



**LET'S GO LIVE!**

A COLLABORATIVE PUBLIC MEDIA SUMMIT

**PRPD + PMJA**

**This schedule is subject to change**

## **Monday, September 21, 2020**

**10:45 ET, 9:45 CT, 8:45 MT, 7:45 PT – Welcome & Opening Remarks**

**11:00 ET, 10:00 CT, 9:00 MT, 8:00 PT – Opening Session – Building an Inclusive Public Media** - Our country is experiencing yet another cultural reckoning as systemic racism and social injustice becomes apparent in our most entrenched systems. As our society struggles to rise to this moment, public media is looking in the mirror and recognizing our own institutional biases. It is time to challenge our own assumptions about our charge as noncommercial education media outlets. Who do we serve and whose vision is driving our most important decisions as an industry? What role can we play in reaching out to a broader audience that includes as much of America as possible? For our opening session, PRPD and PMJA invite a group of people of color to share their vision of what public media can accomplish if we truly commit ourselves to inclusivity and equity. **Panelists:** Celeste Headlee, host & author; Duchesne Drew, President of Minnesota Public Radio; and Tanzina Vega, host of The Takeaway.

**11:45 ET, 10:45 CT, 9:45 MT, 8:45 PT – Break**

**12:00 ET, 11:00 CT, 10:00 MT, 9:00 PT – Winning Digital: Planning for Multiplatform Success** - As news leaders, we must balance broadcast and digital platforms at all times, but each product – newsletter, social account, podcast, newscast and so on – is not created equal. Learn audience-first strategies to expand your station's reach and how to successfully juggle multiple platforms. Plus, get practical tips for digital story planning and execution. **Presenter:** Lori Todd, Digital Editor and Trainer.

**12:45 ET, 11:45 CT, 10:45 MT, 9:45 PT – Break**

**1:00 ET, 12:00 CT, 11:00 MT, 10:00 PT – Tell Me a Story: Broadening the Classical Music Audience and the Canon with Context** – How can classical stations be more intentional in welcoming diverse audiences? In her recordings, Iconoclastic pianist Lara Downes explores commonality in both familiar favorites and new discoveries through the lens of human experience, emotion and identity. She'll talk with conductor/composer/producer George Steel and multidisciplinary artist/curator Helga Davis about their success in creating inclusive and vitally relevant programming that draws new audiences and offers new insights. **Moderator:**

Lara Downes, composer and pianist. **Panelists:** George Steel, conductor & composer; and Helga Davis, artist & curator

**1:00 ET, 12:00 CT, 11:00 MT, 10:00 PT – News/Talk Format Meeting** - For Program Directors, Chief Content Officers and News Directors, it's important to think about how to diversify the sound of our stations as the lifestyle of our current audiences change and the demographics of our country continue to change. How do we as programmers help diversify the sound of our stations? What can we do locally and what should we advocate for nationally? Should we require that all programming, local and national, track the diversity of on-air sources? Should we revisit expectations for how hosts, announcers and reporters sound on-air? Join your fellow news/talk programmers and content leaders for a group discussion about how to stay relevant as we compete to attract a changing audience. **Discussion Leader:** Arvid Hokansen, Program Director, KUOW.

**1:45 ET, 12:45 CT, 11:45 MT, 10:45 PT – Break**

**2:00 ET, 1:00 CT, 12:00 MT, 11:00 PT – Programming for Kids** – At a time when many kids and parents are stuck at home, there's an opportunity to engage families with unique programming. Not only does kids programming fulfill the educational mission of public broadcasting, it also brings in new audiences, and when done well, it can be a highlight of your program schedule. In this session, we'll hear from the producers of shows designed for kids and families about the benefits and rewards of programming for children. **Panelists:** Katie Stone, *The Children's Hour*; Sam Payne, *The Apple Seed*, BYU Radio; Bill Childs, *Spare The Rock*, KUTX; "Uncle Devin" Walker, executive producer of *Uncle Devin's WEE Nation Radio*.

**2:45 ET, 1:45 CT, 12:45 MT, 11:45 PT – Break**

**3:00 ET, 2:00 CT, 1:00 MT, 12:00 PT – Save Your Endangered History** – For nearly 100 years, public radio has been sharing significant moments with audiences across the nation. Whether it was bringing a local art festival to the audience or covering presidential campaign stops, our local public radio stations have been witnesses to - and recorders of - history. Now, there's a danger of losing some of that rich history. The American Archive of Public Broadcasting is tasked with making sure that doesn't happen. In this session, learn how you can be a part of preserving the social, political, cultural and artistic history of your region. Don't leave history to deteriorate on the shelf at the station - help preserve it for future generations.

