



Agenda At-A-Glance

Click on a session's title to see more information
* ALL SESSIONS AND SPEAKERS ARE SUBJECT TO CHANGE *

	Monday, September 13, 2021	Tuesday, September 14, 2021	Wednesday, September 15, 2021
11:30am - 12:30pm ET 12:00pm - 12:45pm CT 10:30am - 10:30am MT 9:30am - 10:00am PT	Welcome with Special Opening Remarks Abby Goldstein; President & Executive Director, PRPD Patricia Harrison; President & CEO, CPB	Welcome with Special Opening Remarks Abby Goldstein; President & Executive Director, PRPD American Public Media	Welcome with Special Opening Remarks Abby Goldstein; President & Executive Director, PRPD Kerri Hoffman (she/her); CEO, PRX
8:30am - 9:30am PT	Keynote - Priya Parker: How We Gather	Keynote - Leadership in a Moment of Change	Keynote - Trends and Stories from PRTS 2021
12:30pm - 1:00pm ET 11:30am - 12:00pm CT 10:30am - 11:00am MT 9:30am - 10:00am PT	Networking Break with PRX	Networking Break with <i>On Point</i>	Networking Break with <i>Mountain Stage</i>
1:00pm - 1:45pm ET 12:00pm - 12:45pm CT 11:00am - 11:45am MT 10:00am - 10:45am PT	Events in a Virtual World Public Media: Building a More Diverse and Inclusive Workforce - Sponsored by CPB	Urban Alternative Redefines Public Radio Taking Podcasts to Broadcast and Vice Versa. Smart Ways to Get Your Audio Content Everywhere	Diversifying the Triple A Playlist A Transformation Story: Considerations from the BBC's Journey to Reshape its Public Service - Sponsored by APM
1:45pm - 2:15pm ET 12:45pm - 1:15pm CT 11:45am - 12:15pm MT 10:45am - 11:15am PT	Networking Break with <i>Asian View</i>	Networking Break with CPB	Networking Break - Meet the PRPD Board
2:15pm - 3:00pm ET 1:15pm - 2:00pm CT 12:15pm - 1:00pm MT 11:15am - 12:00pm PT	Defining Your Organizational Identity Podcasts vs. Local News: An Either-Or Proposition?	Tactics for Diversifying Classical Music Programming Amplifying America in 2021 and Beyond	Consolidations, Mergers, and LMA's Evolving Partnerships Between Networks and Stations - Sponsored by PRX
3:00pm - 3:30pm ET 2:00pm - 2:30pm CT 1:00pm - 1:30pm MT 12:00pm - 12:30pm PT	Networking Break with CARS	Networking Break with <i>Eat Your Heartland Out</i>	Networking Break - Meet Our Partners
3:30pm - 4:30pm ET 2:30pm - 3:30pm CT 1:30pm - 2:30pm MT 12:30pm - 1:30pm PT	General Session - The Future Audience Is Here	General Session - Local That Works	General Session - Battling Burnout With Your Team, Your Peers, and Yourself
4:30pm - 5:00pm ET 3:30pm - 4:00pm CT 2:30pm - 3:00pm MT 1:30pm - 2:00pm PT	Networking Break with Public Media For All	Networking Break with <i>The World According To Sound</i>	
5:00pm - 6:30pm ET 4:00pm - 5:30pm CT 3:00pm - 4:30pm MT 2:00pm - 3:30pm PT	Social event - APM Trivia Mafia	Social event - PRX Virtual Talent Show	

Agenda

Monday, September 13, 2021

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11:30am ET, 10:30am CT, 9:30am MT, 8:30am PT

Welcome with Special Opening Remarks

Abby Goldstein; President and Executive Director, Public Radio Program Directors Association
Patricia Harrison; President and CEO, Corporation for Public Broadcasting

Keynote - Priya Parker: How We Gather

Priya Parker; Facilitator, Strategic Advisor, Author, Podcast Producer and Host
Eric Nuzum; Co-founder, Magnificent Noise

