

KARYN K. ABLIN
KEENAN P. ADAMCHAK
ROBERT J. BUTLER
HARRY F. COLE
ANNE GOODWIN CRUMP
MARK C. DeSANTIS
DONALD J. EVANS
PAUL J. FELDMAN
KEVIN M. GOLDBERG
DAVID M. JANET
FRANK R. JAZZO
M. SCOTT JOHNSON
DANIEL A. KIRKPATRICK
TONY S. LEE
CHENG-YI LIU
STEPHEN T. LOVELADY
ASHLEY LUDLOW
SUSAN A. MARSHALL
MICHELLE A. McCLURE
MATTHEW H. McCORMICK
FRANCISCO R. MONTERO
DAVINA SASHKIN
LAURA A. STEFANI
JAMES U. TROUP
KATHLEEN VICTORY

1300 NORTH 17th STREET, 11th FLOOR
ARLINGTON, VIRGINIA 22209

OFFICE: (703) 812-0400
FAX: (703) 812-0486
www.fhhlaw.com
www.commlawblog.com

RETIRED MEMBERS
VINCENT J. CURTIS, JR.
RICHARD HILDRETH
HARRY C. MARTIN
GEORGE PETRUTSAS
JAMES P. RILEY

OF COUNSEL
THOMAS J. DOUGHERTY, JR.
ROBERT M. GURSS*
KATHRYN A. KLEIMAN
MITCHELL LAZARUS
PETER TANNENWALD
ROBERT M. WINTERINGHAM

March 28, 2017

ANNE GOODWIN CRUMP
(703) 812-0426
CRUMP@FHHLAW.COM

* NOT ADMITTED IN VIRGINIA

HAND DELIVERY

Marlene H. Dortch, Esquire
Secretary
Federal Communications Commission
445 12th Street, S.W., Room TW-B204
Washington, D.C. 20554

Attention: EEO Staff, Policy Division, Media Bureau

Re: KMOS-TV, Fac. ID No. 4326
Sedalia, Missouri
EEO Audit Response

Dear Ms. Dortch:

Transmitted herewith, on behalf of the University of Central Missouri, licensee of KMOS-TV, Facility Identification Number 4326, Sedalia, Missouri, is its response to the letter of the Assistant Chief, Policy Division, Media Bureau, dated February 8, 2017.

Should any questions arise concerning this matter, please communicate with the undersigned.

Very truly yours,



Anne Goodwin Crump
Counsel for University of Central Missouri

Enclosure

cc: Lynn Kalagian, EEO Staff (with enclosure) **By E-Mail** (Lynn.Kalagian@fcc.gov)

KMOS-TV EEO Audit Data Request

University of Central Missouri
P.O. Box 800,
Warrensburg, MO 64093
660-543-4111

March 28, 2017

BY HAND DELIVERY

EEO Staff
Policy Division, Media Bureau
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: KMOS-TV, Fac. ID No. 4326
Sedalia, Missouri
EEO Audit Response

Dear Ms. Dortch:

The following is the response of the University of Central Missouri (“UCM”), licensee of Station KMOS-TV, Sedalia, Missouri, to the letter dated February 8, 2017, from the Assistant Chief, Policy Division, Media Bureau (the “EEO Audit Letter”). The numbered and lettered responses below correspond to the requests for information as enumerated in the EEO Audit Letter.

Section 3(a)

See attachment 1.1

Please see the attached copies of the 2014-15 and the 2015-16 EEO public file reports for KMOS-TV.
The website is KMOS.ORG.

Section 3(b)

See Attachment 2.1 See also Attachment 1.1

The University of Central Missouri subscribes to the Office of Federal Contract Compliance Programs posting service offered by JobTarget this ensures that beyond ucmo.edu all UCM jobs are automatically posted to the following sites.

Vetjobs.com
Veteransenterprise.com
Jofdav.com
Disabledperson.com

KMOS-TV EEO Audit Data Request

Blackperspective.com
Hispanic-today.com
Wib-i.com

UCM keeps a copy of each different version of the posting sent, together with a listing of the organizations to which it was sent, but it does not print a copy of each one as posted by that organization.

Section 3(c)

<u>Position</u>	<u>Number of Interviewees</u>	<u>Referral Source(s)</u>
TV Operations Support Engineer	1	UCM HR Website
Broadcast Systems Engineer	2	UCM HR Website/Personal Reference Other – State of Missouri
Manager, Production and Content	4	Indeed.com 3 – Left Blank
Accountant II	4	Indeed.com 3 – Left Blank
Major Gifts Officer	2	UCM HR Website Left Blank

The University of Central Missouri human resources department is in charge of the hiring recruitment processes for the station, and that they follow their own procedures which they have established as a state agency. As it is a state agency, such policies necessarily include making every effort to recruit widely from sources likely to provide appropriate candidates and strictly avoiding all unlawful discrimination. These policies and procedures are used for all hires for the university as a whole, including in areas more closely related to its primary functions as a university, including teaching and housing students. As it followed its own procedures appropriate for a state agency, however, the University human resources department was not aware of the FCC's requirement that the recruitment source for each interviewee be tracked. The question of "how did you hear about this vacancy" has always been on the UCM Application but its response was not made mandatory until April 1, 2016 therefore if the applicant did not voluntarily fill out the information it was not included.

Section 3(d)

KMOS-TV has 15 full time employees and is part of the Columbia-Jefferson City television market #138 with a population of 162,277 based on US Census Data. Accordingly, KMOS-TV, as a small market station, is required to perform two recruitment outreach initiatives in a two

KMOS-TV EEO Audit Data Request

year period. KMOS-TV has actually performed more initiatives than required, and those efforts include the following:

- a. KMOS-TV provides 2 scholarships to students studying the field of broadcasting.
Attachment 3.1

The Fred Hunt Public Broadcasting Scholarship
The John Bradley Public Broadcasting Scholarship

The Fred Hunt Public Broadcasting Scholarship was awarded in FY 2014, but funds were not available for disbursement in FY 2015, 2016, or 2017. This scholarship is currently endowed and will be awarded for FY 2018. The John Bradley Public Broadcasting Scholarship was awarded in FY 2014, 2015, and 2017.

- b. KMOS-TV regularly provides student internships in all areas of station operations. Since October of 2014 KMOS has provided the following internships. While UCM understands that the primary period of consideration is the period covered by the attached two EEO public file reports, these programs are ongoing and operate more on the basis of academic semesters than the annual periods specified by the Commission. Please see *Attachment 3.2*

1 Accounting internship Spring 2015
1 Broadcast Engineering internship Spring 2016
1 Broadcast Engineering internship Spring 2017
1 Accounting internship Spring 2017
1 Sociology Internship Spring 2017

- c. KMOS-TV has since its creation provided hands on training for students starting in the field of broadcasting. With no prior experience, University of Central Missouri students can apply to be a part of the KMOS team working in all areas of the station. Both the Production and Master Control departments have dedicated training programs to give students training and real world hands on-experience in a functioning broadcast environment. *Attachment 3.3*

- d. KMOS Personnel regularly participate in the local volunteer fair held by the University of Central Missouri to recruit individuals interested in working in public broadcasting. The most recent dates and attendees are.

<i>Data</i>	<i>Event</i>	<i>Attendee</i>
01/20/2016	UCM Spring Volunteer Fair 2016	Membership Coordinator/Major Gifts Officer
08/24/2016	UCM Fall Volunteer Fair 2016	Membership Coordinator/Major Gifts Officer/Multimedia Producer
01/18/2017	UCM Spring Volunteer Fair 2017	Membership Coordinator/Major Gifts Officer

Attachment 3.4

KMOS-TV EEO Audit Data Request

- e. Employees of KMOS-TV are regularly provided training and education opportunities to enhance their current skillsets as well as gain new knowledge and, in both cases, to enhance their qualifications for higher positions. *Attachment 3.5*

Section 3(e)

McGrath MCHR Claim

- (1) Dorothy McGrath was employed as Manager of Television and Community Programs in 2003. Her employment was terminated effective December 11, 2015, for not meeting the expectations of her job. Ms. McGrath alleges discrimination based on race, sex, age, and veteran status, as well as retaliation. UCM denies the allegations.
- (2) Complainant is Dorothy McGrath.
- (3) Filed March 22, 2016
- (4) Filed with the Missouri Commission on Human Rights (“MCHR”)
- (5) MCHR claim #M-04/1545095
- (6) UCM filed a position statement with the MCHR on April 21, 2016, and the matter remains pending.

Peterson MCHR Claim

- (1) Donald W. Peterson was the Director of Broadcasting Services for UCM. After a consultant’s independent review of UCM’s communications efforts, UCM elected to not reappoint Dr. Peterson. His last day of employment was June 30, 2011. Dr. Peterson alleged age discrimination.
- (2) Complainant is Dr. Donald W. Peterson.
- (3) Initially filed September 14, 2011
- (4) Cross filed with the MCHR and EEOC
- (5) MCHR# E-09/11-39698; EEOC# 28E-2011-01671C; JOCOMO Case No. 1200-CV-01164; EEOC# 563-2014-01034.
- (6) At Dr. Peterson’s request, the MCHR terminated proceedings and issued him a right to sue notice without making a determination. On August 13, 2012, Dr. Peterson filed suit against the UCM Board of Governors in the Circuit Court of Johnson County, Missouri, alleging age discrimination. Venue in that case was later transferred to Cass County, Missouri. On April 22, 2014, Dr. Peterson filed a continuation charge against UCM with the EEOC, alleging age discrimination and retaliation regarding UCM’s failure to rehire him to his former position. In all matters, the University denied all wrongdoing. A confidential mutual resolution was reached and all matters were dismissed with prejudice.

Section 3(f)

KMOS-TV is owned and operated by the University of Central Missouri (UCM), and it is governed by the rules and regulations established by UCM’s Board of Governors. The UCM Human Resource department is responsible for the hiring and recruitment processes for KMOS-TV based on UCM policies and procedures. UCM HR works closely with KMOS staff on recruitment and EEO training functions.

UCM HR collects and maintains on file information regarding all recruitment efforts. UCM HR works closely with station staff and management to ensure that they reach the broadest possible

KMOS-TV EEO Audit Data Request

reach for open full time positions. UCM employment application forms note that UCM is an equal opportunity employer.

Employees of UCM are made aware of EEO policies and programs during new employee orientation. EEO program and policy information is available online at <https://www.ucmo.edu/upo/bog/policy.cfm?upoID=1.2.150> and can be found posted outside the Human Resource office located at Admin 100, University of Central Missouri, Warrensburg, MO. 64093.

Section 3(g)

UCM senior leadership reviews the recruitment and hiring processes of the University of Central Missouri to ensure that it is meeting policy and legal requirements. UCM HR and departmental managers periodically analyze recruitment effectiveness by reviewing contact information and the results the source has produced. In cooperation with department heads, HR analyzes whether particular sources should be added or terminated from the list of those contacted from openings.

Section 3(h)

UCM leadership continually reviews pay, benefits, and other employment practices. A system of evaluation and review by HR takes place prior to filling open FT positions, this system is designed to ensure that posted positions meet market criteria. The university utilizes a CJS (Central Job System) grading system that is used by human resources in an effort to have each position properly classified and compensated. Each year, UCM management analyzes employees' pay and benefits as part of the annual budgeting process. There are no union agreements with KMOS employees.

Section 3(i)

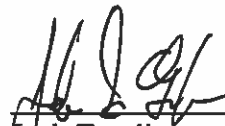
N/A

I hereby certify that the foregoing is correct and complete to the best of my knowledge and belief.

Respectfully submitted,

UNIVERSITY OF CENTRAL MISSOURI

By:



Josh Tomlinson

Director of Broadcasting Services

KMOS EEO AUDIT INFORMATION

ATTACHMENT

2.1

KMOS Positions Filled October 1, 2014 to Present

Position	Date Posted	Date Filled	Number of Interviewees	Job Postings
TV Operations Support Engineer.	07-29-2016	09-01-2016	1	<p><i>Web</i></p> <p>UCM Human Resources Website HigherEdJobs.com Indeed.com Jobs.mo.gov Veijobs.com Veteransenterprise.com Beahero-hireahero.com Jofdav.com Disabledperson.com Blackperspective.com Hispanic-today.com Wtb-i.com Pbs.ORG CPB.ORG Kmos.org</p> <p><i>Print</i></p> <p>Warrensburg Daily Star Journal Sedalia Democrat</p>
Broadcast Systems Engineer	4-21-2016	06-01-2016	2	<p><i>Web</i></p> <p>UCM Human Resources Website HigherEdJobs.com Indeed.com Jobs.mo.gov Veijobs.com Veteransenterprise.com Beahero-hireahero.com Jofdav.com Disabledperson.com Blackperspective.com</p>

					<p>Hispanic-today.com Wib-i.com Pbs.ORG CPB.ORG Kmos.org</p>
Manager, Production and Content	03-25-2016	08-01-2016	4	<p><i>Web</i></p> <p>UCM Human Resources Website HigherEdjobs.com Indeed.com Jobs.mo.gov Vetjobs.com Veteransenterprise.com Beahero-hireahero.com Joflav.com Disabledperson.com Blackperspective.com Hispanic-today.com Wib-i.com Pbs.ORG CPB.ORG Kmos.org</p>	
Accountant II	10-14-2015	12-01-2012	4	<p><i>Print</i></p> <p>Current Magazine</p>	
				<p><i>Web</i></p> <p>UCM Human Resources Website HigherEdjobs.com Indeed.com Jobs.mo.gov Vetjobs.com Veteransenterprise.com Beahero-hireahero.com Joflav.com Disabledperson.com Blackperspective.com Hispanic-today.com</p>	

				<p>Wib-i.com Pbs.ORG CPB.ORG Kmos.org</p>
<p>Major Gifts Officer</p>	<p>11-18-2014</p>	<p>03-16-2015</p>	<p>3</p>	<p><i>Web</i></p> <p>UCM Human Resources Website HigherEdjobs.com Indeed.com Jobs.mo.gov Vejobs.com Veteransenterprise.com Beahero-hireahero.com Joflav.com Disabledperson.com Blackperspective.com Hispanic-today.com Wib-i.com Pbs.ORG CPB.ORG Current.com Jobtarget.com Kmos.org</p>

The following job description was used for posting the position of Television Operations Support Engineer position on the following websites.

UCM Human Resources Website

Indeed.com

Jobs.mo.gov

Vetjobs.com

Veteransenterprise.com

Beahero-hireahero.com

Jofdav.com

Disabledperson.com

Blackperspective.com

Hispanic-today.com

Wib-i.com

Pbs.ORG

CPB.ORG

Kmos.org

Following that are the following descriptions.

Print

Daily Star Journal

Sedalia Democrat

Online

Higheredjobs.com

Television Operations Support Engineer

Position Information

Position Information

Position Title	Television Operations Support Engineer
Working Title	Television Operations Support Engineer
Department	401215-KMOS-TV
Pay Rate	\$36,129/year
FTE	1.0
FLSA	Nonexempt
Position Number	999139
Classification	CJS11
Special Instructions to Applicants:	<p>A complete UCM application for employment, cover letter and resume are required. Incomplete applications will not be considered.</p> <p>Review of application materials will begin on 08/15/2016 and continue until the position is filled.</p> <p>NOTE: A background check is required for the selected candidate of this position and any job offer is contingent on the results of this check.</p>
Working hours:	<p>Monday-Friday; 8 am – 5 pm Some evenings/weekends as necessary. Some on-call hours with potential for overtime pay.</p>
Bargaining Unit	No
Work Location	Warrensburg Campus
Posting Date	07/29/2016
Closing Date	
Open Until Filled	Yes
Position Purpose	The Television Operations Support Engineer assists in training and staffing of students for master control and serves as backup supervisor for master control; works with the production department to make sure all needs are met for live/studio/field productions; supports, trains and provides supervision to student engineering, operations, and production staff; provides guidance for all technology needs for KMOS staff, and assists in maintenance of all broadcast, operations and production equipment.

Education & Formal Training

Other Education & Formal Training

Associate's degree in electronics, engineering, video production, networking, information technology or applicable field of study.

Education may be substituted for experience or experience substituted for education based on the following equivalencies: AA = 2 years; BA/BS = 4 years; MA/MS = 6

years; PhD = 8 years.

Computer Skills

Word-Processing, Spreadsheet, Presentation, Desktop Publishing, Web Page Maintenance, Other - Broadcast related: video and audio editing, multimedia, graphics, DVE.

Experience

Two (2) years experience in electronic maintenance, Networking, Information Technology or Video Production.

Experience in software/Firmware installation, upgrades and maintenance.

Experience working with PC hardware, networking protocols, and networking equipment in a broadcast or media environment preferred.

Experience with Master Control, satellite delivery and Traffic Scheduling software relay equipment strongly recommended.

Other Experience

Licenses, Certificates, Registrations, Criminal History check, Driver's license & State/Federal Requirements of Position:

Other Licenses, Certificates, Registrations, & State/Federal Requirements

Society of Broadcast Engineers (SBE) certification preferred.

FCC Radio Telephone First Class License preferred.

Special Skills, Abilities, and Knowledge:

Attention to detail, Communication skills, including oral, written, and/or nonverbal, Knowledge of a University environment preferred, Human Relations/Interpersonal skills, Leadership skills: organization/meeting facilitation/project leadership, Physical abilities: mobility/strength/dexterity/balance/coordination/endorurance, Supervisory skills, including motivation, delegation of duties, evaluation, etc, Ability to manage multiple concurrent projects and meet deadlines, Maintain confidentiality

Other Special Skills, Abilities, and Knowledge

Broadcast applications to include webcasting, live studio productions and live on-site productions, video editing and audio editing.

Strong knowledge and familiarity with television post production environments.

Ability to manage maintenance upgrades and installation of broadcasting and production equipment.

Basic understanding of IT networking and architectures.

Ability to communicate technical information effectively-both written and verbally.

Strong troubleshooting skills.

Ability to travel to remote broadcast sites.

Ability to follow directions and to follow through without direct supervision, to read and understand equipment manuals to perform multiple tasks simultaneously in a high pressure situation with deadlines and changing staff.

Specify sensory abilities:

Physical & Environmental Factors:

Excessive standing and/or walking, Exposure to extreme temperatures, Exposure to fumes and/or chemicals, Exposure to heights, Exposure to loud noises, Lifting (weight) - 50 lbs

Other Physical & Environmental Factors

Lifting weight

Special Working Conditions:

On call/standby work required, Work in stressful conditions

Other Special Working Conditions

Irregular work hours – requires some nights and weekends as needed.

Necessary to carry a cell phone/pager.

Ability to Keyboard

No keyboarding test required.

Special Qualifications:

Other Special Qualifications

Prefer incumbent obtain SBE certification within two years of hire and maintain certification.

Supplemental Questions

Required fields are indicated with an asterisk (*).

1. * Do you understand that the university requires a background check for this position and that any job offer made to the selected candidate is contingent upon the results of this check?
 - o Yes
 - o No
-

Required Documents

Required Documents

1. Cover Letter
2. Resume

Optional Documents

None

July 29, 2016

Daily Star Journal
Classified Ads
Warrensburg, MO 64093

Please run the following advertisement in the Wednesday, August 3rd advertiser and the Friday, August 5th edition. Please send the invoice with tear sheet to Joyce Lawson, Human Resources, Administration 101, Warrensburg, MO 64093. Refer to purchase order number L00005731.

The University of Central Missouri is seeking applicants for Television Operations Support Engineer for KMOS-TV.

This position assists in training and staffing of students for master control and serves as a backup supervisor for master control; works with the production department to make sure all needs are met for live/studio/field productions; supports, trains and provides supervision to student engineering, operations, and production staff; provides guidance for all technology needs for KMOS staff; and assists in the maintenance of all broadcast, operations and production equipment.

An associate's degree and two years of experience in electronic maintenance, networking, information technology or video production is required. Education may be substituted for experience or experience substituted for education.

For more information and application procedures, please visit our website at <https://jobs.ucmo.edu>

The University of Central Missouri is an Equal Opportunity Employer and specifically invites applications from women, minorities, veteran status and people with disabilities.

July 29, 2016

**Sedalia Democrat
Classified Ads
Sedalia MO**

Please run the following advertisement in the Wednesday, August 3rd edition. Please send the invoice with tear sheet to Joyce Lawson, Human Resources, Administration 101, Warrensburg, MO 64093. Refer to purchase order number L00005732.

The University of Central Missouri is seeking applicants for Television Operations Support Engineer for KMOS-TV.

This position assists in training and staffing of students for master control and serves as a backup supervisor for master control; works with the production department to make sure all needs are met for live/studio/field productions; supports, trains and provides supervision to student engineering, operations, and production staff; provides guidance for all technology needs for KMOS staff; and assists in the maintenance of all broadcast, operations and production equipment.

An associate's degree and two years of experience in electronic maintenance, networking, information technology or video production is required. Education may be substituted for experience or experience substituted for education.

For more information and application procedures, please visit our website at <https://jobs.ucmo.edu>

The University of Central Missouri is an Equal Opportunity Employer and specifically invites applications from women, minorities, veteran status and people with disabilities.

Television Operations Support Engineer

Institution:	University of Central Missouri
Location:	Warrensburg, MO
Category:	<ul style="list-style-type: none">▪ Admin - Broadcasting, Radio, and Television▪ Admin - Computing - Multimedia
Posted:	07/29/2016
Application Due:	Open Until Filled
Type:	Full Time
Salary:	17.37 USD Per Hour

The University of Central Missouri is seeking applicants for Television Operations Support Engineer for KMOS-TV.

This position assists in training and staffing of students for master control and serves as a backup supervisor for master control; works with the production department to make sure all needs are met for live/studio/field productions; supports, trains and provides supervision to student engineering, operations, and production staff; provides guidance for all technology needs for KMOS staff; and assists in the maintenance of all broadcast, operations and production equipment.

An associate's degree and two years of experience in electronic maintenance, networking, information technology or video production is required. Education may be substituted for experience or experience substituted for education.

For more information and application procedures, please visit our website at <https://jobs.ucmo.edu>

APPLICATION INFORMATION

Contact:	Joyce Lawson Human Resources University of Central Missouri
Online App. Form:	https://jobs.ucmo.edu
Email Address:	jobs@ucmo.edu

The University of Central Missouri is an Equal Opportunity Employer and specifically invites applications from women, minorities, veteran status and people with disabilities.

Apply through HigherEdJobs

Apply through Institution's Website

© Copyright 2016 Internet Employment Linkage, Inc.


Candidate Interview Form

Posting Information

Position Title: TV Operations Support Engineer
 Acquisition Number: _____
 Position #: 999139
 Posting Date: 7/29/2016
 Closing Date: Open until filled
 Department: Broadcasting Services
 Report Run Date: 8/12/2016

Search Outcome:
 Extended: 8/18/16
 Closed: 8/18/16
 Completed: 8/18/16

Desired Start Date: 09/01/2016

Signature of Hiring Authority: 

Date: 08/16/2016

Comments: _____

All Applicants

Name	Date Applied	Interview Date	Interview Time	Rank	Comment #1 Required	Comment #2 (Optional)	Comment #3 (Optional)
Raymond Walters	7/29/2016	8/15/2016	3:30pm	1	Please offer position	CTHLOW 3/17/2016	

Report Generated: Friday August 12, 2016 10:43:37 AM
Job Title Television Operations Support Engineer
Job Number 999139
Organizational Unit
Open Date 07/29/2016
Close Date

Last Name	First Name	Primary Phone	Code
Walters	Raymond	660-864-0872	

University of Central Missouri Staff Search Plan

The Search Plan is developed jointly by the Hiring Authority (HA) and the Human Resources Generalist (HRG). Development consists of three phases: Planning -- boxes 1,2,3; Search -- boxes 4,5; Hiring -- boxes 6,7

Status of Position Description/CJS grading <u> X </u> Complete _____ in progress _____	
1. Application Process: a. Required: UCM Electronic Application b. Additional: (Check all that apply) • <input checked="" type="checkbox"/> Cover letter • <input checked="" type="checkbox"/> Resume • _____ Reference • _____ Other c. Eligible Applicants: _____ Qualified Internal only <input checked="" type="checkbox"/> Any Qualified HA Initial/Date: _____ HRG Initial/Date: <u> JH 6/17/16 </u>	5 Interview/Selection Process: a. Required: Describe interview structure - _____ _____ (Telephone interview, ITV, <u> in person interview </u> , campus wide interview, etc.) Use additional space on back if needed. Interviews will be scheduled by: <u> HA </u> (HRG or Hiring Authority) b. Required: HA submits completed signed and dated Candidate Interview Form with reasons for non-selection of those interviewed. c. Required: Candidate Reference Check. _____ HRG will conduct (Recommended) <input checked="" type="checkbox"/> HA will conduct Reference information must be submitted to HR for review and placement in the Search File. HA Initial/Date: _____ HRG Initial/Date: <u> JH 6/17/16 </u>
2. Advertising Process: a. Required: UCM - HR website b. Posted for how many days: <u> 7/5/16 </u> c. Close by or Priority by date: _____ d. Optional: (Check all that apply) • _____ Local • _____ Regional • _____ National • _____ Internal <u> PBS </u> <u> PBS jobline </u> Advertising Budget dollars: _____ e. Advertised Salary*: <u> 17.37/hr </u> *See Item #3 HA Initial/Date: _____ HRG Initial/Date: <u> JH 6/17/16 </u>	6. Document Review: (once Selection has been made) Required: HR Generalist. <input checked="" type="checkbox"/> Staff Plan _____ Candidate Interview Form (reasons for non-selection) _____ Reference Documentation _____ EEO Information on Applicants _____ Submitted for Final Review HRG Initial/Date: <u> JH </u>
3. Compensation Information*: a. Required: Internal Review HRG b. Current Salary: <u> N/A </u> CJS Level <u> 11 </u> c. Range of current employees with similar duties: • _____ d. CUPA: _____ e. Other Sources: _____ f. Salary approved: <u> 17.37/hr </u> HA Initial/Date: _____ HRG Initial/Date: <u> 6/17/16 </u>	7. Outcome: a. Offer extended by HA: _____ Memo of confirmation sent to HRG with appropriate VP and Budget office copies. HRG generated A&E. b. Offer extended by HRG: <u> X </u> Copy of A&E sent to appropriate VP and Budget office. HA Initial/Date: _____ HRG Initial/Date: <u> JH 6/17/16 </u>
4. Screening Process: a. Required: HR screens for minimum qualifications. b. Additional: Further screening by: (Check one as it applies) • _____ Hiring Authority • <input checked="" type="checkbox"/> Committee (identify members) Names: <u> Kevin Newsome </u> <u> Andy Avery </u> <u> Christy Miller </u> <u> Josh Tomlinson </u> HA Initial/Date: _____ HRG Initial/Date: <u> JH 6/17/16 </u>	

W/ Josh Tomlinson via phone call.

University of Central Missouri Staff Position Description (Rev. 2/2016)

Read each section carefully before completing. Make statements clear and concise. Obtain employee input whenever possible. Send electronic copy to your HR Representative.

PART I: GENERAL POSITION INFORMATION

Current Position Title:	Current Position Classification:
Engineer III	CJS16

Proposed New Position Title (if applicable):	New Position Classification:
Television Operations Support Engineer	CJS-11

Position Number:	Bargaining Unit Position (Yes or No):
999139	No

Department Name (Include area within department, if applicable.):
Broadcasting Services

Supervisor's Title:	Supervisor's Position Number:
Asst. Director for Technology	999021

PART II: DESCRIPTION OF POSITION

Position Purpose: State briefly the principal purpose or focus of the position. Describe the primary function of the position (what the position must accomplish) and the major objective (why that function is performed). This information will be included on the job posting when this position is advertised.

1. Assists in the training and staffing of students for master control, serves as backup supervisor for Master Control.
2. Works with the production department to make sure all needs are met for live/studio/field productions.
3. Support, train and provide supervision to the student engineering, operations, and production staff.
4. Provide guidance for all technology needs for KMOS staff.
5. Assists in maintenance of all broadcast, operations and production equipment.

UCM CORE ATTRIBUTES – Our core behaviors all employees are expected to model.
 During the annual review process, all employees will be rated on how well they model these behaviors.

- Engaging:** Immersive learning experience through purposeful involvement of employees and students.
- Cumulative:** Aggregating multiple points of learning to broaden and deepen education.
- Passionate:** Encouraging employees and students to find his or her sense of purpose.
- Confident:** Embracing change and the new opportunities and challenges of tomorrow.
- Enterprising:** Creating new ways for all students and employees to engage in their education and jobs.
- Caring:** Acting on the needs and welfare of our people and the community.

PART III: POSITION DUTIES

A. SPECIFIC DUTIES: Starting with the most important, list and describe the duties which make up the regular assignment. Use specific verbs of action, such as "operate," "drill," "weld," "adjust," "repair," etc.; avoid "process," "prepare," "handle," and "assist." State the approximate percent of your total time spent on each duty based on a 1-year basis, and assign no duty or group of duties less than 5%. The total percentage must equal 100%. The form will insert page breaks and page numbering automatically.

Duties	Percentage
<p>Under the direction of the Broadcast Systems Engineers, install new equipment and systems, troubleshoot existing KMOS TV equipment and perform preventive and corrective maintenance for the following equipment:</p> <ol style="list-style-type: none"> 1. TV studio systems: including video tape recorders, character generators, switchers, routers, editing software , shared storage, cameras (studio and ENG/EFG), audio boards, microphones, servers, lighting systems, teleprompters, display/video monitors, and intercom systems. 2. TV operations systems: including video tape recorders, character generators, switchers, routers, automation systems, servers, EAS equipment, audio monitoring equipment, transmission monitoring equipment, encoders, closed captioning devices, format converters, satellite signal decoding equipment, time clock systems and test equipment. 3. Computer and microprocessor controlled equipment. 4. PBS transmission and server systems. 5. Traffic scheduling software systems. <p>Other duties included</p> <ol style="list-style-type: none"> 1. Design, modify or construct custom equipment or items for local operational needs. 2. Install and maintain software and computer related equipment. 3. Install and maintain non Office of Technology administered network systems. 3. Document maintenance of equipment including repairs and settings changes 4. Order and track repair parts and equipment from numerous vendors. Maintain an inventory of all broadcast related equipment within KMOS-TV including remote sites. 6. Assist the engineering staff with maintenance at transmission sites. 	60%
<p>Provide technical quality control of equipment operations during live and remote productions, including ensuring that all technical aspects are ready to go in a prompt and timely manner.</p>	15%
<p>Works as backup to manager of on-air operations in areas of training, staffing, and supervision of the Television Master Control.</p>	20%
<p>Maintain proficiency with changing industry standards and trends, regulations, advancements in technology, and new equipment through seminars, trade shows, industry publications, webinars, and PBS communication outlets</p>	5%

= 100%

This position may at times be requested to perform other duties or special projects which are in the best interest of the University.

B. BUDGET AND/OR GRANT RESPONSIBILITY: If this position is responsible for working with the department and/or area budget, complete the following section.

Amount of sign-off authority, i.e., how much money may the incumbent allocate without consulting anyone:	\$
--	----

Mark an "x" next to the most appropriate budgetary/grant level and indicate the percentage of time spent performing these duties.

	%	Review budget.	Review for discrepancies, notify appropriate individual, prepare paperwork as requested, and forward paperwork to appropriate individual for sign-off and commitment of funds.
	%	Monitor budget.	Review for discrepancies, prepare required paperwork, notify appropriate individual of changes and forward paperwork for sign-off and commitment of funds; may have sign-off authority on specific budget areas or specific amount.
	%	Manage budget.	Develop budget, may review for discrepancies or delegate duty, request or delegate preparation of any required paperwork; authority to sign-off and commit funds.

C. LEADERSHIP, SUPERVISORY, OR MANAGEMENT RESPONSIBILITIES:

Mark an "x" next to the one statement, which best describes the position.

<input checked="" type="checkbox"/>	Lead worker: assigns, trains, schedules, oversees, or reviews work of others.
<input type="checkbox"/>	Supervisor: plans, staffs, evaluates and directs work of employees of a work unit.
<input type="checkbox"/>	Indirect Supervisor: delegates authority to carry out work of a unit to subordinate supervisors or managers.

Indicate the number of employees led, supervised, or managed, based on the categories listed below.

6	Student employees, including Graduate Assistants.
	Regular part- or full-time employees.
	Temporary and/or seasonal employees.

UCM CORE LEADERSHIP COMPETENCIES

Listed below are the core leadership skills and traits at UCM. For all UCM leaders, a portion of their annual review focuses on the development and modeling of these competencies.

Builds Trust
Communicates Effectively
Customer/Student Focused

Leads Change
Builds High Performance Teams
Achieves Results

D. EQUIPMENT OPERATION: Indicate equipment used to perform the duties of the position, including the approximate percentage of time it is used and how the incumbent will learn to operate the equipment (e.g., experienced incumbent, on-the-job training, formal training at work, formal training off-campus, formal certification process, etc.). Also indicate if the incumbent is required to service or repair the equipment.

Equipment Used	% of Time	Type of Training (Examples: Experienced Incumbent, On-the-Job Training, Formal Training at Work, Formal Training Off-Campus, Formal Certification Process, etc.)	Indicate if Incumbent Services or Repairs Equipment Below	
			Yes	No
Digital and analog broadcast production and test equipment including studio and LIVE production equipment such as, but not limited to: Ross Carbonite switcher, Wheatstone audio board, Editshare Shared storage and playback, Broadstream Oyasis	80%	Experienced Incumbent and All types of Training Will Train the right candidate	X	

Master Control System, Utah Scientific Router and Switcher, Grass Valley studio cameras, Sony field cameras, Wired and wireless microphones, Video tape decks. - All types of computer platforms, software, and applications including: Adobe Master Collection, AVID Media Composer, Microsoft Office, and Google Drive.				
Oscilloscopes, digital and analog multi-meters. Vector scope and Waveform monitors, frequency counter, and other related equipment.	15%	Experienced Incumbent and All types of Training Will Train the right candidate	X	
Power Tools, Hand Tools, Soldering Irons	5%	Experienced Incumbent and All types of Training Will Train the right candidate	X	

PART IV: MINIMUM QUALIFICATIONS OF THE POSITION

A. EDUCATION & FORMAL TRAINING: Indicate the minimum amount of education and/or formal training necessary to begin employment in this position. Also indicate preferred education level, if applicable.

High school diploma or equivalent.

_____ (number of hours) credit hours.

Associate's degree in the following field(s) of study: Electronics/Engineering, Video Production, Networking, Information Technology or applicable field of study

Bachelor's degree in the following field(s) of study:

Master's degree in the following field(s) of study:

Doctorate degree in the following field(s) of study:

Formal training (specify):

Other (specify):

[x] Mark this box if education may be substituted for experience or if experience may be substituted for education. Note that equivalencies are based on the following: AA or 60 credit hours = 2 years experience; BA/BS or 120 credit hours = 4 years experience; MA/MS = 6 years experience; PhD = 8 years experience.

B. EXPERIENCE: Indicate the types and minimum years of experience necessary to begin employment in this position. Also indicate preferred experience, if applicable. All experience listed may be gained concurrently unless otherwise noted.

1. Two (2) years experience in electronic maintenance, Networking, Information Technology or Video Production.
2. Experience in software/Firmware installation, upgrades and maintenance.
3. Experience working with PC hardware, networking protocols, and networking equipment in a broadcast or media environment preferred.
4. Experience with Master Control, satellite delivery and Traffic Scheduling software relay equipment strongly recommended.

C. LICENSES, CERTIFICATES, REGISTRATIONS, & STATE/FEDERAL REQUIREMENTS OF POSITION: Any items listed must be met at the time of employment and must be maintained by the incumbent throughout employment with the University. Also indicate preferred licenses, certifications, etc., if applicable. (If a license, certification, etc., must be attained within a designated amount of time rather than being met at the time of employment, include it under "G - Special Qualifications.")

Mark this box if not applicable.

Police background check.

Criminal history check.

Child care security check.

Subject to random drug testing.

Fingerprinting.

Driver's license.

Missouri license required.

CDL license.

Other (specify): Society of Broadcast Engineers (SBE) certified preferred

Other (specify): FCC Radio Telephone First Class License preferred

D. SPECIAL SKILLS, ABILITIES, AND KNOWLEDGE: Mark an "x" next to the skills, abilities, and knowledge that are required to do the job. (Mark all that apply.)

Mark this box if not applicable.

Keyboarding ability. Specify Keyboarding test required. Speed is intentionally not specified.

Keyboarding test required. Minimum speed required: _____.

No keyboarding test required.

Attention to detail.

Budget-related skills.

Knowledge of a University environment preferred.

Communication skills, including oral, written, and/or nonverbal.

Computer software skills. Specify: Word-processing

Spreadsheet

Presentation

Desktop publishing

Web page maintenance

Other (specify): Broadcast related: video and audio editing, multimedia, graphics, DVE.

Human Relations/Interpersonal skills.

Leadership skills, including organization, meeting facilitation, and/or project leadership.

Physical abilities, including mobility, agility, strength, dexterity, balance, coordination, and/or endurance.

Sensory abilities, including special vision and/or hearing requirements (specify): Judge true colors.

Supervisory skills, including motivation, delegation of duties, evaluation, etc.

Mental skills, including concentration, memory, complex decision making, analytical thinking, and/or conceptual thinking.

Management and/or administration skills.

Ability to manage multiple concurrent projects and meet deadlines.

Maintain confidentiality.

Other (specify): Broadcast applications to include webcasting, Live studio productions and Live on-site productions, video editing and audio editing. Strong knowledge and familiarity with television post production environments. Ability to manage maintenance upgrades and installation of broadcasting and production equipment. Basic understanding of IT networking and architectures. Ability to communicate technical information effectively-both written and verbally. Strong troubleshooting skills. Ability to travel to remote broadcast sites.

Other (specify): Ability to follow directions and to follow through without direct supervision, to read and understand equipment manuals to perform multiple tasks simultaneously in a high pressure situation with deadlines and changing staff.

E. PHYSICAL & ENVIRONMENTAL FACTORS: Mark an "x" next to the unusual and/or extreme physical and/or environmental factors experienced on-the-job. Also include any hazards, risks, or discomforts that exist on the job or in the work environment.

Mark this box if not applicable.

- Excessive standing and/or walking.
- Exposure to extreme temperatures.
- Exposure to fumes and/or chemicals.
- Exposure to heights.

- Exposure to loud noises.
- Lifting (weight): 50 lbs
- Other (specify):
- Other (specify):

F. SPECIAL WORKING CONDITIONS: Mark an "x" next to the special working conditions experienced on the job.

Mark this box if not applicable.

- On call/standby work required.
- Uniform required.
- Travel required.
- Irregular work hours. Requires some nights and weekends as needed
- Professional appearance.
- Work in stressful conditions.
- Other (specify): Necessary to carry a cell phone/pager
- Other (specify):

G. SPECIAL QUALIFICATIONS: List additional qualifications required of an incumbent on the job. Include certifications and/or licenses that must be obtained within a designated amount of time and the time frame by which they must be met. Required certifications and/or licenses must be maintained by the incumbent throughout employment with the University.

Mark this box if not applicable.

- Post-offer physical exam required.
- Other (specify): Prefer incumbent obtain SBE certification within two years and maintain certification.
- Other (specify):

Staff Position Description Approvals

Supervisor's Signature:

Date:

--	--

2nd Level Manager Signature:

Date:

--	--

**DO NOT TYPE OR MARK THIS SHADED BOX - FOR HUMAN RESOURCES USE ONLY.
LIST REQUESTED ACTIONS ON ACCOMPANYING STAFF VACANCY OR ABOVE ONLY.**

ACTION TAKEN		POSITION STATUS		EVALUATION RESULTS	
New Position		Exempt		Evaluation Date	05/21/16
Reclass - Upgrade			Test	Effective Date of Change	06/01/16
Reclass - Downgrade	x	Nonexempt	x	Classification	CJS-11
Description Update		FTE	1.0	Release to Department Date	05/21/16

HR Form: Revised Feb. 2016. Previous versions obsolete.

