

Thursday, March 10

1:00 - 8:00		REGISTRATION	
3:30 - 4:30	<p><u>How to Navigate SXSW</u> Summary: Feeling a little overwhelmed by hundreds of SXSW sessions? Wondering how to find your friends? Come learn tips from veteran SXSW attendees on making the most of SXSW. Facilitator: Kevin Dando, PBS Room: Capitol AB</p>	<p><u>Work session for Public Media Corps' Next Top Model</u> Summary: Contest participants have this time to work on their presentations. Leaders: Work session led by National Black Programming Consortium (NBPC) Staff Room: Capitol C</p>	
5:00 - 6:15	<p><u>Innovation Anxiety-How to Understand and Leverage the Opportunities of Networks</u> Summary: <i>Innovation is critical to the future of Public Media and journalism.</i> At least we seem to think so based on the many conferences, webinars, and working groups we participate in to improve our practices and provide deeper services to our communities. So why is it so hard to define and measure? Is it as simple as adopting new platforms? Does a twitter account account for innovation? Does Facebook equal engagement? If its really so easy-why do we need to talk about it? Are we already there? Obviously not-and this dialogue will show you how Innovation is one part of succeeding in the Network Age. It is a critical element-but not a goal unto itself. We will explore what organizations can do to move past <i>Innovation Anxiety</i> and invest in <i>networked</i> practices that create change and opportunity. Speakers: Joaquin Alvarado, SVP Digital Strategy and Education with American Public Media; Mark Ramsey, President of Mark Ramsey Media Room: Capitol D</p>		
7:30 - 9:30	<p><u>Welcome Reception Featuring: Hari Kondabolu</u> Summary: Come unwind and catch up with friends as you prepare for an intensive conference experience. Hari Kondabolu is a rising star on the national stage and within public media. He is certain to facilitate your unwinding process! Serving: Cocktails and heavy Hors d'oeuvres Room: Capitol View Terrace North</p>		

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7:00 - 3:00		REGISTRATION	
7:30 - 9:00	<p><u>BREAKFAST: The PBS & NPR Local / National Strategies</u> Summary: These digital leaders in our industry will share the strategies for their respective organizations on how they forge partnerships between national entities and local stations. Kinsey and Jason will describe where their strategies differ as well as where they are coordinated. Don't miss this unique opportunity to see where NPR and PBS are headed and how everyone plays a role. Speakers: Kinsey Wilson, SVP and General Manager, Digital Media at NPR and Jason Seiken, SVP of Interactive at PBS Room: Capitol D</p>		
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9:00 - 9:30	<p><u>America's Next Top Public Media Corps Model Contest - Presentations</u> Summary: Finish your breakfast listening to the proposals of recently formed community partnerships. Your vote determines who wins a \$5,000 scholarship. Moderator: Kay Shaw, NBPC; Presenters: America's Next Top Public Media Corps Model Contestants Room: Capitol D</p>		