When it comes to the transformation of public radio, there is one powerful resource that's often overlooked: us, together. So much positive change in public radio has happened when our industry comes together and works collectively. But how do we harness that collective power at this moment and use our time together (virtually or in-person) to have the conversations we need? Priya Parker is helping us take a deeper look at how anyone can create collective meaning in modern life, one gathering at a time. She is a facilitator, strategic advisor, acclaimed author of *The Art of Gathering: How We Meet and Why it Matters* and the host of the New York Times podcast, *Together Apart*. Parker has spent 15 years helping leaders and communities have complicated conversations about community and identity and vision at moments of transition. She joins Magnificent Noise founder and public radio luminary Eric Nuzum for a conversation you won't want to miss.

1:00pm ET, 12:00pm CT, 11:00am MT, 10:00am PT

Events in a Virtual World

Aldi Kaza; Director of Production, The Moth
Sarah Austin Jenness; Executive Producer, The Moth
David Safar; Managing Director, The Current, Minnesota Public Radio
Juliet Fromholt; Music Director, WYSO

Live events are a mainstay of public media stations. They're a great way to engage audience, donors and funders and for your fans to see and meet their favorite artists and radio personalities. When in-person gatherings were shut down last year due to the pandemic, many were forced to pivot quickly as they developed new partnerships, opportunities and gatherings in the virtual space. In this session, we'll talk with The Moth and The Current in Minneapolis and we'll learn how these organizations adapted to the virtual event space, what they discovered about access and audience and how this experience is informing their decisions about future events.

1:00pm ET, 12:00pm CT, 11:00am MT, 10:00am PT

Public Media: Building a More Diverse and Inclusive Workforce – Sponsored by CPB

Kathy Merritt; SVP of Radio, Journalism and CSG Services, CPB
Kevin Martin; President and CEO, Ideastream Public Media
Deborah Acklin; President and GM, WQED
Caryn Mathes; President and GM, Puget Sound Public Radio (KUOW)

Nationally and locally, public media leadership teams are looking inside and outside their organizations to create a more inclusive and responsive service through strategic planning, leadership training, diverse talent pipeline development, and retention programs. Kathy Merritt, CPB's SVP of Radio, Journalism and CSG Services will lead a discussion with Ideastream Public Media President and CEO Kevin Martin, WQED President and GM Deborah Acklin, and Puget Sound Public Radio (KUOW) President and GM Caryn Mathes about system collaborative efforts and new approaches to recruitment and workplace culture.

2:15pm ET, 1:15pm CT, 12:15pm MT, 11:15am PT

Defining Your Organizational Identity

Tom Mara; Executive Director, KEXP Seattle
Kevin Cole; Senior Programming Advisor & Music Partnerships, KEXP Seattle
Steve Williams; President & CEO, WBGO Newark
Bill Johnson; General Manager, WRTI Philadelphia
Abby Goldstein; President and Executive Director, PRPD

For noncommercial music stations, the vast number of choices for music consumers presents a unique set of challenges, but some stations are thinking differently about how they define themselves in this crowded and competitive environment. KEXP in Seattle embarked on a process before the pandemic to refocus itself around impact. The station defines itself as an arts organization and this redefinition has inspired both WBGO in Newark and WRTI in Philadelphia in their work with The Doris Duke Charitable Foundation's Jazz Media Lab. The goals of the stations in this project are to increase organizational capacity and financial resilience, strengthen their ability to broaden audiences for jazz and reinforce their vital role as a connector of jazz artists, audiences and community organizations. In this session, we'll meet the leaders of KEXP, WBGO and WRTI and examine how reframing a station's organizational identity can lead to innovation and growth.

2:15pm ET, 1:15pm CT, 12:15pm MT, 11:15am PT

Podcasts vs. Local News: An Either-Or Proposition?

