: Tom Axtell, Vegas PBS; Malcolm Brett, Wisconsin Public Television; Jack Galmiche, Nine Network of Public Media

The Vietnam War

Maryland A

THE VIETNAM WAR is a new ten-part, 18-hour documentary film series directed by Ken Burns and Lynn Novick premiering on PBS in the fall of 2017. This session will introduce you to the groundbreaking 360-degree narrative of the war as it has never before been told and outline the unprecedented education, outreach, and public engagement plans for the film. The multi-dimensional effort will focus on community impact and building partnerships with various organizations to participate in a national conversation about what happened during the Vietnam War, what went wrong, and what lessons are to be learned.

Producer/Presenter: Amy Labenski, WETA

Presenters: Reema Ghazi, Vietnam Veterans Memorial Museum (VVMF); Anne Harrington, WETA; Keena Levert, PBS SoCal; Esther Mackintosh, Federation of State Humanities Councils; Amy Shaw, Nine Network of Public Media

12:45 PM-2:15 PM

Lunch hosted by the Corporation for Public Broadcasting

Maryland CD



What's the Story with Education?

Improving graduation rates, college tuition and student debt, testing, the new ESSA, dual language learners, one tablet for every student, career and technical education, teacher prep, personalized learning, competency-based learning and the maker movement – these are just some of the big education stories in 2016. Join CPB and top public media education reporters and experts as they go behind the headlines to understand the current challenges and future trends facing learners, educators and all of us. The panel will discuss how public media covers education and how those stories impact the services stations provide to their communities.

Panel: Kavitha Cardoza, Education Week/PBS NewsHour; Rob Manning, Oregon Public Broadcasting; Elissa Orlando, WXXI; Sherrel Stewart, Southern Education Desk; Moderated by Kim Kelling, WFSU Public Media

2:30 PM-3:30 PM Professional Development Concurrent Sessions

CPB Compliance: New Requirements, Basic Preparedness, and Recent OIG Audit Activity

Maryland F

Compliance has become a constant and increasingly important matter for public broadcasters as CPB intensifies its efforts to ensure stations adhere to all Community Service Grant (CSG) requirements. Within the past year, CPB has issued an amended Non-Compliance Policy and new provisions regarding the certification requirements in the Communications Act. The Television and Radio CSG General Provisions requirements were also amended. This session will cover recent common Office of Inspector General (OIG) audit findings and the basic steps your station should take to meet CPB's minimum compliance requirements. Also included: answers to frequently asked questions about

CPB-related compliance matters. Ensuring your station complies with all CPB requirements has never been more crucial because CPB now regularly issues CSG forfeitures when an OIG audit finds non-compliance with CSG terms or errant non-federal financial support (NFFS) reporting.

Producer/Presenter: Robert Winteringham, Fletcher, Heald & Hildreth and Public Media Consulting Group

Creating Your Project for National Distribution

Maryland A

When it comes to distributing a station production nationally, many people find that their station standards differ from policies at PBS, APT, EPS, and NETA. Find out what you need to know to make sure your program's packaging, promotion, and underwriter credits are compliant and your funding credits meet the general principles of acceptability.

Producer/Presenter: Bob Petts, NETA

Educating for the Future with Public Media, Part 1

Maryland E

The educational media marketplace has experienced a great deal of disruption from changing distribution platforms and from learners and educators seeking greater control of their learning experiences. Questions about equitable access to quality content and resources also persist. While the current service model has earned the public's trust and a reputation for high quality, the new disruptors give public media an opportunity to strengthen its value proposition across the education landscape. In part 1 of a two-part session, learn more about these disruptors and begin a series of thought-provoking exercises that will challenge you to think of your work in a more interdisciplinary way, develop specific strategies for preparing and planning for future educational impact, and understand how a station can lead community efforts to support and inspire learning.

Producers: Michael Fragale and Sarah Bean, CPB; Malcolm Brett, AGC Education Committee; NETA Education Center board members Jon Rubin, WGBH; Tonya Crum, KET;

Producer/Presenter: Betsy Peisach, Maryland Public Television

Presenter: Pegeen Wright, WGBH

Latest from Student Reporting Labs: Upcoming Topics and Engagement Opportunities

Watertable Ballroom

Find out how PBS NewsHour Student Reporting Labs enable stations to have an ongoing constructive conversation with youth about improving education opportunities and solving problems. This session will include youth content ideas around the elections, STEM education, and social issues such as gender, race, and economic inequality. Students and teachers will be there to discuss their experience with Student Reporting Labs and how to make it work for stations with limited resources. There will be an open-mic opportunity for anyone with a project idea or problem to ask questions of the students and explore how public media can work with young people to ensure stations are thriving and relevant ten years from now.