**Panelists:** Casey Davis-Kaufman, AAPB; Rachel Curtis, Library of Congress; Debra Frasier, KMUW.

**3:45 ET, 2:45 CT, 1:45 MT, 12:45 PT – Break**

**4:00 ET, 3:00 CT, 2:00 MT, 1:00 PT – Objectivity and the Culture of Journalism** – A national reckoning over systemic racism in our country is prompting many journalists and news leaders to question the concept of objectivity in our industry. Some journalists of color have argued that notions of objectivity and impartiality are built on myths that, intentionally or not, abet and perpetuate racism. Join NPR's Chief Diversity Officer, as he moderates a discussion on how this moment in our industry and our society is shaping a future culture of journalism. **Moderator:** Keith Woods, NPR. **Panelists:** Tracy Brown, Managing Editor, WBEZ; and Angela Kocherga, News Director, KTEP.

**4:45 ET, 3:45 CT, 2:45 MT, 1:45 PT – Closing Remarks**

## **Tuesday, September 22, 2020 -**

**10:45 ET, 9:45 CT, 8:45 MT, 7:45 PT – Welcome & Opening Remarks**

**11:00 ET, 10:00 CT, 9:00 MT, 8:00 PT – America Amplified and Election Coverage** - This unusual election year could hardly have been anticipated last year when the CPB awarded \$1.9 million to KCUR (Kansas City) to support America Amplified, a community engagement initiative leading up to November 2020. The global pandemic required a strategic pivot for America Amplified's eight partner collaborations, who were exploring new ways for journalists to connect with communities. At this session, we'll share how things are working out as America Amplified prepares for a national call-in show in October and November. Come learn what we've discovered about community engagement, collaboration and the power of a dynamic network.

**Moderator:** Donna Vestal, Managing Director, America Amplified. **Panelists:** Kathy Lu, Digital and Social Media Editor, America Amplified; Scott Blanchard, Editor, StateImpact Pennsylvania; Mary Shedden, News Director, WUSF Public Media.

**11:45 ET, 10:45 CT, 9:45 MT, 8:45 PT – Break**

**12:00 ET, 11:00 CT, 10:00 MT, 9:00 PT – Navigating Music Rights Across Digital Platforms & Through the Pandemic** - In the midst of a global pandemic, stations are changing how they present music and engage audiences and, given constraints on live performances, using more digital platforms – their own and third-party platforms such as YouTube, Instagram and Facebook. This comes with its own set of issues and considerations for digital distribution, terms of service, and music rights. In this session, the noncomMUSIC Alliance will convene some experts to discuss how you can stay on the right side of music rights with your virtual events.

**Moderator:** Joni Lupovitz, Senior Director, Public Policy, NPR and noncomMUSIC Alliance. **Panelists:** Scott Bell, General Counsel, KEXP; Michele Edwards, Assistant General Counsel, NPR; Ashley Messenger, Senior Associate General Counsel, NPR.

**12:00 ET, 11:00 CT, 10:00 MT, 9:00 PT – Discussion Room – PMJA's Mission Statement** - Drop into this discussion room to talk about what PMJA's mission should be moving forward. We want to hear from members about this important topic.

**12:45 ET, 11:45 CT, 10:45 MT, 9:45 PT – Break**

**1:00 ET, 12:00 CT, 11:00 MT, 10:00 PT – Covering the COVID Election with Reveal, APM Reports and Member Stations** - We've all heard stories of how unprepared elections officials and the U.S. Postal Service are for the 2020 election in light of all the COVID-19 restrictions and concerns. Reveal, APM Reports and several local stations launched a collaboration to uncover the deeper fault lines in the voting system and the orchestrated attempts to suppress the vote. Join us to see how the collaboration is playing out just weeks before the election and get a preview of some of our findings. **Moderator:** Sumi Aggarawal, Director of Collaborations, Reveal. **Panelists:** Dee Hall, managing editor, Wisconsin Watch; Tom Scheck, reporter, APM Reports.

**1:00 ET, 12:00 CT, 11:00 MT, 10:00 PT – Triple A Format Meeting** - When was the last time you reviewed your music clocks? If it's been a while, perhaps it's time to take a fresh look at them. Join your fellow Triple A programming colleagues for an open discussion about clocks,

categories and how you are utilizing your music library. **Discussion Leaders:** Rita Houston, Program Director, WFUV; Amy Miller, Program Director, KXT; and Liz Felix, On-air Host, WYEP.