The following job description was used for posting the position of Broadcast Systems Engineer position on the following websites.

UCM Human Resources Website

Indeed.com

Jobs.mo.gov

Vetjobs.com

Veteransenterprise.com

Beahero-hireahero.com

Jofdav.com

Disabledperson.com

Blackperspective.com

Hispanic-today.com

Wib-i.com

Pbs.ORG

CPB.ORG

Kmos.org

Following that is the description for .

Higheredjobs.com

Broadcast Systems Engineer

Position Information

Position Information

Position Title Broadcast Systems Engineer

Working Title Broadcast Systems Engineer

Department 401215-KMOS-TV

Pay Rate \$4,583.33/month

FTE 1.0

FLSA Exempt

Position Number 999064

Classification CJS15

Special Instructions to Applicants: A complete UCM application for employment and resume are required. Incomplete applications will not be considered.

Review of application materials will begin on 05/06/16 and continue until the position is filled.

NOTE: A background check is required for the selected candidate of this position and any job offer is contingent on the results of this check.

Working hours: Monday-Friday; 8 am – 5 pm
Some evenings/weekends as scheduled.

Bargaining Unit No

Work Location Warrensburg Campus

Posting Date 04/21/2016

Closing Date

Open Until Filled Yes

Position Purpose Maintain, upgrade and install equipment related to the broadcast of KMOS-TV including the transmission systems, master control, production and Red Digital Studios.

Assure the highest possible level of KMOS broadcast standards and compliance with FCC and FAA rules and regulations.

Support, train and provide supervision to the student engineering, operations, and production staff.

Provide guidance for all technology needs for KMOS staff.

Act as lead engineer at the direction of the Assistant Director for Technology.

Education & Formal Training

Other Education & Formal Training Bachelor's degree in Broadcasting Electronics, Engineering or related field.

Education may be substituted for experience or experience may be substituted for education based on the following equivalencies: AA=2 years BA/BS=4 years; MA/MS=6 years; PhD=8 years.

Computer Skills

Word-Processing, Spreadsheet, Presentation, Desktop Publishing, Other - Broadcast related: video and audio editing, multimedia, graphics, DVE.

Experience

1. Five (5) years of experience in electronic preventative maintenance and installation.
2. Experience in software/Firmware installation, upgrades and maintenance.
3. Experience with RF transmitters, satellite delivery and Microwave relay equipment.
4. Experience working with PC hardware, networking protocols, and networking equipment in a broadcast or media environment preferred.

Other Experience

Licenses, Certificates, Registrations, Criminal History check, Driver's license & State/Federal Requirements of Position:

Other Licenses, Certificates, Registrations, & State/Federal Requirements

Society of Broadcast Engineers (SBE) certified preferred.
FCC Radio Telephone First Class License preferred.

Special Skills, Abilities, and Knowledge:

Attention to detail, Budget-related skills, Communication skills, including oral, written, and/or nonverbal, Knowledge of a University environment preferred, Human Relations/Interpersonal skills, Leadership skills: organization/meeting facilitation/project leadership, Physical abilities: mobility/strength/dexterity/balance/coordination/endurance, Supervisory skills, including motivation, delegation of duties, evaluation, etc, Management and/or administration skills, Ability to manage multiple concurrent projects and meet deadlines, Maintain confidentiality

Other Special Skills, Abilities, and Knowledge

Sensory abilities, including special vision and/or hearing requirements (specify): Ability to judge true colors.

Broadcast applications to include webcasting, Live studio productions and Live on-site productions, video editing and audio editing. Strong knowledge and familiarity with television post production environments. Ability to manage maintenance upgrades and installation of broadcasting and production equipment. Basic understanding of IT networking and architectures. Ability to communicate technical information effectively- both written and verbally. Strong troubleshooting skills. Ability to travel to remote broadcast sites. Basic ability in creating, compiling, updating, and managing technical drawings and schematic. Knowledge of computer and microprocessor controlled equipment and networking systems. Knowledge in the field of electronics including the understanding of digital and analog components. System analysis of aural and visual origination and flow of signals. Thorough knowledge of FCC standards and practices for TV including video and audio tape, analog and digital components, computer graphics, switchers, routers, editors, cameras, SDI, HD-SDI, HDMI, Composite, Component, waveform, vector scopes, test equipment, and calibration charts.

Ability to follow directions and to follow through without direct supervision, to read and understand equipment manuals, electronic and digital diagrams and schematics, to solve electronic equations using math, to use specialized electronic test equipment, to perform multiple tasks simultaneously in a high pressure situation with deadlines and changing staff.

Specify sensory abilities:

Physical & Environmental Factors: Excessive standing and/or walking, Exposure to extreme temperatures, Exposure to fumes and/or chemicals, Exposure to heights, Exposure to loud noises, Lifting (weight) - 50 lbs

Other Physical & Environmental

Exposure to AC and DC high voltages.

Factors

Ability to work in small confined and sometimes difficult to get to spaces (in equipment racks, low spaces, high spaces/lighting grid).

Lifting weight

Special Working Conditions: On call/standby work required, Travel required, Work in stressful conditions

Other Special Working Conditions Irregular work hours, some nights/weekends as scheduled.

Necessary to carry a cell phone/pager.

Ability to Keyboard No keyboarding test required.

Special Qualifications:

Other Special Qualifications Become SBE certified within two years and maintain certification.

Supplemental Questions

Required fields are indicated with an asterisk (*).

1. * Do you understand that the university requires a background check for this position and that any job offer made to the selected candidate is contingent upon the results of this check?
 - o Yes
 - o No
2. * This position requires experience in electronic preventative maintenance and installation, software/Firmware installation, upgrades and maintenance, and experience with RF transmitters, satellite delivery and Microwave relay equipment. Description your experience with the above.

(Open Ended Question)

Required Documents

Required Documents

1. Resume

Optional Documents

None

Broadcast Systems Engineer

Institution:	University of Central Missouri
Location:	Warrensburg, MO
Category:	Admin - Broadcasting, Radio, and Television
Posted:	04/23/2016
Application Due:	Open Until Filled
Type:	Full Time
Salary:	4,583.33 USD Per Month

The University of Central Missouri is seeking applicants for a Broadcasting Systems Engineer to work in our KMOS-TV station. A successful applicant will have a Bachelor's degree in Broadcasting Electronics, Engineering or related field; 5 years of experience in electronic preventative maintenance and installation; experience in software/Firmware installation, upgrades and maintenance; experience in RF transmitters, satellite delivery and Microwave relay equipment; and experience working with PC hardware, networking protocols, and networking equipment in a broadcast or media environment is preferred. Experience may substitute for education.

A complete UCM application for employment and resume are required. Incomplete applications will not be considered. Review of application materials will begin on 05/16/16 and continue until the position is filled.

NOTE: A background check is required for the selected candidate of this position and any job offer is contingent on the results of this check.

APPLICATION INFORMATION

Contact:	Joyce Lawson Human Resources University of Central Missouri
Phone:	660-543-4255
Online App. Form:	https://jobs.ucmo.edu
Email Address:	jobs@ucmo.edu

The University of Central Missouri is an Equal Opportunity Employer and specifically invites applications from women, minorities, veteran status and people with disabilities.

Apply through HigherEdJobs

Apply through Institution's Website

© Copyright 2016 Internet Employment Linkage, Inc.

Report Generated: Friday May 06, 2016 01:17:57 PM
Job Title Broadcast Systems Engineer
Job Number 999064
Organizational Unit
Open Date 04/21/2016
Close Date

5/6

Last Name	First Name	Primary Phone	Code
Avery	Andrew	660-233-0879	I
Busick	Jacob	660-221-9705	E11
Castro	Chris	8169127721	A16
MacGugan Jr	John	702-595-5365	I
Morris	Mario	6606240546	E11

1/06

University of Central Missouri Staff Search Plan

The Search Plan is developed jointly by the Hiring Authority (HA) and the Human Resources Generalist (HRG). Development consists of three phases: Planning -- boxes 1,2,3; Search -- boxes 4,5; Hiring -- boxes 6,7

Status of Position Description/CJS grading _____ Complete _____ in progress

1. Application Process:

- a. Required: UCM Electronic Application
- b. Additional: (Check all that apply)
 - Cover letter
 - Resume
 - Reference
 - Other

- c. Eligible Applicants:
 - Qualified Internal only
 - Any Qualified

HA Initial/Date: JS 4/21/16 HRG Initial/Date: JH 4/21/16

2. Advertising Process:

- a. Required: UCM - HR website
- b. Posted for how many days: 5/5/16
- c. Close by or Priority by date: PH
- d. Optional: (Check all that apply)

- Local
- Regional PBS.org
- National HigherEdJobs.com
- Internal

Advertising Budget dollars: _____

- e. Advertised Salary: \$55,000
- *See Item #3

HA Initial/Date: JS 4/21/16 HRG Initial/Date: JH 4/21/16

3. Compensation Information*:

- a. Required: Internal Review HRG
- b. Current Salary: 48,359.12 CJS Level 15
- c. Range of current employees with similar duties: _____
- d. CUPA: _____
- e. Other Sources: _____
- f. Salary approved: 55,000

HA Initial/Date: JS 4/21/16 HRG Initial/Date: JH 4/21/16

4. Screening Process:

- a. Required: HR screens for minimum qualifications.
- b. Additional: Further screening by: (Check one as it applies)

- Hiring Authority
- Committee (identify members)

Names: Josh
Kevin
Michelle

HA Initial/Date: JS 4/21/16 HRG Initial/Date: JH 4/21/16

5. Interview/Selection Process:

- a. Required: Describe Interview structure - _____
in-person

(Telephone interview, ITV, in person interview, campus wide interview, etc.) Use additional space on back if needed.

Interviews will be scheduled by: H.A.
(HRG or Hiring Authority)

- b. Required: HA submits completed signed and dated Candidate Interview Form with reasons for non-selection of those interviewed.

- c. Required: Candidate Reference Check.
- HRG will conduct (Recommended)

HA will conduct

Reference information must be submitted to HR for review and placement in the Search File.

HA Initial/Date: JS 4/21/16 HRG Initial/Date: JH 4/21/16

6. Document Review: (once Selection has been made)

Required: HR Generalist

- Staff Plan
- Candidate Interview Form (reasons for non-selection)
- Reference Documentation
- EEO Information on Applicants

Submitted for Final Review

HRG Initial/Date: JH 5/12/16

7. Outcome:

- a. Offer extended by HA: _____
Memo of confirmation sent to HRG with appropriate VP and Budget office copies HRG generated A&E.

- b. Offer extended by HRG:
Copy of A&E sent to appropriate VP and Budget office.

HA Initial/Date: JS 4/21/16 HRG Initial/Date: JH 4/21/16

University of Central Missouri Staff Position Description (Rev. 2/2016)

Read each section carefully before completing. Make statements clear and concise. Obtain employee input whenever possible. Send electronic copy to your HR Representative.

PART 1: GENERAL POSITION INFORMATION

Current Position Title:	Current Position Classification:
Engineer II	CJS-14

Proposed New Position Title (if applicable):	New Position Classification:
Broadcasting Systems Engineer	CJS-15

Position Number:	Bargaining Unit Position (Yes or No):
998888, 999064	No

Department Name (Include area within department, if applicable.):
Office of Broadcasting Services

Supervisor's Title:	Supervisor's Position Number:
Asst. Director for Technology KMOS-TV	999021

PART II: DESCRIPTION OF POSITION

Position Purpose: State briefly the principal purpose or focus of the position. Describe the primary function of the position (what the position must accomplish) and the major objective (why that function is performed). This information will be included on the job posting when this position is advertised.

1. Maintain, upgrade and install equipment related to the broadcast of KMOS-TV including the transmission systems, master control, production and Red Digital Studios.
2. Assure the highest possible level of KMOS broadcast standards and compliance with FCC and FAA rules and regulations.
3. Support, train and provide supervision to the student engineering, operations, and production staff.
4. Provide guidance for all technology needs for KMOS staff.
5. Act as lead engineer at the direction of the Assistant Director for Technology.

UCM CORE ATTRIBUTES – Our core behaviors all employees are expected to model.

During the annual review process, all employees will be rated on how well they model these behaviors.

- Engaging:** Immersive learning experience through purposeful involvement of employees and students.
Cumulative: Aggregating multiple points of learning to broaden and deepen education.
Passionate: Encouraging employees and students to find his or her sense of purpose.
Confident: Embracing change and the new opportunities and challenges of tomorrow.
Enterprising: Creating new ways for all students and employees to engage in their education and jobs.
Caring: Acting on the needs and welfare of our people and the community.

PART III: POSITION DUTIES

A. SPECIFIC DUTIES: Starting with the most important, list and describe the duties which make up the regular assignment. Use specific verbs of action, such as "operate," "drill," "weld," "adjust," "repair," etc.; avoid "process," "prepare," "handle," and "assist." State the approximate percent of your total time spent on each duty based on a 1-year basis, and assign no duty or group of duties less than 5%. The total percentage must equal 100%. The form will insert page breaks and page numbering automatically.

Duties	Percentage
<p>Install new equipment and systems, troubleshoot existing KMOS TV equipment and perform preventive and corrective maintenance for the following equipment:</p> <ol style="list-style-type: none"> 1. Microwave links 2. High power TV transmitters 3. KU & C band satellite downlinks 4. TV studio systems: including video tape recorders, character generators, switchers, routers, editing software, shared storage, cameras (studio and ENG/EFG), audio boards, microphones, servers, lighting systems, teleprompters, display/video monitors, and intercom systems. 5. TV operations systems: including video tape recorders, character generators, switchers, routers, automation systems, servers, EAS equipment, audio monitoring equipment, transmission monitoring equipment, encoders, closed captioning devices, format converters, satellite signal decoding equipment, time clock systems and test equipment. 6. Computer and microprocessor controlled equipment. 7. Single and multimode fiber optic systems. 8. Tower strobe light systems. <p>Other duties included</p> <ol style="list-style-type: none"> 1. Provide leadership and direction to KMOS staff and students on matters of Technology and equipment procedure. 2. In coordination with the Asst. Director of Technology provide direction and Oversight of equipment and software installation made be entities outside of KMOS. 3. Researches, designs, modifies or construct custom equipment or items for local operational needs. 4. Supervises student engineering/operations staff including hiring, training and scheduling. 4. Install and maintain software and computer related equipment. 5. Install and maintain non Office of Technology administered network systems. 6. Document maintenance of equipment including repairs and settings changes 7. Create technical and non-technical drawings of systems and installations as well as operational guides 8. Order and track repair parts and equipment from numerous vendors. Maintain an inventory of all broadcast related equipment within KMOS-TV including remote sites. 	80%
<p>Provide technical quality control of equipment operations during live and remote productions, including ensuring that all technical aspects are ready to go in a prompt and timely manner.</p>	10%
<p>Maintain proficiency with changing industry standards and trends, regulations, advancements in technology, and new equipment through seminars, trade shows, industry publications, webinars,</p>	5%

and PBS communication outlets	
Tower site maintenance including cleaning of facilities, tree trimming, low level tower repairs/maintenance, and vegetation control.	5%

= 100%

This position may at times be requested to perform other duties or special projects which are in the best interest of the University.

B. BUDGET AND/OR GRANT RESPONSIBILITY: If this position is responsible for working with the department and/or area budget, complete the following section.

Amount of sign-off authority, i.e., how much money may the incumbent allocate without consulting anyone.	\$
--	----

Mark an "x" next to the most appropriate budgetary/grant level and indicate the percentage of time spent performing these duties.

	%	Review budget.	Review for discrepancies, notify appropriate individual, prepare paperwork as requested, and forward paperwork to appropriate individual for sign-off and commitment of funds.
x	5%	Monitor budget.	Review for discrepancies, prepare required paperwork, notify appropriate individual of changes, and forward paperwork for sign-off and commitment of funds; may have sign-off authority on specific budget areas or specific amount.
	%	Manage budget.	Develop budget, may review for discrepancies or delegate duty, request or delegate preparation of any required paperwork, authority to sign-off and commit funds.

C. LEADERSHIP, SUPERVISORY, OR MANAGEMENT RESPONSIBILITIES:

Mark an "x" next to the one statement, which best describes the position.

	Lead worker: assigns, trains, schedules, oversees, or reviews work of others.
x	Supervisor: plans, staffs, evaluates and directs work of employees of a work unit.
	Indirect Supervisor: delegates authority to carry out work of a unit to subordinate supervisors or managers.

Indicate the number of employees led, supervised, or managed, based on the categories listed below.

x	Student employees, including Graduate Assistants.
x	Regular part- or full-time employees.
	Temporary and/or seasonal employees.

UCM CORE LEADERSHIP COMPETENCIES

Listed below are the core leadership skills and traits at UCM. For all UCM leaders, a portion of their annual review focuses on the development and modeling of these competencies.

Builds Trust
Communicates Effectively
Customer/Student Focused

Leads Change
Builds High Performance Teams
Achieves Results

D. EQUIPMENT OPERATION: Indicate equipment used to perform the duties of the position, including the approximate percentage of time it is used and how the incumbent will learn to operate the equipment (e.g., experienced incumbent, on-the-job training, formal training at work, formal training off-campus, formal certification process, etc.). Also indicate if the incumbent is required to service or repair the equipment.

Equipment Used	% of Time	Type of Training (Examples: Experienced Incumbent, On-the-Job Training, Formal Training at Work, Formal Training Off-Campus, Formal Certification Process, etc.)	Indicate if Incumbent Services or Repairs Equipment Below	
			Yes	No
Digital and analog broadcast, production and test equipment including studio and LIVE production equipment such as, but not limited to: Ross Carbonite switcher, Wheatstone audio board, Editshare Shared storage and playback, Broadstream Oyasis Master Control System, Utah Scientific Router and Switcher, Grass Valley studio cameras, Sony field cameras, Wired and wireless microphones, Video tape decks. All types of computer platforms, software, and applications including: Adobe Master, AVID Media Composer, Microsoft Office, and Google Drive.	80	Experienced incumbent and All types of Training	x	
Oscilloscopes, digital and analog multi-meters. Vector scope and Waveform monitors, frequency counter, and other related equipment	15	Experienced Incumbent and All types of Training	x	
Power Tools, Hand Tools, Soldering Irons	5	Experienced Incumbent and All types of Training	x	

PART IV: MINIMUM QUALIFICATIONS OF THE POSITION

A. EDUCATION & FORMAL TRAINING: Indicate the minimum amount of education and/or formal training necessary to begin employment in this position. Also indicate preferred education level, if applicable.

- High school diploma or equivalent.
- _____ (number of hours) credit hours.
- Associate's degree in the following field(s) of study:
- Bachelor's degree in the following field(s) of study: Broadcasting Electronics, Engineering or related field.
- Master's degree in the following field(s) of study:
- Doctorate degree in the following field(s) of study:
- Formal training (specify):
- Other (specify):

[x] Mark this box if education may be substituted for experience or if experience may be substituted for education. Note that equivalencies are based on the following: AA or 60 credit hours = 2 years experience; BA/BS or 120 credit hours = 4 years experience; MA/MS = 6 years experience; PhD = 8 years experience.

B. EXPERIENCE: Indicate the types and minimum years of experience necessary to begin employment in this position. Also indicate preferred experience, if applicable. All experience listed may be gained concurrently unless otherwise noted.

1. Five (5) years of experience in electronic preventative maintenance and installation.
2. Experience in software/Firmware installation, upgrades and maintenance.
3. Experience with RF transmitters, satellite delivery and Microwave relay equipment.

4. Experience working with PC hardware, networking protocols, and networking equipment in a broadcast or media environment preferred.

C. LICENSES, CERTIFICATES, REGISTRATIONS, & STATE/FEDERAL REQUIREMENTS OF POSITION: Any items listed must be met at the time of employment and must be maintained by the incumbent throughout employment with the University. Also indicate preferred licenses, certifications, etc., if applicable. (If a license, certification, etc., must be attained within a designated amount of time rather than being met at the time of employment, include it under "G - Special Qualifications.")

Mark this box if not applicable.

Police background check.

Criminal history check.

Child care security check.

Subject to random drug testing.

Fingerprinting.

Driver's license.

Missouri license required.

CDL license.

Other (specify): Society of Broadcast Engineers (SBE) certified preferred

Other (specify): FCC Radio Telephone First Class License preferred

D. SPECIAL SKILLS, ABILITIES, AND KNOWLEDGE: Mark an "x" next to the skills, abilities, and knowledge that are required to do the job. (Mark all that apply.)

Mark this box if not applicable.

Keyboarding ability. Specify Keyboarding test required. Speed is intentionally not specified.

Keyboarding test required. Minimum speed required: _____.

No keyboarding test required.

Attention to detail.

Budget-related skills.

Knowledge of a University environment preferred.

Communication skills, including oral, written, and/or nonverbal.

Computer software skills. Specify: Word-processing

Spreadsheet

Presentation

Desktop publishing

Web page maintenance

Other (specify): Broadcast related: video and audio editing, multimedia, graphics, DVE.

Human Relations/Interpersonal skills.

Leadership skills, including organization, meeting facilitation, and/or project leadership.

Physical abilities, including mobility, agility, strength, dexterity, balance, coordination, and/or endurance.

Sensory abilities, including special vision and/or hearing requirements (specify): Ability to judge true colors.

Supervisory skills, including motivation, delegation of duties, evaluation, etc.

Mental skills, including concentration, memory, complex decision making, analytical thinking, and/or conceptual thinking.

- Management and/or administration skills.
- Ability to manage multiple concurrent projects and meet deadlines.
- Maintain confidentiality.
- Other (specify): Broadcast applications to include webcasting, Live studio productions and Live on-site productions, video editing and audio editing. Strong knowledge and familiarity with television post production environments. Ability to manage maintenance upgrades and installation of broadcasting and production equipment. Basic understanding of IT networking and architectures. Ability to communicate technical information effectively-both written and verbally. Strong troubleshooting skills. Ability to travel to remote broadcast sites. Basic ability in creating, compiling, updating, and managing technical drawings and schematic. Knowledge of computer and microprocessor controlled equipment and networking systems. Knowledge in the field of electronics including the understanding of digital and analog components. System analysis of aural and visual origination and flow of signals. Thorough knowledge of FCC standards and practices for TV including video and audio tape, analog and digital components, computer graphics, switchers, routers, editors, cameras, SDI, HD-SDI, HDMI, Composite, Component, waveform, vector scopes, test equipment, and calibration charts.
- Other (specify): Ability to follow directions and to follow through without direct supervision, to read and understand equipment manuals, electronic and digital diagrams and schematics, to solve electronic equations using math, to use specialized electronic test equipment, to perform multiple tasks simultaneously in a high pressure situation with deadlines and changing staff.

E. PHYSICAL & ENVIRONMENTAL FACTORS: Mark an "x" next to the unusual and/or extreme physical and/or environmental factors experienced on-the-job. Also include any hazards, risks, or discomforts that exist on the job or in the work environment.

Mark this box if not applicable.

- Excessive standing and/or walking.
- Exposure to extreme temperatures.
- Exposure to fumes and/or chemicals.
- Other (specify): Exposure to AC and DC high voltages
- Other (specify): Ability to work in small confined and sometimes difficult to get to spaces (in equipment racks, low spaces, high spaces/lighting grid).
- Exposure to loud noises.
- Lifting (weight): 50LBS _____
- Exposure to heights.

F. SPECIAL WORKING CONDITIONS: Mark an "x" next to the special working conditions experienced on the job.

Mark this box if not applicable.

- On call/standby work required.
- Uniform required.
- Travel required.
- Irregular work hours, some nights/weekends as scheduled.
- Professional appearance.
- Work in stressful conditions.
- Other (specify): Necessary to carry a cell phone/pager.
- Other (specify):

G. SPECIAL QUALIFICATIONS: List additional qualifications required of an incumbent on the job. Include certifications and/or licenses that must be obtained within a designated amount of time and the time frame by which they must be met. Required certifications and/or licenses must be maintained by the incumbent throughout employment with the University.

Mark this box if not applicable.

Post-offer physical exam required.

- Other (specify): Become SBE certified within two years and maintain certification.

Staff Position Description Approvals

Supervisor's Signature:

Date:

--	--

2nd Level Manager Signature:

Date:

--	--

**DO NOT TYPE OR MARK THIS SHADED BOX - FOR HUMAN RESOURCES USE ONLY.
LIST REQUESTED ACTIONS ON ACCOMPANYING STAFF VACANY OR ABOVE ONLY.**

ACTION TAKEN		POSITION STATUS		EVALUATION RESULTS	
New Position		Exempt	X	Evaluation Date	04/07/16
Reclass - Upgrade	X	Administrative	Test	Effective Date of Change	
Reclass - Downgrade		Nonexempt		Classification	CJS-15
Description Update		FTE	1.0	Release to Department Date	04/08/16

HR Form: Revised Feb. 2016. Previous versions obsolete.

The following job description was used for posting the position of Manager, Production and Content position on the following websites:

UCM Human Resources Website

Indeed.com

Jobs.mo.gov

Vetjobs.com

Veteransenterprise.com

Beahero-hireahero.com

Jofdav.com

Disabledperson.com

Blackperspective.com

Hispanic-today.com

Wib-i.com

Pbs.ORG

CPB.ORG

Kmos.org

In Print

Current Magazine

Following that is the description for .

Higherjobs.com

Manager, Production and Content

Position Information

Position Information

Position Title	Manager, Production and Content
Working Title	Manager, Production and Content
Department	401215-KMOS-TV
Pay Rate	\$57,000/year
FTE	1.0
FLSA	Exempt
Position Number	999070
Classification	CJS16

Special Instructions to Applicants: A complete UCM application for employment, cover letter and resume required. A link to your demo reel MUST be included in your cover letter or resume. Incomplete applications will NOT be considered.

Review of application materials will begin on 04/11/16 and continue until the position is filled.

NOTE: A background check is required for the selected candidate of this position and any job offer is contingent on the results of this check.

Working hours: Professional hours – Evenings/weekends as needed for production/pledge drives.

Bargaining Unit No

Work Location Warrensburg Campus

Posting Date 03/25/2016

Closing Date

Open Until Filled Yes

Position Purpose The Manager for Production and Content is responsible for overseeing all programming, content creation and content delivery aspects within PBS Cove system. The position works with the Director of Broadcasting Services and General Manager of KMOS to position and further grow the station through the use of strategic content delivery partnerships and production that features locally produced and relevant content. Using an active and applied production approach, the position will direct, manage and supervise all employees and student workers in Production, UCM Red Digital Studios, and Programming departments to attain the station's strategic goals established in the station's and department's strategic plan. The position will also advise the Director and General Manager on all aspects of KMOS content strategy and identify issues to be addressed throughout the department.

Education & Formal Training

Other Education & Formal Training Bachelor's degree in communications, computer networking, broadcasting or related

field required.

Master's degree in communication, journalism, film, art or closely related field preferred.

Computer Skills

Word-Processing, Spreadsheet, Presentation, Desktop Publishing, Web Page Maintenance, Other - TV production software and server systems

Experience

Five (5) years in production operations at a PBS member station or media production company required.

Five (5) years' experience as TV Production Manager or closely related position required.

Five (5) years' experience with TV Studio producing and directing, including video switchers and playback systems required.

Five (5) years' experience in television or film field production, including shooting professional video, editing video, and creating programs, films, or documentaries.

National production experience for television network or major television market preferred.

Track record of award winning television or film productions/content preferred.

Other Experience

Licenses, Certificates, Registrations, Criminal History check, Driver's license & State/Federal Requirements of Position:

Other Licenses, Certificates, Registrations, & State/Federal Requirements

Special Skills, Abilities, and Knowledge:

Attention to detail, Budget-related skills, Communication skills, including oral, written, and/or nonverbal, Knowledge of a University environment preferred, Human Relations/Interpersonal skills, Leadership skills: organization/meeting facilitation/project leadership, Physical abilities: mobility/strength/dexterity/balance/coordination/endurance, Supervisory skills, including motivation, delegation of duties, evaluation, etc, Management and/or administration skills, Ability to manage multiple concurrent projects and meet deadlines, Maintain confidentiality

Other Special Skills, Abilities, and Knowledge

Sensory abilities – good vision and hearing as as to assure excellent visual and audio quality of productions.

Specify sensory abilities:

Physical & Environmental Factors: Lifting (weight) - 35 lbs

Other Physical & Environmental Factors

Varying temperatures for outdoor shoots.

Lifting weight

Special Working Conditions:

On call/standby work required, Travel required, Professional appearance, Work in stressful conditions

Other Special Working Conditions

Irregular work hours – Evenings/weekends as needed for production/pledge drives.

Ability to Keyboard

No keyboarding test required.

Special Qualifications:

Other Special Qualifications

Supplemental Questions

Required fields are indicated with an asterisk (*).

1. * Do you understand that the university requires a background check for this position and that any job offer made to the selected candidate is contingent upon the results of this check?
 - Yes
 - No
 2. * Do you understand that you MUST include a link to your demo reel of production skills in your cover letter or resume? If the link is not included, your application will not be considered.
 - Yes
 - No
-

Required Documents

Required Documents

1. Cover Letter
2. Resume

Optional Documents

None

Manager, Production and Content

Institution:	University of Central Missouri
Location:	Warrensburg, MO
Category:	<ul style="list-style-type: none">▪ Admin - Broadcasting, Radio, and Television▪ Admin - Public Relations, Marketing, and Communications
Posted:	03/25/2016
Application Due:	Open Until Filled
Type:	Full Time
Salary:	\$57,000 USD Per Year

The University of Central Missouri is seeking qualified applicants for Manager of Production and Content for the KMOS - TV.

The Manager for Production and Content is responsible for overseeing all programming, content creation and content delivery aspects within PBS Cove system. The position works with the Director of Broadcasting Services and General Manager of KMOS to position and further grow the station through the use of strategic content delivery partnerships and production that features locally produced and relevant content. Using an active and applied production approach, the position will direct, manage and supervise all employees and student workers in Production, UCM Red Digital Studios, and Programming departments to attain the station's strategic goals established in the station's and department's strategic plan. The position will also advise the Director and General Manager on all aspects of KMOS content strategy and identify issues to be addressed throughout the department.

A successful applicant will have Bachelor's degree in Communications, Computer Networking, Broadcasting, Journalism, Film, Art or a closely related degree; a Master's degree is preferred, 5 years in production operations at a PBS member station or media production company, 5 years experience as TV Production Manager or closely related position, 5 years experience with TV Studio producing and directing, including video switchers and playback systems, and 5 years experience in television or film field production, including shooting professional video, editing video, and creating programs, films, or documentaries. National production experience for television network or major television market and a track record of award winning television or film productions/content is preferred.

A complete University of Central Missouri application for employment, cover letter and resume are required. A link to your demo reel must be included in the cover letter or resume.

Review of application materials will begin on 04/11/16 and continue until the position is filled. NOTE: A background check is required for the selected candidate of this position and any job offer is contingent on the results of this check.

APPLICATION INFORMATION

Contact: Joyce Lawson
Human Resources
University of Central Missouri

Phone: 660-543-4255

Online App. Form: <https://jobs.ucmo.edu>

Email Address: jobs@ucmo.edu

The University of Central Missouri is an Equal Opportunity Employer and specifically invites applications from women, minorities, veteran status and people with disabilities.

Apply through HigherEdJobs

Apply through Institution's Website

© Copyright 2016 Internet Employment Linkage, Inc.

Report Generated Monday April 11, 2016 07:55:30 AM

Job Title Manager, Production and Content

Job Number 999070

Organizational Unit

Open Date 03/25/2016

Close Date

Last Name	First Name	Primary Phone	Codes
Ash	Jonathan	402-	E9
Higgins	Timothy	405-	E4 I
Hollis	Fred	616-	E4
Kelth	Brian	330-	E11
Levandoski	Matthew	812-	E11
Manuel	Eric	5012-	E4
McGrath	Dorothy	816-	E8
Phillips	Thomas	517-	I
Smith	Michael	612-	E6 I
Wittman	Joseph	575-	I

University of Central Missouri Staff Search Plan

The Search Plan is developed jointly by the Hiring Authority (HA) and the Human Resources Generalist (HRG). Development consists of three phases: Planning -- boxes 1,2,3; Search -- boxes 4,5; Hiring -- boxes 6,7

Status of Position Description/CJS grading <u> X </u> Complete _____ in progress _____	
<p>1. Application Process:</p> <p>a Required: UCM Electronic Application</p> <p>b Additional: (Check all that apply)</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Cover letter <input checked="" type="checkbox"/> Resume <input type="checkbox"/> Reference <input type="checkbox"/> Other <p>c. Eligible Applicants:</p> <p>_____ Qualified Internal only <u>Denio rec/link</u></p> <p><input checked="" type="checkbox"/> Any Qualified</p> <p>HA Initial/Date: _____ HRG Initial/Date: <u>JH 3/25/16</u></p>	<p>5. Interview/Selection Process:</p> <p>a. Required: Describe Interview structure - _____ <u>phone, in person</u></p> <p>(Telephone interview, ITV, in person interview, campus wide interview, etc.) Use additional space on back if needed.</p> <p>Interviews will be scheduled by: <u>H.A.</u> (HRG or Hiring Authority)</p> <p>b. Required: HA submits completed signed and dated Candidate Interview Form with reasons for non-selection of those interviewed.</p> <p>c. Required: Candidate Reference Check. _____ HRG will conduct (Recommended)</p> <p><input checked="" type="checkbox"/> HA will conduct</p> <p>Reference information must be submitted to HR for review and placement in the Search File.</p> <p>HA Initial/Date: _____ HRG Initial/Date: <u>JH 3/25/16</u></p>
<p>2. Advertising Process:</p> <p>a. Required: UCM - HR website</p> <p>b. Posted for how many days: _____</p> <p>c. Close by or Priority by date: <u>Plu 4/18/16</u></p> <p>d. Optional. (Check all that apply)</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Local <u>current</u> <input type="checkbox"/> Regional <u>mypbs.org</u> <input type="checkbox"/> National <u>cpborg</u> <input type="checkbox"/> Internal <u>higheredjobs.com</u> <p>Advertising Budget dollars: _____</p> <p>e. Advertised Salary*: <u>\$57,000 yr 4750/month</u> *See Item #3</p> <p>HA Initial/Date: _____ HRG Initial/Date: <u>JH 3/25/16</u></p>	<p>6. Document Review: (once Selection has been made)</p> <p>Required: HR Generalist.</p> <p><input checked="" type="checkbox"/> Staff Plan</p> <p><input checked="" type="checkbox"/> Candidate Interview Form (reasons for non-selection)</p> <p><input checked="" type="checkbox"/> Reference Documentation</p> <p>_____ EEO Information on Applicants</p> <p><input checked="" type="checkbox"/> Submitted for Final Review</p> <p>HRG Initial/Date: <u>JH 7/14/16</u></p>
<p>3. Compensation Information*:</p> <p>a Required: Internal Review <u>HRG</u></p> <p>b. Current Salary: <u>53,850.85</u> CJS Level <u>16</u></p> <p>c. Range of current employees with similar duties: _____</p> <p>d. CUPA: _____</p> <p>e. Other Sources: _____</p> <p>f. Salary approved: <u>865,000</u></p> <p>HA Initial/Date _____ HRG Initial/Date: <u>JH 3/25/16</u></p>	<p>7. Outcome:</p> <p>a. Offer extended by HA: <input checked="" type="checkbox"/> Memo of confirmation sent to HRG with appropriate VP and Budget office copies HRG generated A&E.</p> <p>b. Offer extended by HRG: _____ Copy of A&E sent to appropriate VP and Budget office.</p> <p>HA Initial/Date _____ HRG Initial/Date: <u>JH 3/25/16</u></p>
<p>4. Screening Process:</p> <p>a Required: HR screens for minimum qualifications.</p> <p>b Additional: Further screening by: (Check one as it applies)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Hiring Authority <input type="checkbox"/> Committee (identify members) Names: <u>Phil</u> <u>Katie Smith</u> <u>Kerla Newcombe</u> <p>HA Initial/Date _____ HRG Initial/Date: <u>JH 3/25/16</u></p>	

w/ Phil Hoffman via phone 3/25/16

University of Central Missouri Staff Position Description (Rev. 2/2016)

Read each section carefully before completing. Make statements clear and concise. Obtain employee input whenever possible. Send electronic copy to your HR Representative.

PART I: GENERAL POSITION INFORMATION

Current Position Title:	Current Position Classification:
Manager, TV & Community Programs	CJS-15

Proposed New Position Title (if applicable):	New Position Classification:
Manager, Production and Content	CJS-16

Position Number:	Bargaining Unit Position (Yes or No):
999070	No

Department Name (Include area within department, if applicable.):
Broadcasting Services

Supervisor's Title:	Supervisor's Position Number:
Director, Broadcasting Services	9998864

PART II: DESCRIPTION OF POSITION

Position Purpose: State briefly the principal purpose or focus of the position. Describe the primary function of the position (what the position must accomplish) and the major objective (why that function is performed). This information will be included on the job posting when this position is advertised.

The Manager for Production and Content is responsible for overseeing all programming, content creation and content delivery aspects within PBS Cove system. The position works with the Director of Broadcasting Services and General Manager of KMOS to position and further grow the station through the use of strategic content delivery partnerships and production that features locally produced and relevant content. Using an active and applied production approach, the position will direct, manage and supervise all employees and student workers in Production, UCM Red Digital Studios, and Programming departments to attain the station's strategic goals established in the station's and department's strategic plan. The position will also advise the Director and General Manager on all aspects of KMOS content strategy and identify issues to be addressed throughout the department.

UCM CORE ATTRIBUTES – Our core behaviors all employees are expected to model.

During the annual review process, all employees will be rated on how well they model these behaviors.

- Engaging:** Immersive learning experience through purposeful involvement of employees and students.
- Cumulative:** Aggregating multiple points of learning to broaden and deepen education.
- Passionate:** Encouraging employees and students to find his or her sense of purpose.
- Confident:** Embracing change and the new opportunities and challenges of tomorrow.
- Enterprising:** Creating new ways for all students and employees to engage in their education and jobs.
- Caring:** Acting on the needs and welfare of our people and the community.

PART III: POSITION DUTIES

A. SPECIFIC DUTIES: Starting with the most important, list and describe the duties which make up the regular assignment. Use specific verbs of action, such as "operate," "drill," "weld," "adjust," "repair," etc.; avoid "process," "prepare," "handle," and "assist." State the approximate percent of your total time spent on each duty based on a 1-year basis, and assign no duty or group of duties less than 5%. The total percentage must equal 100%. The form will insert page breaks and page numbering automatically.

Duties	Percentage
• Serve as production aesthetics leader, actively managing and leading the KMOS production team to superior production standards and content creation that is industry standard, on time and on budget. Secures outside underwriting and/or writes and applies for grant funds.	20%
• Developing, implementing and monitoring a content strategy that supports and extends KMOS initiatives, both short- and long-term, determining which methods work for the station. Directs the continuous evolvement of strategy.	20%
• Produces, writes, edits, shoots and directs local TV productions, both in the field and in the studio. Must be experienced in the use of broadcast quality cameras, industry standard video editing software, broadcast quality video switchers, play out servers, and video output systems.	10%
• Ensuring all production is on-brand, consistent in terms of "look and feel" style, quality and tone, and optimized for search and user experience for all channels/platforms of content including on-air, online, social media, email, mobile, video, print and in-person.	10%
• Directs the development of a functional production calendar throughout the content verticals, and defining the owners in each vertical to particular person or groups. Actively managing production team using production calendar to leverage high output and high quality while meeting KMOS goals and timelines.	10%
• Supervising producers, writers, editors, content strategists and on air talent; be an arbiter of best practices in grammar, messaging, writing, and style.	10%
• Developing standards, systems and best practices (both human resources and technological) for content creation, distribution, maintenance, content retrieval and content repurposing, including the real-time implementation of content strategies.	10%
• Establishing work flow for requesting, creating, editing, publishing, and retiring production elements. Work with technical team to implement local productions into appropriate CMS.	10%
= 100%	

This position may at times be requested to perform other duties or special projects which are in the best interest of the University.