Producer: Leah Clapman, PBS NewsHour

Presenters: Thaisi Da Silva, PBS NewsHour; Joanna Greer and students from John F. Kennedy School in Silver Spring, Maryland

Telling Your Story to Lawmakers

Maryland B

Good communication with state and federal legislatures and executive branches is essential for public television stations. Learn how to gather information and craft messaging that explains why your station is essential to your community, and how it meets the goals of lawmakers themselves. Hear great success stories, learn about resources available from APTS and PBS, and find out how your station can make the most of its communications with government.

Producers: Andy Canales, KERA; Mike McKenzie, Alabama Public Television

Presenters: Roy Clem, Alabama Public Television; Kate Riley, APTS; Bill Weber, PBS

3:30 PM- 4:00 PM

Exhibitors Networking Refreshment Break

Maryland Foyer

4:00 PM -5:00 PM Professional Development Concurrent Sessions

Community Engagement that Strengthens Your Fundraising

Maryland A

More and more stations see the value of connecting with audiences "beyond the broadcast." In an increasingly competitive and on-demand media environment, community engagement provides an opportunity for stations to not only fulfill their educational and cultural missions in a different way, but to build relationships that strengthen fundraising efforts across the board. Pick up practical tips about how to maximize your station's investment in community engagement efforts and strengthen your fundraising by creating impact, increasing visibility, building relationships with your donors, and breaking down silos in your organization to create pride and team spirit in your employees. You will learn from both the pitfalls and successful strategies employed by stations across the country.

Producer/Presenter: Katherine Mitchell, WCVE-The Community Idea Stations

Educating for the Future with Public Media, Part 2

(NETA Education Center Council Meeting ends 5:30 PM)

Maryland E

In part 2 of this session, you will build on what you learned in part 1, to imagine new models of service for public media. Will public media's work in education look different in the year 2020? Through scenario planning and collaborative brainstorming, you will rethink your assumptions and prepare to meet the challenges of the future.

Producers: Michael Fragale, Sarah Bean, CPB; Malcolm Brett, AGC Education Committee; NETA Education Center board members Jon Rubin, WGBH; Tonya Crum, KET

Producer/Presenter: Betsy Peisach, Maryland Public Television

Presenter: Pegeen Wright, WGBH

Producers Showcase, Part 1

Watertable Ballroom

Meet and greet the best educational media producers in the nation and find great ideas to borrow at the Producers Showcase. Bring samples of your work and lots of questions for your fellow producers. The Showcase continues tomorrow morning, too.

Producers/Moderators: Shannon Vickery, UNC-TV; Paul Hunton, KTTZ Texas Tech Public Television

Public Television's Invisible Audiences

Maryland F

For many years public TV has been operating under the premise that its audiences come from the elite and privileged parts of the community. That is not the case. David and Judith LeRoy and Craig Reed from TRAC Media Services will present their research on who actually uses public television and how they use it across the day, week, and year, with special emphasis on minority audiences, children and their viewing by time of year.

Producer/Presenter: David LeRoy, TRAC Media Services

Presenters: Judith LeRoy, Craig Reed, TRAC Media Services

The PBS KIDS 24/7 Services: A Platform for Your Station's Early Childhood Mission

Maryland B

As PBS prepares to launch the new PBS KIDS 24/7 Services, take a look at the research and trends behind this new venture, the unique learning proposition this service provides, and how the scheduling and promotional strategies will be lined up to support both the primary television service and multi-platform activities. The session will also include a discussion of how local stations plan to build off the PBS KIDS offering to increase station relevance and community impact through their early childhood education activities.