Judith Smelser; Founder, Smelser Editing & Consulting, and former public media News Director
Elaine Grant; CEO, Podcast Allies, and former public media Senior Talk Show Producer
Sandra Clark; Vice President for News and Civic Dialogue, WHYY, Philadelphia

With the growing promise of podcasts to deliver new audiences and possibly even new revenue to local public media organizations, pressure is rising on stations to get into the game. But it's often their already-stretched newsrooms that are feeling the squeeze. More and more, stations are leaning on newsroom staff to feed their podcast ambitions, even as the very nature of podcasts tests stations' commitment to the ethics and core values of public media and public service journalism. Many stations - especially small and midsize ones - may have to choose between a new quest for podcast excellence and the old dream of becoming primary news sources for their communities. In this session, we'll explore these tensions and address how stations might begin to prioritize rather than falling victim to the more-with-less fallacy. We'll also look at ways to ensure station podcasts continue to put accuracy, localism, and public service first, even amid the pressures of a hyper-competitive environment that often favors a compelling narrative over the truth.

3:30pm ET, 2:30pm CT, 1:30pm MT, 12:30pm PT

General Session - The Future Audience Is Here

Gabriel Soto; Director of Research, Edison Research
Tamberly Ferguson; Director of Digital Media & Strategy, WDAV
Sachi Kobayashi; Director of Member Acquisition, OPB
Aishah Rashied Hyman; VP of Business Development & Strategy, Atlantic Public Broadcasting
Ernesto Aguilar; Director of Programming, Radio, KQED
Abby Goldstein; President & Executive Director, PRPD

For the first time in American history, The 2020 census shows a decline of the white population in America, shrinking by 8% while people who identify as multi-racial increased by 276%. This country is more diverse than ever before and the public media audience of our immediate future is very different than the one we have today. The question hanging in the air for many in our industry is "how can we do our very best to serve diverse communities?" In this session, Edison Research's Director of Research Gabriel Soto breaks down the national Share of Ear and Infinite Dial data by ethnicity and walks us through some of the findings of the latest Latino Podcast Listener Report to help us understand the preferences, choices and audio listening behaviors of our increasingly diverse audiences. The data lays the groundwork for a deep discussion with Public Media for All about what its going to take for public media make significant, meaningful and impactful efforts to reach and serve new audiences.

Agenda

Tuesday, September 14, 2021

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* ALL SESSIONS AND SPEAKERS ARE SUBJECT TO CHANGE *

11:30am ET, 10:30am CT, 9:30am MT, 8:30am PT

Welcome with Special Opening Remarks

Abby Goldstein; President and Executive Director, Public Radio Program Directors Association
American Public Media

Keynote - Leadership in a Moment of Change

Julia Wallace; Professor, Walter Cronkite School of Journalism, Arizona State University; Head
Coach, Editorial Integrity and Leadership Program

Jonathan Blakley; Graduate of the Editorial Integrity and Leadership Program

Tracy Brown; Chief Content Officer, WBEZ

Ben Adler; Director of Programming & Audience Development, CapRadio

The last year-and-a-half has opened our eyes to public radio's systemic inequality and exposed toxic and harmful behavior in workplaces across the country. But this heightened sense of awareness has also created space for a new generation of leaders to help chart our industry's future. Julia Wallace, experienced newsroom executive, educator and head coach of public media's inaugural Editorial Integrity and Leadership Program will lead a discussion with a group of the program's graduates about the qualities of leadership needed at this moment. This session will challenge you to be a better leader and inspire you to move your organization to revolutionary, not evolutionary, change.