B. BUDGET AND/OR GRANT RESPONSIBILITY: If this position is responsible for working with the department and/or area budget, complete the following section.

Amount of sign-off authority, i.e., how much money may the incumbent allocate without consulting anyone:	\$
--	----

Mark an "x" next to the most appropriate budgetary/grant level and indicate the percentage of time spent performing these duties.

	%	Review budget.	Review for discrepancies, notify appropriate individual, prepare paperwork as requested, and forward paperwork to appropriate individual for sign-off and commitment of funds.
X	5%	Monitor budget.	Review for discrepancies, prepare required paperwork, notify appropriate individual of changes, and forward paperwork for sign-off and commitment of funds; may have sign-off authority on specific budget areas or specific amount.
		Manage budget.	Develop budget, may review for discrepancies or delegate duty, request or delegate preparation of any required paperwork; authority to sign-off and commit funds.

C. LEADERSHIP, SUPERVISORY, OR MANAGEMENT RESPONSIBILITIES:

Mark an "x" next to the one statement, which best describes the position.

	Lead worker: assigns, trains, schedules, oversees, or reviews work of others.
X	Supervisor: plans, staffs, evaluates and directs work of employees of a work unit.
	Indirect Supervisor: delegates authority to carry out work of a unit to subordinate supervisors or managers.

Indicate the number of employees led, supervised, or managed, based on the categories listed below.

20	Student employees, including Graduate Assistants.
3	Regular part- or full-time employees.
	Temporary and/or seasonal employees.

UCM CORE LEADERSHIP COMPETENCIES

Listed below are the core leadership skills and traits at UCM. For all UCM leaders, a portion of their annual review focuses on the development and modeling of these competencies.

Builds Trust
Communicates Effectively
Customer/Student Focused

Leads Change
Builds High Performance Teams
Achieves Results

D. EQUIPMENT OPERATION: Indicate equipment used to perform the duties of the position, including the approximate percentage of time it is used and how the incumbent will learn to operate the equipment (e.g., experienced incumbent, on-the-job training, formal training at work, formal training off-campus, formal certification process, etc.). Also indicate if the incumbent is required to service or repair the equipment.

Equipment Used	% of Time	Type of Training (Examples: Experienced Incumbent, On-the-Job Training, Formal Training at Work, Formal Training Off-Campus, Formal Certification Process, etc.)	Indicate if Incumbent Services or Repairs Equipment Below	
			Yes	No
Computer and other office equipment	30%	Experienced incumbent		x
Avid media composer software	35%	Experienced incumbent		x
Broadcast video systems: Canon C100, Sony SxS systems	35%	Experienced incumbent		x

PART IV: MINIMUM QUALIFICATIONS OF THE POSITION

A. EDUCATION & FORMAL TRAINING: Indicate the minimum amount of education and/or formal training necessary to begin employment in this position. Also indicate preferred education level, if applicable.

- High school diploma or equivalent.
- _____ (number of hours) credit hours.
- Associate's degree in the following field(s) of study:
- Bachelor's degree in the following field(s) of study: Communications, Computer Networking, Broadcasting, or related field required.
- Master's degree in the following field(s) of study: Communication, Journalism, Film, Art or closely related field preferred.
- Doctorate degree in the following field(s) of study:
- Formal training (specify):
- Other (specify):

Mark this box if education may be substituted for experience or if experience may be substituted for education. Note that equivalencies are based on the following: AA or 60 credit hours = 2 years experience; BA/BS or 120 credit hours = 4 years experience; MA/MS = 6 years experience; PhD = 8 years experience.

B. EXPERIENCE: Indicate the types and minimum years of experience necessary to begin employment in this position. Also indicate preferred experience, if applicable. All experience listed may be gained concurrently unless otherwise noted.

1. Five (5) years in production operations at a PBS member station or media production company required.
2. Five (5) years' experience as TV Production Manager or closely related position required
3. Five (5) years' experience with TV Studio producing and directing, including video switchers and playback systems required.
4. Five (5) years' experience in television or film field production, including shooting professional video, editing video, and creating programs, films, or documentaries.
5. National production experience for television network or major television market preferred.
6. Track record of award winning television or film productions/content preferred.
7. Demo reel of production skills required as part of the application process.

C. LICENSES, CERTIFICATES, REGISTRATIONS, & STATE/FEDERAL REQUIREMENTS OF POSITION: Any items listed must be met at the time of employment and must be maintained by the incumbent throughout employment with the University. Also indicate preferred licenses, certifications, etc., if applicable. (If a license, certification, etc., must be attained within a designated amount of time rather than being met at the time of employment, include it under "G - Special Qualifications.")

Mark this box if not applicable.

- Police background check.
- Criminal history check.
- Child care security check.
- Subject to random drug testing.
- Fingerprinting.
- Driver's license.
 - Missouri license required.
- CDL license.
- Other (specify):
- Other (specify):

D. SPECIAL SKILLS, ABILITIES, AND KNOWLEDGE: Mark an "x" next to the skills, abilities, and knowledge that are required to do the job. (Mark all that apply.)

Mark this box if not applicable.

- Keyboarding ability. Specify Keyboarding test required. Speed is intentionally not specified.
 - Keyboarding test required. Minimum speed required: _____
 - No keyboarding test required.
- Attention to detail.
- Budget-related skills.
- Knowledge of a University environment preferred.
- Communication skills, including oral, written, and/or nonverbal.
- Computer software skills. Specify: Word-processing
 - Spreadsheet
 - Presentation
 - Desktop publishing
 - Web page maintenance
 - Other (specify): TV production software and server systems
- Human Relations/Interpersonal skills.
- Leadership skills, including organization, meeting facilitation, and/or project leadership.
- Physical abilities, including mobility, agility, strength, dexterity, balance, coordination, and/or endurance.
- Sensory abilities, including special vision and/or hearing requirements (specify): good vision and hearing so as to assure excellent visual and audio quality of productions.
- Supervisory skills, including motivation, delegation of duties, evaluation, etc.
- Mental skills, including concentration, memory, complex decision making, analytical thinking, and/or conceptual thinking.
- Management and/or administration skills.
- Ability to manage multiple concurrent projects and meet deadlines.
- Maintain confidentiality.
- Other (specify):
- Other (specify):

E. PHYSICAL & ENVIRONMENTAL FACTORS: Mark an "x" next to the unusual and/or extreme physical and/or environmental factors experienced on-the-job. Also include any hazards, risks, or discomforts that exist on the job or in the work environment.

Mark this box if not applicable.

- Excessive standing and/or walking.
- Exposure to extreme temperatures.
- Exposure to fumes and/or chemicals
- Exposure to heights.
- Exposure to loud noises.
- Lifting (weight): 35 lbs
- Other (specify): Varying temperatures for outdoor shoots.
- Other (specify):

F. SPECIAL WORKING CONDITIONS: Mark an "x" next to the special working conditions experienced on the job.

Mark this box if not applicable.

On call/standby work required.

Uniform required.

Travel required.

Irregular work hours – Evenings/Weekends as needed for production/pledge drives.

Professional appearance.

Work in stressful conditions.

Other (specify):

Other (specify):

G. SPECIAL QUALIFICATIONS: List additional qualifications required of an incumbent on the job. Include certifications and/or licenses that must be obtained within a designated amount of time and the time frame by which they must be met. Required certifications and/or licenses must be maintained by the incumbent throughout employment with the University.

Mark this box if not applicable.

Post-offer physical exam required.

Other (specify):

Other (specify):

Staff Position Description Approvals

Supervisor's Signature:

Date:

--	--

2nd Level Manager Signature:

Date:

--	--

**DO NOT TYPE OR MARK THIS SHADED BOX - FOR HUMAN RESOURCES USE ONLY.
LIST REQUESTED ACTIONS ON ACCOMPANYING STAFF VACANY OR ABOVE ONLY.**

ACTION TAKEN		POSITION STATUS		EVALUATION RESULTS	
New Position		Exempt	X	Evaluation Date	03/07/16
Reclass - Upgrade	X	Administrative	Test	Effective Date of Change	04/01/16
Reclass - Downgrade		Nonexempt		Classification	CJS-16
Description Update	X	FTE	1.0	Release to Department Date	03/17/16

HR Form: Revised Feb. 2016. Previous versions obsolete.

The following job description was used for posting the position of Accountant II on the following websites.

UCM Human Resources Website

Indeed.com

Jobs.mo.gov

Vetjobs.com

Veteransenterprise.com

Beahero-hireahero.com

Jofdav.com

Disabledperson.com

Blackperspective.com

Hispanic-today.com

Wib-i.com

Pbs.ORG

CPB.ORG

Kmos.org

Following that is the description for.

Higheredjobs.com

Accountant II

Position Information

Position Information

Position Title	Accountant II
Working Title	Accountant II
Department	401215-KMOS-TV
Pay Rate	\$16.40/hour
FTE	1.0
FLSA	Nonexempt
Position Number	999447
Classification	CJS12

Special Instructions to Applicants: A complete UCM application for employment, cover letter and resume are required. Incomplete applications will NOT be considered.

Review of application materials will begin on October 27, 2015 and will continue until this position is filled.

NOTE: A background check is required for the selected candidate of this position and any job offer is contingent on the results of this check.

Working hours: Monday – Friday; 8 am – 5 pm

Bargaining Unit No

Work Location Warrensburg Campus

Posting Date 10/14/2015

Closing Date

Open Until Filled Yes

Position Purpose Prepares financial reports and conducts day to day input of financial data into UCM systems. Assists director in the completion of Corporation for Public Broadcasting's (CPB) annual Station Activities Benchmarking Survey (SABS) incorporating audited financial activity along with other station management information. Consolidates station departmental budgets, monitors financial activities. Monitors station's financial activity.

Provides administrative support to the director. Prepare and distribute correspondence. Proofread and/or edit correspondence. Manage and maintain Director's schedule, appointments and travel arrangements, arrange and co-ordinate meetings and events. Coordinates student assistants for Office Staff.

Education & Formal Training

Other Education & Formal Training Bachelor's degree in Accounting, Business, Management, Finance or related field required.

Computer Skills

Word-Processing, Spreadsheet, Presentation, Other - Banner, CPB ISIS, PBS Connect, NTIA-PTFP Ports preferred.

Experience

Two (2) years of accounting experience required.

Experience in grant accounting preferred.

PBS TV experience preferred.

Other Experience

Licenses, Certificates, Registrations, Criminal History check, Driver's license & State/Federal Requirements of Position:

Other Licenses, Certificates, Registrations, & State/Federal Requirements

Special Skills, Abilities, and Knowledge:

Attention to detail, Budget-related skills, Communication skills, including oral, written, and/or nonverbal, Knowledge of a University environment preferred, Human Relations/Interpersonal skills, Leadership skills: organization/meeting facilitation/project leadership, Management and/or administration skills, Ability to manage multiple concurrent projects and meet deadlines, Maintain confidentiality

Other Special Skills, Abilities, and Knowledge**Specify sensory abilities:****Physical & Environmental Factors:****Other Physical & Environmental Factors****Lifting weight****Special Working Conditions:**

Professional appearance, Work in stressful conditions

Other Special Working Conditions

Irregular work hours – Occasional evenings/weekends as needed.

Ability to Keyboard

No keyboarding test required.

Special Qualifications:**Other Special Qualifications****Supplemental Questions**

Required fields are indicated with an asterisk (*).

1. * Do you understand that the university requires a background check for this position and that any job offer made to the selected candidate is contingent upon the results of this check?
 - o Yes
 - o No
2. * This position requires 2 years of accounting experience. Please describe in detail your related experience.

(Open Ended Question)

Required Documents**Required Documents**

1. Resume

Optional Documents

None

HigherEdJobs

Accountant II

Institution:	University of Central Missouri
Location:	Warrensburg, MO
Category:	<ul style="list-style-type: none"> ▪ Admin - Business and Financial Services ▪ Admin - Broadcasting, Radio, and Television
Posted:	10/14/2015
Application Due:	Open Until Filled
Type:	Full Time
Salary:	\$16.40 USD Per Hour

The University of Central Missouri is seeking applicants for an Accountant II position with KMOS-TV. This position prepares financial reports and conducts day to day input of financial data into UCM systems, assists director in the completion of Corporation for Public Broadcasting's (CPB) annual Station Activities Benchmarking Survey (SABS) incorporating audited financial activity along with other station management information, consolidates station departmental budgets, monitors financial activities and monitors station's financial activity. It also provides administrative support to the director, prepares and distributes correspondence, proofreads and/or edits correspondence, manages and maintains Director's schedule, appointments and travel arrangements, arrange and co-ordinate meetings and events and coordinates student assistants for Office Staff.

A successful candidate will have a bachelor's degree in accounting, business, management, finance or related field, two years of accounting experience, experience in grant accounting is preferred.

A complete application for employment, cover letter and resume is required and can be completed at <https://jobs.ucmo.edu> Review of application materials will begin on 10/27/15 and will continue until the position is filled. NOTE: A background check is required for the selected candidate of this position and any job offer is contingent on the results of this check.

APPLICATION INFORMATION

Contact:	Joyce Lawson Human Resources University of Central Missouri
Phone:	660-543-4255
Online App. Form:	https://jobs.ucmo.edu

The University of Central Missouri is an Equal Opportunity Employer and specifically invites applications from women, minorities, veteran status and people with disabilities.

Apply through Institution's Website

© Copyright 2015 Internet Employment Linkage, Inc.

Report Generated: Tuesday October 27, 2015 08:34:17 AM
 Job Title Accountant II
 Job Number 999447
 Organizational Unit
 Open Date 10/14/2015
 Close Date

	Last Name	First Name	Primary Phone	Non-selection Code
10/21	Dyer	Bobby	816-888-8888	I
	Fitzgerald	Bonnie	816-888-8888	E11
	Gardner	Lisa Bridget	314-888-8888	A18
10/26	Hart	Christa	660-888-8888	I
	LeGalle	Jennifer	314-888-8888	E11
11/20	Mittler	Alice	660-888-8888	I
	Nolan	Robby	816-888-8888	W/Andrew
11/21	Worley	Christina	660-888-8888	I

University of Central Missouri Staff Search Plan

The Search Plan is developed jointly by the Hiring Authority (HA) and the Human Resources Generalist (HRG). Development consists of three phases: Planning – boxes 1,2,3; Search – boxes 4,5; Hiring – boxes 6,7

Status of Position Description/CJS grading <u> X </u> Complete _____ in progress _____	
<p>1. Application Process:</p> <p>a. Required: UCM Electronic Application</p> <p>b. Additional: (Check all that apply)</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Cover letter <input checked="" type="checkbox"/> Resume <input type="checkbox"/> Reference <input type="checkbox"/> Other <p>c. Eligible Applicants: <input type="checkbox"/> Qualified Internal only <input checked="" type="checkbox"/> Any Qualified</p> <p>HA Initial/Date: <u>PH</u> HRG Initial/Date: <u>JR 10/14/15</u></p>	<p>5. Interview/Selection Process:</p> <p>a. Required: Describe interview structure - _____ <u>phone; campus</u></p> <p>(Telephone interview, ITV, in person interview, campus wide interview, etc.) Use additional space on back if needed.</p> <p>Interviews will be scheduled by: <u>H.A.</u> (HRG or Hiring Authority)</p> <p>b. Required: HA submits completed signed and dated Candidate Interview Form with reasons for non-selection of those interviewed.</p> <p>c. Required: Candidate Reference Check. _____ HRG will conduct (Recommended) <u> X </u> HA will conduct <i>send Phil ref ck</i></p> <p>Reference information must be submitted to HR for review and placement in the Search File.</p> <p>HA Initial/Date: <u>PH</u> HRG Initial/Date: <u>JR 10/14/15</u></p>
<p>2. Advertising Process:</p> <p>a. Required: UCM – HR website</p> <p>b. Posted for how many days: _____</p> <p>c. Close by or Priority by date: <u>POB 10/26/15</u></p> <p>d. Optional: (Check all that apply)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Local <u>PBS.org - Phil</u> <input type="checkbox"/> Regional <u>CPB.org - Phil</u> <input type="checkbox"/> National <u>Higheredjobs.com ✓</u> <input type="checkbox"/> Internal <p>Advertising Budget dollars: <u>0</u></p> <p>e. Advertised Salary*: <u>\$16.40/hr</u> *See Item #3</p> <p>HA Initial/Date: <u>PH</u> HRG Initial/Date: <u>JR 10/14/15</u></p>	<p>6. Document Review: (once Selection has been made)</p> <p>Required: HR Generalist.</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Staff Plan <input checked="" type="checkbox"/> Candidate Interview Form (reasons for non-selection) <input checked="" type="checkbox"/> Reference Documentation <input type="checkbox"/> EEO Information on Applicants <p><u> X </u> Submitted for Final Review</p> <p>HRG Initial/Date: <u>JR 11/16/15</u></p>
<p>3. Compensation Information*:</p> <p>a. Required: Internal Review <u>HRG</u></p> <p>b. Current Salary: <u>\$26.21</u> CJS Level <u>14</u></p> <p>c. Range of current employees with similar duties: <u> X </u> <u>Regraded to CJS-12</u></p> <p>d. CUPA: _____</p> <p>e. Other Sources: _____</p> <p>f. Salary approved: <u>\$19.68/hr</u></p> <p>HA Initial/Date: <u>PH</u> HRG Initial/Date: <u>JR 10/14/15</u></p>	<p>7. Outcome:</p> <p>a. Offer extended by HA: <u> X </u> Memo of confirmation sent to HRG with appropriate VP and Budget office copies. HRG generated A&E.</p> <p>b. Offer extended by HRG: _____ Copy of A&E sent to appropriate VP and Budget office.</p> <p>HA Initial/Date: <u>PH</u> HRG Initial/Date: <u>JR 10/14/15</u></p>
<p>4. Screening Process:</p> <p>a. Required: HR screens for minimum qualifications.</p> <p>b. Additional: Further screening by: (Check one as it applies)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Hiring Authority <input checked="" type="checkbox"/> Committee (Identify members) <p>Names: <u>Phil</u> <u>Lisa Miller</u> <u>Nicci Horne</u></p> <p>HA Initial/Date: <u>PH</u> HRG Initial/Date: <u>JR 10/14/15</u></p>	

University of Central Missouri Staff Position Description

Read each section carefully before completing, and refer to the accompanying Staff Position Description Guide when questions arise regarding any area of this form. Make statements clear and concise. Obtain employee input whenever possible. Supervisors have final decision-making authority regarding what is included in the description. Be sure to obtain proper signatures, as indicated in Part 1 of this form. Send the original to the Office of Human Resources, Administration 101.

PART 1: GENERAL POSITION INFORMATION

Current Position Title: Manager, Operations	Current Position Classification: CJS-12
--	--

Proposed New Position Title (if applicable): Accountant II

Previous Position Title(s) (if applicable):

Position Number: 999447	Previous Position Number(s) (if applicable):
----------------------------	--

Bargaining Unit Position (Yes or No): No	Position Funding: 100022-401215-610100-4500-TV002
---	--

Department Name (Include area within department, if applicable.): Office of Broadcasting Services
--

Supervisor's Title: Director of Broadcasting Services	Supervisor's Position Number: 998864
--	---

Title of position that evaluates the work of the incumbent in this position: Director of Broadcasting Services	Evaluator's Position Number: 998864
---	--

Supervisor's Signature:	Date:
-------------------------	-------

Vice President's Signature:	Date:
-----------------------------	-------

**DO NOT TYPE OR MARK THIS SHADED BOX - FOR HUMAN RESOURCES USE ONLY.
LIST REQUESTED ACTIONS ON ACCOMPANYING ATTACHMENT B FORM OR ABOVE ONLY.**

ACTION TAKEN		POSITION STATUS		EVALUATION RESULTS	
New Position		Exempt		Evaluation Date	09/30/15
Reclass - Upgrade			Test	Effective Date of Change	10/01/15
Reclass - Downgrade	x	Nonexempt	x	Classification	CJS-12
Description Update		FTE	1.0	Release to Department Date	10/02/15

PART II: DESCRIPTION OF POSITION

Position Purpose: State briefly the principal purpose or focus of the position. Describe the primary function of the position (what the position must accomplish) and the major objective (why that function is performed). This information will be included on the job posting when this position is advertised.

1. Prepares financial reports and conducts day to day input of financial data into UCM systems. Assists director in the completion of Corporation for Public Broadcasting's (CPB) annual Station Activities Benchmarking Survey (SABS) incorporating audited financial activity along with other station management information. Consolidates station departmental budgets, monitors financial activities. Monitors station's financial activity.
2. Provides administrative support to the director. Prepare and distribute correspondence. Proofread and/or edit correspondence. Manage and maintain Director's schedule, appointments and travel arrangements, arrange and co-ordinate meetings and events. Coordinates student assistants for Office Staff.

Department Function: Briefly describe the mission and role of the department in which this position is located. This statement should read the same on all position descriptions within the same department. Describe services provided, technology used, products produced, and any other information that will enhance understanding of how the department functions within the University.

The Office of Broadcasting Services, through public television station KMOS-TV, provides Missouri citizens with commercial-free, quality, substantive programming, which enriches, enlightens, informs and entertains. This programming presents the highest accomplishments of our society, permits talent to fulfill the potential of electronic media and provides opportunities for diverse audiences to benefit from such programming, unavailable from other sources. Additionally, regional and statewide issues are addressed through locally produced programming.

The Office of Broadcasting Services supports the University's statewide technology mission by providing technical and administrative support for the distribution of professional development resources, instructional programs and educational outreach materials for lifelong learning. This responsibility is structured to encourage innovative applications of KMOS-TV public broadcasting station.

The Office of Broadcasting Services promotes The University of Central Missouri through appropriate public relations programming and activities and offers telecommunications support to other University departments. In accomplishing these goals the Office extends opportunities for students to gain practical experience in all areas related to broadcasting and statewide learning technologies.

Organization Structure: Attach an organizational chart of your department to this position description. Show in detail the organizational structure above and below the position. Identify each position or group of positions by position title and position number.

PART III: POSITION DUTIES

A. SPECIFIC DUTIES: Starting with the most important, list and describe the duties which make up the regular assignment. This should include all the duties performed. Use specific verbs of action, such as "operate," "drill," "weld," "adjust," "repair," etc.; avoid "process," "prepare," "handle," and "assist." State the approximate percent of your total time spent on each duty based on a 1-year basis, and assign no duty or group of duties less than 5%. The total percentage must equal 100%. Use as much space as necessary, and do not be concerned with formatting. The form will insert page breaks and page numbering automatically.

Duties	Percentage
--------	------------

Conduct day-to-day financial operations of Broadcasting Services/KMOS by:

- Reviewing accounting forms including payment requests; requisitions; requests for proposal/bid; budget amendments; procurement and travel card activity; monitors underwriting activity; and intercampus charges.
- Reconcile financial activity with monthly printouts from Accounting Services.
- Provide budget reports for Broadcasting Services budgets.
- Verifies current compliance status relevant to the budget, all grants, contracted sales and services, and philanthropic activity.
- Review the preparation, processing and monitoring of invoicing for tower rental customers, production contracts and other related billings associated with services rendered by KMOS-TV.

55%

Grant Funding:

- Data entry for grants in UCM's reporting systems.
- Review and/or prepare budgets presented to outside funding sources.
- Review documentation required for grant applications and compliance.

25%

Assist Director:

- Assists the Director with review of year-end independently audited financial reports.
- Answer all financial questions regarding audited reports.
- Analyzes data, prepares reports for managerial direction of station
- Coordinates office staff, schedules meetings and maintains Director's calendar
- Prepare and edit correspondence, communications, presentations and other documents
- Design and maintain databases
- File and retrieve documents and reference materials
- Conduct research, collect and analyze data to prepare reports and documents

20%

= 100%

This position may at times be requested to perform other duties or special projects which are in the best interest of the University.

B. BUDGET RESPONSIBILITY: If this position is responsible for working with the department and/or area budget, complete the following section.

Total department budget, including personnel services & benefits (see Budget Book):	\$
Amount of sign-off authority, i.e., how much money may the incumbent allocate without consulting anyone:	\$

Mark an "x" next to the most appropriate budgetary level and indicate the percentage of time spent performing these duties.

	%	Review budget.	Review for discrepancies, notify appropriate individual, prepare paperwork as requested, and forward paperwork to appropriate individual for sign-off and commitment of funds.
X	5%	Monitor budget.	Review for discrepancies, prepare required paperwork, notify appropriate individual of changes, and forward paperwork for sign-off and commitment of funds; may have sign-off authority on specific budget areas or specific amount.
	%	Manage budget.	Develop budget, may review for discrepancies or delegate duty, request or delegate preparation of any required paperwork, authority to sign-off and commit funds.

Indicate other budget-related duties:

C. LEADERSHIP, SUPERVISORY, OR MANAGEMENT RESPONSIBILITIES:

Mark an "x" next to the one statement which best describes the position and indicate the percentage of time spent performing those duties. Include details in the organization chart located under Part II: Position Information.

x	10%	Lead worker: assigns, trains, schedules, oversees, or reviews work of others.
	%	Supervisor: plans, staffs, evaluates, and directs work of employees of a work unit.
	%	Indirect Supervisor: delegates authority to carry out work of a unit to subordinate supervisors or managers.

Indicate the number of employees led, supervised, or managed, based on the categories listed below and indicate the percentage of time spent performing those duties. Include details in the organization chart located under Part II: Position Information.

2	10%	Student employees, including Graduate Assistants.
	%	Regular part- or full-time employees.
	%	Temporary and/or seasonal employees.

D. EQUIPMENT OPERATION: Indicate equipment used to perform the duties of the position, including the approximate percentage of time it is used and how the incumbent will learn to operate the equipment (e.g., experienced incumbent, on-the-job training, formal training at work, formal training off-campus, formal certification process, etc.). Also indicate if the incumbent is required to service or repair the equipment. (To add rows to the table, place cursor in the bottom, right-hand corner box and hit "tab" on your keyboard.)

Equipment Used	% of Time	Type of Training (Examples: Experienced Incumbent, On-the-Job Training, Formal Training at Work, Formal Training Off-Campus, Formal Certification Process, etc.)	Indicate if Incumbent Services or Repairs Equipment Below	
			Yes	No
Desktop computer	90%	Experienced incumbent		X

E. OTHER

1. For what purpose, with whom (job titles and institutions), and how frequently are contacts made with the public, other employees, or officials?

Broadcasting Services staff- Daily
 University Staff- Accounting and OSP staff - Occasionally
 PBS Staff, employees of other public television stations, program producers, & promotions professionals- Rarely.
 Public- Occasionally as required.

2. List any on or off-campus committees, councils, ad hoc groups, etc., that the incumbent(s) of this position must serve on by virtue of the position only. Do not include committees, etc., which are served on by virtue of the incumbent alone. Include the role served, if applicable. For example, "ex-officio," "chair," "recorder," etc.

NA

PART IV: MINIMUM QUALIFICATIONS OF THE POSITION

A. EDUCATION & FORMAL TRAINING: Indicate the minimum amount of education and/or formal training necessary to begin employment in this position. Also indicate preferred education level, if applicable.

- High school diploma or equivalent.
- _____ (number of hours) credit hours.
- Associate's degree in the following field(s) of study:
- Bachelor's degree in the following field(s) of study: Accounting, Business, Management, Finance or related field required.
- Master's degree in the following field(s) of study:
- Doctorate degree in the following field(s) of study:
- Formal training (specify):
- Other (specify):

Mark this box if education may be substituted for experience or if experience may be substituted for education. Note that equivalencies are based on the following: AA = 2 years experience; BA/BS = 4 years experience; MA/MS = 6 years experience; PhD = 8 years experience.

B. EXPERIENCE: Indicate the types and minimum years of experience necessary to begin employment in this position. Also indicate preferred experience, if applicable. All experience listed may be gained concurrently unless otherwise noted.

1. Two (2) years of accounting experience required.
2. Experience in grant accounting preferred.

C. LICENSES, CERTIFICATES, REGISTRATIONS, & STATE/FEDERAL REQUIREMENTS OF POSITION: Any items listed must be met at the time of employment and must be maintained by the incumbent throughout employment with the University. Also indicate preferred licenses, certifications, etc., if applicable. (If a license, certification, etc., must be attained within a designated amount of time rather than being met at the time of employment, include it under "G - Special Qualifications.")

Mark this box if not applicable.

- Police background check.
- Criminal history check.
- Child care security check.
- Subject to random drug testing.
- Fingerprinting.
- Driver's license.
 - Missouri license required.
- CDL license.
- Other (specify):
- Other (specify):

D. SPECIAL SKILLS, ABILITIES, AND KNOWLEDGE: Mark an "x" next to the skills, abilities, and knowledge that are required to do the job. (Mark all that apply.)

Mark this box if not applicable.

Keyboarding ability. Specify: Keyboarding test required. Speed is intentionally not specified
 Keyboarding test required. Minimum speed required: _____
 No keyboarding test required.

Attention to detail.

Budget-related skills.

Knowledge of a University environment preferred.

Communication skills, including oral, written, and/or nonverbal.

Computer software skills. Specify: word-processing

spreadsheet

presentation

desktop publishing

web page maintenance

Other (specify): Banner, CPB ISIS, PBS Connect, NTIA-PTFP Ports preferred.

Human Relations/Interpersonal skills.

Leadership skills, including organization, meeting facilitation, and/or project leadership.

Physical abilities, including mobility, agility, strength, dexterity, balance, coordination, and/or endurance.

Sensory abilities, including special vision and/or hearing requirements (specify):

Supervisory skills, including motivation, delegation of duties, evaluation, etc.

Mental skills, including concentration, memory, complex decision making, analytical thinking, and/or conceptual thinking.

Management and/or administration skills.

Ability to manage multiple concurrent projects and meet deadlines.

Maintain confidentiality.

Other (specify):

Other (specify):

E. PHYSICAL & ENVIRONMENTAL FACTORS: Mark an "x" next to the unusual and/or extreme physical and/or environmental factors experienced on-the-job. Also include any hazards, risks, or discomforts that exist on the job or in the work environment.

Mark this box if not applicable.

Excessive standing and/or walking.

Exposure to extreme temperatures.

Exposure to fumes and/or chemicals.

Exposure to heights.

Exposure to loud noises.

Lifting (weight): _____

Other (specify):

Other (specify):

F. SPECIAL WORKING CONDITIONS: Mark an "x" next to the special working conditions experienced on the job.

Mark this box if not applicable.

On call/standby work required.

Uniform required.

Travel required.

Irregular work hours – Occasional evenings/weekends as needed.

Professional appearance.

Work in stressful conditions.

Other (specify):

Other (specify):

G. SPECIAL QUALIFICATIONS: List additional qualifications required of an incumbent on the job. Include certifications and/or licenses that must be obtained within a designated amount of time and the time frame by which they must be met. Required certifications and/or licenses must be maintained by the incumbent throughout employment with the University.

Mark this box if not applicable.

Post-offer physical exam required.

Other (specify):

Other (specify):

The following job description was used for posting the position of Membership and Major Gifts Officer
on the following websites.

UCM Human Resources Website

Indeed.com

Jobs.mo.gov

Vetjobs.com

Veteransenterprise.com

Beahero-hireahero.com

Jofdav.com

Disabledperson.com

Blackperspective.com

Hispanic-today.com

Wib-i.com

Pbs.ORG

CPB.ORG

Neta.org

Kmos.org

Following that is the description for .

Higheredjobs.com

Membership/Major Gift Officer, KMOS-TV

Position Information

Position Information

Position Title Membership/Major Gift Officer, KMOS-TV

Working Title Membership/Major Gift Officer, KMOS-TV

Department 401215-KMOS-TV

Pay Rate \$3,583.33/month

FTE 1.0

FLSA Exempt

Position Number 999268

Classification CJS14

Special Instructions to Applicants: A complete UCM application for employment, cover letter and resume are required. Incomplete applications will NOT be considered.

This position will remain open until filled however application materials received by 01/20/15 will be given priority consideration.

Working hours: Professional Hours

Bargaining Unit No

Work Location Warrensburg Campus

Posting Date 11/18/2014

Closing Date

Open Until Filled Yes

Position Purpose Identify, cultivate, solicit and service membership activities and major gifts for KMOS-TV programming

Education & Formal Training

Other Education & Formal Training Bachelor's degree in Marketing, Communication, Public Relations, Broadcasting, or related field.

Experience may be substituted for education or education may be substituted for experience based on the following equivalencies: AA = 2 years; BS/BA = 4 years; MS/MA = 6 years; and PhD = 8 years.

Computer Skills Word-Processing, Spreadsheet, Presentation

Experience Two (2) years of hands-on experience in sales, corporate promotion or marketing required.

Experience with development activities such as member cultivation, donations, or major gifts preferred.

Experience in public radio or television will be an advantage.

Other Experience

Licenses, Certificates, Registrations, Driver's license & State/Federal Requirements of Position:

Other Licenses, Certificates, Registrations, & State/Federal Requirements

Special Skills, Abilities, and Knowledge:

Attention to detail, Budget-related skills, Communication skills, including oral, written, and/or nonverbal, Knowledge of a University environment preferred, Human Relations/Interpersonal skills, Leadership skills: organization/meeting facilitation/project leadership, Supervisory skills, including motivation, delegation of duties, evaluation, etc, Management and/or administration skills, Ability to manage multiple concurrent projects and meet deadlines, Maintain confidentiality

Other Special Skills, Abilities, and Knowledge

Specify sensory abilities:

Physical & Environmental Factors:

Other Physical & Environmental Factors

Lifting weight

Special Working Conditions: Travel required, Professional appearance

Other Special Working Conditions Irregular work hours – evenings/weekends/pledge drives as needed.

Ability to Keyboard No keyboarding test required.

Special Qualifications:

Other Special Qualifications

Supplemental Questions

Required fields are indicated with an asterisk (*).

Required Documents

Required Documents

- 1. Cover Letter
- 2. Resume

Optional Documents

None

This is only a preview, you have NOT yet posted this job. You must close this window and submit the form in order to post.



Search Jobs	My HigherEdJobs	Career Tools	Company				Employers
Search Home	Administrative	Faculty	Executive	State/Province	Region/Metro	Dual Career	Advanced

Membership/Major Gift Officer - KMOS-TV

Institution: [University of Central Missouri](#)
Location: Warrensburg, MO
Category: Admin - Development and Fundraising
 Admin - Broadcasting, Radio, and Television
Posted: 11/18/2014
Application Due: Open Until Filled
Type: Full Time
Salary: \$3,416.67 USD Per Month

[Learn More about this Employer in their Profile](#)

[Save to your Organizer](#)

[Email to a Friend](#)

[Print-friendly version](#)

The University of Central Missouri is seeking applicants for a Membership/Major Gift Officer for KMOS-TV. Serving nearly one million viewers in 36 counties, KMOS-TV has served Missourians with high quality, award-winning programming since 1979. Citizens from all walks of life depend on our program and services, and hundreds of students have gained career-enhancing experience working in production, on-air operations, traffic, publications and outreach positions.

This position will be responsible for identifying, cultivating, soliciting and servicing membership activities and major gifts for KMOS programming. A bachelor's degree in marketing, communication, public relations, broadcasting, or related field and two years of experience in sales, corporate promotion or marketing is required. Experience may be substituted for education or education may be substituted for experience.

A complete UCM application for employment, cover letter and resume are required. This position will remain open until filled however application materials received by 12/5/14 will be given priority consideration.

For further qualification/application procedures, please visit our website at <https://jobs.ucmo.edu>.

Application Information

Contact: Joyce Lawson
 Human Resources
 University of Central Missouri
Phone: 660-543-4255
Online App. Form: <https://jobs.ucmo.edu>

More Information on University of Central Missouri

- [Institutional Profile](#)
- [Current openings for University of Central Missouri on HigherEdJobs.](#)
- [The University of Central Missouri homepage](#)
- [About the Area](#)
- [University of Central Missouri on Facebook](#)
- [University of Central Missouri on Youtube](#)

AA/EED/ADA



Find the journal you're looking for, fast.

Question
Try it for FREE today.

- [Search Jobs](#)
- [My HigherEdJobs](#)
- [Career Tools](#)
- [Company](#)
- [Employers](#)

Home • Search Jobs • Job Detail

Membership/Major Gift Officer - KMOS-TV

Share:

Institution: [University of Central Missouri](#)
Location: Warrensburg, MO
Category: Admin - Development and Fundraising
 Admin - Broadcasting, Radio, and Television
Posted: 12/18/2014 (Reposted Job: Initially posted on 11/18/2014)
Application Due: Open Until Filled
Type: Full Time
Salary: \$3,583.33 USD Per Month

- Learn More about this Employer in their Profile
- Save to your Organizer
- Email to a Friend
- Print-friendly version

The University of Central Missouri is seeking applicants for a Membership/Major Gift Officer for KMOS-TV. Serving nearly one million viewers in 36 counties, KMOS-TV has served Missourians with high quality, award-winning programming since 1979. Citizens from all walks of life depend on our program and services, and hundreds of students have gained career-enhancing experience working in production, on-air operations, traffic, publications and outreach positions.

This position will be responsible for identifying, cultivating, soliciting and servicing membership activities and major gifts for KMOS programming. A bachelor's degree in marketing, communication, public relations, broadcasting, or related field and two years of experience in sales, corporate promotion or marketing is required. Experience may be substituted for education or education may be substituted for experience.

A complete UCM application for employment, cover letter and resume are required. This position will remain open until filled however application materials received by 01/20/2015 will be given priority consideration.