Producers/Presenters: Jennifer English, Keith Kennebeck, PBS

Presenters: Jamie Annunzio Myers, PBS SoCal; Abby Jenkins, Sharon Philippiart, PBS KIDS

Wednesday • September 21

7:30 AM-12:00 PM

Conference Registration Open

Federal Hill

Exhibits Open

Maryland Foyer

7:30 AM-8:30 AM

Breakfast

Maryland CD

8:45 AM-9:45 AM Professional Development Concurrent Sessions

Assessing Our Impact

Maryland E

How do you truly evaluate the impact of your work? The team from Nine Network will present what they learned through the evaluation process and strategies they applied to evaluate American Graduate. This presentation is relevant for anyone working in development, content, engagement and evaluation. Key takeaways will address building your station's capacity to: identify community priorities and your station's role in solutions, align and leverage station and community assets, incorporate community feedback into content production, evaluate impact as a result of your work, and attract funding to sustain your work.

Producers/Presenters: Shelly Williams, Courtney Dowdall, Nine Network of Public Media

Presenter: Amy Shaw, Nine Network of Public Media

From Vietnam to Post-9/11: Engaging the Veterans Community

Maryland A

Many stations are finding significant opportunities in serving the needs of veterans and the communities to which they return. As post-9/11 veterans transition to civilian life, the Ken Burns' film *The Vietnam War* - and the numerous engagement opportunities it presents for stations - promises to generate an important national conversation about an unsettled chapter in American history. Whether your station is already deeply engaged on veterans' issues or wondering how to get started, this session will offer context, lessons learned, and ideas. Colleagues from stations around the country in development, marketing, content, digital, and management will share their experiences working with the veterans' community and bridging the military-civilian divide.

Producers/Moderators: Cristina Hanson, Charles Meyer, *Veterans Coming Home* (WPT)

Presenters: Amy Labenski, WETA; Heather Mazzoni, WHRO; Kristen Penczak, MPT

Imagining the Future Business Models for Public Television

Maryland F

The traditional revenue streams of public television are slowly in decline while new technology challenges the way it does business. The FCC is reducing stations' over-the-air bandwidth and the spectrum auction and repack may reduce the number of stations in the system. This session will lay out a few scenarios and strategies that may be helpful as stations chart a course for the future.

Producer: James Morgese, KUED

Presenters: Betsy Gerdeman, Ira Rubenstein, PBS; Ted Krichels, CPB

Producer Showcase, Part 2

Watertable Ballroom

The continuation of Tuesday's session with the best educational media producers in the nation.

Producers/Moderators: Shannon Vickery, UNC-TV; Paul Hunton, KTTZ Texas Tech Public Television

Social Media Strategy

Maryland B

The best, most effective social media has an underlying, coordinated strategy. This session will focus on what a social media strategy is and how to create one. Expect a lot of friendly, open discussion with your peers and the presenters will have constructive answers to your implementation questions.

Producer/Presenter: Ashley Jefcoat, Mississippi Public Broadcasting

10:00 AM-11:00 AM Professional Development Concurrent Sessions

Computer Science for All: A Role for Public Media

Maryland E

Many stations offer some kind of professional development in STEM fields, but computer science is a new arena for most of them. Stations in Ohio and Minnesota have partnered with nonprofits such as Code.org to offer computer science resources and professional development. This session will show why computer science education might be a great fit for your station. Attend this session and:

- Survey computer science education, and its importance to K-12 school districts.
- Review Ohio's experience in partnering with Code.org to provide curriculum materials and instruction for grades K-5.
- Review Twin Cities PBS's SciGirls Code project: television, digital and hands on coding resources for middle schoolers (and informal educators) in out of school time.
- Determine whether computer science teacher professional development is a good fit in your state/community.

Producer/Presenter: Gary Greenberg, Public Media Connect - CET/ThinkTV

Presenters: Sarah Carter, Rita Karl, Twin Cities PBS; Pat Yongpradit, Code.org

Introducing StoryCorpsU Online

Maryland A

This session will highlight the recently released StoryCorpsU Online website, online teacher training, and the blended student curriculum. WHRO and StoryCorpsU have created a menu of ways in which you can partner with StoryCorpsU. Come hear how to get involved from the director of education and special projects at StoryCorps and WHRO's vice president for education.

Producer: Angie Callahan, WHRO

Presenters: Brian Callahan, WHRO; Melvin Reeves, StoryCorps

Pledge Pipeline and Update

Watertable Ballroom

What's in the pledge pipeline for December, next March and beyond? Find out here. Bonus: the latest on statistics, sustainers, passport and everything else related to pledge and membership. This is your opportunity to bring your questions, comments, and concerns to the people at PBS who make it happen.

