



## IPBS CONFERENCE SCHEDULE

Tuesday, July 23, 2024					
Time (EDT)	Location	Event	Title	Speaker(s)	Facilitator
10:00 - 11:00 am	Great Room	Registration	Pick up your nametag and program information in the Great Room just beyond the lobby before heading in for the buffet lunch.		
11:00 - 11:30 am	Great Room	Lunch Buffet	Help yourself to the buffet and join your colleagues at a table (open seating).		
11:30 am - 1:30 pm	Ballroom	Hall of Fame Ceremony and Keynote Speaker	We will honor four new IPBS Hall of Fame inductees. Then we'll hear from Debra Sanchez, Corporation for Public Broadcasting, for <b>Full-Court Press: Public Media's Playbook for Educational Innovation and Engagement</b> . In this keynote we'll explore how public media can execute a winning strategy to meet educational needs and engage diverse audiences.	Debra Sanchez, Corporation for Public Broadcasting	Barbara Sams, IPBS
1:30 - 1:45 pm	Great Room	<i>Break 1</i>			
1:45 - 3:00 pm	Camel I & II	Breakout	<b>Engaging the C Suite for Corporate Support</b> – Looking for strategy to grow corporate support revenue and partnerships? Lori will demystify who the corporate decision-makers really are, present techniques for successful outreach, and discuss how to position public media's value in a way that generates connection.	Lori Zoss Kraska, Growth Owl	Laura Porter, WNIN
	Camel V	Breakout	<b>ATSC 3.0 Update</b> – Broadcasters are working together to bring ATSC 3.0 (Next Generation Television) to audiences across the country, currently targeting markets that will reach more than 80% of the public. Get the most recent updates from Dave Arland and find out what it all means for public media.	Dave Arland, Indiana Broadcasters Association	Paul Wasowski, WNIT
	Camel VI	Breakout	<b>A Culture of Editing: Building Stronger Public Media Newsrooms</b> – Editing is essential for public media storytelling, yet many stations lack resources. This session explores the critical role of editors and how Public Media Journalists Association is supporting editorial excellence through the Editor Corps and other initiatives. Join us to share your editing challenges and discover resources to elevate your storytelling.	Belinda Rawlins, Public Media Journalists Association	Barbara Sams, IPBS
3:00 - 3:15 pm	Great Room	<i>Break 2</i>	Hotel check-in.		
3:15 - 4:30 pm	Camel I & II	Breakout	<b>Finding Success Through Collaboration</b> – In today's competitive world, collaboration is essential for success. Stations should consider aligning around a shared vision and target internal and external resources and activities in support of that vision. Doing so can unlock a world of fundraising opportunities to maximize success AND community impact. Carl will share some of Lakeshore's inspiring examples.	Carl Kurek, Lakeshore Public Media	Carl Kurek, Lakeshore Public Media
	Camel V	Breakout	<b>Preparing for an Audit Started Yesterday</b> – Hear about the variety of audits and the types of up-to-date policies and procedures needed for a clean, successful audit.	Carlin Beckman, WNIN	Carlin Beckman, WNIN
	Camel VI	Breakout	<b>Public Media 101</b> – This session will cover just the basics about public media. If you are new to your station, and have questions about the industry, this session will be especially helpful.	Dr. Phil Hoffman, Ball State Public Media	Mark Newman, IPBS
4:30 - 4:45 pm	Great Room	<i>Break 3</i>	Hotel check-in.		
4:45 - 6:00 pm	Camel I & II	Breakout	<b>How to Build Digital Content Strategy</b> – How do we reach new audiences in an ever-changing digital landscape? And maybe more importantly, how can it be done with limited resources? Lauren will share ideas for reaching audiences that may never listen to terrestrial broadcasts.	Lauren Chapman, IPB News	Lauren Chapman, IPB News
	Camel V	Breakout	<b>Realigning Radio Program Streams</b> – When audience research indicates your audience wants more news AND more music, but you only have one program stream, how do you respond? Dr. Phil and Angie will share the steps Ball State Public Media's radio station, IPR, took, both from the engineering side and the current side of the process.	Dr. Phil Hoffman and Angie Rapp, Ball State Public Media	Dr. Phil Hoffman, Ball State Public Media
	Camel VI	Breakout	<b>Red Flags - The Sequel: FCC Copy Compliance</b> – Writing FCC-compliant copy is one of the biggest challenges facing public media corporate support staff. This guided group discussion will review before and after copy samples, the copy approval process, discussing copy with clients during the sales process, and available copy review resources.	Laura Porter, WNIN	Laura Porter, WNIN
6:00 - 6:15 pm	Great Room	Photo	Please gather in the Great Room area for the group photo.		
6:15 - 6:30 pm	Hotel	Free Time	Hotel check-in.		
6:30 - 6:45 pm	Camel III Ballroom	Dine-Around Check-in	Find the Dine-Around restaurant and group you selected. Your host and the Dine-Around registration list will be at marked tables. Plan to carpool to the restaurant. See the Camel map for parking locations.		
7:00 - 9:00 pm	Various Restaurants	Dine-Around	Each attendee pays their own tab. Afterward, see more of downtown Camel or head back to the Renaissance Hotel and visit the bar to hang out with public media colleagues. Ask for the IPBS Conference signature cocktail.		