For further qualification/application procedures, please visit our website at <https://jobs.ucmo.edu>

Application Information

Contact: Joyce Lawson
 Human Resources
 University of Central Missouri
Phone: 660-543-4255
Online App. Form: <https://jobs.ucmo.edu>

More Information on University of Central Missouri

- [Institutional Profile](#)
- [Current openings for University of Central Missouri on HigherEdJobs](#)
- [The University of Central Missouri homepage](#)
- [About the Area](#)
- [University of Central Missouri on Facebook](#)
- [University of Central Missouri on YouTube](#)

AAEQ/ADA

[About Us](#) | [Advertise](#) | [Contact Us](#) | [Copyright](#) | [Privacy Policy](#) | [Terms](#) | [U.S. Patent # 5,488,928](#) |

University of Central Missouri Staff Search Plan

The Search Plan is developed jointly by the Hiring Authority (HA) and the Human Resources Generalist (HRG). Development consists of three phases: Planning - boxes 1,2,3; Search - boxes 4,5; Hiring - boxes 6,7

Status of Position Description/CJS grading <input checked="" type="checkbox"/> Complete <input type="checkbox"/> in progress	
<p>1. Application Process:</p> <p>a. Required: UCM Electronic Application</p> <p>b. Additional: (Check all that apply)</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Cover letter <input checked="" type="checkbox"/> Resume <input type="checkbox"/> Reference <input type="checkbox"/> Other <p>c. Eligible Applicants:</p> <p><input type="checkbox"/> Qualified Internal only</p> <p><input checked="" type="checkbox"/> Any Qualified</p> <p>HA Initial/Date: _____ HRG Initial/Date: <u>JH 11/21/14</u></p>	<p>5. Interview/Selection Process:</p> <p>a. Required: Describe Interview structure - _____</p> <p><u>Telephone, Campus</u></p> <p>(Telephone interview, ITV, in person interview, campus wide interview, etc.) Use additional space on back if needed.</p> <p>Interviews will be scheduled by: <u>H.A.</u> (HRG or Hiring Authority)</p> <p>b. Required: HA submits completed signed and dated Candidate Interview Form with reasons for non-selection of those interviewed.</p> <p>c. Required: Candidate Reference Check.</p> <p><input type="checkbox"/> HRG will conduct (Recommended)</p> <p><input checked="" type="checkbox"/> HA will conduct</p> <p>Reference information must be submitted to HR for review and placement in the Search File.</p> <p>HA Initial/Date: _____ HRG Initial/Date: <u>JH 11/21/14</u></p>
<p>2. Advertising Process:</p> <p>a. Required: UCM - HR website</p> <p>b. Posted for how many days: _____</p> <p>c. Close by or Priority by date: <u>P by 12/5/14</u></p> <p>d. Optional: (Check all that apply)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Local <input type="checkbox"/> Regional <input type="checkbox"/> National <input type="checkbox"/> Internal <p style="padding-left: 40px;"><i>Current.com higheredjobs.com CPB.org NETA.org</i></p> <p>Advertising Budget dollars: <u>121K</u></p> <p>e. Advertised Salary*: <u>41,000 43,000 (3583.33)</u> *See Item #3</p> <p>HA Initial/Date: _____ HRG Initial/Date: <u>JH 11/21/14</u></p>	<p>6. Document Review: (once Selection has been made)</p> <p>Required: HR Generalist.</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Staff Plan <input checked="" type="checkbox"/> Candidate Interview Form (reasons for non-selection) <input checked="" type="checkbox"/> Reference Documentation <input checked="" type="checkbox"/> EEO Information on Applicants <p><input checked="" type="checkbox"/> Submitted for Final Review</p> <p>HRG Initial/Date: <u>JH 11/21/14</u></p>
<p>3. Compensation Information*:</p> <p>a. Required: Internal Review <u>HRG</u></p> <p>b. Current Salary: <u>VACANT</u> CJS Level <u>14</u></p> <p>c. Range of current employees with similar duties: _____</p> <p>d. CUPA: _____</p> <p>e. Other Sources: _____</p> <p>f. Salary approved: <u>445,000</u></p> <p>HA Initial/Date: _____ HRG Initial/Date: <u>JH 11/21/14</u></p>	<p>7. Outcome:</p> <p>a. Offer extended by HA: <input checked="" type="checkbox"/> Memo of confirmation sent to HRG with appropriate VP and Budget office copies. HRG generated A&E.</p> <p>b. Offer extended by HRG: _____ Copy of A&E sent to appropriate VP and Budget office.</p> <p>HA Initial/Date: _____ HRG Initial/Date: <u>JH 11/21/14</u></p>
<p>4. Screening Process:</p> <p>a. Required: HR screens for minimum qualifications</p> <p>b. Additional: Further screening by: (Check one as it applies)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Hiring Authority <input checked="" type="checkbox"/> Committee (identify members) <p>Names: <u>Phil Hoffman</u> <u>Josh Robinson</u> <u>Bonnie Beasley</u></p> <p>HA Initial/Date: _____ HRG Initial/Date: <u>JH 11/21/14</u></p>	

11/18/14 - per phone conversation with Phil Hoffman

University of Central Missouri Staff Position Description

Read each section carefully before completing, and refer to the accompanying Staff Position Description Guide when questions arise regarding any area of this form. Make statements clear and concise. Obtain employee input whenever possible. Supervisors have final decision-making authority regarding what is included in the description. Be sure to obtain proper signatures, as indicated in Part 1 of this form. Send the original to the Office of Human Resources, Administration 101.

PART 1: GENERAL POSITION INFORMATION

Current Position Title: Manager, Corporate & Member Services	Current Position Classification: CJS-14
---	--

Proposed New Position Title (if applicable): Membership & Major Gift Officer, KMOS-TV
--

Previous Position Title(s) (if applicable):

Position Number: 999268	Previous Position Number(s) (if applicable):
----------------------------	--

Bargaining Unit Position (Yes or No): No	Position Funding: 100022-401215-600100-4500
---	--

Department Name (Include area within department, if applicable): Broadcasting Services

Supervisor's Title: Director, Broadcasting Services	Supervisor's Position Number: 998864
--	---

Title of position that evaluates the work of the incumbent in this position: Director, Broadcasting Services	Evaluator's Position Number: 998864
---	--

Supervisor's Signature: 	Date:
-----------------------------	-----------

Vice President's Signature: 	Date:
---------------------------------	-----------

**DO NOT TYPE OR MARK THIS SHADED BOX - FOR HUMAN RESOURCES USE ONLY.
LIST REQUESTED ACTIONS ON ACCOMPANYING ATTACHMENT B FORM OR ABOVE ONLY.**

ACTION TAKEN		POSITION STATUS		EVALUATION RESULTS	
New Position		Exempt	x	Evaluation Date	11/05/14
Reclass - Upgrade		Administrative	Test	Effective Date of Change	11/16/14
Reclass - Downgrade		Nonexempt		Classification	CJS-14
Description Update	x	FTE	1.0	Release to Department Date	11/06/14

PART II: DESCRIPTION OF POSITION

Position Purpose: State briefly the principal purpose or focus of the position. Describe the primary function of the position (what the position must accomplish) and the major objective (why that function is performed). This information will be included on the job posting when this position is advertised.

Identify, cultivate, solicit and service membership activities and major gifts for KMOS-TV programming.

Department Function: Briefly describe the mission and role of the department in which this position is located. This statement should read the same on all position descriptions within the same department. Describe services provided, technology used, products produced, and any other information that will enhance understanding of how the department functions within the University.

The Office of Broadcasting Services through KMOS-TV provides more than one million Missouri citizens in 36 counties with commercial-free, quality, substantive programming, which enriches, enlightens, informs and entertains. The Office presents the highest accomplishments of our society, permits talent to fulfill the potential of electronic media and provides opportunities for diverse audiences to benefit from programming unavailable from other sources. Additionally, regional and statewide issues are addressed through locally produced programming.

The Office of Broadcasting Services promotes University of Central Missouri through programming and activities. In accomplishing these goals the Office extends opportunities for students to gain practical experience in all areas related to broadcasting and statewide distance learning technologies.

Organization Structure: Attach an organizational chart of your department to this position description. Show in detail the organizational structure above and below the position. Identify each position or group of positions by position title and position number.

PART III: POSITION DUTIES

A. SPECIFIC DUTIES: Starting with the most important, list and describe the duties which make up the regular assignment. This should include all the duties performed. Use specific verbs of action, such as "operate," "drill," "weld," "adjust," "repair," etc.; avoid "process," "prepare," "handle," and "assist." State the approximate percent of your total time spent on each duty based on a 1-year basis, and assign no duty or group of duties less than 5%. The total percentage must equal 100%. Use as much space as necessary, and do not be concerned with formatting. The form will insert page breaks and page numbering automatically.

Duties	Percentage
--------	------------

Identify, cultivate, solicit and service membership activities of KMOS-TV programming - 60%

- Leads membership fundraising efforts to meet annual goals through direct mail, on-air fundraising; e-fundraising; telemarketing and other techniques as identified – for all donors and prospective donors.
- Leads member cultivation efforts, to include prompt and accurate acknowledgements as well as an annual cultivation plan to include mail, e-mail and on-air efforts.
- Strategizes, manages, plans, organizes and conducts specific fundraising programs which include annual membership drives for KMOS.
- Contributes to short and long-term strategic planning efforts for fundraising activities.
- Develops and submits to Director of Broadcasting Services annual fundraising goals and objective for membership fundraising programs based on station needs.
- Assesses, analyzes, and evaluates membership fundraising projects.
- Identifies strategies for cultivation of membership prospects for growth of membership program and retention of members.
- Works closely with direct mail company to write, edit and produce fundraising marketing materials.

- Coordinates with Foundation Database Administrator and Foundation Gift Processing staff and oversees all aspects of customer service for KMOS.
- Manages annual membership budget and makes recommendations for development of future budget.

Identify, cultivate solicit and service major gifts activities of KMOS-TV. - 40%

- Supports the overall long-term financial strength and support of the station by visiting with donors and prospective donors about a variety of gift possibilities, particularly deferred and planned gifts
- Creates positive donor relations by assuming primary responsibility for providing technical support and options regarding major, planned and deferred gifts.
- Prepare annual development plan, detailing program goals, objectives, schedules, and budgets that incorporates fundraising strategies aligned with the development goal. Submit monthly activity reports that reflect the annual plan and indicate progress toward goal.
- Submits at least 12 major gift proposals per calendar year.

= 100%

This position may at times be requested to perform other duties or special projects which are in the best interest of the University.

B. BUDGET RESPONSIBILITY: If this position is responsible for working with the department and/or area budget, complete the following section.

Total department budget, including personnel services & benefits (see Budget Book):	\$
Amount of sign-off authority, i.e., how much money may the incumbent allocate without consulting anyone:	\$

Mark an "x" next to the most appropriate budgetary level and indicate the percentage of time spent performing these duties.

	%	Review budget.	Review for discrepancies, notify appropriate individual, prepare paperwork as requested, and forward paperwork to appropriate individual for sign-off and commitment of funds.
	%	Monitor budget.	Review for discrepancies, prepare required paperwork, notify appropriate individual of changes, and forward paperwork for sign-off and commitment of funds; may have sign-off authority on specific budget areas or specific amount.
x	5%	Manage budget.	Develop budget, may review for discrepancies or delegate duty, request or delegate preparation of any required paperwork; authority to sign-off and commit funds.

Indicate other budget-related duties:

C. LEADERSHIP, SUPERVISORY, OR MANAGEMENT RESPONSIBILITIES:

Mark an "x" next to the one statement which best describes the position and indicate the percentage of time spent performing those duties. Include details in the organization chart located under Part II: Position Information.

x	5%	Lead worker: assigns, trains, schedules, oversees, or reviews work of others.
	%	Supervisor: plans, staffs, evaluates, and directs work of employees of a work unit.
	%	Indirect Supervisor: delegates authority to carry out work of a unit to subordinate supervisors or managers.

Indicate the number of employees led, supervised, or managed, based on the categories listed below and indicate the percentage of time spent performing those duties. Include details in the organization chart located under Part II: Position Information.

1	5%	Student employees, including Graduate Assistants.
	%	Regular part- or full-time employees.
	%	Temporary and/or seasonal employees.

D. EQUIPMENT OPERATION: Indicate equipment used to perform the duties of the position, including the approximate percentage of time it is used and how the incumbent will learn to operate the equipment (e.g., experienced incumbent, on-the-job training, formal training at work, formal training off-campus, formal certification process, etc.). Also indicate if the incumbent is required to service or repair the equipment. (To add rows to the table, place cursor in the bottom, right-hand corner box and hit "tab" on your keyboard.)

Equipment Used	% of Time	Type of Training (Examples: Experienced Incumbent, On-the-Job Training, Formal Training at Work, Formal Training Off-Campus, Formal Certification Process, etc.)	Indicate if Incumbent Services or Repairs Equipment Below	
			Yes	No
Computer, copier, telephone	40%	On-the-job training		X

E. OTHER

1. For what purpose, with whom (job titles and institutions), and how frequently are contacts made with the public, other employees, or officials?

Membership and Major Gifts Coordinator for KMOS-TV is responsible for leading membership and major gifts activities, makes daily contact with public, other employees, and officials.

2. List any on or off-campus committees, councils, ad hoc groups, etc., that the incumbent(s) of this position must serve on by virtue of the position only. Do not include committees, etc., which are served on by virtue of the incumbent alone. Include the role served, if applicable. For example, "ex-officio," "chair," "recorder," etc.

N/A

PART IV: MINIMUM QUALIFICATIONS OF THE POSITION

A. EDUCATION & FORMAL TRAINING: Indicate the minimum amount of education and/or formal training necessary to begin employment in this position. Also indicate preferred education level, if applicable.

- High school diploma or equivalent.
- _____ (number of hours) credit hours.
- Associate's degree in the following field(s) of study:
- Bachelor's degree in the following field(s) of study: Marketing, Communication, Public Relations, Broadcasting, or related field.
- Master's degree in the following field(s) of study:
- Doctorate degree in the following field(s) of study:
- Formal training (specify):
- Other (specify):

[x] Mark this box if education may be substituted for experience or if experience may be substituted for education. Note that equivalencies are based on the following: AA = 2 years experience; BA/BS = 4 years experience; MA/MS = 6 years experience; PhD = 8 years experience.

B. EXPERIENCE: Indicate the types and minimum years of experience necessary to begin employment in this position. Also indicate preferred experience, if applicable. All experience listed may be gained concurrently unless otherwise noted.

1. Two (2) years of hand-on experience in sales, corporate promotion or marketing required.
2. Experience with development activities such as member cultivation, donations, or major gifts preferred.
3. Experience in public radio or television will be an advantage.

C. LICENSES, CERTIFICATES, REGISTRATIONS, & STATE/FEDERAL REQUIREMENTS OF POSITION: Any items listed must be met at the time of employment and must be maintained by the incumbent throughout employment with the University. Also indicate preferred licenses, certifications, etc., if applicable. (If a license, certification, etc., must be attained within a designated amount of time rather than being met at the time of employment, include it under "G - Special Qualifications.")

Mark this box if not applicable.

- Police background check.
- Criminal history check.
- Child care security check.
- Subject to random drug testing.
- Fingerprinting.
- Driver's license.
 - Missouri license required.
- CDL license.
- Other (specify):
- Other (specify):

D. SPECIAL SKILLS, ABILITIES, AND KNOWLEDGE: Mark an "x" next to the skills, abilities, and knowledge that are required to do the job. (Mark all that apply.)

Mark this box if not applicable.

- Keyboarding ability. Specify: Keyboarding test required. Speed is intentionally not specified.
 - Keyboarding test required. Minimum speed required: _____.
 - No keyboarding test required.
- Attention to detail.
- Budget-related skills.
- Knowledge of a University environment preferred.
- Communication skills, including oral, written, and/or nonverbal.
- Computer software skills. Specify: word-processing
 - spreadsheet
 - presentation
 - desktop publishing
 - web page maintenance
 - Other (specify):
- Human Relations/Interpersonal skills.
- Leadership skills, including organization, meeting facilitation, and/or project leadership.
- Physical abilities, including mobility, agility, strength, dexterity, balance, coordination, and/or endurance.
- Sensory abilities, including special vision and/or hearing requirements (specify):
- Supervisory skills, including motivation, delegation of duties, evaluation, etc.
- Mental skills, including concentration, memory, complex decision making, analytical thinking, and/or conceptual thinking.
- Management and/or administration skills.
- Ability to manage multiple concurrent projects and meet deadlines.
- Maintain confidentiality.
- Other (specify):
- Other (specify):

E. PHYSICAL & ENVIRONMENTAL FACTORS: Mark an "x" next to the unusual and/or extreme physical and/or environmental factors experienced on-the-job. Also include any hazards, risks, or discomforts that exist on the job or in the work environment.

Mark this box if not applicable.

- Excessive standing and/or walking.
- Exposure to extreme temperatures.
- Exposure to fumes and/or chemicals.
- Exposure to heights.
- Exposure to loud noises.
- Lifting (weight): _____
- Other (specify): _____
- Other (specify): _____

F. SPECIAL WORKING CONDITIONS: Mark an "x" next to the special working conditions experienced on the job.

Mark this box if not applicable.

- On call/standby work required.
- Uniform required.
- Travel required.
- Irregular work hours -- Evening/weekends/pledge drives as needed.
- Professional appearance.
- Work in stressful conditions.
- Other (specify): _____
- Other (specify): _____

G. SPECIAL QUALIFICATIONS: List additional qualifications required of an incumbent on the job. Include certifications and/or licenses that must be obtained within a designated amount of time and the time frame by which they must be met. Required certifications and/or licenses must be maintained by the incumbent throughout employment with the University.

Mark this box if not applicable.

- Post-offer physical exam required.
- Other (specify): _____
- Other (specify): _____

KMOS EEO AUDIT INFORMATION
ATTACHMENT

3.1

UNIVERSITY OF CENTRAL MISSOURI FOUNDATION, INC.
JOHN BRADLEY PUBLIC BROADCASTING SCHOLARSHIP

1. A scholarship is offered through the University of Central Missouri Foundation for a student at KMOS-TV. The scholarship was made possible by way of a gift from friends and colleagues in honor of John Bradley.
2. Name: JOHN BRADLEY PUBLIC BROADCASTING SCHOLARSHIP
3. Dedication: The scholarship honors the significant contributions that John Bradley made toward the development of public broadcasting at the University of Central Missouri.

Criteria

To be eligible a student must:

- a. be a full-time student in good standing at the University of Central Missouri
- b. be a Student or paid student assistant at KMOS-TV. Primary consideration will be given to a junior or senior level undergraduate student working as a student or paid assistant at KMOS-TV. The recipient will have exhibited dependable and valuable service to one of Central's public broadcasting stations
- c. demonstrate good character, leadership and service
- d. have a minimum grade point average of 2.75 in his or her major and a 2.5 overall cumulative grade point average.

Selection Process

1. The recipient of the JOHN BRADLEY PUBLIC BROADCASTING SCHOLARSHIP will be recommended by the Scholarship Selection Committee of the Office of Broadcasting Services and approved by the Scholarships and Awards Officer at University of Central Missouri.
2. The award will be announced by May of any given year.
3. The Selection Committee, with the approval of the Executive Director of the Foundation, will annually establish the number and award amount. In a given year the committee may exercise the option of making no selection.

UNIVERSITY OF CENTRAL MISSOURI.

ALUMNI • FOUNDATION

John Bradley Public Broadcasting Scholarship

The John Bradley Public Broadcasting Scholarship is available through the University of Central Missouri Foundation for a junior or senior student volunteering or working at KMOS-TV, the public television station owned and operated by UCM. This scholarship is made possible by way of a gift from friends and colleagues in honor of John Bradley.

Award

Varies

Deadline

03/02/2017

Supplemental Questions

1. Are you a volunteer or paid assistant at KMOS-TV or KTGB-FM?

© 2010 - 2017 AcademicWorks, Inc. All rights reserved.



FRED HUNT PUBLIC BROADCASTING SCHOLARSHIP

Established 2009

The Fred Hunt Public Broadcasting Scholarship is available through the University of Central Missouri Foundation for a student volunteering or working at KMOS-TV, the public television station owned and operated by the University of Central Missouri. This scholarship is made possible by way of a gift from friends and colleagues in honor of Fred Hunt.

BACKGROUND:

This scholarship honors the significant contributions that Fred Hunt made toward the development of public broadcasting and to honor Fred's commitment and dedication to growing and fostering new careers in Broadcasting and Broadcast-related careers at the University of Central Missouri and at KMOS-TV.

CRITERIA:

To apply, a student must:

- a. be a part-time or full-time junior or senior student in good academic standing at UCM (however, if no junior or senior students apply or are deemed eligible, consideration shall be given to freshman and/or sophomore students);
- b. be working as a volunteer or paid assistant at KMOS-TV (preference shall be given to students working in or with the Master Control Operations);
- c. exhibit dependable and valuable service to KMOS-TV;
- d. demonstrate leadership and academic ability in the field of public broadcasting.

SELECTION PROCESS:

1. The recipient(s) of the Fred Hunt Public Broadcasting Scholarship will be recommended by a selection committee comprised of the Director of Broadcasting Services, who shall serve as chair, one (1) member of the KMOS-TV/KTGB-FM Community Advisory Board, the KMOS-TV Operations Coordinator, and one (1) member who is an alumni of KMOS-TV. Recipient(s) shall be approved by the UCM Scholarships and Awards Officer.
2. Application must be delivered or postmarked by **April 1, 2010**. Recipient(s) shall be announced by April 22, 2010.
3. The Selection Committee, with the approval of the Executive Director of the Foundation, will annually establish the number and scholarship amount. In a given year, the Selection Committee may exercise the option of making no selection.

Applications must be delivered / postmarked by **April 1, 2010** to:
Office of Broadcasting Services • University of Central Missouri • Wood 11 • Warrensburg, MO 64093



Application for the
FRED HUNT PUBLIC BROADCASTING SCHOLARSHIP

1. Name UCM student ID#

2. Permanent address street

city state zip code county

3. Phone Number Campus phone

4. Local or campus address

5. E-mail address

6. Major Minor

7. Cumulative GPA GPA in major

8. Anticipated date of graduation month year

9. Are you a volunteer at KMOS-TV? no yes

Are you a paid assistant at KMOS-TV? no yes

10. Have you ever worked (volunteer or paid), or plan to work, as a KMOS-TV Master Control Operator?

no yes If yes, which semesters? semester year

- 11. Attach a list of campus and community organizations to which you belong. List leadership roles when applicable.
12. Attach a brief statement (approximately 300 words) of your professional goals as they relate to this scholarship. Be sure to include your plans and aspirations for the future.
13. Attach a current transcript. An unofficial transcript may be printed (free of charge) from the student portal at https://www.ucmo.edu/portal.

REFERENCES: Do not list family members.

1. Name Relationship

Phone Number E-mail

2. Name Relationship

Phone Number E-mail

UNDERSTANDING OF ACCEPTANCE:

If I am selected as a recipient of this scholarship, I understand that I must meet the criteria as outlined in this application at the beginning of the semester in which the scholarship is to be applied to my student account. If my status should change before/during the academic year, I understand that I must notify the Department to which this application has been submitted. I further understand that a change in my status may affect my eligibility and the application of the scholarship to my student account.

Signature

Date

Applications must be delivered / postmarked by **April 1, 2010** to:
Office of Broadcasting Services • University of Central Missouri • Wood 11 • Warrensburg, MO 64093

UNIVERSITY OF CENTRAL MISSOURI.

ALUMNI • FOUNDATION

Fred Hunt Public Broadcasting Scholarship

The Fred Hunt Public Broadcasting Scholarship is available through the University of Central Missouri Foundation for a junior or senior student volunteering or working at KMOS-TV, the public television station owned and operated by the University of Central Missouri. This scholarship is made possible by way of a gift from friends and colleagues in honor of Fred Hunt.

Award

Varies

Deadline

03/02/2017

Supplemental Questions

1. Are you a volunteer or paid assistant at KMOS-TV?

© 2010 - 2017 AcademicWorks, Inc. All rights reserved.

KMOS EEO AUDIT INFORMATION

ATTACHMENT

3.2

Assistant to Operations Manager, Fiscal & Administrative

KMOS-TV Operations Manager plans, develops, and directs financial policies and practices of broadcasting stations to ensure that financial objective and funding goals are met and in accordance with policies and requirements of the university, state, outside funders and federal government. The Operations Manager prepares financial reports as required by funders and provides direction for long-term planning of stations mission, resource allocation, organization design and structure and marketing strategies. The Operations Manager plans budgets, monitors financial activities and examines stations procedures to improve efficiency and reduce cost.

KMOS-TV Operations Manager monitors all stations' financial activity in preparation of independent annual audit required by Corporation for Public Broadcasting and reviews financial statements and reports for audit prepared by University Accounting Services that includes the preparation of the management's discussion and analysis report for the published annual audited statements.

Assistant to the Operations Manager duties include:

- Reconciling detailed financial activity with monthly printouts from Accounting Services. (FY2013 radio and TV operating expenses totaled \$3.8 million.)
- Reviewing coding of all financial activity directly impacting the preparation and finalization of reports required by funding agencies and independent auditors.
- Preparing reports to facilitate review of financial activity as reported in UCM's consolidated general audit and a separate audit required for radio and television stations.
- Reviewing grant financial reporting requirements and completing federal forms.
- Reviewing grant documentation required for reporting funding requests.
- Providing detailed managerial reports used in budgetary projections based on past and current fiscal activity.

Skills required:

- Knowledge of following software;
 - MS Word
 - MS Excel
 - Banner – Native
 - Banner – Self Service
- Ability to multi-task
- Ability to focus on detail
- Ability to communicate with others – verbally and electronically
- Ability to work assigned projects with minimal direction – many times creating fiscal reports based on information required.

Operations Office Assistant

Duties: Assist with Operations Manager with accounting and fiscal tasks. Assist with standard office duties.

Skills: Typing, good handwriting and spelling needed. Knowledge of basic office software programs with emphasis on the use of Excel a must. Ability to multi-task and focus on detail required.

Supervisor's Evaluation of the Student

Name Anika Major Acctg Internship Semester Spring 2015

<p>ATTITUDE - APPLICATION TO WORK</p> <input checked="" type="checkbox"/> Outstanding enthusiasm <input type="checkbox"/> Very interested and industrious <input type="checkbox"/> Average in diligence and interest <input type="checkbox"/> Somewhat indifferent <input type="checkbox"/> Definitely not interested	<p>ABILITY TO LEARN</p> <input checked="" type="checkbox"/> Learned work exceptionally well <input type="checkbox"/> Learned work readily <input type="checkbox"/> Average in understanding work <input type="checkbox"/> Rather slow in learning <input type="checkbox"/> Very slow to learn	<p>DEPENDABILITY</p> <input checked="" type="checkbox"/> Completely dependable <input type="checkbox"/> Above average in dependability <input type="checkbox"/> Usually dependable <input type="checkbox"/> Sometimes neglectful or careless <input type="checkbox"/> Unreliable	<p>RELATIONS WITH OTHERS</p> <input checked="" type="checkbox"/> Exceptionally well accepted <input type="checkbox"/> Works well with others <input type="checkbox"/> Gets along satisfactorily <input type="checkbox"/> Difficulty working with others <input type="checkbox"/> Works very poorly with others
<p>JUDGMENT</p> <input checked="" type="checkbox"/> Exceptionally mature in judgment <input type="checkbox"/> Above average in making decisions <input type="checkbox"/> Usually makes the right decision <input type="checkbox"/> Often uses poor judgment <input type="checkbox"/> Consistently uses bad judgment	<p>INITIATIVE</p> <input checked="" type="checkbox"/> Proceeds well on his/her own <input type="checkbox"/> Works independently at times <input type="checkbox"/> Does all assigned work <input type="checkbox"/> Hesitates <input type="checkbox"/> Must be pushed frequently	<p>MATURITY - POISE</p> <input checked="" type="checkbox"/> Quite poised and confident <input type="checkbox"/> Has good self-assurance <input type="checkbox"/> Average maturity and poise <input type="checkbox"/> Seldom asserts himself/herself <input type="checkbox"/> Timid or brash	<p>QUALITY OF WORK</p> <input checked="" type="checkbox"/> Excellent <input type="checkbox"/> Very Good <input type="checkbox"/> Average <input type="checkbox"/> Below Average <input type="checkbox"/> Very Poor
<p>QUANTITY OF WORK</p> <input type="checkbox"/> Unusually high output <input checked="" type="checkbox"/> More than average <input type="checkbox"/> Normal amount <input type="checkbox"/> Below average <input type="checkbox"/> Low output, slow	<p>WRITTEN COMMUNICATION SKILLS</p> <input checked="" type="checkbox"/> Outstanding <input type="checkbox"/> Very Good <input type="checkbox"/> Average <input type="checkbox"/> Marginal <input type="checkbox"/> Unsatisfactory	<p>ATTENDANCE</p> <input checked="" type="checkbox"/> Regular <input type="checkbox"/> Irregular	<p>WORK FORCE PREPAREDNESS</p> <input checked="" type="checkbox"/> Outstanding <input type="checkbox"/> Very Good <input type="checkbox"/> Average <input type="checkbox"/> Marginal <input type="checkbox"/> Unsatisfactory

The student's outstanding personal qualities are:

The personal qualities which the student should strive most to improve are:

Additional remarks: Please provide a brief assessment of Central's internship program; this will allow us to identify ways to improve our service to you.

Please verify total number of hours worked during internship 217 and total gross pay for internship _____.

Signature _____ Date _____ Has this evaluation been discussed with the student? Yes No

Anika Z

The student's outstanding personal qualities are:

Anika's outstanding personal quality is her very positive attitude and pleasant demeanor. She is also very ethical and responsible. She has had access to sensitive information and handled ^{it} ^{professionally}. Anika also demonstrated her ability to provide concise, informative reports mining requested information from a magnitude of detailed data.

Personal qualities to improve:

Because Anika is basically a very nice person, it is hard for her to ask the hard questions concerning operational spending and supporting documentation. She did do this in a very professional manner; however, I know it was uncomfortable for her. She just needs to build her confidence in her knowledge. Also, since her voice is so soft and she has a very slight accent, we have discussed working on lowering her pitch if someone is having trouble understanding her.

Central's internship Program:

There seems to be a disconnection between offering an internship position and receiving applicants. Because Anika was already working for KMOS, this was not a problem. I did submit requests for off-campus volunteer interns and didn't receive any applications. It would be helpful to receive updates and maybe suggestions on how to improve the job descriptions.

Signature



Spring 2015 Paid Internships at KMOS in Marketing & Sales, E-Marketing, Accounting and Management:

1) Development Research Associate: Reports to: KMOS Development Officer

10-20 hours per week

Duties:

Spring semester internship to work on a market research in viewership and marketing. The intern will have the opportunity to work with Nielsen ratings data, under the supervision of the Development Officer. Much of the work will involve supporting staff in data analysis. This is an excellent introduction to the media-buying field and will give an intern training in some of the basic skills of the research profession. This is a paid position.

From an educational/learning perspective, the intern will accomplish the following:

1. Understand how viewership ratings data is analyzed and reported to potential program sponsors.
2. Learn how to use specialized software to analyze viewership data, create cross-tabulations of data and create client proposals using data-driven reporting.

Skills required:

- Knowledge of following software;
 - MS Word
 - MS Excel
 - Basic web familiarity
 - Numerical literacy and understanding of demographic information helpful
 - Ability to multi-task
 - Ability to focus on detail
 - Ability to communicate with others - verbally and electronically
-

2) Fiscal/Administrative Operations Associate: Reports to: KMOS Fiscal Operations Officer

10-20 hours per week

Duties:

KMOS-TV Operations Manager plans, helps develop, and directs financial policies and practices for KMOS-TV to ensure that financial objective and funding goals are met in accordance with policies and requirements of the director, university, state, outside funders and federal government. The Operations Manager prepares financial reports as required by funders and provides direction for long-term planning of stations mission, resource allocation, organization design and structure and marketing strategies. The Operations Manager plans budgets, monitors financial activities and examines stations procedures to improve efficiency and reduce cost.

KMOS-TV Operations Manager monitors all stations' financial activity in preparation for an independent annual audit required by Corporation for Public Broadcasting. Operations Manager reviews financial

statements and reports for audit prepared by UCM Accounting Services that includes the preparation of the management's discussion and analysis report for the published annual audited statements.

Assistant to the Operations Manager duties include:

- Reconciling detailed financial activity with monthly printouts from Accounting Services. (FY2014 TV operating expenses totaled \$3.3 million.)
- Reviewing coding of all financial activity directly impacting the preparation and finalization of reports required by funding agencies and independent auditors.
- Preparing reports to facilitate review of financial activity as reported in UCM's consolidated general audit and a separate audit required for radio and television stations.
- Reviewing grant financial reporting requirements and completing federal forms.
- Reviewing grant documentation required for reporting funding requests.
- Providing detailed managerial reports used in budgetary projections based on past and current fiscal activity.

From an educational/learning perspective, the intern will accomplish the following:

- Experience a complete business cycle of a fully operational business from budget, daily operations, and year-end close to independent audit. Duties will allow intern to apply knowledge acquired in a classroom setting.
- Apply skills learned in classroom to develop accounting reports to meet specific managerial needs starting with a blank worksheet and raw data learning to present accounting reports in an informative format for non-accounting professionals. As part of this process, intern learns how to work with over four thousand lines of data that requires adjusting to balance with multiple reporting systems.
- Since KMOS-TV is a UCM licensee, the intern will have firsthand knowledge of GASB and fund/budget accounting. KMOS-TV is part of the University Foundation so FASB is also covered. KMOS-TV benefits from direct appropriations from the State of Missouri along with grant funding at a state and national level. Working at KMOS-TV will expose the intern to basically every type of funding model.
- Develop verbal communication skills when discussing reporting requirements with users and providing administrative support with incoming telephone calls from staff, volunteers, donors, sponsors and concerned citizens.

Skills required:

- Knowledge of following software;
 - MS Word
 - MS Excel
 - Banner - Native
 - Banner - Self Service
 - Ability to multi-task
 - Ability to focus on detail
 - Ability to communicate with others - verbally and electronically
 - Ability to work assigned projects with minimal direction - many times creating fiscal reports based on information required.
-

3) Managerial Associate:
Reports to: KMOS Director & General Manager

10-20 hours per week

Duties:

Spring semester internship to work on a research and managerial analysis. The intern will have the opportunity to work in a professional work environment, under the supervision of the Director and General Manager of KMOS. Much of the work will involve supporting staff in data analysis. This is an excellent introduction to the media-management field and will give an intern training in some of the basic skills of the profession. This is a paid position. We are looking for an intern who can work at least 10 and up to 20 hours per week.

From an educational/learning perspective, the intern will accomplish the following:

1. Understand how managerial data is analyzed and reported.
2. Learn how to use data driven analysis tools to make managerial decision, assess communication methods, create managerial budget reports, and review input-output processes.

Skills required:

- Knowledge of following software;
 - MS Word
 - MS Excel
 - Basic web familiarity
 - Numerical literacy and understanding of demographic information helpful
 - Ability to multi-task
 - Ability to focus on detail
 - Ability to communicate with others - verbally and electronically
-

4) Creative Services Associate:
Reports to: KMOS Director & General Manager

10-20 hours per week

Duties:

Spring semester internship to work with Development Officer. The intern will have the opportunity to work in a professional work environment, under the supervision of the Development Officer and Director of KMOS. Much of the work will involve supporting staff in creation of multimedia, including video, audio and online editing. This is an excellent introduction to the creative services field and will give an intern training in some of the basic skills of the profession. This is a paid position.

From an educational/learning perspective, the intern will accomplish the following:

1. Learn how to shoot, edit and post video sponsorship announcements.
2. Learn how to use specialized software to create online, on-air and print sponsorship announcements.

Skills required:

- Knowledge of following software;
 - MS Word
 - Adobe Premiere, Photoshop and Illustrator experience helpful

- Basic web familiarity
 - Ability to use video camera to create sponsorship announcements for airing on KMOS
 - Social media experience also helpful
 - Ability to multi-task
 - Ability to focus on detail
 - Ability to communicate with others – verbally and electronically
-

Education:

Bachelor of Science in Business Administration (Spring 2015)

University of Central Missouri (UCM), Warrensburg, MO

Major: Management

Minor: Computer Information Systems

Experience:

Associate/Crew Member

AMC Theaters, Kansas City, MO

(January 2014 – Present)

- Supervise concession employees to make sure operations are ran efficiently.
- Operated the cash register to make sure all customers received their movie tickets
- Prepared and served food and drinks at the concession stand

Volunteer/Baseball Umpire

Boys & Girls Club, Kansas City, MO

(May 2012 – Present)

- Helped coach children that wanted to learn the game of baseball
- Umpired kids from the ages of 8-14 in their baseball games
- Made sure all games were ran correctly and had to know all the rules of baseball

Associate/Electronics Supervisor

K-Mart, Kansas City, MO

(August 2009 – March 2014)

- Supervised the electronics section of the store
- Responsibilities were to make sure every item was in stock, inventory was correct and to make sure everything was up to date with anything the corporation changed

Associate/Electronics

Wal-Mart, Kansas City, MO

(March 2013 – May 2013)

- Offered customer assistance to every customer that needed assistance
- Helped make sure electronics area was clean and operated correctly

Activities:

NAACP (National Association Advancement of Colored People), Kansas City, MO

- Former President of Kansas City Youth Chapter

Jordan Kinney

*12210 E *Kansas City, MO 64133 *816-284-9477 *j220@ucmo.edu

- Help plan and schedule fundraiser and community service events
- Recruit other members to help and become members of the organization
- Lifetime member of the NAACP

Honors:

- Outstanding Youth of the Year 2009 and 2010 Region IV, NAACP National Organization
- Recipient of National RBI for RBI (Reviving Baseball in the Inner cities) four year academic scholarship

Unique Coursework: IBE

University of Central Missouri, Warrensburg, MO (Fall 2013)

IBE Description:

- A unique program that applies concepts from MGT 3315, MKT 3405, AND CIS 3630
- We create any item and start a business with that item
- Create a community service project off our business item.

G.I. MOE:

- G.I. MOE was the name of our t-shirt business
- We sold over 800 shirts and raised over \$7000 dollars for our charity The Wounded Warrior Project
- Organized a 5k event on the university campus to raise money

My Responsibilities:

- Member of the inventory team
- Helped create an inventory controls system that the company could run to keep track of our inventory
- Took part of helping put together our community service event, which was a 5k run



Student Worker Request Form

Name of Person Requesting Student Worker: Sarah Bailey

Departmental Assignment for Student Worker: Intern to Op. Manager (Anika Z...)

Rationale: (Brief description of the tasks the student will perform, and why these tasks are necessary for the operation of KMOS)

Assistant to the Operations Manager duties include:

- Reconciling detailed financial activity with monthly printouts from Accounting Services. (FY2014 TV operating expenses totaled \$3.3 million.)
- Reviewing coding of all financial activity directly impacting the preparation and finalization of reports required by funding agencies and independent auditors.
- Preparing reports to facilitate review of financial activity as reported in UCM's consolidated general audit and a separate audit required for radio and television stations.
- Reviewing grant financial reporting requirements and completing federal forms.
- Reviewing grant documentation required for reporting funding requests.
- Providing detailed managerial reports used in budgetary projections based on past and current fiscal activity.

Most important duty will be training new intern to perform current intern duties.

Maximum Number of Hours Per Week Requested: 20 (would only apply at end of semester)

Minimum Number of Hours Per Week Requested: 10

Start Date for Student Worker: 1/12/2015 End Date for Student Worker: 6/30/2015
(might end sooner if gets summer internship or full-time employment after graduation)

Signature of Requesting Party: *Sarah R. Bailey*

Date of Request: 12/15/2014

For Director's Office Use Only

Approved **Rejected** *[Signature]* **Director's Signature**

Date

Assistant to Operations Manager, Fiscal & Administrative

KMOS-TV Operations Manager plans, helps develops, and directs financial policies and practices of KMOS-TV to ensure that financial objective and funding goals are met and in accordance with policies and requirements of the director, university, state, outside funders and federal government. The Operations Manager prepares financial reports as required by funders and provides direction for long-term planning of stations mission, resource allocation, organization design and structure and marketing strategies. The Operations Manager plans budgets, monitors financial activities and examines stations procedures to improve efficiency and reduce cost.

KMOS-TV Operations Manager monitors all stations' financial activity in preparation of independent annual audit required by Corporation for Public Broadcasting and reviews financial statements and reports for audit prepared by University Accounting Services that includes the preparation of the management's discussion and analysis report for the published annual audited statements.

Assistant to the Operations Manager duties include:

- Reconciling detailed financial activity with monthly printouts from Accounting Services. (FY2014 TV operating expenses totaled \$3.3 million.)
- Reviewing coding of all financial activity directly impacting the preparation and finalization of reports required by funding agencies and independent auditors.
- Preparing reports to facilitate review of financial activity as reported in UCM's consolidated general audit and a separate audit required for radio and television stations.
- Reviewing grant financial reporting requirements and completing federal forms.
- Reviewing grant documentation required for reporting funding requests.
- Providing detailed managerial reports used in budgetary projections based on past and current fiscal activity.