**1:45 ET, 12:45 CT, 11:45 MT, 10:45 PT – Break**

**2:00 ET, 1:00 CT, 12:00 MT, 11:00 PT – Coaching Talent with Confidence** - Marilyn Pittman shares her 30 years of talent coaching wisdom so that you can coach your talent with more confidence and a bigger toolbox of techniques. **Presenter:** Marilyn Pittman, Vocal Coach.

**2:45 ET, 1:45 CT, 12:45 MT, 11:45 PT – Break**

**3:00 ET, 2:00 CT, 1:00 MT, 12:00 PT – Building a Station Mentoring Program** - This summer has seen public media itself chastised openly for workplace cultures that are far from healthy and supportive. Many station leaders are asking themselves, "What have I done?" or "What can I do?" One proactive step to creating a respected and proactive environment is to develop a formalized mentorship program for staff. The International Women's Media Foundation has a program for women journalists of color and NPR has a company-wide program as well as one for women journalists of color at the network. But, how does a station do this? How do you get started? This session will help you get a station-based program off the ground. **Presenters:** Doug Mitchell, Founder/Project Director for NPR's Next Generation Radio and Amy Kovac-Ashley, Vice President/Senior Director, API.

**3:45 ET, 2:45 CT, 1:45 MT, 12:45 PT – Break**

**4:00 ET, 3:00 CT, 2:00 MT, 1:00 PT – Public Radio Tech Survey** - Now in its 12th year, the Public Radio Tech Survey tracks the media and technology habits of your most ardent fans, your core audience. With more than a decade of results behind it, this web-based survey enables us to identify key digital trends and can help you navigate the highly evolving and fast-changing media and technology environment in which we work. This year's survey has the added benefit of giving us a glimpse into how media and device usage may have changed as a result of COVID-19. Hear all about the 2020 results. **Presenter:** Fred Jacobs, President of Jacobs Media.

**4:45 ET, 3:45 CT, 2:45 MT, 1:45 PT – Closing Remarks**

**5:15 ET, 4:15 CT, 3:15 MT, 2:15 PT – APM Presents: Radio Trivia with Trivia Mafia!**  
American Public Media invites you to join other colleagues in a radio-based trivia hosted by Trivia Mafia. Trivia Mafia is based in Minneapolis, and is committed to providing the best bar trivia – even in a world when we can barely gather in bars. Join us on Zoom for a fresh batch of enjoyably challenging questions about all kinds of topics related to radio. See full instructions on how to play in the Let's Go Live schedule!

## **Wednesday, September 23, 2020**

**10:45 ET, 9:45 CT, 8:45 MT, 7:45 PT – Welcome & Opening Remarks**

**11:00 ET, 10:00 CT, 9:00 MT, 8:00 PT – Birth of a Music Format** - Over the last few years, a new non-commercial music format has been taking shape, a format designed to serve a very different audience than any other in our industry. After thoughtful research and planning, "Urban Alternative" began in 2016 and three new stations in the last year. These stations provide a mix

of music and cultural programming and deep community partnerships that appeal to a younger, diverse, socially responsible and civically engaged audience. With their first years behind them, we'll meet the people managing these new stations and learn about their journey. **Moderator:** Mike Henry, CEO of Paragon Media Strategies. **Panelists:** Ayana Contreras, Senior Content Producer of Vocalo – Chicago; Ben Thompson “Madd Hatta”, Content Director of The Vibe KTSU – Houston; Mike Mauzone “Heart Attack”, Content Director of Blaz’n Hott 91 WNSB – Norfolk; and Nikii Swarn, General Manager & Program Director, THE DROP – Denver. Introductory video with Jacquie Gales Webb of the Corporation for Public Broadcasting.

**11:45 ET, 10:45 CT, 9:45 MT, 8:45 PT – Break**

**12:00 ET, 11:00 CT, 10:00 MT, 9:00 PT – Responsive On-Air Fundraising** - Whether we're in a pandemic or not, being responsive to what's going on around us during an on-air fundraiser is vitally important — and it's easier than you might think! Join us for practical tips and real-world examples of stations who put the news and music first during their on-air fundraising campaigns. **Presenters:** Mike Wallace, President, Public Radio Revenue; and Lindsay Kimball, Director of Regional Membership at MPR and Host at The Current.