Producer: Bob Petts, NETA

Presenters: Joe Campbell, Rudy Casillas, PBS

State of the System

Maryland F

With aging infrastructures and the spectrum auction, and ATSC 3.0 looming on the horizon, stations face challenges and opportunities in putting in place the next generation technology and the business models to support it. Ted Krichels, senior vice president for CPB's System Development and Media Strategy, will present a "state of the system" report, his thoughts on what stations need to do to prepare, and how CPB is helping chart the way towards the future.

Producer/Presenter: Ted Krichels, CPB

11:00 AM-12:00 PM Membership Meeting

Maryland CD

Before you say bye to Baltimore, come to an informal conference debriefing and a few announcements from NETA president Skip Hinton.



Thank you for your support!

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The Corporation for Public Broadcasting (CPB)

cpb.org

The Corporation for Public Broadcasting (CPB), a private, nonprofit corporation created by Congress in 1967, is the steward of the federal government's investment in public broadcasting. It helps support the operations of nearly 1,500 locally owned and operated public television and radio stations nationwide. CPB is also the largest single source of funding for research, technology and program development for public radio, television and related online services. For more information, visit www.cpb.org and follow us on Twitter @CPBmedia, Facebook and LinkedIn.

Gold Sponsors



Current

current.org

For 36 years Current has been the newspaper about public media in the United States, and for 6 years it's been a website: Current.org. It's read by people involved in public TV and public radio — station employees, independent producers, volunteers, board members, viewers and listeners, state and national policymakers and others. In a field of autonomous stations and independent producers, split between TV and radio and spread around country, Current serves as one of the few shared resources. As of January 1, 2011, Current became an editorially independent journalistic service of American University School of Communication, Washington, DC.



FIRST NATIONS EXPERIENCE®

FNX - First Nations Experience

fnx.org

The first and only nationally distributed television service dedicated to Native American and World Indigenous content. FNX is perfect for stations who want to reach out to underserved audiences with educational, entertaining and inspiring content. If you're looking to replace V-me, FNX is an innovative and unique programming option. A 24/7 turnkey channel, FNX offers programming that includes a kids block, dramas, animation, talk shows, crafts, shorts, feature length films and more. Distributed thru the Public Television Interconnect System on satellite channel SD08, FNX is available now.

Be part of the **X-perience!** More at www.fnx.org.

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Allegiance Software

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Developed specifically for public broadcasters and backed by award winning support, Allegiance Fundraising is the most popular solution for donor management, CRM, and membership in the industry. Allegiance gives you:

- Secure Member Sign-Up
- One-Click Mobile Pledges
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- 90-Day Conversion Guarantee
- PBS Video on Demand (MVOD) Integration
- WealthEngine™ Integration

Allegiance will help you raise more money, expand your donor base, improve retention, deepen relationships, improve efficiency and run a more effective operation. Plus, we partner with experts in the industry to bring you seamlessly integrated solutions for secure payment processing, fulfillment, inbound telemarketing, matching gifts, and e-marketing.



American Con

islandgrillproductions.com

Billions of dollars are lost in America each year through Investment Fraud each year. American Con is an 8 episode half dramatic series highlighting the seriousness of investment fraud. Rex Linn, "Better Call Saul", "HBO's The Brink" and "Nashville" stars in this gritty but informative series which will educate and inform the viewer on how not to become a victim of Investment Fraud.

Investment Fraud goes far beyond Bernie Madoff, Enron and the Wolf of Wall Street. Each episode will tell the story of a different case of investment fraud from actual case files across America.



Avid

avid.com

Through Avid Everywhere™, Avid delivers the industry's most open, innovative and comprehensive media platform connecting content creation with collaboration, asset protection, distribution and consumption. Media organizations and creative professionals use Avid solutions to create the most listened to, most watched and most loved media in the world—from the most prestigious and award-winning feature films, to the most popular television shows, news programs and televised sporting events, as well as a majority of today's most celebrated music recordings and live concerts. Industry leading solutions include Pro Tools®, Media Composer®, ISIS®, Avid NEXIS™, Interplay®, ProSet and RealSet, Maestro, PlayMaker, and Sibelius®.