Skills required:

- Knowledge of following software;
 - MS Word
 - MS Excel
 - Banner – Native
 - Banner – Self Service
- Ability to multi-task
- Ability to focus on detail
- Ability to communicate with others – verbally and electronically
- Ability to work assigned projects with minimal direction – many times creating fiscal reports based on information required.

[Skip to Main Navigation](#) | [Skip to Content](#)



[CURRENT STUDENTS](#)

[PARENTS AND FAMILY](#)

[FACULTY AND STAFF](#)

[ALUMNI AND FOUNDATION](#)



[School of Technology](#)

About Us

Grinstead Building, Room 009
Warrensburg, MO 64093
Phone: 660-543-4436
Fax: 660-543-4578
Email: [Dr. Ronnie Rollins](#)

[UCM Home](#) » [Academics](#) » [College of Health, Science, and Technology](#) » [School of Technology](#) » [Internships](#)



Technology

- [Undergraduate Programs](#)
- [Graduate Programs](#)
- [Minors](#)
- [Certificates](#)
- [Apply Now](#)
- [Scholarships](#)
- [Internships](#)
 - [Forms, Procedures and Tips](#)
 - [Requirements](#)
 - [Benefits of Internships](#)
 - [Internship Locations Database](#)
 - [Criteria for Construction Management](#)
- [Student Organizations](#)
- [Accreditations](#)

- [Meet the Faculty](#)
- [Contact Us](#)

College Links

[College of Health, Science, and Technology](#)
[CHST Advising Center](#)
[30-60-90 Student Success Roadmap](#)
[Career Services](#)

Technology Internships

The Technology Internship program within the College of Health, Science and Technology at UCM offers a wide variety of opportunities for students to earn valuable work experience within their academic discipline prior to graduation. Internships provide an excellent way to gain valuable work experience and bridge the gap between the academic world and the working world.



What is an Internship?

An internship involves off-campus work with an employer such as a company, public agency, the government, etc. in which you work for them and are treated as a regular employee with similar duties and responsibilities as other employees. This provides interns with real world experiences that reinforce and supplement the theoretical and practical classroom experience. To best provide a wide variety of learning experiences for interns, it is desirable that the intern's work experiences offer exposure to a variety of areas/departments within the company during the course of the internship. The most rewarding internships typically offer a training rotation through all areas and departments within the company, and then assign the student to do actual production or managerial work within the organization.

How Do I Find an Internship?

The experience of networking, applying, interviewing, and finally securing the internship is an important part of the learning experience. Therefore all interns are required to seek and secure appropriate employment for their own internship. This must be approved by the program coordinator in their major. Prospective interns are encouraged to use all of the

**For more information on Internships,
contact:**

[Dr. Kyle Palmer](#)
Technology Internship Coordinator
Grinstead 207A,
University of Central Missouri

resources available to secure their internship: UCM Career Services, faculty in their major, career fairs and expos, contacts through field trips, industry speakers on campus, student organizations, networking and professional conferences, trade organizations, etc. While UCM faculty and staff make a concerted effort to keep students informed of internship opportunities, it is ultimately the student's responsibility to secure a challenging and rewarding internship. Students are strongly encouraged to seek out internship opportunities early in their college careers. See the [forms and procedures](#) page for more information.

College of Health, Science, and Technology
Warrensburg, MO 64093
Phone: 660-543-8697
Fax: 660-543-4578
Email: techinterns@ucmo.edu

CENTRAL MISSOURI

P.O. Box 800,
Warrensburg, MO 64093

877-729-8266
Campus Operator:
660-543-4111

General Info:
admit@ucmo.edu

Page last modified:
11/20/2014

UCM RESOURCES

Accessibility Notice
Consumer Information
DMCA
Nondiscrimination /
Equal Opportunity
Statement
Title IX / Sexual
Harassment and
Violence Support
Tobacco Free Campus

STUDENT RESOURCES

Catalogs
Dining
Enrollment Timeline
Housing
Student Financial
Services

POPULAR LINKS

Campus Ma
Directory
Employment
Learning to
Degree
Majors
Student Em
Tech Suppo

UCM is smoke and tobacco free. Thank you for your cooperation.

Digital Millennium Copyright Act Nondiscrimination/Equal Opportu

Internship Registration Form

College of Science & Technology



Please see attached file for directions to complete this form.

Student Information

Name Alex S [redacted] Male Female
Student I.D. # (7 number) [redacted] Cum. GPA [redacted]
Major Engineering Technology Electronics
Total undergraduate/graduate hours completed at time of internship: 112
During the internship period, the intern may be reached at:
Street 614 [redacted] st Phone (573) 821 - [redacted]
International Phone _____
City Warrensburg State MO Zip 64093
Email AJS21760@ucmo.edu Cell (573) 821 - [redacted]
Alternate Email as[redacted]@gmail.com

Company Information

Company Name UCM/KMOS
Street WOOD 11
City Warrensburg State MO Zip 64093
Name of Company Supervisor John Long Male Female
Title of Company Supervisor Chief Engineer Supervisor's Phone (660) 441 - 5741
Supervisor's Email Jlong@ucmo.edu Supervisor's Fax (660) 543 - 8863
International Supervisor's Phone _____
International Supervisor's Fax _____
Company's Website kmos.org Intern's Work Phone (660) 543 -
Intern's International Phone Number _____
Intern's Job Title & Job Description _____

The Fine Print

I have read the requirements for this internship as stated in the **Internship Syllabus**, available at www.ucmo.edu/technology/intern, and agree that my grade will be determined by how well I meet the requirements and how my supervisor evaluates my work and attitude on the job. I understand that it is my sole responsibility to complete all of the requirements. I understand that all tuition fees (including those for this internship) must be paid to prevent automatic drops. It is my sole responsibility to ensure I have adequate insurance to cover accidents and illnesses while participating in the internship. The University is not responsible for accidents, illness, injury or damages sustained while participating in this program.

Alex S [redacted] 12-15-15
Student Signature Date
Richard Y. Jay 12-15-15
Major Program Advisor or Department Head Date
[Signature] 1-12-15
Internship Coordinator Date

Contact Information

Grinstead 009G, Warrensburg, MO 64093
Office: 660-543-8697
Fax: 660-543-4578
techinterns@ucmo.edu
www.ucmo.edu/technology/intern/

Course Information

Course
 SOT 3022 (undergraduate)
 SOT 5022 (graduate)
Term Enrolling:
 Summer Fall Spring
Year Enrolling: 2016
Credit Hours:
 1 2 3 4 5 6
Your Major (dept.) Advisor:
Rich Lacy

Work Information

Start Date 1/11/16
End Date 4/
 Part Time Full Time
Days Worked:
 S M T W T F S
This Internship Is:
 Paid Unpaid

Office Use Only

Notes:

*Enrolled in
20933 1/12/16 A*

[Skip to Main Navigation](#) | [Skip to Content](#)



[CURRENT STUDENTS](#)

[PARENTS AND FAMILY](#)

[FACULTY AND STAFF](#)

[ALUMNI AND FOUNDATION](#)



[School of Technology](#)

About Us

Grinstead Building, Room 009
Warrensburg, MO 64093
Phone: 660-543-4436
Fax: 660-543-4578
Email: Dr. Ronnie Rollins

[UCM Home](#) » [Academics](#) » [College of Health, Science, and Technology](#) » [School of Technology](#) » [Internships](#)



Technology

- [Undergraduate Programs](#)
- [Graduate Programs](#)
- [Minors](#)
- [Certificates](#)
- [Apply Now](#)
- [Scholarships](#)
- [Internships](#)
 - [Forms, Procedures and Tips](#)
 - [Requirements](#)
 - [Benefits of Internships](#)
 - [Internship Locations Database](#)
 - [Criteria for Construction Management](#)
- [Student Organizations](#)
- [Accreditations](#)

- [Meet the Faculty](#)
- [Contact Us](#)

College Links

[College of Health, Science, and Technology](#)

[CHST Advising Center](#)

[30-60-90 Student Success Roadmap](#)

[Career Services](#)

Technology Internships

The Technology Internship program within the College of Health, Science and Technology at UCM offers a wide variety of opportunities for students to earn valuable work experience within their academic discipline prior to graduation. Internships provide an excellent way to gain valuable work experience and bridge the gap between the academic world and the working world.



What is an Internship?

An internship involves off-campus work with an employer such as a company, public agency, the government, etc. in which you work for them and are treated as a regular employee with similar duties and responsibilities as other employees. This provides interns with real world experiences that reinforce and supplement the theoretical and practical classroom experience. To best provide a wide variety of learning experiences for interns, it is desirable that the intern's work experiences offer exposure to a variety of areas/departments within the company during the course of the internship. The most rewarding internships typically offer a training rotation through all areas and departments within the company, and then assign the student to do actual production or managerial work within the organization.

How Do I Find an Internship?

The experience of networking, applying, interviewing, and finally securing the internship is an important part of the learning experience. Therefore all interns are required to seek and secure appropriate employment for their own internship. This must be approved by the program coordinator in their major. Prospective interns are encouraged to use all of the

**For more information on Internships,
contact:**

[Dr. Kyle Palmer](#)

Technology Internship Coordinator

Grinstead 207A,

University of Central Missouri

resources available to secure their internship: UCM Career Services, faculty in their major, career fairs and expos, contacts through field trips, industry speakers on campus, student organizations, networking and professional conferences, trade organizations, etc. While UCM faculty and staff make a concerted effort to keep students informed of internship opportunities, it is ultimately the student's responsibility to secure a challenging and rewarding internship. Students are strongly encouraged to seek out internship opportunities early in their college careers. See the [forms and procedures](#) page for more information.

College of Health, Science, and Technology
Warrensburg, MO 64093
Phone: 660-543-8697
Fax: 660-543-4578
Email: techinterns@ucmo.edu

**CENTRAL
MISSOURI**

P.O. Box 800,
Warrensburg, MO 64093

877-729-8266
Campus Operator:
660-543-4111

General Info:
admit@ucmo.edu

Page last modified:
11/20/2014

UCM RESOURCES

Accessibility Notice
Consumer Information
DMCA
Nondiscrimination /
Equal Opportunity
Statement
Title IX / Sexual
Harassment and
Violence Support
Tobacco Free Campus

STUDENT RESOURCES

Catalogs
Dining
Enrollment Timeline
Housing
Student Financial
Services

POPULAR LINKS

Campus Ma
Directory
Employment
Learning to
Degree
Majors
Student Em
Tech Support

UCM is smoke and tobacco free. Thank you for your cooperation.

Digital Millennium Copyright Act Nondiscrimination/Equal Opportu

Assistant to Operations Manager, Fiscal & Administrative

KMOS-TV Operations Manager plans, helps develop, and directs financial policies and practices for KMOS-TV to ensure that financial objective and funding goals are met in accordance with policies and requirements of the director, university, state, outside funders and federal government. The Operations Manager prepares financial reports as required by funders and provides direction for long-term planning of stations mission, resource allocation, organization design and structure and marketing strategies. The Operations Manager plans budgets, monitors financial activities and examines stations procedures to improve efficiency and reduce cost.

KMOS-TV Operations Manager monitors all stations' financial activity in preparation for an independent annual audit required by Corporation for Public Broadcasting. Operations Manager reviews financial statements and reports for audit prepared by UCM Accounting Services that includes the preparation of the management's discussion and analysis report for the published annual audited statements.

Assistant to the Operations Manager duties include:

- Reconciling detailed financial activity with monthly printouts from Accounting Services.
- Reviewing coding of all financial activity directly impacting the preparation and finalization of reports required by funding agencies and independent auditors.
- Preparing reports to facilitate review of financial activity as reported in UCM's consolidated general audit and a separate audit required for radio and television stations.
- Reviewing grant financial reporting requirements and completing federal forms.
- Reviewing grant documentation required for reporting funding requests.
- Providing detailed managerial reports used in budgetary projections based on past and current fiscal activity.

Skills required:

- Knowledge of following software;
 - MS Word
 - MS Excel
 - Banner – Native
 - Banner – Self Service
- Ability to multi-task
- Ability to focus on detail
- Ability to communicate with others – verbally and electronically
- Ability to work assigned projects with minimal direction – many times creating fiscal reports based on information required.

Internship Registration Form

College of Health, Science, & Technology



Visit www.ucmo.edu/technology/intern/ for instructions on completing this form.

Student Information - Form Must Be Typed

Name Kevin N. [redacted] Male Female
 Student I.D. # (7 number) [redacted] Cum. GPA [redacted]
 Major Electronics Technology
 Total undergraduate/graduate hours completed at time of internship: 217
 During the internship period, the intern may be reached at:
 Street 203 E Clark, Wood 11 Phone (____) ____ - ____
 International Phone _____
 City Warrensburg, State MO Zip 64093
 Email [redacted]@ucmo.edu Cell (314) 623 - [redacted]
 Alternate Email [redacted]@ucmo.edu

Company Information

Company Name KMOS
 Street 203 E Clark St, Wood 11
 City Warrensburg, State MO Zip 64093
 Name of Company Supervisor Josh Tomlinson Male Female
 Title of Company Supervisor Asst Director for Technology Supervisor's Phone (660) 543 - 4601
 Supervisor's Email tomlinson@ucmo.edu Supervisor's Fax (____) ____ - ____
 International Supervisor's Phone _____
 International Supervisor's Fax _____
 Company's Website kmos.org Intern's Work Phone (660) 441 - 0140
 Intern's International Phone Number _____
 Intern's Job Title & Job Description Broadcast Systems Engineer. Maintain, upgrade, and install equipment while maintaining the highest possible level of broadcast standards at KMO.

The Fine Print

I have read the requirements for this internship as stated in the **Internship Syllabus**, available at www.ucmo.edu/technology/intern/, and agree that my grade will be determined by how well I meet the requirements and how my supervisor evaluates my work and attitude on the job. I understand that it is my sole responsibility to complete all of the requirements. I understand that all tuition fees (including those for this internship) must be paid to prevent automatic drops. It is my sole responsibility to ensure I have adequate insurance to cover accidents and illnesses while participating in the internship. The University is not responsible for accidents, illness, injury or damages sustained while participating in this program.

Kevin N. [redacted] 12/8/2016
 Student Signature Date
[Signature] 13 DEC 2016
 Major Program Faculty Advisor Date
[Signature] 12-21-16
 UCM Internship Coordinator Date

Contact Information

Grinstead 009, Warrensburg, MO 64093
 Office: 660-543-8697
 Fax: 660-543-4578
 techinterns@ucmo.edu
www.ucmo.edu/technology/intern/

Course Information

Course
 SOT 3022 (undergraduate)
 SOT 5022 (graduate)
 Term Enrolling:
 Summer Fall Spring
 Year Enrolling: 2017
 Credit Hours:
 1 2 3 4 5 6
 Your Faculty Advisor:
Joseph Berletic

Work Information

Start Date 1/9/2017
 End Date 5/5/2017
 Part Time Full Time
 Days Worked:
 S M T W T F S
 This Internship Is:
 Paid Unpaid

Office Use Only

Notes:
Enrolled in 20843 12/21/16 ap

Undergraduate Internship Application

Please return completed application to Dockery 101.

Name: Ryan A [REDACTED] 700 #: 604664

International Student: Yes No

Local/cell phone number: (816) 288- [REDACTED] UCM email address: [REDACTED]@ucmo.edu

May we text you: Yes No

Where are you from/hometown? Blue Springs, MO

What do you want to do when you graduate? Acquire Full-time Accounting Position

How did you hear about our office? Accounting Students Association

Major: Accountancy Minor: _____

Preferred semester to participate in internship: Summer 2017 - Spring 2017

How many credit hours would you like to be enrolled for? 63

To which business major program would you like the credit hours applied? Accountancy

YES! I already have an internship.

Company Name: _____ City/State: _____

How many hours will you be working in this position? _____

NO, I don't have an internship yet, but would like to receive information about upcoming opportunities.

What type of internship do you prefer? Full-time: Part-time: No preference:

Describe the type internship you would prefer. An accounting-specific internship in which the majority of duties involve accounting work.

Do you have a company/organization in mind?

No: If yes, please specify _____

Do you have a specific geographic region (or city) in mind?

No: If yes, please specify: Kansas City 50 mile radius

Do you have any limitations or require accommodations that the CBI or the potential employer should be aware of? No: If yes, please describe: _____

Other information/comments: _____

Undergraduate Internship Application

I hereby apply for consideration for an internship under the provisions contained herein. I authorize the HCBPS Center for Business Internships to release copies of my transcripts and resumes to prospective employers. I have read the internship and enrollment requirements, as well as the payment of fees policy provided to me, I understand them, and I hereby agree to comply with all provisions of this document.

I understand that there is a syllabus for the internship and it will be posted on Blackboard, as will my scores upon completion of the assignments. I understand this is a pass/fail course and that all assignments and work hours must be completed and submitted in order to pass the course.

Signature 

Date 10-27-2016

Approved for internship by: 
Stipulations:

Date 15 DEC 2016

Application for an internship does not guarantee placement. Applicants are subject to review by companies hiring and the Center for Business Internships.

Nondiscrimination/Equal Opportunity Statement

The University of Central Missouri actively follows a policy of nondiscrimination in regard to age, race, color, religion, sex, national origin, sexual orientation, marital status, Vietnam Era veterans, and persons with handicaps and disabilities. This policy applies to the awarding of student financial aid, and the recruitment, admission, housing, placement, and retention of students, faculty and staff. The University complies with the regulations implementing Title VI and Title VII of the Civil Rights Act of 1964 regarding race, color, national origin, religion and sex discrimination; Title IX of the Education Amendments Act of 1972 regarding sex discrimination; the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973 regarding discrimination based on disabilities and handicaps, the Age Discrimination in Employment Act; and other state and federal laws and regulations

Persons having inquiries concerning the University's compliance with the regulations implementing any of the above are directed to contact Director of Human Resources, Administration 101, University of Central Missouri, Warrensburg, Missouri 64093, 660-543-4255. The Relay Missouri number for TDD callers is 800-735-2966 and 800-735-2466 for voice callers.

Intern Acceptance Letter
University of Central Missouri
Sociology Department

Please verify your acceptance of Lisa C who is a student intern registered in the Sociology Graduate Program at University of Central Missouri for the spring semester, 2017. The internship course requires 350 hours for completion.

Please provide the following information:

- Name of the organization: KMOS-TV
- Task Description: Study and compare Nielsen data and internally generated data. Meet with staff to discuss the data and determine what primary data is most desired and design survey instruments to collect that data. Analyze the data and present the findings to KMOS.
- Supervisor's name: Josh Tomlinson

Supervisor's Title and Contact Information

Interim Director/Assistant Director for Technology
KMOS-TV, 660-543-4601
tomlinson@ucmo.edu

Supervisor's signature _____



KMOS EEO AUDIT INFORMATION

ATTACHMENT

3.3

KMOS Student Positions

Office Assistant

Duties: Assist with entering member information into data base. Assist with Receptionist duties; help with the sorting mail for Broadcasting Services and Wood building; Assist with preparing, packing and mailing of member correspondence, gifts and publications.

On-Air Operations

Work on-air operations shifts as scheduled to make sure programming is recorded and played at proper times; including breaks and holidays, hands-on training and supervision of new students; dubbing, editing as needed.

On-Air Promotions

Work on-air operations shifts as assigned; including some breaks and holidays, hands-on training and supervision of new students; edits weekly promotional material and other projects as needed.

Prerequisite: Completion of on-air training program.

Production Assistants

Duties: Assist in the creation of two weekly student productions for air on KMOS-TV (University Magazine and Sportspage). Fill several crew positions during 3 annual live pledge drives, UCM's videoboard and other special events throughout the year.

KMOS Student Employees/Trainees Fall 2014 to Present

A [REDACTED], [REDACTED]	700593429	Traffic
P [REDACTED], A [REDACTED]	700641044	Operations
K [REDACTED], Krishna	700648040	Operations
L [REDACTED], Aaron	700620215	Operations
P [REDACTED], Rushiraja	700654336	Operations
C [REDACTED], Jacob	700631675	Production
D [REDACTED], Briana	700594472	Production
H [REDACTED], Ron [REDACTED]	700644024	Production
P [REDACTED], Teofilo	700598529	Production
P [REDACTED], Andrew	700612263	Production
M [REDACTED], Brock	700599533	Production
M [REDACTED], Tyler	700637246	Production
G [REDACTED], Gareth	700658989	Production

Fall 2016

A [REDACTED], Lindsey	700593429	Traffic
C [REDACTED], Mukesh	700647815	Operations
K [REDACTED], Divesh	700642512	Operations
K [REDACTED], Abhishek	700643225	Operations
P [REDACTED], Alekhya	700641044	Operations
T [REDACTED], Colbren	700576492	Operations

Summer 2016

A [REDACTED],	Lindsey	700593429	Traffic
C [REDACTED],	Mukesh	700647815	Operations
C [REDACTED],	Himabindu	700641264	Operations
C [REDACTED],	Lisa	700565747	Programming
J [REDACTED],	Chandra B [REDACTED]	700638114	Operations
K [REDACTED],	Abhishek	700643225	Operations
K [REDACTED],	Connor	700578092	Operations
K [REDACTED],	Naveen [REDACTED]	700641460	Operations
P [REDACTED],	Alekhya	700641044	Operations
T [REDACTED],	Colbren	700576492	Operations

Spring 2016

C [REDACTED],	Lisa	700565747	Front Office
K [REDACTED],	Connor	700578092	Operations
C [REDACTED],	Adrienne	700582341	Production
D [REDACTED],	Natalie	700559608	Production
V [REDACTED],	Benjamin	700583242	Production

J	Bryce	700623319	Production
K	Kristina	700608766	Traffic
C	Himabindu	700641264	Operations
H	Paislee	700580918	Operations
J	Chandra Babu	700638114	Operations
K	Naveen Kumar	700641460	Operations
B	Samantha	700586253	Operations
S	Michael Shane	700275774	Production
F	Rick	700617410	Production

Fall 2015

C	Lisa	700565747	Front Office
M	Daria	700565126	Operations
N	Narendra Nath	700633415	Operations
W	Brandi	700570661	Operations
V	Bhargav	700632380	Operations
P	Sinduja	700631851	Operations
K	Connor	700578092	Operations
B	Katie	700520023	Production
C	Adrienne	700582341	Production
D	Natalie	700559608	Production
J	Ronadus	700604070	Production
V	Benjamin	700583242	Production
J	Bryce	700623319	Production
S	Michael Shane	700275774	Production
W	Samantha	700547504	Programming
K	Kristina	700608766	Traffic

Summer 2015

C	Lisa	700565747	Front Office
M	Daria	700565126	Operations
P	Nagaraju	700622710	Operations
W	Brandi	700570661	Operations
V	Bhargav	700632380	Operations
P	Sinduja	700631851	Operations
T	Janusz	700537165	Operations
K	Rohit Kumar	700622585	Operations
A	Sowmya	700622879	Production
B	Katie	700520023	Production
T	Heidi	700593061	Production
C	Adrienne	700582341	Production
D	Natalie	700559608	Production

Johansen,	Ronadus	700604070	Production
Jaguar,	Paul	700136509	Production
Vandenberg,	Benjamin	700583242	Production
Jaguar,	Bryce	700623319	Production
Savage,	Michael Shane	700275774	Production
Walt,	Amanda	700560228	Production
Walt,	Samantha	700547504	Programming
Kelly,	Kristina	700608766	Traffic

Spring 2015

Adkins,	Sowmya	700622879	Production
Baker,	Katie	700520023	Production
Baker,	Kaitlyn	700575745	Production
Coleman,	Lisa	700565747	Front Office
Walt,	Samantha	700547504	Operations
Egan,	Alexandra	700596248	Operations
Gunn,	Alex	700582209	Production
Coleman,	Adrienne	700582341	Production
Hart,	Alexander	700556567	Operations
Johansen,	Ronadus	700604070	Production
Jaguar,	Paul	700136509	Production
Kelly,	Henry	700604686	Production
Shaw,	Nathan	700593118	Production
Kumar,	Rohit Kumar	700622585	Production
Leung,	Alexandra	700551540	Operations
Murphy,	John	700549013	Production
Murphy,	Daria	700565126	Operations
Park,	Nagaraju	700622710	Operations
Savage,	Michael Shane	700275774	Production
Walt,	Brandi	700570661	Operations
Walt,	Amanda	700560228	Production
Walt,	Levi	700547750	Production
Walt,	Callie	700559009	Traffic

Fall 2014

Baker,	Katie	700520023	Production
Baker,	Kaitlyn	700575745	Production
Coleman,	Lisa	700565747	Front Office
Dunn,	Sanjay	700609918	Operations
Egan,	Sean	700561786	Production
Egan,	Alexandra	700596248	Operations
Gunn,	Alex	700582209	Production

H [REDACTED],	Jessica	700560240	Production
H [REDACTED],	Alexander	700556567	Operations
I [REDACTED],	Santa Teja	700612962	Operations
J [REDACTED],	Ronadus		Production
J [REDACTED],	Paul	700136509	Production
K [REDACTED],	Pratyush		Production
K [REDACTED],	Uday		Production
L [REDACTED],	Alexandra	700551540	Operations
M [REDACTED],	Vishal	700571841	Operations
M [REDACTED],	John	700549013	Production
P [REDACTED],	Sahithi	700613594	Operations
R [REDACTED],	Will	700569491	Production
S [REDACTED],	Jeffrey	700174620	Operations
S [REDACTED],	Michael [REDACTED]	700275774	Production
W [REDACTED],	Brandi	700570661	Operations
W [REDACTED],	Amanda	700560228	Production
W [REDACTED],	Levi	700547750	Production
W [REDACTED],	Callie	700559009	Traffic

KMOS EEO AUDIT INFORMATION
ATTACHMENT

3.4

Volunteer Fair

One time each semester, Volunteer Services invites local not-for-profit agencies to campus. These agencies provide information for students to encourage their participation as volunteers. This fair provides an excellent opportunity for students to become involved in service projects in the local community. Students are able to give back to others and learn about our community at the same time.

Wed., Aug. 24, 2016 / 11 a.m.-1 p.m. / Union Atrium

Wed., Jan 18, 2017 / 11 a.m.-1 p.m. / Union Atrium

EEOC INFORMATION
OCTOBER 1 2014 – MARCH 1 2017

Job & Volunteer Fairs

Name	Job or Volunteer Fair	Date
Nicole Hume	UCM Spring Volunteer Fair	01/20/16
Karen O'Keefe	UCM Spring Volunteer Fair	01/20/16
Nicole Hume	UCM Fall Volunteer Fair	08/24/16
Karen O'Keefe	UCM Fall Volunteer Fair	08/24/16
Sandy Kelley	UCM Fall Volunteer Fair	08/24/16
Nicole Hume	UCM Spring Volunteer Fair	01/18/17
Karen O'Keefe	UCM Spring Volunteer Fair	01/18/17

KMOS EEO AUDIT INFORMATION

ATTACHMENT

3.5

KMOS Conferences and Educational Opportunities

Event	Attendee	Date
NETA Conference 2014	Louise Beasley	10/21/14-10/22/15
PBS Regional Meeting KC	Phil Hoffman Sarah Bailey Karen O'Keefe Michael O'Keefe Sandy Kelly Nellie DeLaurier Mary Clevenger Dorothy McGrath Louise Beasley Roy Millen Christy Millen Josh Tomlinson Kevin Newsome	01/08/15-01/09/15
Production Meetings/Training	Roy Millen Christy Millen Dorothy McGrath Eric Boedecker Josh Leonard	01/06/15-02/20/15
Strategic Planning With PBS	Phil Hoffman Sarah Bailey Karen O'Keefe Michael O'Keefe Sandy Kelly Nellie DeLaurier Mary Clevenger Dorothy McGrath Louise Beasley Roy Millen Christy Millen Josh Tomlinson Kevin Newsome John Long Duard Swope	03/03/15

KMOS Conferences and Educational Opportunities

Event	Attendee	Date
PBS Techcon 2015	John Long Kevin Newsome	04/08/15-04/11/15
National Association of Broadcast Convention 2015	Phil Hoffman Kevin Newsome John Long Josh Tomlinson	04/11/15-04/16/2015
PBS Annual Meeting 2015	Phil Hoffman Michael O'Keefe Josh Tomlinson	05/11/15-05/13/15
UCM Title IX Training	Phil Hoffman Sarah Bailey Karen O'Keefe Michael O'Keefe Sandy Kelly Nellie DeLaurier Mary Clevenger Dorothy McGrath Louise Beasley Roy Millen Christy Millen Josh Tomlinson Kevin Newsome John Long Duard Swope	04/27/15
NTrinx Color Training	Phil Hoffman Josh Leonard Eric Boedecker Karen O'Keefe Michael O'Keefe Sandy Kelly Nellie DeLaurier Mary Clevenger Dorothy McGrath Louise Beasley	06/02/15

KMOS Conferences and Educational Opportunities

Event	Attendee	Date
	Roy Millen Christy Millen Josh Tomlinson Kevin Newsome John Long Duard Swope	
PMDMC Conference	Nicole Hume Louise Beasley	07/08/15-07/11/15
NTrinsx Color Training Part II	Phil Hoffman Josh Leonard Eric Boedecker Karen O'Keefe Michael O'Keefe Sandy Kelly Nellie DeLaurier Mary Clevenger Dorothy McGrath Louise Beasley Roy Millen Christy Millen Josh Tomlinson Kevin Newsome John Long Duard Swope	09/30/15
Public Television Program Association	Michael O'keefe	10/19/15-10/20/2015
UCM Green Dot Training	Phil Hoffman Josh Leonard Eric Boedecker Karen O'Keefe Michael O'Keefe Sandy Kelly Nellie DeLaurier	10/28/15

KMOS Conferences and Educational Opportunities

Event	Attendee	Date
	Mary Clevenger Dorothy McGrath Louise Beasley Roy Millen Christy Millen Josh Tomlinson Kevin Newsome John Long Duard Swope	
ALiCE Training	Josh Leonard Eric Boedecker Karen O'Keefe Michael O'Keefe Sandy Kelly Nellie DeLaurier Mary Clevenger Dorothy McGrath Louise Beasley Roy Millen Christy Millen Josh Tomlinson Kevin Newsome John Long Duard Swope Phil Hoffman Cherie Hiatt	12/10/15
PBS Techcon 2016	Kevin Newsome	04/13/16-04/16/16
National Association of Broadcast Convention 2016	Phil Hoffman	04/18/15-04/21/2015
PBS Annual Meeting 2016	Roy Millen Christy Millen Eric Boedecker Michael O'keefe	05/16/15-05/18/15

KMOS Conferences and Educational Opportunities

Event	Attendee	Date
Public Television Program Association	Nicole Hume Michael O'keefe	05/15/15-05/16/15
Public Media Business Association Conference	Cherie Hiatt	05/31/16-06/06/16
PTPA Fall Meeting	Michael O'keefe	09/25/16-09/26/16

[Home](#) [Register](#) [Inspiration](#) [Sessions](#) [Sponsors](#) [Hotel](#) [Contact Us](#)

Schedule

► Sunday October 19

8:00 AM - 5:00 PM **PBS Pledge Academy** (separate registration req'd)

8:30 AM - 5:30 PM **CPB's Ready To Learn Stations Meeting**

► Monday October 20

7:30 AM Conference registration opens
 7:45 Newcomers orientation
 9:00 Welcome / Opening session
Keynote: Evan Smith, Texas Tribune
 10:00 Exhibitors Refreshment break
Professional Development Concurrent
 10:30 Sessions
 11:45 Council Meetings
Development: PBS Pledge Preview
 12:45 PM **Lunch hosted by the Contributor
 Development Partnership (CDP)**
Professional Development Concurrent
 2:30 Sessions
 3:30 Exhibitors Refreshment break
hosted by NETA Consulting
 4:00 **NETA Awards**
 5:30 Reception hosted by CARS

► Tuesday October 21

7:30 AM Exhibit hall opens
 7:30 Breakfast
Professional Development Concurrent
 8:30 Sessions
Professional Development Concurrent
 9:45 Sessions
 11:00 Exhibitors Refreshment break
Professional Development Concurrent
 11:15 Sessions
 12:30 PM **Lunch hosted by CPB, NBPC & SCETV:
 "180 Days: Hartsville"**

Our Host Station

KERA

Our Gold Sponsor

CARS
 TURNING CARS INTO US

Our Bronze Sponsor

National General
 Benefits Solutions

OUR HOTEL:

InterContinental
 Hotel Dallas ► [more](#)

SPONSORS & Exhibitors

► [Get The Info](#)
 ► [Booth reservation](#)
 ► [Sponsorship
 application](#)

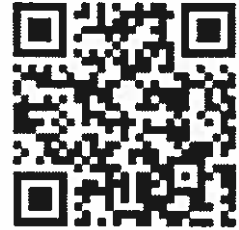
[Link here for our
 Guidebook app or](#)

- 2:15 Professional Development Concurrent Sessions
- 3:00 Exhibitors Refreshment break
- 3:45 Professional Development Concurrent Sessions
- 4:45 NETA Board Meeting
- 5:00 Play and Learn "Appy Hour"
hosted by CPB & PBS
- 8:30 Hospitality Suites

► **Wednesday October 22**

- 7:30 AM Exhibit hall opens
- 7:30 Breakfast
- 8:45 Professional Development Concurrent Sessions
- 10:00 **General Session with APTS, CPB and PBS**
- 11:30 Listening Post (with door prizes)

- 12 Noon Conference concludes



Scan the code to
download it.
See you in Dallas!

[Home](#) [Register](#) [Agenda](#) [Sessions](#) [Sponsors](#) [Hotel](#) [Contact Us](#)
[NETAOnline main](#)



**2015 PBS Regional Meeting #1; January 8-9, 2015 ·
The Kauffman Foundation Conference Center: 4801 Rockhill Road, Kansas City, Missouri 64110
Agenda**

Thursday, January 8

7:00 a.m. – 9:00 a.m. Shuttle buses from Marriott Country Club Plaza to Kauffman Foundation Conference Center

7:30 a.m. Breakfast

8:30 a.m. Meeting Start Time

Welcome and Overview of Agenda

- Wendy Guillies, Acting President and Chief Executive Officer, The Ewing Marion Kauffman Foundation
- Kliff Kuehl, President and CEO, KCPT
- Juan Sepúlveda, Senior Vice President, Station Services, PBS

PBS 101

- PBS Content Presentation and Station Delegation Brainstorming
 - Beth Hoppe, Chief Programming Executive and General Manager, General Audience Programming, PBS
 - Lesli Rotenberg, General Manager, Children's Programming, PBS
 - Station Delegations – Brainstorming: Content Guiding Questions
- Our PBS Audience – Steve McGowan, Vice President, Research, PBS

Break

PBS 101 Rotational Discussions

- Three groups of PBS teams will provide updates on key national initiatives to attendees divided into three groups per PBS 101 rotational session. Each PBS 101 conversation will be approximately 15 minutes with Q&A, so each rotational session will last 45 minutes.
- PBS 101 is a chance for station staff to hear what the national PBS staff is doing in their respective areas. Participants will hear directly from national PBS staff about their work plans and will explore ways attendees can connect with and be part of local-national initiatives.

PBS 101 Rotational Conversations #1

- General Audience Programming
- Kids Programming
- Digital

PBS 101 Rotational Conversations #2

- Station Services (Community Engagement, Leadership Development, Organizational and System Capacity)



- Development Services
- Education

Lunch

PBS 101 Rotational Conversations #3

- Branding/Marketing & Communications
- Social Media
- PBS Distribution

PBS 101 Rotational Conversations #4

- Technology
- Strategy
- Regulatory/Government Affairs/CPB – Spectrum Auction Program

Break

Local Station Problem Solving & Success Stories Working Groups

Local staff and volunteers will have an opportunity to describe key station challenges and success stories and will connect with public media colleagues who have similar issues and will strategize potential solutions

- 2:50 p.m. – 3:20 p.m. Session Pitches (Review and New Sessions)
- 3:20 p.m. – 4:15 p.m. Round 1
- 4:15 p.m. – 4:25 p.m. Break
- 4:25 p.m. – 5:25 p.m. Round 2
- 5:25 p.m. – 5:30 p.m. Wrap Up

5:30 p.m. Adjourn

5:30 p.m. – 9:00 p.m. Shuttle buses loop: Kauffman Foundation Conference Center, Knuckleheads Saloon and Marriott Country Club Plaza

6:00 p.m. – 9:00 p.m. KCPT-hosted event: Join us for an evening of music, fun, and barbecue at Knuckleheads Saloon. The venue is as unique as the name sounds and a must have experience for music lovers (and beer drinkers). KCPT acquired The Bridge (90.9FM) a year ago and has the music connection to provide this special event. You'll enjoy the music of Katy Guillen and The Girls, a local Kansas City band known for its blues-influenced rock, who have garnered much national attention. **Bus transportation will be available starting at 5:30 p.m. from Kauffman and returning that evening. No need to change as the meeting will be casual attire. We look forward to sharing this special evening with you. Knuckleheads Saloon - 2715 Rochester St, Kansas City Missouri 64120, phone: 816-483-1456.**



Friday, January 9

7:00 a.m. – 9:00 a.m. Shuttle buses from Marriott Country Club Plaza to Kauffman Foundation Conference Center

7:30 a.m. Breakfast

8:00 a.m. Meeting Start Time

KCPT Partnerships and Collaborations Plenary Conversation

- Kliff Kuehl, President and CEO, KCPT
- Beth Radtke, Vice President and Foundation Office Director, Commerce Bank
- Tom Dowling, Partner, Stinson Leonard Street LLP
- Michael Price, Film Maker, English Landing Films
- Moderator – Toby Chaudhuri, PBS VP, Strategic Communications and National Partnerships

Local Station Problem Solving & Success Stories Working Groups continued:

Local staff and volunteers will have an opportunity to describe key station challenges and success stories and will connect with public media colleagues who have similar issues and will strategize potential solutions.

Lunch Conversation with Mario Vecchi, Chief Technology Officer, PBS

Keynote Address – Paula Kerger, President and CEO, PBS

PBS System Strategy Conversation – Future of the Public Media System

- Future of Public Media Presentation -- Rob Tercek
- Small Group Strategy Conversations

Break

PBS System Strategy Conversation – Diversity and Inclusion

- Diversity Presentation – Juan Sepúlveda, PBS, SVP, Station Services
 - PBS System Diversity Audit
 - Lead Thinking on Diversity and Inclusion
- Small Group Strategy Conversations

Closing/Action Steps



5:00 p.m. Adjourn

4:00 p.m. – 6:00 p.m. Shuttle buses from Kauffman Foundation Conference Center to Marriott Country Club Plaza

Production Meetings & Training with Dr. Hoffman (January 6, 2015 – February 20, 2015)

Each session was a 2-hour block.