**12:45 ET, 11:45 CT, 10:45 MT, 9:45 PT – Break**

**1:00 ET, 12:00 CT, 11:00 MT, 10:00 PT – Building Great Relationships with Freelancers –** Working with independent journalists is a great way to expand your coverage, but how do you ensure that your station is compensating them fairly? And how do you build a system that allows journalists to do their best work? This panel will share advice on working effectively and ethically with independent journalists. **Moderator:** Amanda Hickman, Managing Director of the Association of Independents in Radio. **Panelists:** Angilee Shah, editor and entrepreneur; and Mónica Ortiz Uribe, freelance radio reporter who reports on the US/Mexico border and the American southwest for NPR and PRI.

**1:00 ET, 12:00 CT, 11:00 MT, 10:00 PT – Jazz Format Hang-Out** - Members of the public radio Jazz programming community discuss solutions to common challenges.

**1:45 ET, 12:45 CT, 11:45 MT, 10:45 PT – Break**

**2:00 ET, 1:00 CT, 12:00 MT, 11:00 PT – Super Practical Tips for Editing Scripts** - Quick! You have a newscast in ten minutes. How can you best fact check your copy? Or you're editing a feature that has to be on the air ASAP. In this session, experienced editors will show you how to get the most out of edits on deadline, and share best practices they've learned for making stories sing. If you want to get in the weeds on script editing, this session is for you. **Panelists:** Korva Coleman, newscaster and cross-platform breaking news writer, NPR; Phyllis Fletcher, senior editor, APM Studios; and Rachel Osier Lindley, senior editor, The Texas Newsroom.

**2:45 ET, 1:45 CT, 12:45 MT, 11:45 PT – Break**

**3:00 ET, 2:00 CT, 1:00 MT, 12:00 PT – The Basics of Radio Ratings** - Audience data can be a mystery if you're not sure how to handle this useful tool. It's important to understanding where the data comes from, how its gathered and what it says about your market and your station. In this session, we'll discuss total market radio estimates and trends, what moves a station's estimates and what you can do to ensure accurate reporting of your station's estimates. Whether you're new to radio or a veteran broadcaster looking to refresh your

knowledge, this session will help you learn how to use your audience data to your advantage. **Moderator:** Ele Ellis, Content Manager, WUWM. **Presenter:** Dave Sullivan, PPM Client Services Manager, RRC.

**3:45 ET, 2:45 CT, 1:45 MT, 12:45 PT – Break**

**4:00 ET, 3:00 CT, 2:00 MT, 1:00 PT – Local That Works** - The premise of Current's Local that Works (LTW) series is simple: public media stations--radio and TV--have to "be more local" in the coming decades, as national and regional content becomes ubiquitous. The consequences of that statement are not simple at all, because there is no formula for "being more local." Successful adaptation will require a mix of applications and innovations in local journalism, local music, podcasts, community events and more. In this LTW session we will feature three distinct local service elements that could inspire you to think in new ways about how "to be more local" at your station. We will learn: How KTOO in Juneau, AK came to be viewed as "the best small market newsroom in public radio." How the Curiosity Club at KUOW is "testing the idea that surprising stories and great food can transform a group of strangers into a community." And we will end with a story of creative perseverance: How WTMD, unable to stage their fabulously successful Saturday Morning Tunes family concerts, commandeered a pirate ship to sail around the Baltimore harbor, bringing live music to socially-distanced neighborhoods. **Moderator:** Mark Fuerst, Director, Public Media Futures Forums, Wyncote Foundation. **Panelists:** Bill Legere, President and General Manager of KTOO and Jennifer Pemberton, Vice President for News and Managing Editor of KTOO; Kristin Leong, Speaker, Writer, Teacher and Community Engagement Producer and co-creator of the Curiosity Club at KUOW and Zaki Barak Hamid, Director of Community Engagement at KUOW; and Sam Sessa, Baltimore Music Coordinator and executive producer for Saturday Morning Tunes at WTMD.

**4:45 ET, 3:45 CT, 2:45 MT, 1:45 PT – Closing Remarks**

## **Thursday, September 24, 2020**

**10:45 ET, 9:45 CT, 8:45 MT, 7:45 PT – Welcome & Opening Remarks**

**11:00 ET, 10:00 CT, 9:00 MT, 8:00 PT – A Commencement: Seven Ideas for the Next Era of Public Radio** - The disruption over the past six years in the audio industry is forcing a redefinition of what public service means. And with it, a sea change in the role of those who lead a station's efforts in content, news, music, and programming. And all this before the pandemic and our collective attention to social justice. So now what? What does it mean to be a public radio content creator or programmer in 2021? This session will provide an inspiring view on where public radio sits in the wave of change in audio, along with the pitfalls and opportunities that lay ahead--all seen through seven actionable ideas that creators and programmers can use today to make their public service more relevant than ever. **Presenter:** Eric Nuzum, Magnificent Noise co-founder and former NPR and station programmer.