1:00pm ET, 12:00pm CT, 11:00am MT, 10:00am PT

Urban Alternative Redefines Public Radio

Nikki Swarn; Station Manager, The Drop, Denver

Ben Thompson "Madd Hatta"; Content Director, The Vibe KTSU, Houston

Ayana Contreras; Senior Content Producer, Vocalo, Chicago

Mike Henry; Founder and CEO, Paragon Media Strategies

Abby Goldstein; President & Executive Director, PRPD

The Urban Alternative format is redefining how public radio reaches, engages and serves younger and more diverse communities. The new format was built by and for a new generation of public radio listeners; a younger, multicultural cohort that would create its own public media mission and sound. These stations are looking to encourage a target audience of 18 to 44 with the desire to build innovative content and services that connect audiences through music discovery, lifestyle affinity and community engagement. The leaders of this new format are multifaceted in their experience ranging from commercial radio to digital and social media marketing and its already having a profound impact on public media's culture. This new format is changing long-held preconceptions of what public radio is and creating a model for becoming essential to untapped public radio audiences.

1:00pm ET, 12:00pm CT, 11:00am MT, 10:00am PT

Taking Podcasts to Broadcast and Vice Versa: Smart Ways to Get Your Audio Content Everywhere

Tamar Charney, Acting Senior Director of Collaborative Journalism, NPR
Erika Aguilar; Director of Podcasts, KQED
Ciku Theri; Associate Producer, Here and Now, WBUR
Jonathan Blakley, Former Program Director, KQED
Additional Panelists To Be Announced

"Can you put a podcast on the radio?" Spoiler alert, the answer is: Yes! But it might be trickier than simply transferring the audio between platforms. Many public radio stations have successful podcasts, and those podcasts have something special that the folks at Gimlet, and Spotify DON'T have... an actual radio station to give those digital shows a wider (and broader) audience via broadcast! Some successful examples of putting podcasts directly on the radio go back several years ago with MPR's "In the Dark" podcast. Today, national shows like Here and Now are giving tremendous life to station created podcasts.

- What's the process for getting a good podcast on the radio?
- What are the pitfalls or limitations?
- What are the pros and cons of putting different voices and styles on to the radio?
- Where does diversity and inclusion fit into this equation?
- How do you promote it on the radio?

Our panel will take the audience through the successful podcasts that have made their way to broadcast, and how that has helped or hindered gaining an audience.

2:15pm ET, 1:15pm CT, 12:15pm MT, 11:15am PT

Tactics for Diversifying Classical Music Programming

Frank Dominguez; General Manager and Executive Producer & Host of CONCIERTO, WDAV
Daniel Gilliam; Program Director and Host, WUOL
Suzanne Bona; Executive Producer and Host of Sunday Baroque
John Clare; CEO and General Manager, Classic 107.3

We all strive to serve our listeners with interesting and creative programming that keeps them listening. Creating and presenting classical music playlists that seek out the full range of genius and excellence -- including traditionally underrepresented composers and performers -- is a high priority to be relevant and compelling.

Diversifying playlists is not only a matter of social justice, it serves listeners better by expanding the variety and elevating the quality of classical music programming they hear. Including music by artists from marginalized groups enlightens listeners in general and demonstrates to listeners from marginalized groups that they are seen, listened to and heard by their classical music station. It is also an important component of cultivating future audiences for classical music.

This session gives examples of the first steps in what must be an ongoing journey to craft and present more inclusive and interesting playlists. We can't just talk the talk; we must walk the walk every day -- not just with annual "celebrations" or one-time special events. In this session, veteran classical music programmers share their specific tactics for implementing more diverse and inclusive playlists that serve and delight listeners EVERY DAY.

2:15pm ET, 1:15pm CT, 12:15pm MT, 11:15am PT

Amplifying America in 2021 and Beyond

Alisa Barba; Senior Editor, America Amplified
Rachel Hubbard; Executive Director, KOSU, Oklahoma City

America Amplified 2.0 is aimed at seeding and supporting community engagement in public media newsrooms across the country. America Amplified: Election 2020 activated a network of stations to engage communities around the presidential election, and used sources and engagement strategies to produce a series of national talk shows focusing on the pandemic and the election. This new initiative will work directly with at least 20 public media newsrooms that are eager to meaningfully and authentically engage with their communities. Our goal is to begin the process of embedding community engagement into the DNA of public media newsrooms and to build the infrastructure to sustain it. In this session, we'll share strategies, practices and tools used to guide stations on a journey that aims to flip the script on how we do journalism -- instead of reporting on communities, we report with them and for them. We will also look at ways in which we can begin to measure the impact of sustained community engagement.