Date	Topics	Dorothy	Roy	Christy	Josh	Eric	Michael	Louise	Josh T	John, Putt, Kevin
01/06/15	Local Program Philosophy: Going Forward	Y	Y	Y	Y	Y				
01/06/15	Local Program Evaluation: Show-Me Ag	Y	Y	Y	Y	Y				
01/07/15	Local Program Evaluation: Season to Season	Y	Y	Y	Y	Y				
01/12/15	Local Program Evaluation: Sportspage	Y	Y	Y	Y	N				
01/12/15	Local Program Evaluation: Show-Me Ag	Y	Y	Y	Y	N				
01/13/15		Y	Y	Y	Y	Y				
01/13/15		Y	N	N	N	N				
01/14/15		Y	Y	Y	Y	Y				
01/14/15		Y	Y	Y	Y	Y				
01/15/15	Workflow Analysis: Systems	Y	Y	Y	Y	Y				
01/15/15	Workload Analysis	Y	Y	Y	Y	N				
01/20/15	Revisiting Production Practices	Y	Y	Y	Y	Y				
01/20/15	Revisiting Branding Practices	Y	Y	Y	Y	Y				
01/21/15	Local Program Philosophy: Partner Input I	Y	Y	Y	Y	Y	Y	N		
01/21/15	Local Program Philosophy: Partner Input II	Y	Y	Y	Y	Y				
01/22/15	Workflow Analysis: Process	Y	Y	Y	Y	Y				
01/22/15	Workload Revisions	Y	N	N	N	N				
01/26/15	Training Gap Evaluations	Y	Y	Y	Y	Y				
01/27/15	Integrative Process Evaluation: Master Control	Y	Y	Y	Y	Y			Y	
01/28/15	Integrative Process Evaluation: Underwriting	Y	Y	Y	Y	Y		Y		
01/28/15	Integrative Process Evaluations: Engineering	Y	Y	Y	Y	Y				YYY
01/29/15	Review Session I	Y	Y	Y	Y	Y				
01/29/15	Review Session II	Y	Y	Y	Y	Y				
02/02/15	Formatics and Process Development	Y	Y	Y	Y	Y				
02/02/15	Open Pitch Session	Y	Y	Y	Y	Y				

Itinerary for Jayme Swain, PBS Senior Vice President for Strategy

March 2, 2015

2pm EST-4pm CST	US Air FLT 4472 to Terminal C, KCI	Phil Hoffman
4-5pm	Travel to Kansas City for Dinner	Phil Hoffman
5-6:30pm	Dinner	Phil Hoffman
6:30-7:30pm	Travel to Warrensburg	Phil Hoffman
7:30-8pm	Arrive at Holiday Inn Express	Conf. #63785171 Dorothy McGrath

March 3, 2015

7:30-8:30am	Welcome Breakfast/Tour	All Staff KMOS
8:30-9:00am	Departmental Meeting	Programming & Outreach
9:10-9:40am	Departmental Meeting	Production
9:50-10:20am	Departmental Meeting	Managerial & Development
10:30-11am	Dr. Ambrose Meeting	UCM Admin, President's Office
11:10-11:30am	Departmental Meeting	Operations & Engineering
11:30am-12:30pm	Lunch	Hoffman, Tomlinson, Swain
12:30-1:30pm	Presentation to staff	Jayme Swain
1:30-2pm	Q&A, Next Steps	Jayme Swain
2:30pm	KCI - US Airways US4472 Departure Time: 5:15pm	Phil Hoffman



TechCon 2015 Agenda as of March 26, 2015

4/8/2015, 1:00:00 PM, Palace Ballroom II-III

Track: General Session

Glimpses of the Future

TechCon opens this year with a broad discussion about the future of Public Media. PBS NewsHour Weekend Anchor Hari Sreenivasan will moderate the session, beginning with PBS President and CEO Paula Kerger and NPR President and CEO, Jarl Mohn. They will share their respective insights with a focus at the national level.

The talk will take a turn into the technical realm that is critical at TechCon. PBS Chief Technology Officer Mario Vecchi will join Senior Vice President and General Manager of PBS Digital, Ira Rubenstein, and their guests will be NPR CTO Marty Garrison and NPR Vice President of Digital Media, Zach Brand. Together, the technical leadership will go into deeper detail about their priorities and collaborative efforts.

From the technical world we will move to the local realm, with station leaders who will discuss how their business models are changing and evolving with the changes in the media landscape and the needs of their communities.

Presenting:

Paula Kerger, President and CEO, PBS

Jarl Mohn, President and CEO, NPR

Mario Vecchi, Chief Technology Officer, PBS

Ira Rubenstein, Sr. Vice President & General Manager, PBS Digital

Marty Garrison, Chief Technology Officer, NPR

Zach Brand, Vice President, Digital Media, NPR

Polly Anderson, Executive Director, WUCF

Tom Axtell, General Manager, Vegas PBS

Tom Karlo, General Manager, KPBS

4/8/2015, 3:00:00 PM, Emperors I

Track: I.T. - Enterprise / Infrastructure / Security

Cyber Security In A Mixed Broadcast and IT World

Yes, you CAN increase security across the organization! This session is built around PBS' experience increasing the ability of our Broadcast systems to resist cyber-attacks. This multi-year effort to add firewalls between our broadcast systems and the remainder of our network will be discussed, in the context of other cyber security changes we have made. This is a "practical" session where we will tie a number of cyber security "basics" to the real world solutions we have and are implementing. This session is designed to provide both technical and management views of the process.

Presenting:

Seton Droppers, Director, Enterprise Security & Networking, PBS

Philip Schoene, Sr. Dir. Engineering & Tech Maint, PBS

4/8/2015, 3:00:00 PM, TBD

Track: Break

Beverage Break

Join us for refreshments.

4/8/2015, 3:30:00 PM, Roman I

Track: Traffic & Programming

ProTrack Boot Camp

The Traffic Advisory Committee has enlisted Myers again this year to host an interactive ProTrack session for all PBS Member Station attendees. The Myers team will discuss new and existing workflows to help you make the most out of your ProTrack investment. The intent of this session is to cover a broad range of subjects, focusing in on best practices, ensuring that all attendees walk away with new ProTrack knowledge.

Presenting:

Alyssa Baer, Training & Implementation Specialist, Myers

Eugene Diana, Software Developer, Myers

Anthony Kubiak, Training & Implementation Specialist, Myers

4/8/2015, 3:30:00 PM, Roman II

Track: CC

CLOSED CAPTIONING SUPERSESSION

With recent FCC regulations regarding both the quality and accessibility (CVAA) of closed captioning (CC), broadcasters are looking for affordable and efficient solutions to ensure CC quality, presence and compliance for broadcast and web (IP) delivered content. Stephen Scheel (PBS), Chad Rounsavall (Nexidia), Darryn Cleary (VITAC) and Andrew Sachs (Volicon) will present this CC overview session with real world lessons. First, the session will summarize the recent legislation then cover proposed automated workflows for content ingest through broadcast that are both cost effective and efficient. They will cover file options, and turnarounds that are available, along with real-world feedback from stations that employ these various methods for their broadcast and web (IP) content. The session will conclude with a best-practices overview for captioning providers as well as networks and stations deploying their own monitoring and correction procedures to ensure caption quality, customer experience and compliance.

Presenting:

Colin Blake, Sr. Sales Engineer, Nexidia

Darryn Cleary, Senior Vice President of Sales, VITAC Corporation

Andrew Sachs, Vice President of Product Management, Volicon

Steve Scheel, Sr. Dir. Workflow Planning, PBS

4/8/2015, 3:30:00 PM, Roman III

Track: Digital / Interactive / Online

Station Digital Leaders Panel on Strategy

In this session stations will learn and gain insights on digital strategy from your peers on the Station Digital Advisory Council as they share the evolution of their digital strategy and what's next. Stations will also learn more about the role of the council and its mission to work alongside PBS Digital to better serve member stations.

Presenting:

Tim Bischoff, Senior Director, Marketing, Communications and Online Content, KET

Tom Davidson, Senior Director, Station Outreach, PBS Digital

Deanna Mackey, Station Manager, KPBS

Colleen Wilson, Executive Director, KQED

4/8/2015, 3:30:00 PM, Roman IV

Track: Encoding & Files

New TV Technology Master Class

With consumers' ever increasing appetite for more content choice and higher video quality, service providers' networks are being stretched to provide the most bandwidth efficient delivery and yet deliver better picture quality. Several new technologies have emerged in the past few years that are poised to change significantly the television viewing experience and delivery mechanism.

The High Efficiency Video Coding (HEVC) standard (H.265, MPEG-H) is set to revolutionize the entertainment television world with a potential 50% bitrate saving over Advanced Video Coding (AVC, or H.264/MPEG-4 AVC) or four times the efficiency of MPEG-2 Video. Furthermore, with the introduction of Ultra High Definition TV (UHDTV), High Dynamic Range (HDR) video has emerged as a complementary technology - but the implications of using different representation technologies for HDR video are varied and complex.

This master class will explore in depth some of these new technologies, explaining high-level concepts as well as giving a technical deep dive. Topics to be covered include HEVC, HDR, and new real-time video over IP transport. Innovation to overcome compression challenges is rife, and this presentation will both provide both an update on the state of the industry and assess the impacts of real-world use.

Presenting:

Matthew Goldman, Senior Vice President TV Compression Technology, Ericsson, Ericsson

4/8/2015, 5:00:00 PM, Emperors I

Track: Video Over IP

Building Managed Contribution Media Over IP networks

While many rights owners and broadcasters now embrace IP for content distribution, the road has been rockier for IP's adoption for content contribution and production. Pointing to the enormous bandwidth needed to carry high quality live content and the inherent "best-effort" principle underlying the technology that seem incompatible with the need for real-time, no-downtime content transport, media professionals remain skeptical.

But massive affordable bandwidth is now available and technology exists to overcome IP's risks and limitations, bringing easier ways to implement IP and enjoy its economies of scale, built-in flexibility, lower network operating and capital costs, greater flexibility and ability to push more content.

This paper will explore the specifics behind IP infrastructures that include built-in service provisioning, connection management, service analytics, network inventory, and fault-, configuration- and performance-management functions. How to create IP networks—encompassing hardware and software components—that include monitoring and management for systems that are resilient, reliable and easily managed are described.

Presenting:

Chin Chye Koh, Senior Solution Architect, Nevia USA

4/8/2015, 5:00:00 PM, Emperors II

Track: I.T. - Enterprise / Infrastructure / Security

Building a Segmented IP Network to Insure Performance & Security

The Ethernet based IP network is the foundation of a broadcast plant IT infrastructure. To insure performance of critical broadcast content flows and control functions, a segmented design approach has evolved from the traditional flat network to insure performance of broadcast applications. Security concerns have also emerged and lead the migration to a hierarchical design to isolate network applications while sharing a common physical infrastructure.

This presentation will provide a tutorial overview of Ethernet switching technology and VLAN implementation to create a segmented hierarchical IP network infrastructure focused upon security and performance. Theory based concepts will be reinforced by actual implementation examples utilizing popular industry standard devices.

Outline:

- Intro & Ethernet Switching Technology Review
- Implementing VLANS to Create a Segmented “Network of Networks”
- Implementation Case Studies With Popular Industry Equipment
- Summary & Take Away Points – Q&A

Presenting:

Wayne Pecena, Director of Engineering, Texas A&M University - KAMU

4/8/2015, 5:00:00 PM, Roman I

Track: Broadcast (Production)

Operational and Technical Advances in 4K UHD Lenses for Broadcast Television

The 4K movement began half a decade ago primarily within the digital cinematography arena and was based upon production formats developed by the Hollywood-based Digital Cinema Initiative (DCI) and subsequently standardized by SMPTE. Separately, a variant on this production formats was being developed with the ITU and SMPTE and formal standards emerged in 2012. Meanwhile, over the past few years broadcasters had begun to originate some programs in 4K as they seek to protect the longevity of certain high value programming in anticipation of downstream 4K UHD services. High-value drama and episodic, and documentary – especially natural history productions – were among these programs. On another front, broadcasters and mobile production facilities have conducted a growing series of experimental 4K UHD sports productions.

These early experiences have already significantly shaped recent developments in digital 4K cameras and their associated lenses. In the domain of the large format Super 35mm single-sensor camera there has been growing pressure on the optical manufacturers to develop longer zoom lenses to better support these disparate program genres.

More recently, there has emerged a broadening insistence that some 4K UHD cameras and lenses must be implemented in the smaller 2/3-inch image format size. Certain television studio shows (especially Performance Reality genres) demand a deeper depth of field than that provided by the Super 35mm format. Even more important, sports coverage demands both deep depth of field and far longer zoom ranges that are practical in the Super 35mm format.

This presentation will discuss the very recent development of two longer zoom Super 35mm 4K UHD lenses that were shaped largely by the needs of the broadcast television industry. Technical details on some novel aspects of their designs will be discussed. Early analysis and experiments with 2/3-inch lenses on 4K cameras will also be outlined.

Presenting:

Laurence Thorpe, Senior Fellow, ITCG, Canon USA Inc, Canon USA Inc

4/8/2015, 5:00:00 PM, Roman II

Track: I.T. - Enterprise / Infrastructure / Security

Getting on a New Road: Working Digitally With myPBS

By the year 2020, more than half of the workforce will be digital natives — people who have grown up in the era of mp3, Facebook, and online commerce. Digital natives don't know why we "dial" a number or how to file a carbon copy, why we keep the "master" and give away a "dub." And in the world they inhabit, these frames of reference are increasingly irrelevant.

Join the myPBS team for a working session on what this phenomenon means for the way we do business now, what it means to "work digitally," and to brainstorm new workday practices that pave the way for the future.

Presenting:

Lisa Richards, Senior Product Manager, Content Management & Strategy, PBS Enterprise Applications

4/8/2015, 5:00:00 PM, Roman III

Track: Leadership / Management / Professional Development

Delivering Big Returns from "More with Less" Solutions!

WOUB Public Media operates 2 DTV, 5 FM and 1 AM station as a part of the Scripps College of Communications at Ohio University. We are located at the foothills of the Appalachians, and are in the 135th Market in the US. As such, funding levels are low to non-existent much of the time for "new" equipment. Our Engineering Department regularly practices "repurposing" rather than recycling, where equipment is either placed into another service when it is no longer needed in its original installation, or we find ways to utilize it in additional ways to help us do things never originally intended.

Also: a presentation on two ways tpt changed its Master Control from a sink hole to positive money flow. In two parts:

- **Part One:** How Joint Master Control can work on a small scale. How changes in connectivity costs allows Joint Master Control to work on a small scale for tpt. Presented by Tim Mortenson - Director of Broadcast Operations
- **Part Two:** How existing bandwidth can be utilized to improve your bottom line. With minimal costs, how tpt added a multicast channel that was a revenue generator.

Presenting:

Terry Douds, Broadcast Operations Supervisor, WOUB Public Media

Tim Mortenson, Director of Broadcast Operations, tpt - Twin Cities Public TV

4/8/2015, 5:00:00 PM, Roman IV

Track: Digital / Interactive / Online

Product Showcase: PBS.ORG Redesign and OTT Strategy

How stations are being represented and served up across PBS platforms is a top priority for PBS Digital staff. In this breakout session you'll receive an overview and update from PBS Digital's product managers of the PBS.org redesign, and OTT and Apps products.

Presenting:

Lars Klores, Director of Audience Products, PBS

Sarah Sprague, Senior Product Manager, PBS

4/9/2015, 8:30:00 AM, Palace Ballroom II-III

Track: General Session, v6

Moving Public Media Forward: The Future of Media Technology and v6 Interconnection

As we gather for TechCon this year, it is clear that the media industry is changing faster than ever. Two major factors are driving this change: the technologies available to us as media creators and distributors and the products available to viewers for consuming that media. All of this change coupled with budget constraints and aging plants makes this a challenging time for Public Media, but it also presents exciting opportunities. Join in as we begin a new discussion about practical ways that local stations and national organizations can work together to move the system forward.

Presenting:

Mario Vecchi, Chief Technology Officer, PBS

Tom Crowe, VP Interconnection & Distribution Technology, PBS

4/9/2015, 10:30:00 AM, Exhibit Hall

Track: Break

Morning Break in Exhibit Hall

Join your colleagues and visit with the vendors in the exhibit hall!

4/9/2015, 11:00:00 AM, Emperors I

Track: Broadcast (Infrastructure)

Create and World Now Fill The Frame

How we transitioned the national multicast channels to 16x9 SD. Panel will include reps from APT, WNET, WGBH, JMCO,

PBS, ETAC.

Presenting:

Kevin Crane, V.P. Content & Technology, Nashville Public Television

Emeric Feldmar, Engineering Manager, WGBH

Gerry Field, Vice President, Technology, American Public Television

Frank Graybill, Senior Director of Engineering, WNET

Terry Harvey, Director Engineering and Operations, Centralcast, LLC

Philip Schoene, Sr. Dir. Engineering & Tech Maint, PBS

4/9/2015, 11:00:00 AM, Emperors II

Track: Traffic & Programming

TAC Opening and Welcome: It's all about you!

Join the Traffic Advisory Committee for what's sure to be a quick hour of getting to know your Traffic Advisory Committee and National Distributor representatives and talking about what to expect at TechCon 2015! We'll be highlighting the traffic-centric sessions as well as some of the sessions that our colleagues in Engineering, Digital, and IT are presenting. Whether this is your first conference or you're a veteran, this is a great opportunity to dig down and ensure you get the most out of your TechCon experience!

Presenting:

Kristen Doogan, TV Traffic Coordinator, Alaska Public Media

Suzanne Kembel, Content Distribution Manager, New Mexico PBS, New Mexico PBS

4/9/2015, 11:00:00 AM, Roman I

Track: Digital / Interactive / Online

The PMP is Built! Now What?

The public media platform (PMP) is growing its reach and capabilities, while working with partners like PBS, NPR and APM to extend existing platforms in an effort to create more opportunities for station implementation. Take a deep dive in to how stations have and will continue to work with content being leveraged through the PMP.

Presenting:

Kristin Calhoun, Executive Director, Public Media Platform

Marc Pultuskier, Director, Product and Marketing, Public Media Platform

4/9/2015, 11:00:00 AM, Roman II

Track: DAM

Building a Strong Digital Asset Management Foundation for the Enterprise

Change is a forgone conclusion in the world today and the "build it and the will come" rarely works. Digital Asset Management Platforms are the cornerstone of how to manage change around our content and its distribution. So, how do you build such digital asset management platform that will support today's requirements and tomorrow's needs? Even more important, what roles and structures will you need in your organization to build a successful DAM strategy and maximize on your investment.

Join us as we break down key criteria for building a successful Digital Asset Management solution. We will explore key success criteria including identifying the key roles and structures for an organization, roles of the business in the project, the role of metadata, and flexible workflows that will help create a strong asset management foundation for your organization.

Presenting:

Luc Comeau, Sr. Business Development Manager, Dalet Digital Media Systems

Neil Grant, Principal Solutions Consultant, OpenText

Jaspreet Lamba, Principal Solutions Consultant, OpenText

4/9/2015, 11:00:00 AM, Roman III

Track: Video Over IP

OFF THE SHELF SUPERSESSION:

- **Leveraging COTS IP and IT Infrastructure to Produce and Deliver Television**
- **Next Generation Broadcast Routing Infrastructure Using Off-the-shelf IP Switches**

Technical advances in the computing and networking worlds have created a steady stream of increasingly capable products driven by a very large IT market ecosystem. The bandwidth and processing capability of modern datacenter switches and servers appears at the surface to be very capable of handling the production and distribution tasks currently done in bespoke television-specific hardware. This paper examines the actual state and capability of Commercial Off-The-Shelf (COTS) IT and Networking equipment, and the current state of standards and methods for using this equipment to produce television.

Looking to the next generation of broadcast infrastructure with a hybrid environment of SDI, files, and video over IP, the use of off-the-shelf IP routing switchers, with integration using edge devices for SDI/IP conversion, will allow flexibility for emerging formats and resolutions such as 4K (UHDTV).

Presenting:

John Mailhot, IP Convergence Architect, Imagine Communications

Tim Claman, CTO and President, North America Operations, Snell, Inc. Snell and Quantel

4/9/2015, 11:00:00 AM, Roman IV

Track: Broadcast (Production)

HDR - High Dynamic Range - A Brighter Future for Us All

Join Adobe, Canon and Sony as they discuss the other characteristic of the multiple advanced formats in our future. HDR or High Dynamic Range is what attributes to better pixels rather than just more pixels.

Presenting:

Lars Borg, Principal Scientist, Adobe

Hugo Gaggioni, Sony

Renard Jenkins, Sr. Director, Production & Distribution Operations, PBS

Laurence Thorpe, Senior Fellow, ITCG, Canon USA Inc

4/9/2015, 12:00:00 PM, Palace Ballroom II-III

Track: General Session

Peer Problem Solving Luncheon

Free form session for which you propose the topics! Coordinate and network with your colleagues, and – most importantly – find the answers you seek to the questions you're facing.

4/9/2015, 1:30:00 PM, Emperors I

Track: I.T. - Enterprise / Infrastructure / Security

IT Roundtables

Join PBS Vice President of IT Chris Contakes and others for a roundtable discussion on a variety of IT related topics impacting the enterprise including cloud strategy, security, software development, SaaS, etc. This will be an interactive session with IT peers to share experiences, "war stories", lessons learned, and successes.

Presenting:

Chris Contakes, Vice President, Information Technology , PBS

4/9/2015, 1:30:00 PM, Emperors II

Track: Leadership / Management / Professional Development

Propel Your Teams to New Levels

What's the difference between a team that succeeds brilliantly and one that struggles? Whether you're building a functional department or recruiting colleagues from across your station for an ad hoc project, a common set of fundamental practices will help ensure success. Join us for a discussion of what makes an effective team and get tips to create positive team dynamics at your station. Designed primarily for managers, this session will also provide plenty of ideas for team members looking to contribute to their teams' success.

Presenting:

Carol Sorber, Director, Professional Development Services, PBS

4/9/2015, 1:30:00 PM, Roman I

Track: Joint Master Control

Hybrid IT/Broadcast Facilities for Public Station Centralized Operations

Finding a way to leverage existing infrastructure while moving to centralized operations is best described as 'challenging'. Ohio's Broadcast Educational Media Commission is in the process of modernizing their operations and providing for centralization of over 40 streams on 8 stations. We'll describe the process we used to arrive at a unique approach to a complex problem.

Presenting:

John Luff, Consultant, Ohio Broadcast Educational Media Commission

4/9/2015, 1:30:00 PM, Roman II

Track: Digital / Interactive / Online

Analytics: Understanding the Digital Audience

Often we get lost in the day-to-day tasks that our jobs require and it's easy to forget who we're serving. In this session, we'll take a look at the digital user through an audience insights analysis and discuss other tools that can help you get to know your consumer and their needs.

Presenting:

Kate Alany, Sr. Manager, Digital Analytics, PBS

4/9/2015, 1:30:00 PM, Roman III

Track: DAM

The "Source" for Digital Assets: How Digital Asset Management is evolving at PBS

Over the past year, there have been a number of changes in the way Marketing and Communication's digital assets have been managed and disseminated to The System. We want to provide an update of the changes that have been made to the digital asset management lifecycle and the results of those changes. In addition, we will explore the future of digital asset management in both the near and the long term.

Presenting:

Maura McKinley-Tull, Sr. Director, Digital Asset Management Products, PBS

Joy Wang, Director, Software Development, PBS

4/9/2015, 1:30:00 PM, Roman IV

Track: Broadcast (Production)

University Place: 40 Hours A Week Of Programming On A Very Small Budget

University Place is a Wisconsin Public Television program stream that fills 40 hours a week with lectures, interviews and music programs. Through use of new, lightweight video technology, a small, dedicated staff, and student employees, UPlace covers around 130 events per year - over 1000 shoots since inception - in a very cost-effective manner.

This session will examine why we do this, what we use to make it happen, and what the audience thinks of our totally unique service. This session will be of great interest to PBS stations who want to extend their service with greater amounts of quality local programming.

Presenting:

Bruce A Johnson, Director/Videographer/Editor/Geek, Wisconsin Public Television

4/9/2015, 2:30:00 PM, Emperors I

Track: I.T. - Enterprise / Infrastructure / Security

Enterprise Grade Cloud Security With SSO (Single Sign On)

Many organizations are implementing SSO to streamline operations, make end users' lives a bit easier with less passwords to manage, and improve overall security posture. PBS staff and representatives from Okta, a leading SSO provider, will host a session to discuss password management challenges, benefits of using SSO, mobile management, and more.

Presenting:

Chris Contakes, Vice President, Information Technology, PBS

David Baker, Chief Security Officer, Okta

4/9/2015, 2:30:00 PM, Emperors II

Track: Video Over IP

Disruption In The Market: Can The Internet Replace Traditional Broadcast Transmission?

The broadcast industry continues to explore new technologies and approaches for the transmission of live broadcast video across contribution and distribution networks. Today, this includes the use of Internet connectivity over wired, Wi-Fi, and cellular data networks, as a lower cost means to transmit live broadcast video over long distances. Evaluating the ability of the public Internet to support broadcast video delivery as a viable alternative to traditional private fiber and satellite based networking is crucial to understanding this potentially transformational movement. We have run controlled broadcast video transmission tests at multiple quality levels from numerous locations around the world to evaluate the availability, performance and delay of distribution over the public Internet. In this presentation, we will share the objective results of these tests, and the conclusions that we have drawn from these tests to help the broadcast community understand the trade-offs between reliability, cost and technical performance characteristics of broadcast video distribution over managed private, unmanaged public, and hybrid networks.

Presenting:

Derek Anderson, Principal Solutions Architect, Level 3 Communications, Level 3 Communications

4/9/2015, 2:30:00 PM, Roman I

Track: v6

v6 Panel Discussion: Understanding your Future Interconnection System

The focus of the discussion will be on what the Proof of Concept (PoC) sites have learned from their participation in the v6 PoC '14 project thus far, their impressions of the strengths and weaknesses of the approach we are taking and any other discussion points that would be of interest to the general attendance. Panelists will represent small, medium and large stations as well as those who wish to dig into both the technical and operational aspects of the system.

Presenting:

Ron Clifton, President, Clifton Group International LTD

4/9/2015, 2:30:00 PM, Roman II

Track: Media Management

Metadata - The Good, The Bad, The Oh Crap...What were they thinking?

As file-based production workflows become more prevalent and delivery requirements continue to be refined, the need to know as much as possible about the files that are delivered becomes paramount. This session will explain the methodology behind creating a good metadata schema and determining what is necessary for your facility as well as the those to whom you deliver.

Presenting:

TBD

4/9/2015, 2:30:00 PM, Roman III

Track: Digital / Interactive / Online

What Your Station Needs to Know about Membership Video on Demand (MVOD)

PBS Digital and Development Services have been working alongside a station Task Force to develop, test, and eventually rollout to the system. Attendees will hear from the project leads and takeaway an overview of the project, progress to date, and plan for rolling out to all stations.

Presenting:

Chas Offutt, Director of Development Services, Digital, PBS

4/9/2015, 2:30:00 PM, Roman IV

Track: Broadcast (Production)

Utilizing MANY Video Editing Systems to Achieve Success at WOUB

Trying to find one PERFECT video editing system seems somewhat utopian most of the time. Everyone has a favorite for a myriad of reasons. At WOUB we have found that flexibility is the key. We have to answer to our news department (FCP 7), our Journalism and Media Arts Schools (FCP X), our documentarian (FCP 7), Production (Premiere Pro) and Engineering (Vegas 13 and Edius at Present). Each system meets a certain need, and in Engineering, sometimes it becomes a marriage of a series of them to allow us to provide material to News, MC, Traffic, External Clients and others.

Presenting:

Terry Douds, Broadcast Operations Supervisor, WOUB Public Media

4/9/2015, 3:30:00 PM, Exhibit Hall

Track: Break

Afternoon Break in Exhibit Hall

Mingle with the vendors and enjoy light refreshments in the exhibit hall!

4/9/2015, 4:00:00 PM, Emperors I

Track: I.T. - Enterprise / Infrastructure / Security

Cybersecurity Risk Management and Best Practices – The Latest Updates From FCC CSRIC Working Group 4

Over the past year Chris Homer and Seton Droppers have represented PBS on the FCC CSRIC IV, Working Group 4, charged with Cybersecurity Risk Management and Best Practices. This session will present the "risk-based" approach to managing cybersecurity risk, the NIST framework used in the project, and hopefully present highlights of the actual report.

Presenting:

Seton Droppers, Director, Enterprise Security & Networking, PBS

Chris Homer, Vice President, Operations & Engineering, PBS

4/9/2015, 4:00:00 PM, Roman I

Track: Video Over IP

Monitoring in Terrestrial IP Video Distribution Networks

This presentation will discuss and illustrate both new and proven Video over IP monitoring techniques using strategies that have been successfully used to rapidly track down and isolate the root causes of common impairments. Terrestrial video over IP delivery systems offer great value, help scale current system capabilities, and reduce costs but are often more complex to troubleshoot when things go wrong. Continuous real time monitoring and Quality Assurance systems with easy to understand performance metrics such as Program Availability (PA) are valuable in both measuring actual network performance and achieving improved reliability through a continuous improvement strategy. Included in this presentation are the metrics and techniques that have proven useful in measuring and reporting end-to-end system health and rapidly finding impairments. The techniques described will include how to measure, alarm, trigger, capture, and describe "bad things" for rapid resolution. Both the benefits and limitations of real time video QoS monitoring will be discussed.

Presenting:

Jim Welch, Sr. Consulting Engineer, IneoQuest Technologies

4/9/2015, 4:00:00 PM, Roman II

Track: Broadcast (Production)

Making 4K a Reality

A joint session between PBS and WNET: Renard Jenkins will present the PBS workflow side, WNET will look at the complexities of production:

This past fall, the folks at Thirteen Productions LLC 's Great Performances unit produced a multi camera concert event shot completely in 4K/Ultra HD. This was a 12-camera shoot and arguably the first of its kind in the US. Tony Bennett & Lady Gaga: CHEEK TO CHEEK LIVE premiered on PBS in HD on October 24 and was streamed simultaneously in 4K on the Amazon 4K online channel.

In the United States, the workflow and hardware for a multi-camera 4K shoot is developing. Production of "CHEEK TO CHEEK LIVE" proved to be a science experiment and incorporated the expertise of engineers, vendors and production to put together the necessary gear and manpower to accomplish this 4-hour taping to yield the final 90-minute concert. In this session we will present and overview on how it was accomplished and speak with some of the team.

Presenting:

Peter Brickman, CTO, WNET

Renard Jenkins, Sr. Director, Production & Distribution Operations, PBS

4/9/2015, 4:00:00 PM, Roman III

Track: Traffic & Programming

Documenting SOPs, Procedures, & Workflow: Why? How? Who?

What would happen if you got hit by a bus on the way to work tomorrow? Would your job be easily covered? How would anyone know what to do? How do you know what to teach them? Pledge is coming up soon. Is everyone in Development, Promotions, Production, Traffic, and Master Control on the same page and ready to act? Do you have a Pledge Bible?

Communicating how to do what you do is very important for reasons ranging from:

- getting disparate departments working together more effectively
- identifying better ways of doing things
- convincing management why you need additional resources, gear, or personnel.
- delegating more effectively
- being better prepared for organizational change and restructuring

Discover how some of your peers are grappling with documenting their daily tasks and procedures.

Presenting:

Barbara Harms, Asset Manager/MCO, KSPS

Kevin Melang-Thoren, Media Services Engineer, NET

Lynn Veltrie, Operations Manager, KSPS

4/9/2015, 4:00:00 PM, Roman IV

Track: Digital / Interactive / Online

Innovation Through Livestreaming

Stations are using livestreaming as a way to explore and produce new content. Hear from stations who are leading in the digital space through their work with livestreaming as they showcase their past and future initiatives.

Presenting:

Chris Ostertag, Director of Technology, KLRU

Francois Quereuil, Senior Worldwide Marketing Director, Aspera, an IBM Company

Larry Rohrer, Director, Media Content, South Dakota Public Broadcasting

4/9/2015, 5:00:00 PM, Palace Ballroom II-III

Track: General Session

Station Roundtables hosted by ETAC

4/9/2015, 6:00:00 PM, Exhibit Hall

Track: Break

Welcome Reception in Exhibit Hall

Close out the day with a beverage in the exhibit hall.

4/10/2015, 8:30:00 AM, Florentine I

Track: Encoding & Files

Re-inventing the Wheel Or Choosing The Right One For The Job? Frame Rate Manipulation For The File Age

Once upon a time frame rate conversion meant changing 50fps material from Europe to 60fps material for the USA.

Today we have mixed film/video/go-pro/consumer footage and even high frame rate material. This paper is essentially a tutorial on what it means to change frame rates in today's file based world including a look back at the 1968 technology

that we all thought we understood.

Presenting:

Simon Adler, General Manager, West Coast USA and Canada, Dalet Digital Media Systems

4/10/2015, 8:30:00 AM, Florentine II

Track: Broadcast (Audio)

Leveraging the Audio: Recommended Practices In the New PBS Technical Operating Specification For Creating World-Class Sound Tracks

In the interest of satisfying the most discriminating consumers, PBS provides a platform for producers to create soundtracks that embrace the highest state of the art. Understanding the guidelines presented along with the technical requirements in the Technical Operating Specification will go a long way toward achieving this goal. This presentation will discuss some of these important guidelines with the aim of assisting producers to create soundtracks that are compelling at both a consumer's most sophisticated surround system to a mono television speaker. By providing the highest quality sound along with the best HD quality picture Public Media Television producers can lead the Industry with standards of excellence.

Presenting:

Lon Neumann, Principal, Neumann Technologies

4/10/2015, 8:30:00 AM, Roman I

Track: Regulatory

FCC Regulatory and Legislative Update for PTV Stations

Overview of latest matters of importance and interest on the FCC regulatory and legislative fronts, including TV spectrum auction and repack, net neutrality, adoption of ATSC 3, cable and satellite digital carriage agreements and their renewals, and new over-the-air and online closed captioning rules.

Presenting:

Todd Gray, Partner, Gray Miller Persh LLP

Lonna Thompson, Chief Operating Officer and General Counsel, APTS

Lindsay Tonsager, Associate, Covington & Burling LLP

4/10/2015, 8:30:00 AM, Roman II

Track: Encoding & Files

Not Your Father's FTP

With growing file sizes and the need to collaborate with individuals and teams on a daily basis, fast and reliable movement of media is vital to any station's success. However, traditional methods of file transfer, such as FTP and HTTP, have not kept up with these trends. Unable to take full advantage of modern high-bandwidth networks, they're unsuited to the demands of today's media operations.

This session will examine the latest developments in high-speed transfer technology that eliminate the fundamental shortcomings of FTP and HTTP to achieve speeds that are hundreds of times faster, and guarantee delivery times regardless of file size, transfer distance or network conditions. It will also explore how these same technologies can enable stations to take advantage of cloud-based workflows.

Presenting:

Jim Gallagher, Senior Sales Engineer, Aspera, an IBM Company

4/10/2015, 8:30:00 AM, Roman III

Track: Digital / Interactive / Online

How Do I Fail and Succeed by Experimenting and Improving Online Content?

Failing breaks your heart, spirit and backs. But it doesn't take you out of the game, more often it actually prepares you for a bigger success later on. Hear from your station peers and other public media thought leaders on how they took their failures and transformed them into successes. There's a fairytale ending after all.

Presenting:

Tom Davidson, Senior Director, Station Outreach, PBS Digital

Tammy Carpowich, Director of Interactive Strategy, KPBS

Travis Daub, Creative Director, PBS NewsHour

4/10/2015, 8:30:00 AM, Roman IV

Track: Traffic & Programming

With New Trends, Comes New Workflows

Let's talk about the future and how we are getting there! Join Myers as they discuss what they are doing as a company to ensure ProTrack is keeping pace with the rapidly evolving media landscape. This session will cover everything from ProTrack's evolving technology, product roadmap, new partnerships, services and capabilities.

Presenting:

Crist Myers, President and CEO, Myers

Tracy Carter, Chief Technology Officer, Myers

4/10/2015, 9:30:00 AM, Florentine I

Track: Leadership / Management / Professional Development

Project Management and Collaboration Tools on a budget

Are you interested in adding a project management tool to your group, but feeling overwhelmed with the options and price points? Join us as we discuss various use cases for PM tools, such as collaboration, planning and scheduling resources, coding, and task management and recommend cost effective solutions for each category. In addition, we will look at what criteria tools you should use in evaluating these tools. Target primarily for tech leads and projects managements, this session will helpful to anyone considering the procurement of project software or collaboration software.

Presenting:

David French, Sr. Director, PMO, PBS

4/10/2015, 9:30:00 AM, Florentine II

Track: Digital / Interactive / Online

User Data: The Key to Digital Revenue

One of the best paths to monetizing your digital viewers may be the data they leave behind. Learn from system leaders on how they are leveraging consumer profiles as a way to expand and offer custom content solutions for users.???

Presenting:

Jeannie Ericson, Independent Consultant, Digital Media Consultant

Steven Ley, Community Relationship Management, Organizational Strategy and Implementation, Buzzbold, LLC

Tim Olson, VP Digital Media and Education, KQED

Lauren Bracey Scheidt, Product Manager, Identity and Engagement, NPR

4/10/2015, 9:30:00 AM, Roman I

Track: Regulatory

Auctions In Your Mirror May Be Closer Than They Appear

The FCC's Spectrum Incentive Auction has been an active topic of discussion for years. There have been numerous webinars conducted by public television and others to educate stations... but there is always more to learn. With the auctions scheduled for less than one year from now, you may still have some questions – big ones, small ones, new ones, old ones. We're bringing together a panel of experts to answer them. No long presentations, just a quick update on where things stand and then as much Q&A as we can manage during the time.

Answering Your Questions Will Be:

Jay Adrick, Technology Advisor, GatesAir

Todd Gray, Partner, Gray Miller Persh LLP

Alan Popkin, Director of TV Engineering, KLCS

Lonna Thompson, Chief Operating Officer and General Counsel, APTS

Lindsay Tonsager, Associate, Covington & Burling LLP

Eric Wolf, Vice President, Technology Strategy & Planning, PBS

4/10/2015, 9:30:00 AM, Roman II

Track: Cloud

My Boss Told Me to Transcode in the Cloud

Conceptually, using cloud infrastructure for media production operations appealing to many organizations for many reasons. Cloud deployments can provide new capabilities for many organizations. However, there are many different implementation options. This discussion will review the benefits and challenges of various deployment options that should be considered when evaluating whether a cloud implementation is right for you.

Topics include:

- Cloud Service Model comparison
- Cloud Price Model comparison
- Security considerations
- Example Applications and Workflows
- Some successful deployment strategies

Presenting:

Jim Duval, Director of New Product Strategy, Telestream Inc.

4/10/2015, 9:30:00 AM, Roman III

Track: Traffic & Programming

“Breaking Bad” vs. “Breaking Good”: Better Break Building

In today’s media landscape, our viewers and members are bombarded with constant competitive messaging. Yet, PBS stations are faced with limited amount of local break inventory to promote a wide variety of key messages to our viewers and members.

In this session, we will examine a number of factors to consider when creating an on-air television break including:

- How much time should be dedicated to underwriting vs. promotion vs. membership vs. institutional messaging?
- Who should own the local break inventory at a station?
- How much time in a local break should be dedicated to local branding/ programming vs. national content?
- How much time should be focused on cross-media promotion for dual licensees?
- What are some other effective on-air elements to use to allow your station's messaging to stand out?
- What breaks make the most sense for cross-promotion of the various primetime series?

Presenting:

Barbara Harmon, Traffic Manager, KNPB

Kristen Hurley, Senior Director - Broadcast Operations/Strategic Research, WGBH

David McGinty, WUCF

4/10/2015, 9:30:00 AM, Roman IV

Track: Standards

Watch my Lips. No, Really, it's OK Now.

Getting proper lipsync to the viewer has never been more challenging. As systems continue to evolve from rigid streams and formats to more dynamic methods, more opportunity for loss of AV sync exist. The SMPTE ST2064 standards suite addresses this problem within the 'plant' domain, but it doesn't help downstream, where the problems really start to happen.

This presentation provides an overview of the SMPTE standard for lipsync measurement and how it is applied within plant and production systems, and then looks at how it can be extended downstream. The transports required to do this are reviewed, and the different organizations and entities enroute to the viewer are examined and solutions for each case proposed. The presentation finally looks at the current end-to-end ecosystem as a whole and where steps could be taken to pursue standardization to enable the goal of achieving lipsync measurement right at the point of final consumption.