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<p>9:45 - 11:00</p>	<p>Beyond the Stream: Mobile Apps That Matter Summary: In just over two years, public media has staked out significant terrain in the mobile app world. Networks, stations, programs and developers are learning to take full advantage of mobile devices' unique capabilities, going beyond simple apps that provide a stream and some feeds. This requires a set of data and workflow practices that are not immediately available to most organizations. We'll walk through technical and operational considerations of embarking on a sophisticated mobile app. We'll also discuss the risks and rewards of investing in engaging apps, opportunities for monetization, and the differences between leading mobile platforms. Panelists: Colleen Wilson, KQED; Andrew Kuklewicz, PRX; Seth Lind, This American Life; Demian Perry, NPR Room: Capitol AB</p>	<p>A Roundtable on Partnerships: The Good, the Bad and the Ugly Summary: Partnerships are often explored as new collaborations begin, but making a true partnership successful is hard work. Come take part in a facilitated conversation about what a partnership is and what it take to make one successful. Facilitators: Julia Yager, PRI; Charles Meyer, National Center for Media Engagement (NCME) Room: Capitol C</p>	<p>Take Advantage of PBS & NPR! Tactics You Can Implement Now! Summary: Panelists will describe their involvement in Project Argo, Project Merlin, NPR's Core Publisher Pilot and PBS Incubation Lab in pursuit of increases in traffic and engagement via rich content on their web sites. Hear about lessons learned from real time local/national collaborations and get best practice advice from these pioneers. Panelists: Libby Peterek, KLRU; Mike Bauhof, Nine Networks of Public Media; Jennifer Strachan, KPLU; Tim Olson, KQED Room: Capitol View Terrace North</p>
<p><i>Coffee & Snack between breakouts</i></p>			
<p>11:15 -12:30</p>	<p>Building a Multiplatform Content Team Summary: Moving your station from a radio-centric or TV-only shop to a converged team of content creators takes more than the right people and the right tools. Before you start hiring programmers and buying software you have to know what success will look like at your station. Stations that have successfully converged have learned the first steps include management buy in, a strategy for expected outcomes and a plan that includes both what works for a station (Facebook page?) and what may not (i-Phone app?). In this session, hear from small and large stations who have brought their teams together to create content across platforms and learn tips you can take home today and implement at your own station. Panelists: Deanna Mackey, KPBS; John Davidow, WBUR; Lynne Pollard, OPB; Morgan Holm, OPB; Donna Vestal, Harvest Public Media Room: Capitol AB</p>	<p>The Difference a Partner Makes...a Variety of Collaboration Case Studies and Their Benefits Summary: A series of collaborations that can easily be replicated or opted into at your station. Find out how Public Broadcasting Atlanta is working with arts administrators to provide services, how your organization can deliver digital content across multiple platforms, why a station in Austin is building LA's website, what NCME newest mapping tool is doing, see beta information from PB Core and learn lessons from local Austin KUT and their unprecedented partnership with commercial print. Come hear all the different and real ways collaboration is working in our industry. Panelists: Nicole Jones, PBA; Stewart Vanderwilt, KUT; Kay Shaw, NBPC; Libby Peterek, KLRU; Cristina Hanson, NCME; Peter Pinch, WGBH Room: Capitol C</p>	<p>Are you Ready!? For Some On-line Revenue? Summary: So you think it is time to get serious about starting, improving or expanding your station's efforts to raise money online. The best way to start is learning from the experiments, success and failures of your colleagues in the public media world. Doug Eichten has assembled a panel of radio, TV and online media executives to briefly share their experiences with you. You are guaranteed to go home with several ideas for innovative and collaborative online fundraising tools and techniques that you can put into practice immediately. Panelists: Marlene Schneider, Market Enigunity; Brian Benschoter and Holly Gaete, KUT; Shane Guitter, KLRU; John Pearson, American Public Media; Doug Eichten and Josh Andrews, DEI Room: Capitol View Terrace North</p>
<p>12:45 - 1:15</p> <p style="text-align: center;">↓</p>	<p>LUNCH Featuring Entertainment by Snap Judgment and Glynn Washington Summary: "Storytelling with a Beat" featuring Glynn Washington. Come eat lunch and enjoy a bright and shining new star within Public Media. Glynn's storytelling skills will mesmerize and entertain. Don't miss! Room: Capitol D</p>		
<p>1:15 - 1:30</p> <p style="text-align: center;">↓</p>	<p>Announcing the Winners of America's Next Top PMC Model! Summary: Enjoy your dessert while the winners of the morning contest are announced. Winner is based on iMA text message voting and expert judges. Presenters: Kay Shaw, NPBC; Contest Winner Room: Capitol D</p>		