3:30pm ET, 2:30pm CT, 1:30pm MT, 12:30pm PT

General Session - Local That Works

Mark Fuerst; Innovation4Media and Public Media Futures
Will Keible; Director of Marketing and Corporate Support, WDAV
Debbie Hiott; General Manager KUT

Over the last six years Local that Works (LTW) has been highlighting innovative models of local media service. LTW identifies and analyzes projects and services that are relevant and replicable across a wide range of markets, to encourage adoption of the core insights and follow-on advancements that could build on the central lessons. For this year's PRPD conference, LTW will focus on two outstanding stations. We will learn how KUT/KUTX stepped up to take a front-line role in the Austin news and music ecosystem. And we'll examine the evolution of WDAV in Davidson, NC where the community outreach and programming teams "opened the lens" of classical music to build their station's brand and value through beautifully produced live and local events.

Agenda

Wednesday, September 15, 2021

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11:30am ET, 10:30am CT, 9:30am MT, 8:30am PT

Welcome with Special Opening Remarks

Abby Goldstein; President and Executive Director, Public Radio Program Directors Association
Kerri Hoffman (she/her); CEO, PRX

Keynote - Trends and Stories from PRTS 2021

Jay Kernis; Producer, CBS Sunday Morning and former SVP for Programming, NPR
Fred Jacobs; President, Jacobs Media
Paul Jacobs; General Manager, Jacobs Media
Ju-Don Marshall; Chief Content Officer and Executive Vice President, WFAE Charlotte

As the results from this year's Public Radio Tech Survey come into focus, broad trends are beginning to emerge. How deeply has the acceleration to digital content and listening impacted the relationships we have with our most loyal fans? The results of PRTS 2021 can give us some insights, but there are stories behind the data that are worthy of exploration. In this session, Fred Jacobs, President of Jacobs Media will present some of the most compelling findings from PRTS 21 and will join Paul Jacobs, GM of Jacobs Media and Ju-Don Marshall, Chief Content Officer and EVP at WFAE in a discussion moderated by Jay Kernis, producer at CBS Sunday Morning and former SVP for Programming at NPR, about these broad trends and what they mean for public radio in a rapidly changing media landscape.

1:00pm ET, 12:00pm CT, 11:00am MT, 10:00am PT

Diversifying the Triple A Playlist

Sarah Bradshaw; Music Coordinator, The Bridge
Margot Chobanian; Assistant Program Director and Midday Host, The Colorado Sound
Liz Felix; Program Director and *Evening Mix* Host, WYEP
Gini Mascorro; Music Director and *What's New* Host, KXT

As public media continues to reckon with and respond to the need for increased diversity, equity and inclusion efforts throughout our organizations, Triple A stations around the country are seeking to diversify their playlists. In this session we'll talk about practical and philosophical tactics for both bringing more voices to our audiences and continuing to hold ourselves accountable beyond this moment.