**11:45 ET, 10:45 CT, 9:45 MT, 8:45 PT – Break**

**12:00 ET, 11:00 CT, 10:00 MT, 9:00 PT – Launching a Daily Podcast** - Producing a local daily news podcast is an investment in a station's digital future. To make a successful local daily news podcast is also a major effort that comes with staffing challenges, the learning of new

skills and the commitment to taking the time necessary to pilot the product before launch. It also involves asking questions like who the audience is for the product? What does success look like? How will people even find out about it in the first place? How do you sustain it? As public radio stations across the country work to develop their own daily news podcasts, this session will share learnings, challenges and the great fun experienced in the development of Seattle Now. **Presenters:** Jill Jackson, News Director, KUOW; Brendan Sweeney, Director of New Content and Innovation, KUOW.

**12:45 ET, 11:45 CT, 10:45 MT, 9:45 PT – Break**

**1:00 ET, 12:00 CT, 11:00 MT, 10:00 PT – The Six Types of American News Audiences: A Major Segmentation Study** - We talk a lot about our audience, but who are they exactly? What should we know about the different segments of news consumers so we can serve them better? NPR will share the findings of its nationwide study that uncovered the six core segments of news consumers. We'll meet the Curious Explorers, Opinion Shapers, and other audience types and learn who they are, what they care about in news, how they consume news and information, and what the opportunities might be for better reaching and engaging with each group. **Presenter:** Steve Mulder, Senior Director of Audience Insights, NPR.

**1:00 ET, 12:00 CT, 11:00 MT, 10:00 PT – Classical Format Meeting** - Some classical stations are in the process of digitizing their music libraries and some are just beginning down this path. Join your classical music colleagues for an open discussion about digitizing content and what it means for collaborating across markets. **Discussion Leaders:** John Nasukaluk Clare, CEO and General Manager, Classical 107.3; Genevieve Randall, Music Director, NET Radio

**1:45 ET, 12:45 CT, 11:45 MT, 10:45 PT – Break**

**2:00 ET, 1:00 CT, 12:00 MT, 11:00 PT – Managing Your On-air Inventory** - The airtime in local breaks is a valuable commodity and it must be managed effectively. You can create a smart balance of local information, promotion, and underwriting that is important to your audience without wasting a single second of this valuable resource. In this session, we'll discuss dynamic breaks and how programming, operations, and on-air hosts can work as a team to make the most of each moment of airtime. **Moderator:** Christina Shockley, All Things Considered Host and Chief Announcer, Michigan Radio. **Presenter:** Jeff Rowe, NPR Consultant

**2:45 ET, 1:45 CT, 12:45 MT, 11:45 PT – Break**

**3:00 ET, 2:00 CT, 1:00 MT, 12:00 PT – Update on the Collaborative Journalism Network –** In late 2019, NPR officially launched a historic partnership between the network and member stations in Texas to form The Texas Newsroom, a unique collaborative journalism network that pools extensive resources to provide news and information for audiences across the state. Over this year, member stations in California, the Gulf Coast region and the Midwest are working with NPR to form new regional hubs in these areas of the country. Get an update on what's next with this important project. **Moderator:** Bruce Auster, Senior Director for the Collaborative Journalism Network, NPR. **Panelists:** Joanne Griffith, managing editor, The California Newsroom; Priska Neely, managing editor, Gulf States Newsroom; Mark Memmott, managing editor, The Texas Newsroom.

**3:45 ET, 2:45 CT, 1:45 MT, 12:45 PT – Break**

**4:00 ET, 3:00 CT, 2:00 MT, 1:00 PT – Closing Session – Don't Lose This Moment** - You joined our opening session to hear from three leaders about their vision for public media's future. Now, we've asked three additional leaders to build on what we all heard at that opening session. What is the vision moving forward? How can we capitalize on this moment in history and make our entire system better? As we leave this virtual gathering of public media news and content leaders, we hope this session will empower you as you return to your stations.

**Panelists:** Angela Davis, Host of MPR News; Jordan Lee, Program Director, Radio Milwaukee; and Pallavi Gogoi, Chief Business Editor, NPR.

**4:45 ET, 3:45 CT, 2:45 MT, 1:45 PT – Closing Remarks**

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