Big Red Hen films
bigredhenfilms.org

For many years, the city of Detroit has received a lot of attention on air, and in print. But few of the reports have been positive. The city went bankrupt, the teachers went on strike, and 10,000 abandoned buildings are waiting for demolition.

Director Andrew Sacks, a Detroit native, teamed up with LaQuint Weaver, director of The Hallelujah Singers to showcase another side of the city, and its people. The result is Let's Have Some Church Detroit Style documentary film about a community gospel choir and the weave of music, faith, and fellowship that creates the fabric of their success.

 **CHAPMAN
UNIVERSITY**
52nd Annual Wassail at Chapman University
chapman.edu/wassail

For 52 years, Chapman University in Orange, California, has produced a holiday concert blending traditional Christmas music with festive, seasonal songs from around the world. Songs include "Jingle Bells," "African Noel," "Joy to the World," "We Sing Now of Christmas," and more. Join 150 student musicians for this holiday special event. Featuring a performance by the all-student Wimberly Bluegrass Band. Celebrate the Season!



Democracy Now!
democracynow.org/pages/broadcasters

Democracy Now! is celebrating its 20th anniversary as a leading independent news program and continues expanding its partnership with public TV stations who have discovered how the daily news hour rounds out their news schedule, attracting an involved, younger audience and committed, diverse, public affairs-focused viewers and donors. Hosted by award-winning journalists Amy Goodman and Juan González, Democracy Now! is produced in HD five days a week and plays well any time of the day. With more than 3.5 million Democracy Now! followers on social media, stations have the opportunity to attract new viewership with these younger, more diverse audiences.



Echoes and Reflections - Leaders in Holocaust Education
echoesandreflections.org

Echoes and Reflections is a comprehensive Holocaust education program, delivering in-person and online professional development and a rich array of resources for middle and high school teachers, including primary and secondary sources, as well as video testimony from Holocaust survivors and other witnesses. Echoes and Reflections prepares educators to teach about the Holocaust in a way that stimulates engagement and critical thinking while providing opportunities for students to see the relevance of this complex history to their own lives. Visit us to learn more and get involved!



KET FASTFORWARD

KETFastForward.org

FAST FORWARD is KET's most-advanced multiplatform learning system ever for adult education. Preparing learners and teachers for tough new GED®, HiSET®, and TASC tests, FAST FORWARD delivers a wealth of educational resources online, on mobile, and on-air. This revolutionary learning system emphasizes the skills required for college and career success and is aligned to the new, more rigorous standards in language arts, mathematics, science, and social studies. Through KET's new partner program, FAST FORWARD can help you inspire change in your community and generate revenue for your station. Learn more at

www.KETFastForward.org/partners.



KS Productions

ksonline.tv

KS Productions is the leading supplier of quality, how-to programs for the public television viewer. With such titles as: Its Sew Easy, Beads Baubles and Jewels and Hands on Crafts for Kids and new titles: Fresh Quilting and Make It Artsy; KS Productions has the up to date content your viewers want, on their favorite craft and sewing topics.



myPBS Digital Workplace

mypbs.org/digitalworkplace

The myPBS Digital Workplace supports Member Station professionals in accomplishing the task at hand. The site's flexible platform offers traditional menu-based navigation as well as highly customizable notifications and tools that foster peer-to-peer collaboration and productivity. These complementary functions allow the site to effectively serve station staff engaged in long-range planning as well as those looking for just-in-time updates, and to serve a broad range of working styles.



PBS Education

pbslearningmedia.org

By working collaboratively with member stations, PBS Education provides PreK-12 teachers across the country with digital tools, resources, training, and professional development to help inspire their work in the classroom and drive student achievement. Learn more by visiting pbslearningmedia.org.