1:00pm ET, 12:00pm CT, 11:00am MT, 10:00am PT

A Transformation Story: Considerations from the BBC's Journey to Reshape its Public Service - Sponsored by APM

Razia Iqbal; Presenter, BBC Newshour

Jon Zilkha; Senior Project Director News Group and incoming News Controller, BBC World Service English

This year's PRPD theme is "Redefining Public Media," and the BBC is currently in the midst of redefining itself. Last March, the BBC revealed ambitious plans for the biggest transformation in decades. By 2027-2028, the BBC will expand its creative and journalistic center away from London to cement their commitment of better reflecting, representing, and serving all parts of the country. According to Tim Davie, BBC Director-General, "these [modernization] plans will get us closer to audiences, create jobs and investment, and develop and nurture new talent." Sound familiar? While this session will focus on the changes at the BBC, lines can be drawn to similar work being done by public radio stations. Please join APM for this session, where BBC Newshour presenter Razia Iqbal will interview Jon Zilkha, Senior Project Director News Group and incoming News Controller for BBC World Service English about this work. Jon will provide a brief overview of the BBC's transformative work, considerations for approaching such broad-scale work, implications for content, and other challenges (and success) faced along the way.

2:15pm ET, 1:15pm CT, 12:15pm MT, 11:15am PT

Consolidations, Mergers, and LMA's

Greg Petrowich; President and CEO, WFYI Indianapolis

Chuck Doud; Director of Radio and Audience Strategy, WHRO, Norfolk

Joe Barr; Chief Content Officer, CapRadio

Abby Goldstein; President & Executive Director, PRPD

Financial pressure of the last year has created even more challenges for smaller stations with tight budgets, especially in markets and regions where there is strong public media representation. Our industry is now experiencing a series of consolidations, mergers and management agreements that can provide economies of scale and preserve public service media, formats and frequencies that may otherwise be lost. In this session, we'll explore some of these recent arrangements and discuss the opportunities and challenges that come along with bringing content teams together.

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2:15pm ET, 1:15pm CT, 12:15pm MT, 11:15am PT

Evolving Partnerships Between Networks and Stations – Sponsored by PRX

Sean Nesbitt; Senior Director, Industry Partnerships, PRX
Charlotte Cooper; Senior Managing Director of Audience Growth and Marketing
Micaela Rodriguez; Managing Producer, Podcasts, KERA

We're at an inflection point in public media. The broader media landscape is rapidly shifting. New partnerships form almost daily. Similarly, listeners are discovering content in new ways. This makes the competitive landscape more complex and difficult for stations to navigate. Simultaneously, the role of program directors is evolving to accommodate the changing role of public media in their local communities; stations are evolving multi-platform publishers that provide unique engagement opportunities. So, as stations evolve, networks evolve, too. That makes the context and collaboration that networks provide even more important. This session will be a foundational conversation for how we collaborate and create across the industry in new ways; ways that lead to successful outcomes for all of our institutions.

3:30pm ET, 2:30pm CT, 1:30pm MT, 12:30pm PT

General Session – Battling Burnout With Your Team, Your Peers, and Yourself

Jenn White; Host, 1A, NPR
Melissa Swift; U.S. Transformation Leader, Mercer
Irving W. Washington; Executive Director and CEO, Online News Association (ONA)
LaToya Linzey; Senior Vice President, People & Culture, Colorado Public Radio

It's been a tough year in a tough business. Public radio has a history of doing more with less, often to the detriment of the staff that makes the impossible happen on a dime. We need to examine the connection - or disconnect - between the mission driven, aspirational nature of our work and the resources we apply to it in order to retain and build our workforces. We need to acknowledge that our non-content teams work just as hard as our newsrooms. And we need to retain talented staff in a business landscape where their skills are highly coveted. We'll be bringing together a panel of experts to talk about what it means to address the full spectrum of burnout from an organizational perspective with key takeaways for leaders to bring back to their stations and teams.

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At-A-Glance](#)



REdefining Public Media PRPD Conference Planning Committee

Ben Adler; Director of Programming and Audience Development, CapRadio and
PRPD Board Member

Ele Ellis; Content Manager, WUWM and PRPD Board Member

Tamberly Ferguson; Director of Digital Media & Strategy, WDAV

Jonathan Blakley; Former Program Director, KQED

Juliet Fromholt; Music Director, WYSO

Abby Goldstein; President & Executive Director, PRPD

Mollie Pollack; Business & Operations Director, PRPD

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