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<p>1:30 - 2:30</p>	<p><u>Top 10 Tech Trends that Matter to Public Media</u> Summary: Settle into coffee for an entertaining and energetic review of the latest and greatest trends in the tech industry. Amy will help those of us in public media determine what trends we should really notice and those that are simply fads. This fast-paced presentation is tailored for public media and will give you a great set of tools and sites to check out when you get back home. Speaker: Amy Webb, CEO of Webb Media Group Room: Capitol D</p>		
<p>2:45 - 4:00</p>	<p><u>Content Across Platforms: Unlocking Possibilities for New Voices</u> Summary: Great new content can start as radio, morph into web video and feed broadband channels. Or the inverse. Or sideways. This work is led by public radio independents, comedians, filmmakers and content creators with attitude. Come see how public media is growing talent, expanding audiences and experimenting across platforms. Panelists: Glynn Washington, Snap Judgment; Hari Kondabolu, comedian; Matthew Meschery, ITVS Futurestates Room: Capitol AB</p>	<p><u>Will Spectrum Decision by the FCC Force Collaboration or Will We Choose to Do It on Our Own Terms?</u> Summary: The FCC is strongly considering spectrum reductions that will have a significant impact on public media. There are 17 overlap markets in the U.S. Will we wait for the government to tell us what to do? We know it's coming, so we can choose to pursue a plan that's in the best interests of our local communities or await the plan invented at the federal level. This session will be a discussion about the current situation at the federal level, the potential time horizon and some alternatives to address the challenge. Panelists: Jeff Davis, APTS; Milton Clipper, PBA; Jennifer Lawson, WHUT / CPB; Vincent Curren, CPB Room: Capitol C</p>	<p><u>Web Metrics Will Make You a Superstar</u> Summary: As public media increasingly moves to digital platforms we have the opportunity to utilize data to help drive decisions about strategy, resources and the impact of our work. Web, streaming and social media analytical platforms are rapidly becoming more sophisticated to provide interactive managers, as well as executive leadership the information they need to make smart decisions. For public media, analytics also offers the ability to demonstrate our impact in the community to our funders. In this session we will hear three success stories of stations and organizations using digital media analytics in their day-to-day work. We will ask the panelists for the top three key performance indicators (KPIs) they use to drive resources and decisions. We will also make sure you get the lessons and ideas you can take back to improve how you can successfully communicate your own successes and needs to management. Panelists: Rob Bole, CPB; Tammy Carpowich, KPBS; Jayme Swain, PBS; Mike Reszler, MPR; Patrick Reynolds, Triton Media Room: Capitol View Terrace North</p>
<p><i>Coffee & Snack between breakouts</i></p>			
<p>4:15 - 5:30</p>	<p><u>Going Mobile Without Going Crazy, or Broke</u> Summary: Mobile offers huge wins for public media, both for our public service mission and revenue generation. Nearly everyone in public media agrees that going mobile is essential to our future. Like the internet 15 years ago, embracing mobile means rallying all aspects of the business, from senior-level executives, to newsrooms, IT, marketing, and development. In this session, we'll talk about how to start your mobile thinking at the high level and work your way down to decisions like platform, branding, content, features, and, of course, monetization. Panelists: Jake Shapiro, PRX; Calvin Carter, Bottle Rocket; Max Duke, PBS; Anil Dewan, KCRW Room: Capitol AB</p>	<p><u>Beyond Radio: Broadband and Multimedia</u> Summary: Radio producers are creating video and multimedia for everything from live news to the local music scene to hyper local community engagement and more. Come learn about some of the latest and most innovative examples of how radio is mixing it up. Panelists: Kavita Pillay, WORLDcompass.org; Bob Lyons, The Takeaway; Dee Kapila, KUT; Room: Capitol C</p>	<p><u>Social Media: Where is Pub Media today? And Where Should We Be Going?</u> Summary: The results are in! The current state of public media stations will be shared detailing public media's social media sophistication. The study reveals some room for improvement, so we'll look at a few more advanced social media implementations that are paying dividends. We will also take a look at where social media tools and technologies are headed. If social media is part of your future, this panel will help guide your way! Panelists: Peter Corbett, iStrategy Labs; Matthew Meschery, ITVS; Jim Kerr, Triton Media; Kevin Dando, PBS; Andy Carvin, NPR Room: Capitol View Terrace North</p>