Public Media Apps

publicmediaapps.com

Public Media Apps is the leader in station branded mobile apps, serving more than 100 public media stations. Available for Public TV, Joint Licensees and Public Radio, Public Media Apps offers custom apps for iPhone, iPad, and Android phones and tablets. Our complete turnkey service includes apps on these platforms as well as white glove customer support for you and your viewers and listeners, all for a reasonable yearly fee. Public Media Apps have unique features/functionality, including a comprehensive On Demand offering, dynamic underwriting capabilities and importantly, are well integrated with COVE and NPRDS. Please contact Heidi Busch, heidi.busch@publicmediaapps.com



The Music Minute featuring The Atomic Sharks (*Music education interstitials for kids*)

sharkminute.com

Many school systems around the country have eliminated formal music education from the curriculum. However, scientific studies have shown that kids who actively participate in music education achieve higher results in core subjects such as math and language skills. The Atomic Sharks, Kris Hensler and Kenny Taylor, firmly believe that a solid foundation in music education will help a child to reach their maximum potential as an adult. The Music Minute series was born out of Kris and Kenny's desire to bring the basic concepts of music to a large audience of children that might not otherwise have the opportunity and thereby spur further interest in music education.



Two for the Road

twofortheroad.com

Fed up with the "rat race" and longing to find more excitement and meaning in their lives, Nikki and Dusty Green did the unthinkable. They quit their jobs, sold their house, their cars and all their belongings, stuffed what they had left into backpacks, and set out to explore the world together. For almost a decade Nik and Dusty have been traveling the globe, exploring our planet's most incredible places, experiencing its most thrilling adventures and soaking up its fascinating cultures. And now they're bringing their inspiring stories to television, in a brand new first-of-its-kind travel show on public television!

WALTERRY INSURANCE BROKERS

Walterry Insurance Brokers

walterry.com

Walterry Insurance Brokers has been providing quality insurance coverage to the stations and independent producers of public broadcasting for over 35 years. With special discounts and enhanced coverage options we can deliver the protection needed at an affordable cost.



Westpy Marketing Services

specialads.com/NETA

Westpy Marketing Services provides promotional products, as well as, other value-added marketing solutions for the purposes of branding, fundraising, recognition and outreach. Each project is unique in design, theme, budget and audience.

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Crawford Media Services

crawford.com

Crawford Media Services, Inc. is an Atlanta-based, privately-held company and proven leader in the electronic media services industry whose mission is to provide creative, turn-key electronic media solutions for television, film and archival clients. Crawford has offered premium creative post services and media management solutions to domestic and international clients for over 35 years. Through its ongoing commitment to evolve its technology, Crawford continues to deliver the best in comprehensive digitization, archiving, metadata and asset management solutions, as well as editorial finishing, ADR, film processing and transfer, color correction, sound design/mixing and motion graphics.



Janson Media

janson.com/pts

Established in 1989, Janson Media is an independent media company based in New York, specializing in worldwide digital, television, VOD, DVD/video, non-theatrical, and educational distribution. The company has licensed content to virtually every country in the world, and clients include major digital platforms, broadcasters, and home-entertainment companies. Janson's digital distribution reaches consumers via direct content partnerships with such major digital video platforms as Amazon, Netflix, YouTube, iTunes, Hulu, and others. The company also syndicates independently-produced programming to public television stations

across the US. Janson's Rights Portfolio features over 3,200 hours of exclusive programming, and includes documentaries, films, and episodic television.

Joan Lence

Broadcast Consultant

JL Associates

JL Associates offers professional and experienced consulting for station relations, domestic and international acquisitions. JL Associates works with stations and with producers.



Ray Stevens CabaRay Nashville

raystevens.com

Ray Stevens CabaRay Nashville is a weekly 30-minute visit with Nashville songwriter, Hall of Fame member and Nashville Cat musician, arranger and artist Ray Stevens and hundreds of multi-talented/famous guests. There's music, humor and insightful evergreen conversation that takes the viewer behind-the-scenes and tells the back stories on the Hits, as well as the Artists and the Writers who brought them to us, plus special "Juke Box Video" of Ray's many hits. Taped before a live studio audience in HD with Surround Sound, it's a fast moving, fun-filled musical half hour all public television viewers will love! *The first 26-weeks of Ray Stevens CabaRay Nashville are available FREE with unlimited airings 1/6/17 – 7/6/17 exclusive to public television. Beginning July 7, 2017, 52/30s never-before-seen episodes will be available exclusive through syndication to public television stations!*



**Helping kids grow
smarter, stronger, and kinder™**

Sesame Workshop

sesameworkshop.org

Sesame Workshop is the nonprofit educational organization behind Sesame Street, the landmark television program that has proven impact in preparing children to arrive at school ready to learn. We educate through all we do from television to digital content to community engagement, helping children all over the world grow smarter, stronger and kinder.

Thank You



See you next year