Presenting:

Paul Briscoe, Consultant

4/10/2015, 10:30:00 AM, Exhibit Hall

Track: Break

Morning Break in Exhibit Hall

Join your colleagues and visit with the vendors in the exhibit hall!

4/10/2015, 11:00:00 AM, Florentine I

Track: Digital / Interactive / Online

Stop The Madness: Customizing CMS and Future-Proofing with Digital

Mobile and tablet users account for an ever-increasing portion of the audience. Only a third of desktop users even see your home page. In this session we'll discuss how to get your entire station onboard for choosing a CMS, creating your content strategy, and getting all to be actively involved editing content.

Presenting:

Pat Breen, Web Designer, Vegas PBS

Sam Cohen, Digital Web/IT Director, KCPT

4/10/2015, 11:00:00 AM, Florentine II

Track: Digital / Interactive / Online

PBS LearningMedia 101: Driving Digital Engagement with Educators

With 1.6 million educators and users and 155 participating stations, PBS LearningMedia is making waves in the education space. Through our 100k+ digital resources and supporting teacher tools, educators and students have free access to innovative, standards-aligned supplemental content that engages, inspires and drives achievement. PBS LearningMedia is also investing in the creation of powerful digital, social media and professional development programs that bridge the gap between educators and stations. Join PBS LearningMedia to learn how the education landscape is shifting, how PBS LearningMedia is THE solution designed to support student engagement and learning, and how your station can leverage the digital tools and campaigns from PBS to maximize engagement with educators in your area.

Presenting:

Michael Hammerstrom, Associate Manager, Social Media and Outreach, PBS LearningMedia

4/10/2015, 11:00:00 AM, Roman I

Track: Broadcast (Infrastructure)

Next Generation Hybrid Terrestrial/Satellite Broadcast Networks – Industry Outlook and EBU Reference Case

Modern broadcast networks have evolved tremendously over the past years. In the past, broadcast networks were segmented in terms of the user plane and control plane. For each application or service (broadcast video distribution, broadcast video contribution, SNG, File Transfers (NRT), intranet, voice, etc.) it meant:

- Isolated NOCs for each network, isolated management & control systems, and dedicated operation staff.
- Isolated transmission infrastructure (space segment with distinct pools of bandwidth per application, fiber ATM, SDH and IP).
- Involvement of multiple Service Providers (leased lines, telco's, CDN providers, teleport operators, etc.)

Now technology has evolved, enabling convergence in all those 3 aspects:

- Convergence of network management standards and solutions (such as SNMP, SOAP, REST API's, etc.) allow convergence of NOCs and operational teams.
- All-IP over any medium with QoS.
- Any IP pipe spanning hybrid networks.

As a result, an umbrella management system can cover different important functionalities:

- Overall fault, configuration, accounting, performance & security management (FCAPS)
- user-friendly GUI for scheduling, alarm correlation, trending, ...
- automatization of single workflows over the end-to-end hybrid network
- redundancy (including between terrestrial and satellite networks)
- NBI interfacing with a single OSS/BSS, ERP scheduling system, Cloud based systems (storage, ...)
- Virtual Network Support

The presentation will guide the audience through the advantages of such a single flexible multiservice IP hybrid terrestrial/satellite network and will be based on:

- the state-of-the-art network as in use by the European Broadcasting Union (EBU) & Eurovision, from the user's perspective. The EBU member's network and service requirements are very comparable to PBS'.
- the results from our recent industry survey called „Next Generation Video Networks“.
- our understanding of the PBS PTISv6 use cases with an extension towards SNG and FNG (IP-SNG) connectivity and automatization.

Topics such as satellite as add-on for economically challenging terrestrial station connectivity and satellite as redundant or even disaster recovery system for all workflows and services will be touched.

Finally overall efficiency will be discussed:

- Efficient use of the space segment over time: SRM (Session Resource Management)
- Efficiencies brought by automatization of workflows end-to-end (mixed services and linear/file workflows on a single infrastructure)
- Sharing resources (Virtual Networks with QoS)
- advancements in satellite technology such as DVB-S2X, DVB-CID (Carrier ID) and Mx-DMA™ (a new return link technology).
- Flexible selection of and switching between return link technologies for service adapted optimal efficiency.

Presenting:

Thomas Van Den Driessche, Chief Commercial Officer, Newtec

4/10/2015, 11:00:00 AM, Roman II

Track: Public Safety

PUBLIC SAFETY SUPERSESSION: What's Next in Emergency Alerting: New Users, New Targets, New Abilities

A "what, why and how" look at a system that fulfills the needs for emergency information delivery in the ATSC 3.0 next generation digital broadcast system.

Many recent events have highlighted the shortcomings of the current broadcast Emergency Alerting System (EAS) as well as the various wireless and internet emergency information systems. With the development of the next generation digital television system currently known as ATSC 3.0, there is an opportunity to harness the advantages of this new broadcast system along with the robust delivery of information by the over the air television broadcast transmission systems.

AWARN has the potential to reach a wide variety of fixed, portable and mobile devices while delivering targeted and user selectable information. The presentation will address the system capabilities as well as the methods of implementation that will allow this system to be integrated into ATSC 3.0.

AWARN provides a platform for broadcasters to provide a unique public service as well as an opportunity to build on the stations identity and brand reputation for news and information when the public needs it the most.

Making alerts more accessible – including to non-English speaking persons – is a stated priority for both FEMA and the FCC. In fact, this was stated as a particular area of interest for FEMA for 2015. In this breakout session you will get the first look at Minnesota's groundbreaking alert and warning project which provides automatic multiple-language translations to alert messages issued in English. Utilizing FEMA's IPAWS OPEN aggregator for EAS distribution – as well as the traditional EAS system - stations with specially-enabled language-ready EAS equipment can translate English text and speech alerting to Hmong, Somali, French (Canadian) and Spanish. Learn of special cultural differences for alerting and why it's critical for proper context for emergency alerting. Learn how broadcasters can support multi-lingual alerts with the potential for minimal intrusiveness on their operations. Hear why it's critical for Broadcasters and Emergency Management/Public Safety to be FULL partners in all emergency alerting for response phase, and for real time recovery phase emergency public information.

Public safety radio systems still focus on voice. They have a growing need to share data, especially video. Public television can provide a solution. Limited public safety bandwidth typically forces reliance on public networks, which can become oversubscribed during emergencies or, in the case of power outages, fail completely. It is now possible to leverage existing broadcast television infrastructure to improve public safety communications. This is already being done in several jurisdictions, including Washington, DC, Boston, Las Vegas and others. This session will explore datacasting technology, review successful deployments and discuss how to get started with your local law enforcement and public safety agencies.

Presenting:

Jay Adrick, Technology Advisor, GatesAir

Don Heppelmann, Technologist, tpt - Twin Cities Public TV

Mark O'Brien, President & CTO, SpectraRep

4/10/2015, 11:00:00 AM, Roman III

Track: DR

NOT Another Disaster Recovery Session

This session will cover three disasters that affected one station over a three and one-half year period from December of 2007 to August of 2011. It will cover the history of each disaster and the actions taken to both temporarily and permanently restore our television and radio broadcast signals. You will also learn about the resources that were available in our time of need.

Additionally it will cover the legal, insurance and financial challenges that result in these cases. Finally, you will learn what you need to do upon your return back home in order to protect your station in the unlikely but definitely possible chance disaster strikes your facility.

Presenting:

Joe Glynn, Vice President of Engineering, WVIA

4/10/2015, 11:00:00 AM, Roman IV

Track: Cloud

CLOUD SUPERSESSION:

- **How I learned to stop worrying and love the Cloud**
- **Secure Collaboration in the Era of Cloud Computing**

When cloud computing and storage was first introduced it was viewed with considerable skepticism by many in the entertainment industry, not least for it's apparent lack of security.

Developments over the last couple of years have made the cloud a much safer place, such that it is now being embraced by many in the broadcast and media sphere as a viable and safe collaborative tool and ideal location for deep archival storage and disaster recovery.

This paper will compare and contrast various options for utilizing cloud services in a broadcast environment.

As enterprise IT continues to embrace cloud technologies, how are media-centric organizations harnessing these tools to bring efficiencies to their workflows while maintaining acceptable levels of information security? This session will provide an overview of emerging trends in enterprise IT as pertains to media organizations, with a look at several technologies across the supply chain that reshape existing workflows.

Presenting:

Keith Graham, Principal Consultant, Graham Associates, Consultant

Josh Kline, Head of Media & Entertainment, Box.com

4/10/2015, 12:00:00 PM, Palace Ballroom II-III

Track: General Session

Programming Pipeline

Our luncheon will feature some strategy and programming previews.

Presenting:

Mike Kelley, Senior Vice President, Programming & Business Affairs, PBS

4/10/2015, 1:30:00 PM, Florentine I

Track: I.T. - Enterprise / Infrastructure / Security

Architecting the Media Supply Chain With ESB

Media and IT systems are converging rapidly, and integration is becoming more important than ever. A year ago, PBS started an ambitious project to bring these two worlds closer together, by introducing an ESB and BPM to facilitate systems integration and management of workflows.

In this session, PBS staff will discuss software integration via ESB, FIMS and give a behind the scene look at its ESB/BPM initiative.

Presenting:

Joy Wang, Director, Software Development, PBS

4/10/2015, 1:30:00 PM, Florentine II

Track: DR

The PBS-DDMS: Are we there yet? Disaster, Diversity, Maintenance Site

From severe storms to things that break, whether by natural occurrence or by the hand of man, sometimes things go wrong. When they do it's good to have a plan. PBS has a plan, and part of that plan is the DDMS. From the early days of disaster recovery to the current use of technology to overcome situations, this session will take a look at where we've been, what we've done, and how we've gotten here. Located on the east campus of the University of Nebraska Lincoln, within the Nebraska Educational Telecommunications facility, PBS has built a fully functional state of the art DDMS facility. Staffed to operate 24-7-365 the DDMS is ready to meet the needs as they arise and assist PBS in the continuance of its mission.

Learn how the DDMS is monitored, operated and maintained simultaneously from Alexandria and Lincoln to distribute content and information via Ku and C-band satellite, for all Program Origination Services, the NRT system, and the WARN system.

Presenting:

Cindy Jackson, Director, Broadcast Management & BCP, PBS

David Stewart, Chief Engineer Network Operations, Nebraska Educational Telecommunications

4/10/2015, 1:30:00 PM, Roman I

Track: Standards

ATSC SUPERSESSION:

- Next Generation Broadcast Television: ATSC 3.0 and What it Means to Public Media
- Will the Last One Out Please Turn Off the Transmitter?

The Advanced Television Systems Committee (ATSC) is creating standards for the next generation broadcast television system (known as ATSC 3.0). This new system offers significant advances over the current system, which will allow broadcasters to offer new services to viewers - including a flexible and more efficient physical layer, mobility, Ultra-High Definition (UHD) images, new solutions for audio, and hybrid services utilizing broadband connectivity. A core aspect of the system design is the capability to evolve with consumer demands and provide extensibility as technologies advance.

This presentation will give an overview of the ATSC 3.0 system to give an understanding of how the new system will work, what kinds of new services can be enabled for public media stations and a view of the current timeline.

Young people today consume most of their content on mobile devices. The government is encouraging broadcasters to participate in its incentive auction to provide more capacity for mobile broadband. Yet ATSC is moving forward with a next generation television standard. Why? As it happens, there are a lot of reasons for doing so...if you're ready to extend your business models. This session will explore the changing ways consumers are receiving content, and the applications beyond HD and SD that will ensure survival for public broadcasting in the years to come. It will also look at how the work going on in ATSC today is being driven by a need to not only meet the needs of applications we can see today, but also of applications that have yet to be discovered.

Presenting:

Richard Chernock, CSO, Triveni Digital, Triveni Digital

Lisa Hobbs, VP Compression Commercial Portfolio Strategy, Ericsson

4/10/2015, 1:30:00 PM, Roman II

Track: Media Management

File-Based QC Automation for Enterprise and Cloud

This presentation will be a tutorial on file based Automated Quality Control for an onsite Enterprise system and also how it applies to video technology that is moving to a Cloud based workflow. The world of content QC has changed from being a tape based workflow with a QC person being able to keep up with the task of 100 percent QC to one with all content being transcoded to multiple formats. It has become impractical for a person with the Golden Eyes and Ears to have a one to one relationship with the ever expanding workload. This process needs to be automated to better utilize the available QC staff allowing them to focus on files that do not meet acceptance and interoperability criteria.

Meeting the content's deliverable requirements is an important step in automating the QC process. The file needs to pass baseband acceptance criteria for blockiness, freeze frames, gamut, to also include audio level and channel configuration pass/fail requirements. Interoperability testing needs to verify the wrapper compliance as well as drilling down to the compression layer for syntax errors.

An automated QC process can interface with a Media Asset Management system that includes human readable and machine readable reporting. The human readable reports are Red Light/Green Light where the user can drill down into the file down to the specific frame that triggered the error to determine a remedy. This presentation will walk through the available tools to simplify this process of moving into a file based workflow with automated Quality Control.

Presenting:

Karl Kuhn, Sr Video Applications Engineer, tektronix

4/10/2015, 1:30:00 PM, Roman III

Track: Media Management

Implementing A Fast, Efficient, And Collaborative Workflow at WTTW

Faced with unique challenges in today's media industry, including tighter budgets, and increased competition from network, cable and web outlets, broadcasters need to expand their production capabilities to deliver higher quality, more engaging content.

This session will explore how PBS station WTTW, one of the top producers of local television content in the country, migrated from a linear, tape-based production pipeline to a fast, efficient and collaborative workflow, enabling it to create, manage, and distribute content much faster and more efficiently than before.

WTTW will share how it accelerated its workflow by 40% and embraced a cloud-based workflow to enhance collaboration both within the organization and with outside production companies and other PBS stations across the country.

Presenting:

Pam Gill, Senior Broadcast Segment Marketing Manager, Avid

Mark Jahnke, Vice President and Chief Technology Officer, WTTW

4/10/2015, 1:30:00 PM, Roman IV

Track: Digital / Interactive / Online

Social Media 101: Why It's Important and How We Can Help

Sit-in and listen as PBS' social media team shares the importance of social media to drive tune-in, fan evangelism and online engagement. And discover a variety of social media resources available to you, and how they can help you build your station's social presence.

Presenting:

Natalie Benson, Assistant Director, Social Media & Digital Communications, PBS

Kevin Dando, Sr. Director, Social Media Strategy & Digital Communications, PBS

4/10/2015, 2:30:00 PM, Florentine I

Track: I.T. - Enterprise / Infrastructure / Security

The Cloud -- what it really means and how companies use it

Has your organization started the journey to the Cloud? Or are you like many that don't really understand what it means, it's value, or where to get started? Come to this session and gain an understanding on the following: Why organizations are adopting Cloud, the types of Clouds available, and security and compliance issues. We will also discuss leaders in the Cloud marketplace – how to determine which might be best for you, and roadmaps that help you migrate to the Cloud. Finally, we will discuss case studies – some that failed and some that succeeded.

Presenting:

Rob Lang, Mid-Atlantic Regional Director, AdvizeX

Aaron Tomlinson, Solutions Director, AdvizeX

4/10/2015, 2:30:00 PM, Florentine II

Track: Digital / Interactive / Online

How Does Your Station Stack Up? Digital Fundraising Benchmarking Data You Can Use

A benchmark study is a tool, and like any tool, it depends on how it's used. Get a sneak peak of the first comprehensive set of digital fundraising data for public television. Station attendees will takeaway the latest trends to inform the health of digital fundraising efforts relative to market size and program maturity.?

Presenting:

Chas Offutt, Director of Development Services, Digital, PBS

4/10/2015, 2:30:00 PM, Florentine II

Track: Digital / Interactive / Online

Send in the Cats: Tips, Strategies, and Lessons For Managing Your Content on YouTube (and Beyond)

Digital platforms such as YouTube have become unavoidable giants in the media universe. For stations, they present both exciting opportunities and intimidating challenges as an extended platform for your content. This session will cover the basics of best practices for YouTube content management, as well as offer surprising strategic lessons learned at the frontlines of PBS Digital Studios and member stations throughout the system.

Presenting:

Chris Ostertag, Director of Technology, KLRU

Raymond Schillinger, Video Operations Manager, PBS Digital Studios

4/10/2015, 2:30:00 PM, Roman I

Track: Standards

The FIMS Executive Overview

The landscape of the electronic media business is changing, both in terms of the consumers and in how they expect to be served. The future is hard to predict as devices evolve and diversify, making it difficult to plan a cost effective strategy.

Traditional broadcast systems are not well suited to the modern environment. They are expensive to buy, difficult to extend or adapt and don't integrate well with business systems.

A new approach is required - one which provides solutions that are quick, flexible and cost effective. This new approach should deliver content quickly, economically and flexibly, allowing media companies to easily adapt to a changing environment - while simultaneously enabling business monitoring in order to support strategic planning. The Framework for Interoperable Media Services (FIMS) can deliver substantial business benefits in these respects. Much work has been done to prove that FIMS systems operate and integrate well. But discussions have been largely at a technical level.

You will gain:

- Knowledge of the context in which FIMS has been developed
- A high level understanding of the differences of traditional and FIMS architectures
- The business benefits of adopting this new flexible approach including
 - Adapting to evolving customer demands

- Improving production efficiency
- Reducing costs and minimizing financial risk
- Shifting from capital to operational expenditure
- Improving technology decisions and implementation
- A brief list of media companies who are planning or using FIMS
- Advice on how to migrate to a FIMS architecture

Presenting:

John Footen, Head of Consulting, Cognizant Technology Solutions

4/10/2015, 2:30:00 PM, Roman II

Track: Broadcast (Infrastructure)

**INTERFACES & IMPLEMENTATION CHALLENGES OF UNCOMPRESSED & COMPRESSED VIDEO Part 1 of 2: Interfaces- Implementation Challenges of Uncompressed Video- HD- SDI, 3G-SDI, HDMI with HDCP
ARE YOU LIVING NEAR THE EDGE OF THE DIGITAL CLIFF?**

Maintaining quality of HD video and related meta-data and their associated issues are not always apparent in the digital domain. We can no longer just look at the video and listen to audio to determine all its signal quality aspects to see if you are moving closer to the "Digital Cliff". This tutorial will explain how to make sure your content adheres to the "rules of the road" and operates within interoperability requirement for a better understand testing methodology.

The physical layer of HD-SDI and 3G-SDI needs to be clean and stable. The proper use of Eye Patterns and Jitter figure prints will be discussed and the value of CRC and Checksums check the health of active and passive components in the chain. Coax cable best practices will be discussed as well as the move to optical interfaces.

HDMI interfaces with HDCP interoperability issues between Source and Sink allow content to be delivered to a compliant display device. This presentation will cover the methodology and tools needed to properly approach and troubleshoot implementation challenges.

Presenting:

Karl Kuhn, Sr. Video Applications Engineer, Tektronix

4/10/2015, 2:30:00 PM, Roman III

Track: Leadership / Management / Professional Development

They Don't Grow on Trees Anymore: Developing the Next Generation Broadcast Engineers

For quite a while now, colleges, universities, and technical schools have downplayed (if not eliminated) broadcast engineering skills and focused on new technology directions out of alignment with Broadcast Television. This leaves our industry with an ever decreasing pool of qualified resources to support a wider range of legacy and new technologies.

This presentation will focus on a couple examples of major broadcast organizations, in the US and internationally, and how they are:

- Developing programs to develop the next generation of broadcast engineers
- Providing continuing education to our existing colleagues

- Expanding available skills needed to support the next generation broadcast technology enterprise

Presenting:

Benjamin Röpke, Director - Media & Entertainment Consulting, Cognizant Technology Solutions

4/10/2015, 2:30:00 PM, Roman IV

Track: Traffic & Programming

Evolution of Traffic: Media Management & Operations

In this session, TAC will explore media management of the future where traffic has been tasked with the lead in many facets from the shared master control environment (both spoke or hub), joint licensees with multiple stations, and even video streaming. With the challenges of multiplatform broadcasting, cross promotion, inter-departmental projects, traffic is being asked to do more with less. With a more file based work flow, traffic professionals are also tasked with taking on duties that were once primary functions of a broadcast operator.

How is your station handling media management workflow? Join us for a brief presentation on some of these topics and bring your own thoughts to share in our longer formatted floor discussion.

Presenting:

Lillie Buck Duncanson, WILL

Kristen Hurley, Senior Director - Broadcast Operations/Strategic Research, WGBH

David McGinty, WUCF

4/10/2015, 3:30:00 PM, Exhibit Hall

Track: Break

Afternoon Break in Exhibit Hall

Mingle with the vendors and enjoy light refreshments in the exhibit hall!

4/10/2015, 4:00:00 PM, Florentine I

Track: Traffic & Programming

TAC Closing: Resistance is Futile - Great Traffic Takeaways

It's been a furiously fast and full three days, but we are not slowing down. Join the Traffic Advisory Committee for the final traffic based session of TechCon 2015! We will discuss takeaways from the sessions and address any and all outstanding questions. Come prepared to give honest, constructive feedback about your personal conference experience and help be part of the process of making TechCon 2016 amazing! This attendee favorite is the session that will catapult you and your station into the next year!

Presenting:

Keith Jacoby, Broadcast Operations Specialist II, Montana PBS

Kevin Melang-Thoren, Media Services Engineer, NET

4/10/2015, 4:00:00 PM, Roman I

Track: Encoding & Files

NEW TECHNOLOGY AT PBS SUPERSESSION: MXF and the new era of media exchange and interoperability & The PBS Video Processing Workflow

The story of MXF begins 18 years ago, although it is only a relatively short 10 years since the first MXF specification was published by SMPTE (Happy 10th Birthday MXF!!!) in 2004. Even with the first "MXF" enabled hardware and software products coming to the marketing in 2003, for several years the early days of the "Media eXchange Format" were somewhat like the Wild West.

The demand for interoperability led to significant updates in the MXF specification in 2009 and 2011, and the creation of "Application Specifications" such as AS-03, but even now, there is often no guarantee of successful interchange between vendors or facilities.

This presentation will look at:

- The real-world benefits that can and have been realized from the implementation of application specifications such as AS-03 and even further constrained profiles as defined by organizations such as the DPP (Digital Production Partnership) in the UK and ARD-ZDF in Germany.
- With further similar initiatives underway in North America, what lessons can be taken from the initiatives in Europe.
- With UHD, HFR, HDR – what does the future of interoperability and interchange look like.
- Exploring and explaining the new PBS QC and video processing workflow.

Presenting:

Simon Adler, General Manager, West Coast USA and Canada, Dalet Digital Media Systems

Steve Scheel, Sr. Dir. Workflow Planning, PBS

4/10/2015, 4:00:00 PM, Roman II

Track: Broadcast (Infrastructure)

INTERFACES & IMPLEMENTATION CHALLENGES OF UNCOMPRESSED & COMPRESSED VIDEO Part 2 of 2: Interfaces-Implementation Challenges of Compressed Video – Transports Streams over RF and IP

The practical aspects of the real life challenges in implementing compressed content over 8VSB and QAM for video, audio, and data distribution will be covered. It will address challenges such as timing issues concerning PCR (Program Clock Reference) inaccuracies, PCR jitter/drift, frequency offset, Error Vector Magnitude (EVM) , modulation error ratio (MER), Constellation Diagrams, and how they will impact the quality of the compressed contents delivery to the viewers.

IP Packet transport and delivery requires the system to be smooth and stable. If the packets are lost, duplicated, or out of sequence this severely impacts the Quality of Experience. The importance of monitoring packet timing and continuity counter errors will be discussed. Adaptive Bit Rate presents new challenges for content deliver to mobile devices.

Multi-layer monitoring techniques based on TR101 290 measurement guidelines are primarily designed to check the integrity of an MPEG transport. The guidelines provide for three priority levels of ATSC compliance and decodability tests. This tutorial will cover the methodology and tools needed to properly approach and troubleshoot implementation challenges.

Presenting:

Karl Kuhn, Sr Video Applications Engineer, Tektronix

4/10/2015, 4:00:00 PM, Roman III

Track: Broadcast (Production)

Up! Up! And Away! How Unmanned Aerial Camera Systems can be Used in your Production Workflow in a Safe and Practical Way

The term "Drone" has become a major buzzword in the multimedia landscape. While it is an exciting technology it is also a technology with many possible red flags. This session will explain the rules, regulations, and best practices for stations interested in using this technology.

Presenting:

Cade Cridland, Producer, Vegas PBS

4/10/2015, 4:00:00 PM, Roman IV

Track: Leadership / Management / Professional Development

Broadcast Engineering and IT: Bridging the Cultural Divide

Have you noticed how broadcast engineers run to solve an on-air problem? Have you noticed how IT Support sends out emails saying that the email server is down? We bet you have and we will describe the cultural divide between organizations and potential ways to bridge them into a cohesive unit able to provide the correct level of support when you need it the most.

This presentation will use stories, anecdotes, and case studies of different ways in which the cultural divide exhibits problems and how they were solved. Organizational considerations, training, and workflow prioritization techniques will be some of the topics covered.

Presenting:

Blake White, Broadcast Consulting Partner, Cognizant Technology Solutions

4/10/2015, 5:00:00 PM, Palace Ballroom II-III

Track: General Session

Closing Session

Further details TBD

4/10/2015, 7:00:00 PM, Neon Museum

Track: Break

Off-Site Networking at the Neon Museum

4/11/2015, 8:00:00 AM, S219 Las Vegas Convention Center

Track: Extracurricular

Ennes Workshop: The All IP Facility

Further details: <http://nab15.mapyourshow.com/60/sessions/session-details.cfm?ScheduleID=2>

4/11/2015, 9:00:00 AM, Vegas PBS

Track: Extracurricular

IP Video for Broadcast Engineers

NOTE THERE IS A SEPARATE REGISTRATION FEE FOR THIS COURSE

Delivering video signals over IP networks is rapidly revolutionizing all aspects of the broadcast business, starting at the camera and reaching all the way to viewers' homes and mobile devices. Many new standards, including 4K/UHD and ATSC 3.0, are being built to leverage the tremendous cost and scale advantages of IP technology. IEEE has developed this course specifically to address the needs of engineers, managers and technicians who need to quickly come up to speed on the wide range of new technologies that will increasingly dominate broadcast facilities and networks during the remainder of this decade and beyond.

This course is designed to provide a detailed look at the key technologies used to transmit video signals over IP networks not only to viewers, but also for contribution, distribution and within production facilities. The emphasis will be on explaining the underlying technologies and showing practical applications for them. Students will become familiar with a range of terminology and standards, and gain an understanding of how IP video technologies will impact their current and future plans for video production, networking and delivery.

Presenting:

Wes Simpson, IEEE

4/11/2015, ALL DAY

Track: Extracurricular

PBS TechCon Peloton

Details: <http://www.pbstechconference.org/agenda/peloton/>

Pre-Show Planner | Exhibits-only Pass



get ready to
indulge.

WHAT TO EXPECT, THINGS TO SEE, THINGS TO DO, PLACES TO GO.

**CRAVE
MORE**

myNABSHOW

Your ticket to maximizing your experience.

Search exhibiting companies, education sessions, speakers and key trends to create your perfect itinerary. Carry your planner with you via the app!

Featuring:

- Simple Navigation
- 3D Maps
- Self-Guided Show Tours

GET THE APP »

NABSHOW Floor Tours

Tours include:

- The C-Level Tour
- Connected Production via IP
- The World of Multiplatform Content
- Advertising: AdTech, Big Data and Analytics
- Media Technologies for Military & Government
- The General Tour

LEARN MORE »



4K Fun Run

Across the globe, industry leaders have turned 4K live sports coverage from concept into reality and Ultra HD is setting a new standard for fan experiences. Keep up the pace by joining the 4K 4Charity™ Fun Run, **April 14, 7:30 a.m.**

LEARN MORE »

YOUR BADGE »

EDUCATION »

THE SHOW FLOOR »

ONSITE SERVICES »

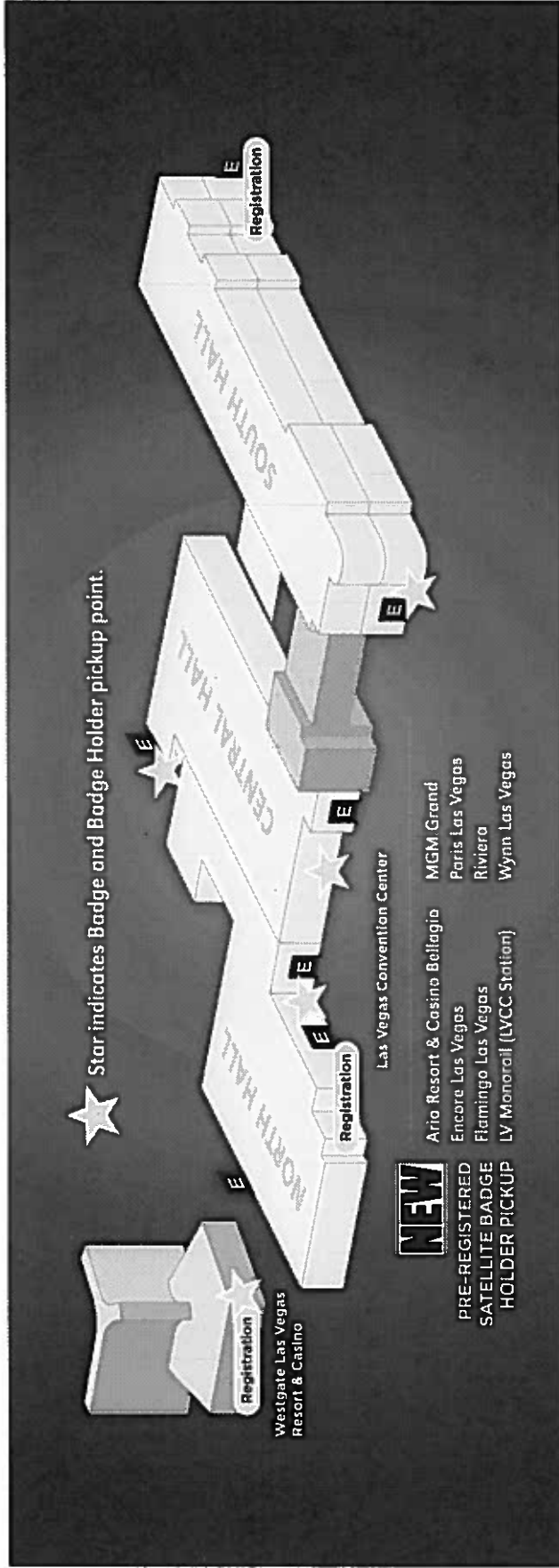
LEAVING LAS VEGAS »

your badge

CRAVE MORE

Your Badge and Badge Holder

If you received your Badge in the mail, you must retrieve a Badge Holder at a designated Badge Holder Pickup location when you arrive. Remember to bring the Badge Holder Voucher in your Credentials Pack for a Badge Holder at any of these locations:



If you did not receive your Badge prior to the Show, bring your confirmation to an onsite Registration location. Just scan the barcode at any Express Registration counter and your Badge will be printed and waiting for you at Badge Pickup. Be sure to have a valid photo ID with you.

ONCE YOU HAVE YOUR BADGE AND BADGE HOLDER,
you're ready to dig in.



GET ACCESS TO 200+ HOURS
OF RECORDED SESSIONS.

MORE »



GENERAL SESSIONS **MORE »**



NAB Show Opening
Gordon Smith, President and CEO,
National Association of Broadcasters
Peter Guber, Founder, Chairman and
CEO, Mandalay Entertainment



Jerry Lewis
To receive NAB
Distinguished
Service Award



**More of What You Crave: The World of
"The Walking Dead"**
Charlie Collier, President and General Manager,
AMC
Robert Kirkman, Creator and Show Executive
Producer, "The Walking Dead"
Steven Yeun, Star of "The Walking Dead"



FCC Keynote
The Honorary Tom Wheeler,
Chairman, Federal
Communications Commission



SPECIAL HAPPY HOUR
Cocktails and Conversation with
Legendary Media Entrepreneur
Mel Karmazin
Former CEO of SiriusXM



education

CRAVE MORE

INFO SESSIONS **MORE »**

Prepared and produced by NAB Show Exhibitors and Sponsors, these sessions provide drill-downs into specific market-based solutions that help media professionals maintain a competitive advantage.

Canon



Cleversafe

Google



doubleclick
by Google



EY

Building a better
working world



NewTek

QUALCOMM

SIEMENS



VIDEA
Reach, sure and simple

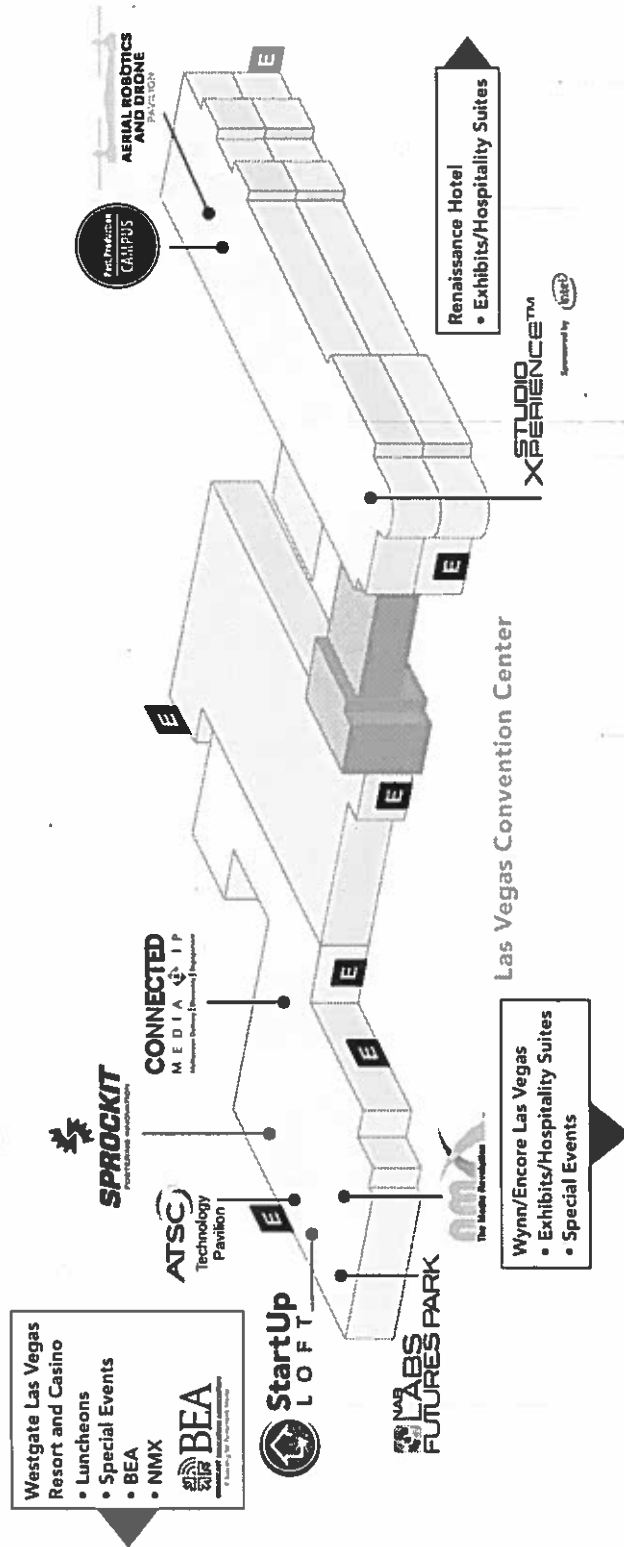
WIDEORBIT



the show floor

CRAVE MORE

Your registration gives you access to more than 1,700 Exhibitors, including these Special Attractions



**CHECK OUR SHOW FLOOR
EVENT SCHEDULES FOR:**

- Demos
- Training
- Giveaways
- Celebrity Guests
- And much more

EXHIBIT HALL HOURS

NEW

Monday, April 13: 10 a.m. - 6 p.m.
 Tuesday, April 14: 9 a.m. - 6 p.m.
 Wednesday, April 15: 9 a.m. - 6 p.m.
 Thursday, April 16: 9 a.m. - 2 p.m.



onsite services

CRAVE MORE

take a break

Getting to the Convention Center

HOTEL SHUTTLE

Complimentary service to and from all official NAB Show hotels from Monday through Thursday.

MORE »

LAS VEGAS MONORAIL

Exclusive discounts for Attendees and Exhibitors! Buy your discounted tickets today.

MORE »

Exhibit Hall Connector Service

To help you get around easily, the Exhibit Hall Connector has drop-off areas in front of Central Hall, on the access road between Westgate and LVCC, on the east side of Central Hall, at the east South Hall Patio and in the front of South Hall.

Housing Assistance

Located in Central Lobby

Concierge Services

Located in Central Lobby

Touch-screen Directories

Touch-screen monitors and iPad way-finding kiosks are located in various lobby and floor locations throughout the LVCC.

Show Floor Assistance

Need help navigating the Show Floor or any other assistance? Find a staff member of "Ask Me"! Located throughout the Show Floor, the "Ask Me" team, clad in bright orange shirts with "Ask Me" on the front, are readily available and eager to help.

WIFI

Stay connected! Complimentary wireless Internet access in all lobbies, meeting rooms and corridors of the LVCC.

Dining Options

A plethora of options...BBQ, pizza, Italian, Asian, deli and a Bistro.

BISTRO

@NAB SHOW

A guaranteed seat for lunch featuring an all-inclusive buffet. Reserve today!

MORE »

Go shopping!

The NAB Show Stores are located in the North Central and South (Upper) Lobbies, open daily during the Show.



N6509, C3061, SU11013

Take time out at one of these decompression dens featuring an oxygen and massage bar, a silent disco and old-school gaming.

NAB MEMBER LOUNGE, N243

Network with peers and learn more about members-only benefits. (Members also have access to the VIP lounge in the Encore, Debussy 2.)

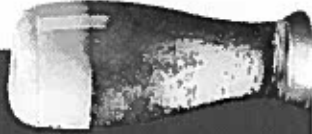
BEER GARDENS

Orange and Silver Lots

Relax, grab a cold beer and a quick bite to eat.

POP-UP HAPPY HOURS

Follow us on Twitter or download the myNAB Show Mobile app and be the first to know where these happy hours will pop up.



leaving las vegas

CRAVE MORE

Airline Check-in

North, Central and South Hall Lobbies

Check in for your flight at the LVCC airline check-in kiosks. Participating airlines include: Delta, Southwest, US Airways & Virgin Atlantic.

Airport Shuttle Service

From the LVCC

Complimentary Airport Shuttle Service to McCarran International Airport runs every 30 minutes from the LVCC Concourse starting on Wednesday, April 15.

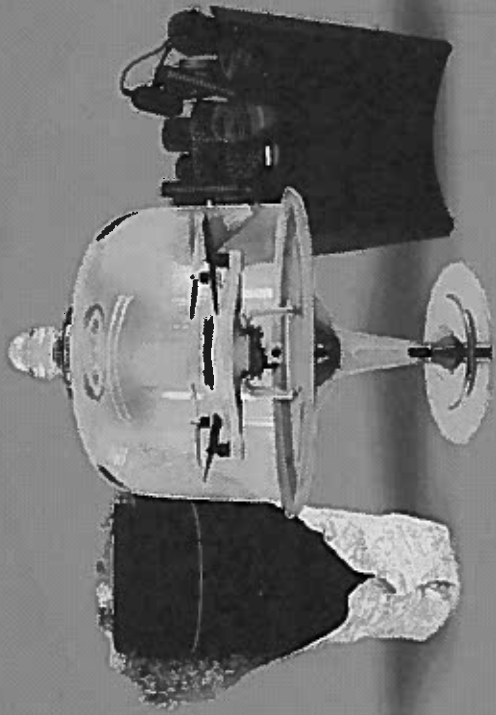
From Your Hotel

NAB Show's partner, LASpress, offers Attendees and Exhibitors a special rate for one-way airport transfers.

MORE »

- Non-Stop Xpress Service available for \$18 per person
- 40+% saving vs. taxi fare
- Immediate boarding
- Airport meet and greet service





how will you overindulge?

NABSHOW[®]
Where Content Comes to Life

Conferences: April 11-16, 2015 • Exhibits: April 13-16
Las Vegas Convention Center, Las Vegas, Nevada USA

**CRAVE
MORE**

NABshow.com

see you in vegas!





TO: PBS Annual Meeting Business Partners
FROM: Naseem Hussain, Director, PBS Meetings and Events
DATE: February 23, 2015

Enclosed is the sponsor and exhibitor information for the 2015 PBS Annual Meeting. The PBS Annual Meeting will be held on May 11-13 at the JW Marriot in Austin, Texas.

The PBS Annual Meeting is the premier gathering of public television professionals and decision-makers representing PBS's 162 member licensees. This national event brings together general managers, programmers, producers, development leaders, and promotion, communication, education, and digital professionals to spotlight PBS content and to share new and innovative ideas to meet the changing funding and media environment.

As our trusted partners, this meeting provides a wonderful forum for you to make contact with station colleagues with whom you are currently working and introduce your services to others.

We are pleased to announce that the Exhibit Hall will be located prominently in the foyer, in close proximity to Registration and the General Session Ballroom. We've built networking time into the agenda on both May 12 and 13, allowing attendees time to explore the Exhibit area and engage one-on-one with you. Please note: while booth space locations will not be finalized until March, we will prioritize space requests, factoring in previous participation, early sign up, and sponsorship level.

Please contact me at nhussain@pbs.org or at (703) 739-8617 with any questions or concerns.

We look forward to seeing you in Austin!



CONFERENCE HOTELS

JW Marriott Austin (main host hotel)
110 East 2nd Street
Austin, TX 78701

Hyatt Place Austin Downtown
211 East 3rd Street
Austin, TX 78701

Hotel room rates are \$199-\$209 per night plus tax for a single or double room at the JW Marriott Austin and \$189 at the Hyatt Place Austin Downtown. The cut-off date for special group rate hotel room reservations is **April 10, 2015** or before based on availability. Hotel room reservations will only be available online. Once PBS receives your paperwork and payment, we will register you for the conference. You will receive an email confirmation with a link to the hotel reservation website. We encourage you to submit your information early to ensure room availability. Please visit our website at www.pbsannualmeeting.org for more information.

IMPORTANT DATES

Friday, March 20, 2015
Deadline to sign up for Sponsor and Exhibitor opportunities

Monday, April 6, 2015
Sponsor and Exhibitor details due for website and any promotional items

Friday, April 10, 2015
Hotel Reservation Cut-off for Rate and Room Guarantee
Payment due at PBS

Monday, May 11, 2015*
8:00am – 12:00pm Exhibitor Set-up
6:00pm – 7:30pm Opening Reception

Tuesday, May 12, 2015*
7:30am – 8:45am Hosted Breakfast
9:00am – 5:30pm In Session, two 30-minute networking breaks in Exhibit Area
8:45am– 5:45pm – Exhibitor Hours

Wednesday, May 13, 2015*
7:30am – 8:45am Hosted Breakfast
9:00am – 5:30pm In Session, two 30-minute networking breaks in Exhibit Area
8:45am– 5:45pm Exhibitor Hours
6:00pm – 8:00pm Exhibitor tear down

*The schedule for these dates is tentative and subject to change.



BUSINESS PARTNER INFORMATION

When you register for the 2015 PBS Annual Meeting, you have the opportunity to make new contacts, attend all events, educational sessions, and conference hosted meals. The registration rate is per individual and is non-transferable during the conference.

Registration Fee

\$695 (\$795 after April 10, 2015) includes:

One full-conference registration

Access to all events, meals, and sessions

Name and organization listed in Conference Participant List

Sponsorship Opportunities

Your sponsorship of the PBS Annual Meeting is a way to communicate your message to attendees and increase your company's visibility throughout the conference. We acknowledge our sponsors often, as your valuable investment makes the conference possible for attendees. Recognition will include branding on the conference website, presence in the General Session Ballroom, and more.

To reserve a sponsorship, please complete a registration form indicating your preferred sponsorship and email it to Naseem Hussain at nhussain@pbs.org.

Once your sponsorship has been confirmed by PBS, you will receive a Sponsorship Agreement to be completed and signed. Please note that unless otherwise noted, sponsorships do not include registration for the PBS Annual Meeting. Separate registration at the \$695 Business Partner rate for the conference is required.

Platinum Level Sponsor

Sponsorship Fee: \$20,000

Exclusive signage near General Session room and prominent signage throughout conference area

Prominent identification with logo in conference mobile app as a "Platinum" sponsor of the PBS Annual Meeting
Logo on all pages of conference website, including 200-word company description, contact information, and link to company website on "Sponsor" page of website.

Joint sponsorship of conference's Opening Reception with a speaking/welcome opportunity up to 1 minute, plus high impact signage

One complimentary exhibit booth

Three complimentary full conference registrations

Opportunity to provide one complimentary tote bag insert for all conference attendees

Concurrent Sessions Sponsor

Sponsorship Fee: \$10,000

Logo on all pages of conference website, including 50-word company description, contact information, and link to company website on "Sponsor" page of website.

Joint sponsorship of Concurrent sessions (prominent full color signage outside of 6-8 rooms for 2 days)

50% discount for Exhibit booth

One complimentary full conference registration

Opportunity to provide one complimentary tote bag insert for all conference attendees



Audio/Visual Sponsor

Sponsorship Fee: \$10,000

Your company logo will be featured in the General Session as the sponsor of our Audio/Visual equipment. You will also receive recognition on our website and from the main stage.

Wi-Fi Sponsor

Sponsorship Fee: \$10,000

Your company branding and logo will be the first thing attendees see when they access our wireless signal. You will also receive recognition with onsite signage throughout the conference area, on our website and from the main stage.

Cyber Center

Sponsorship Fee: \$6,500

The Cyber Center provides several workstations for your convenience during conference hours for you to tweet or check your email. These Internet workstations are used frequently and located in a prominent area of the conference.

Luggage Tags

Sponsorship Fee: \$5,000

Tags with your logo can be attached to all conference bags for easy identification. PBS will produce and ship each of these branded items for you.

Promotional Materials in Tote Bags

Sponsorship Fee: \$1,250

With your message or gift "in the bag," attendees are certain not to miss it. This year's bag will hold all of your meeting essentials, including your special item. This item represents one paper insert or one promotional item. No assembly or collation services will be provided. Shipping details and number of pieces to send will be provided by PBS in advance of the meeting and must be followed to ensure inclusion. Please budget for approximately 1,000 pieces.

Mobile App Banner Ads (5 available)

Sponsorship Fee: \$1,000

Company logo plus 50 character text message will appear on the bottom of our mobile show guide pages. Increase your exposure, spread your message, and increase foot traffic to your booth. Mobile banner ads are effective, interactive, and eco-friendly.

Room Drops

Sponsorship Fee: \$1,000

Make the most of this opportunity by sending your item directly to attendees inside their hotel rooms at the host hotel, JW Marriott. You can provide a "goodie" or informational material/take-away to be delivered to the guest room of every meeting attendee. In addition to the sponsorship fee, the hotel charges a per room for delivery. Please plan for approximately 800 attendees.

Tote Bag

Cost of production and distribution*

Design and promote your product/show/service with the tote bag sponsorship! All attendees receive a tote bag at registration and each bag is filled with useful conference information and goodies. *PBS must approve final creative and bag features.

Breaks (4 available)

Cost of F&B

Each 30 minute coffee break is situated in the exhibit area, which is located prominently outside of the General Session ballroom. Enjoy branding and recognition of this event throughout the conference!



Agenda-at-a-Glance	SOLD
Mobile-App-Exclusive	SOLD
Charging-Stations	SOLD!
Room-Keys	SOLD!
Conference-Lanyards	SOLD!

Travel Grant Fund

Sponsorship Fee: \$300

Stations' travel and training budgets are extremely tight and are frequently the first budget items to get cut. To help offset the travel costs for attendees from stations with demonstrated needs, PBS has created a Travel Grant Fund to which you may contribute. PBS will award a very limited number of \$300 travel grants based on the need demonstrated by a station General Manager in a written request for assistance. When contributing to the Travel Grant Fund, we ask that you please designate the discipline you wish to benefit from your gift. Final decision on Travel Grant recipients will be made by PBS; whenever possible, we will match your grant with a station colleague from the discipline you designated.

Exhibitor Opportunities

In an effort to maximize the amount of attendee/exhibitor interaction, the Exhibit Hall will be more prominently featured this year, located in the foyer, in close proximity to Registration and the General Session Ballroom. We've built networking time into the agenda on both May 12 and 13, allowing attendees time to explore the Exhibit area and engage one-on-one with you. Conference attendees will have the opportunity to explore booths and stop by for conversation and product discussions or demos during the two daily 30-minute networking breaks on May 12 and 13. The Exhibit area opens for set-up on Monday, May 11 from 8:00am to 12:00pm. Exhibitors MUST have the installation of their display completed by 12:00pm on Monday, May 11, as Registration is near the Exhibit area and will open shortly after. The Exhibit area dismantle and move out will occur on Wednesday, May 13 from 6:00pm-8:00pm.

Exhibit Space

Floor Plans and Booth space will be available in early March. Booths are \$3,500 each and will be located outside of the General Session entrance.

As an Exhibitor, your registration includes:

- One 8' x 10' exhibit space
- One full conference registration
- Access to all events and sessions
- One booth staff member registration* (does not include access to meals or events)
- 25-word description
- Inclusion on signage outside Exhibit Area

Each booth will consist of the following:

- 8' high back wall
- 7" x 44" one line ID sign
- One 6' x 30" skirted table
- Two (2) Opal side chairs
- One wastebasket

*You are invited to bring an employee to staff your booth so that you can attend conference sessions and make the most of your networking time. Your booth staff registration does not include a badge, session participation, conference materials, or meal events; however, you may upgrade your booth staff to full conference registration for an additional \$375.



EXHIBIT SPACE GUIDELINES

Exhibitor Service Center

The official contractor, Freeman Company, will maintain an Exhibitor Service Center in or near the Exhibit areas. The Exhibitor Service Center will be open and available to answer questions throughout the installation, operation, and dismantling periods. The Service Center will be open during show hours unless otherwise designated.

The Service Order Kit is posted on our website here: <http://www.pbsannualmeeting.org/sponsors-exhibitors/>. The Service Kit contains forms and rates for the various fee-based services offered by Freeman, such as drayage, audio/visual, booth furnishings, labor, electrical, and telephone hookup.

Exhibit Information

Exhibit registration includes a basic drayage fee and labor for basic exhibit space set-up and move-out. Shipping charges are NOT included, and arrangements must be made with Freeman. Exhibits are constructed to be approximately 8' x 10'. Back walls will be limited to 8' in height; side rails must not exceed 36" to prevent obstruction that would interfere with the view of other Exhibits. Maximum height for all Exhibits is 9'. Sufficient light is provided for adequate illumination of the area. To make arrangements for power drops and Internet access, fill in the appropriate forms in the Service Order Kit.

To request Exhibit space, please complete a registration form and email it to Naseem Hussain at nhussain@pbs.org. Once your space is confirmed by PBS, you will receive an Exhibitor Agreement to be completed and signed.



SPONSORSHIP AND EXHIBIT APPLICATION

DEADLINE: FRIDAY, MARCH 20, 2015

This form must be completed in its entirety. Incomplete submissions cannot be assured a reservation. Please contact Naseem Hussain at nhussain@pbs.org or (703) 739-8617 with any questions regarding the completion of this form. Forms received after March 20 will be subject to a \$100 late fee, which should be included with payment.

Contact Name _____
 Title _____
 Company Name _____
 Address _____
 City, State, Zip _____
 Phone _____
 Fax _____
 Email _____

SPONSORSHIP OPPORTUNITIES (subject to availability) – Place an “X to the left of the opportunity you wish to sponsor.

<input type="checkbox"/> Platinum Level Sponsor	\$20,000	<input type="checkbox"/> Breaks (4 available)	Cost of F&B
<input type="checkbox"/> Concurrent Sessions Sponsor	\$10,000	<input type="checkbox"/> Promo Materials in Tote Bags	\$1,250
<input type="checkbox"/> Audio/Visual Sponsor	\$10,000	<input type="checkbox"/> Mobile App Banner Ads (5 avail.)	\$1,000
<input type="checkbox"/> Wi-Fi Sponsor	\$10,000	<input type="checkbox"/> Room Drops*	\$1,000
<input type="checkbox"/> Cyber Center	\$6,500	<input type="checkbox"/> Travel Grant Fund**	\$300
<input type="checkbox"/> Luggage Tags	\$5,000	<input type="checkbox"/> # of Travel Grants	
		Select a discipline for travel grants: <input type="checkbox"/> Development <input type="checkbox"/> Programming <input type="checkbox"/> Communications/Promotions <input type="checkbox"/> Digital <input type="checkbox"/> Education	
<input type="checkbox"/> Tote Bag	Cost of production and distribution		

*Additional information required for Room Drops; please complete section below.



EXHIBIT BOOTH OPPORTUNITIES (subject to availability) – First consideration will be given to companies that had reserved and paid for Exhibit space at last year’s PBS Annual Meeting and Platinum Sponsors. Please be sure to complete additional Exhibit Booth information on the next page.

- Exhibit Booth \$3,500
- Upgrade Booth Staff Registration \$375
- Additional Staff Attending Meeting \$695

SPONSORSHIP AND EXHIBIT TOTAL \$ _____

PBS will make determinations on sponsorships in its sole discretion and will provide confirmations of sponsorship participation following review and acceptance of applications. As noted, additional information must be completed for room drop requests and exhibit booths (see below). Please make checks payable to PBS Annual Meeting or include credit card information below. Purchase orders will not be accepted.

PAYMENT METHOD

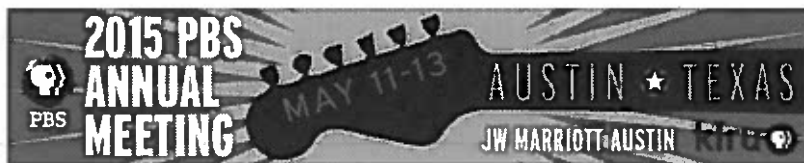
- Check
- Credit Card
- MasterCard
- Visa
- American Express

Credit Card Number: _____

Expiration Date: _____

Signature: _____

SPONSORSHIP AND/OR EXHIBITOR INFORMATION – Please include exactly how you would like your company name to be listed on any and all materials (may include website, signage, mobile app, slides, etc.) and a 25-word description of your product and services for the conference website:



BOOTH REGISTRATIONS

Full registration (one included in booth):

Contact Name _____
 Title _____
 Company _____
 Address _____
 City, State, Zip _____
 Phone _____
 Fax _____
 Email _____

Booth staff registration (select one):

booth only (conference badge not included)
 or upgrade Booth Staff Registration to Full
 Conference for \$375

Contact Name _____
 Title _____
 Phone _____
 Email _____

Additional Staff registration (\$695 registration):

Contact Name _____
 Title _____
 Phone _____
 Email _____

Additional Staff registration (\$695 registration):

Contact Name _____
 Title _____
 Phone _____
 Email _____

ROOM DROP – Complete the following information if you are requesting a room drop (Fee: \$1,000)

In addition to the sponsorship fee, the JW Marriott charges a fee per room for delivery (outlined below) and at least 1 week notification. Please plan for approximately 800 attendees. Further details will be sent to you once your sponsorship application has been received and approved.

3 Days - 1 Week Notification

- \$4 – Personalized/Special Request
- \$2 – Under the door
- \$1 – Outside the Room

Contact Name _____
 Email _____

Description of item to be distributed _____

Date and time the drop is to be made (check one)

- Monday, May 11 evening
- Tuesday, May 12 morning
- Tuesday, May 12 afternoon
- Tuesday, May 12 evening
- Wednesday, May 13 morning
- Wednesday, May 13 afternoon
- Wednesday, May 13 evening

[Skip to Main Navigation](#) | [Skip to Content](#)



CURRENT STUDENTS

PARENTS AND FAMILY

FACULTY AND STAFF

ALUMNI AND FOUNDATION



[Title IX](#)

[About Us](#)

[UCM Home](#) » [Title IX](#)



Title IX

- [Your Title IX Rights](#)
- [What is Sexual Misconduct?](#)
- [Sexual Misconduct Definitions](#)
- [Other Important Definitions](#)
- [Know Your Options](#)
- [What to Expect from UCM](#)
- [Mandatory Reporting Form](#)
- [Title IX FAQs](#)
- [Training Summary](#)

Title IX Sexual Misconduct Prevention Training Summary

The University of Central Missouri is committed to maintaining a safe and productive educational environment in which members of the University community can continue to be confident that concerns will be addressed in a prompt and appropriate manner. As a part of the University's ongoing commitment to awareness, prevention and proper handling of reports of sexual misconduct, all university employees are required to attend a training session that has been scheduled prior to the return of students for the Fall

semester.

The will be a comprehensive training structured around the following topics: what is Title IX and sexual misconduct, legal developments and updates regarding sexual misconduct and college and universities, types of sexual misconduct, the University of Central Missouri's applicable policies and procedures and best practices on avoiding harassment. Specifically, the training will discuss and set forth for attendees the definitions of sexual misconduct and related terms, the scope of Title IX, examples of types of conduct that could constitute sexual misconduct, explanation and consent and the prohibition on retaliation. The training also will include up-to-date discussions of the Clery Act and the Violence Against Women Reauthorization Act of 2013 (VAWA) and relevant definitions and institutional responsibilities under Title IX, VAWA and the Clery Act.

The University of Central Missouri's Title IX policy is a focus of the training. This portion of the training will set forth the responsibilities of the University and members of the University community, including reporting obligations, available resources and the contact information for the University's Title IX Coordinator. The University's policy and procedures for handling reports of sexual misconduct will also be discussed, including the investigation process, the rights of the accuser and accused, the intersection of pending criminal investigations and University investigations, appeal rights and possible sanctions and remedial action. Training times have been identified for faculty, staff and student staff based on the following schedule:

Date:	Time:	Audience:	Location:	Max #
July 29	8:45-10:15 a.m.	Student Experience & Engagement (SEE)	Union 273B	150
	10:30-12:00 p.m.	Student Experience & Engagement (SEE)	Union 273B	150
Aug 3	9-10:30 am	Coaches and Athletic Staff	Union 237B	150
	1-2:30 pm	Public Safety & Local Law Enforcement	Union 237B	150
Aug 12	9-10:30 am	Staff (<i>Finance & Administration, Facilities, Information Services, Other Areas</i>)	Highlander	442
	11-12:30 pm	Current and New Graduate Assistants	Highlander	442
	1-3:00 pm.	Student Staff & S.E.E. Graduate Assistants (<i>Housing, Union, Childcare, THRIVE, Colleges, ARCs, Tutors</i>)	Highlander	442
Aug 13	*1:00-2:30 pm	College of Education <i>*Occuring off campus</i>	Kauffman Fnd	121
	1-2:30 pm	Staff (<i>Enr. Mgmt, President's Office, Univ. Adv., Provost Office, Grad School, Library, Honors College, International</i>)	Office in KC Highlander	442
	5-6:30 p.m.	Staff (<i>Evening and overnight shifts, others who have not yet attended training</i>)	Highlander	442
Aug 14	10-11:15 am	College of Health Science & Technology	Nahm Auditorium	200
	11-12:15 am	Harmon College of Business & Professional Studies	Union 237	270
	1-2:15 pm.	College of Arts, Humanities & Social Sciences	A&B	250
			Wood 100	

Individuals who are not able to attend their designated training session should make arrangements to attend one of the alternate training times.



P.O. Box 800,
Warrensburg, MO 64093

877-729-8266
Campus Operator:
660-543-4111

General Info:
admit@ucmo.edu

Page last modified:
11/20/2014

UCM RESOURCES

- Accessibility Notice
- Consumer Information
- DMCA
- Nondiscrimination / Equal Opportunity Statement
- Title IX / Sexual Harassment and Violence Support
- Tobacco Free Campus

STUDENT RESOURCES

- Catalogs
- Dining
- Enrollment Timeline
- Housing
- Student Financial Services

POPULAR LINKS

- Campus Ma
- Directory
- Employment
- Learning to Degree
- Majors
- Student Employment
- Tech Support

UCM is smoke and tobacco free. Thank you for your cooperation.

Digital Millennium Copyright Act Nondiscrimination/Equal Opportur

•••• color of LEARNING SERIES

With the 'Color of' Learning Series,

Informed Workplace takes Ntrinx to the application level by answering the question "So now what?" Now that I know who I am and why I behave the way I do—and who you are and why you behave the way you do—how do I communicate more effectively, work better together, avoid conflict with you?

Using Ntrinx Color Profiles, these courses explore concepts around the best way to lead, coach, and engage using Color. You'll even learn how to prevent harassment and bullying in your work environment.

Browse this catalog to see the sessions currently available in the 'Color of' learning series. You can choose one or a combination of sessions, or work with our consultant to design a curriculum of sessions that meet your business priorities and align with your organization's needs.



Session 1: Orientation to Ntrinx

This session will give members of leadership an understanding of Ntrinx and vision for how it applies to their business. We demonstrate how Ntrinx is used as a foundation for HR development and how it fits in the culture of the company. Participants will have a clear understanding of what Ntrinx is, how it is deployed, and its impact on the business.

- The Ntrinx Assessment: what the colors mean
- Understanding how values drive behavior
- A culture based on respect
- How temperament theory applies to HR development
- 'Color of' training series – an overview

Session 2: Intro to Ntrinx

This session will teach participants about the fundamentals of temperament theory and how it applies to their every-day life at work, at home, and in their social relationships. Participants will identify their own core values and the intrinsic values of others.

- What is temperament theory?
- What are your colors and what do they mean?
- Temperament and behavior
- The colors of your culture at work

Session 3: Leadership

This workshop is intended to orient managers and supervisors to the fundamental concepts of leadership. It introduces the participant to the broad range of skills required of a strong leader and provides valuable insight into situations that will demand those skills.

Foundation

- Manger or Leader?
- Traits of effective leaders
- Transactional vs. Transformational
- Leadership styles
- Leadership roles

By the Colors

- Their values
 - How they lead
 - Things to watch out for
-

Session 4: HR Law for Managers

We have many employment laws that govern employer – employee relationships and they change frequently. Unaware of the laws, managers and supervisors can unwittingly impact productivity and even expose themselves and the company to expensive legal action. This workshop explains the relevant laws in lay terms and provides clear instruction on how managers and supervisors should address situations covered by the laws.

The Laws

- USERRA
- FLSA
- FMLA
- OSHA
- IRCA
- Title VII
- ADA
- ADEA
- PDA
- GINA

By the Colors

- When interviewing
 - When documenting
-

Session 5: Anti-harassment

Illegal harassment comes in many forms. When it occurs, it has an adverse effect on productivity, morale and wellness. This workshop describes the various forms of harassment and discrimination based on age, sex, gender, race, religion, etc., and explains the legal requirements in lay terms. We also explain how temperament plays a role in workplace bullying and illegal harassment, an aspect that's not very well understood.

Foundation

- Recognizing harassment
- Is it illegal?
- How to respond
- Dealing with offenders

By the Colors

- When is it harassment?
 - Handling complaints
-

Session 6: Conflict and Stress

Conflict produces stress and stress leads to conflict. This workshop explains the causes of conflict and instructs on how to deal with it on an individual basis based on the temperament of the people involved.

Foundation

- What conflict is
- Effect/impact
- Where it occurs
- Sources of conflict

By the Colors

- Conflict and stress
 - How people react
 - Avoiding conflict
 - Resolving conflict
-

Session 7: Engagement/Motivation

Truly engaged employees are self-motivated to perform, but they are a minority. This workshop describes the difference in behavior between engaged and disengaged employees. But knowing that is only the first step. Participants in this workshop will apply their knowledge of temperament (Ntrinsx) to learn what motivates people and establish a work environment that engages them in the company's mission.

Foundation

- What is engagement
- What is motivation
- Drivers
- Behaviors

By the Colors

- Relating to their values
 - Understanding their behavior
 - How to engage them
-

Session 8: Communication

There are many ways that we communicate. Some are inappropriate, or worse, destructive. On the other hand, effective communication techniques foster trust, improve productivity and increase engagement. This workshop will expose the typical barriers to communication, describe how people communicate differently based on their color, and explain how to improve all forms of communication in the workplace.

Foundation

- Why we communicate
- Forms of communication
- Building trust
- Communication barriers
- Generations

By the Colors

- How we communicate
- How to communicate with them
- When under stress

Session 9: Effective Presentations

This is so important, yet most people in business are very bad at it. Why is it important? Because businesses thrive on ideas and information, and there is precious little time to communicate those ideas, resulting in missed opportunities and wasted time. This workshop uncovers the common mistakes explains how to make presentations that have real impact.

Foundation

- What makes an effective presenter?
- General guidelines
- Preparation & logistics
- Construct & style
- When presenting

By the Colors

- Knowing your audience
 - Appealing to them
 - Responding to questions
 - Handling disruptions
-

Session 10: Change

Change is inevitable and constant. Some people seem to handle it well, even thrive on it, while others struggle with it. This workshop will show how people deal with change based on their temperament and describe ways to manage change while avoiding conflict and stress.

Foundation

- Reasons for change
- Implementing change
- Communicating progress
- When you need to change course

By the Colors

- How people deal with change
 - When they resist change
 - Ideal role in accomplishing
-

Session 11: Time/Priority Management

Why is it that some people seem to be naturally organized while others seem so chaotic? The answer stems from individual temperament. Some of us are intrinsically motivated to be organized. Some of us prefer flexibility, spontaneity. Although we can't change everybody's intrinsic value system, this workshop will describe what we can do to help people stay on track and perform against important job requirements.

Foundation

- Why is it important?
- Time robbers
- Techniques
- Tools

By the Colors

- How people place value on their time
 - How people disrupt others
 - Keeping them on track
-

Session 12: Teams & Teambuilding

Effective teams accomplish their mission efficiently by leveraging the individual strengths of team members. This workshop will show how teams are built by considering the temperament of each team member during its formation. Participants will see how, during execution, task leadership considers the intrinsic values and core strengths available within the team.

Foundation

- What is a team?
- Why does it exist?
- How to manage the team
- When it is no longer needed

By the Colors

- Leadership
- Roles
- Staying on target
- Handling disruption

Session 13: Performance, Feedback and Discipline

Performance management is a principal function of every manager or supervisor. Yet, it is notoriously neglected and poorly executed by most. Performance management doesn't have to be so stressful. This workshop will show how to provide essential feedback, coaching and discipline in a way that respects the intrinsic values of both the manager/supervisor as well as the recipient.

Foundation

- Performance Reviews
- Feedback
- Discipline
- Documentation

By the Colors

- Listening
- Feedback
- Inspiration

Schedule your first session or ask for a consultation today.

Contact:
sales@informedworkplace.com

What color are you?

See how an appreciation for your intrinsic values and the values of those you care about can help you improve performance and work-life balance.

go to www.ntrinsx.com to learn more



PMDMC at a glance

Thursday, July 9: Breakfast Meetings and Keynote Address, see p. 14; Leadership Luncheon, see p. 24; Evening Meetings and Events, see p. 33

KEY:	Membership		Corporate Support	Philanthropy	Marketing	Monetizing Digital		Round Tables	Sponsor Showcase
Session I 10:00 – 11:15 (75 min)	1. Challenge, Opportunity, Ideas! <i>Paltadian</i> See p. 15	2. Elevating Your E-Appeals <i>Executive</i> See p. 16	3. Category Spotlight I: Performing Arts <i>Hampton</i> See p. 16	4. The Real Costs of Impact <i>Ambassador</i> See p. 18	5. The Power of Focus <i>Congressional ASB</i> See p. 17	6. Digital Engagement Council: NPR Onu <i>Diplomat</i> See p. 17	7. Navigating the Personal Data Frontier <i>Executive</i> See p. 19	8. Multiple Topics <i>Empire</i> See p. 19	9. CARs: Boost Donations w/ Digital Marketing <i>Calvert</i> See p. 19
Session II 11:30 – 12:30 (60 min)	10. Clarifying the Sustainer Message for TV <i>Paltadian</i> See p. 20	11. Keeping Up with Radio Sustainers <i>Executive</i> See p. 20	12. Category Spotlight II: Assisted Living <i>Hampton</i> See p. 21	13. Meeting Donor Needs with Life Income Gifts <i>Ambassador</i> See p. 21	14. Audience Intelligence: Bridging Platform Gaps <i>Congressional ASB</i> See p. 21	15. Digital Revenue Foundations for Success <i>Diplomat</i> See p. 22	16. Putting Data to Work: Station Case Studies I <i>Executive</i> See p. 22	17. Multiple Topics <i>Empire</i> See p. 23	18. Able: I Heard a New CRM Story! <i>Calvert</i> See p. 23
Session III 2:30 – 3:45 (75 min)	19. Crowdfunding: Building Best Practice <i>Paltadian</i> See p. 24	20. Back to the Mission: PTV Core Fundraising <i>Executive</i> See p. 25	21. Mastering Digital Sales I: Understanding Value <i>Hampton</i> See p. 25	22. Life After a Capital Campaign <i>Ambassador</i> See p. 25	23. Connecting with Latino Audiences <i>Congressional ASB</i> See p. 25	24. The Big Business of Podcasting <i>Diplomat</i> See p. 26	25. Inbound Marketing: Connecting the Dots <i>Executive</i> See p. 27	26. Multiple Topics <i>Empire</i> See p. 27	27. NPR: Email Strategies – New Approaches <i>Calvert</i> See p. 27
Session IV 4:30 – 5:45 (75 min)	28. Recalibrating Radio Drives I: Here & Now <i>Paltadian</i> See p. 28	29. Selling PBS KIDS <i>Executive</i> See p. 29	30. Mastering Digital Sales II: Competition <i>Hampton</i> See p. 29	31. Planned Giving Success from Nonprofits <i>Ambassador</i> See p. 29	32. Connecting with Younger Audiences <i>Congressional ASB</i> See p. 30	33. PTV Digital Marketing & Fundraising Metrics <i>Diplomat</i> See p. 30	34. Engineering the Donation Experience <i>Executive</i> See p. 30	35. Multiple Topics <i>Empire</i> See p. 31	36. TV Spot Strategy Across the Year <i>Calvert</i> See p. 31

Friday, July 10: Breakfast Meetings and Keynote Address, see p. 36; Leadership Luncheon, see p. 49; Evening Meetings and Events, see p. 57

KEY:	Membership		Corporate Support	Philanthropy	Marketing	Monetizing Digital		Round Tables	Sponsor Showcase
Session V 9:45 – 11:00 (75 min)	37. A Holistic Approach to Retention <i>Hampton</i> See p. 41	38. The Impact of Storytelling <i>Calvert</i> See p. 41	39. Great Ideas from Mid-Market Radio Stations <i>Paltadian</i> See p. 42	40. Straight Talk from Donors <i>Executive</i> See p. 42	41. Exploring the Classical Brand <i>Ambassador</i> See p. 43	42. Is PubMedia for Sale? JW and Values <i>Diplomat</i> See p. 43	43. Nonprofit Showcase: Social Fundraising Pipeline <i>Congressional ASB</i> See p. 43	44. Multiple Topics <i>Empire</i> See p. 44	45. PBS Brand: Hidden Insights 2014/2015 <i>Calvert</i> See p. 45
Session VI 11:30 – 12:30 (60 min)	46. State of the System in Member Retention <i>Hampton</i> See p. 45	47. Telling the PBS Sponsorship Story <i>Diplomat</i> See p. 45	48. Negotiating Copy for Radio Underwriters <i>Paltadian</i> See p. 45	49. The Donor Cultivation Cycle <i>Executive</i> See p. 46	50. Where Brand, Marketing, and Fundraising Meet <i>Ambassador</i> See p. 46	51. Making It Mobile: Fundraising and Responsive Design <i>Calvert</i> See p. 47	52. Loyalty, Revenue, and User Journeys <i>Congressional ASB</i> See p. 47	53. Multiple Topics <i>Empire</i> See p. 48	54. CR: Use Incentives to Attract Funding <i>Executive</i> See p. 49
Session VII 2:15 – 3:30 (75 min)	55. Retention: Building Stability <i>Hampton</i> See p. 50	56. Election Year Fundraising Ramp-Up <i>Calvert</i> See p. 50	57. Agency Perspectives <i>Paltadian</i> See p. 50	58. Big Ideas Attract Big Gifts <i>Executive</i> See p. 51	59. Making the National Brand Work for You: NPR <i>Ambassador</i> See p. 51	60. MYOD Progress and Updates <i>Diplomat</i> See p. 51	61. Creating a Maintainable Social Media Strategy <i>Congressional ASB</i> See p. 52	62. Multiple Topics <i>Empire</i> See p. 52	63. Member Benefits: Social Fundraising for Sustainability <i>Executive</i> See p. 53
Session VIII 4:15 – 5:30 (75 min)	64. Retention: Turning Your Program Around <i>Hampton</i> See p. 53	65. Becoming an Effective Underwriting Manager <i>Diplomat</i> See p. 53	66. Leveraging Assets for PBS Support <i>Paltadian</i> See p. 54	67. It's Okay to Gush: Passion Influences Giving <i>Executive</i> See p. 54	68. Seizing the Moment <i>Ambassador</i> See p. 54	69. Hybrid Marketing Management <i>Calvert</i> See p. 55	70. The Art and Science of Social Media: 20 Tips <i>Congressional ASB</i> See p. 55	71. Multiple Topics <i>Empire</i> See p. 57	72. COP: Collaboratives Driving NET Revenue <i>Executive</i> See p. 57

Saturday, July 11: Leadership Breakfast and Address, p. 59; SuperSessions, see p. 60

KEY:	Membership	Corporate Support	Philanthropy		Marketing		Monetizing Digital		Round Tables
Session IX 10:00 – 11:15 (75 min)	73. Recalibrating Radio Drives II: Looking Forward <i>Diplomat</i> See p. 61	74. Event Sponsorship I: Opportunity <i>Paltadian</i> See p. 62	75. PBS Planned Giving Capacity Building <i>Executive</i> See p. 62	76. Getting on the Same Page <i>Calvert</i> See p. 63	77. Engaging Veterans to Meet Community Needs <i>Executive</i> See p. 63	78. Audience Insight: PTV Contributions <i>Ambassador</i> See p. 63	79. Building the Marketing Tech Function <i>Congressional ASB</i> See p. 64	80. New Voices, Great Ideas, Eight Minutes! <i>Hampton</i> See p. 64	81. Multiple Topics <i>Empire</i> See p. 64
Session X 11:30 – 12:45 (75 min)	82. The Media Public: Expanding Membership <i>Diplomat</i> See p. 65	83. Event Sponsorship II: Going to Market <i>Paltadian</i> See p. 65	84. Growing Pains: Building a Major Gifts Staff <i>Executive</i> See p. 66	85. Out of the Station, Into the Streets <i>Calvert</i> See p. 66	86. PBS Fundraising Update and Pipeline <i>Hampton</i> See p. 66	87. Donorlist: Besides, Zoning In <i>Ambassador</i> See p. 67	88. Open Discussion: Agile for Development <i>Congressional ASB</i> See p. 67	89. Making the Membership Case for Music <i>Empire</i> See p. 67	
1:00pm – 2:00pm	Closing Reception, see p. 67								



Agenda
PTPA Fall Meeting October 19-20, 2015
Astor Crowne Plaza, New Orleans

Monday, October 19th

- 5:00 p.m. - Registration sponsored By Acorn Media Astor Foyer
6:30 p.m. Stop by the registration table for details on *Partners*, plus updates on the *Miss Fisher* series, *Brokenwood Mysteries* and our new anthology drama/mystery series!
- 5:00 p.m. Cocktail Hour sponsored by WNET/HIT Entertainment Astor
Gallery
Kick off the Fall PTPA meeting by joining us for a cocktail to celebrate the launch of the all-new *Bob the Builder* and a new season of *Thomas & Friends*.
- 6:30 p.m. PTPA Jerry Trainor Mentor Award Reception and Dinner sponsored by WETA August Restaurant
Guided walk to the restaurant begins at 6:15 p.m.
Join WETA and Florentine Films for a special evening of dinner and drinks at AUGUST Restaurant to toast the upcoming special, *Jackie Robinson*. Cocktails begin at 6:30 pm and dinner will be served at 7 pm. There is a special giveaway you won't want to miss!

Tuesday, October 20th

- 7:45 a.m. Breakfast sponsored by *This Old House* Astor Ballroom III
III
This Old House is America's first and most trusted home improvement show. Our experts Norm, Tom, Richard, Roger and host Kevin give you the tools you need to protect and preserve your greatest investment – your home.
- 9:05 a.m. Giveaway sponsored LaConrik Communications Astor Ballroom I & II
A give-a-way basket with cool thank you items for one lucky programmer from Laura Cosacchi of LaConrik Communications. Laura has worked in Public Television since 1987. LaConrik Communications has been bringing attention to great programs since 1998. Its goal is to be a helpful resource to programmers.
- 9:10 a.m. Open and Welcome from Justin Harvey, President Astor Ballroom I & II
- 9:15 a.m. Session I: Hoppe in the House *****CLOSED TO PRESS***** Astor Ballroom I & II
It was London calling last year, but now PBS Program Chief Beth Hoppe joins us for a quick state of the state, a pipeline peek or two, and mostly to answer our questions on everything from the HBO/Sesame marriage to a homeland for the Indies, to life in the post-Downton apocalypse.
Moderator Jim Wiener
Speaker Beth Hoppe
- 10:10 a.m. Session II: Technology & V6 Astor Ballroom I & II
In the beginning there was quad tape, landlines and delay centers and it was good. This begat C band satellite service in the late '70's where the 24 hour clock miraculously evolved into the 30 hour clock. Thus the evolution continued, Quad videotape begat 1" and C band satellite service begat KU band. As we evolved 1" videotape begat BETA and others. 4x3 SD begat the evolutionary miracle 16x9 HD. And now the next evolution is upon us, "V6". Learn about this new evolutionary "miracle" from Thomas Crowe, Vice President, Interconnection & Distribution Technology.



Agenda
PTPA Fall Meeting October 19-20, 2015
Astor Crowne Plaza, New Orleans

Moderator Ron Santora
Speaker Thomas Crowe, VP Interconnection & Distribution Technology

- 11:10 a.m. **Morning Break with WNET and *Cyberchase*** **Astor Gallery**
Cyberchase's 10th season celebrating math, health and the environment launches November 9th.
New adventurous episodes, educational tools, promotion and an exciting station grant opportunity to be announced! Take a break with this Emmy Award-winning children's series.
- 11:30 a.m. **Austin Film Festival "*On Story*"** **Astor Ballroom I & II**
On Story gives viewers an unmatched look at the creative process of today's top films and favorite television shows. Each episode goes behind the scenes, for stories *behind* the stories.
- 11:35 a.m. **Session III: Learning & Serving the Underserved** **Astor Ballroom I & II**
Hear the latest news from the CPB funded study, Know & Grow. TRAC will talk about the programming lessons that they have uncovered using Nielsen's respondent-level software, NLTV. They will also present PTV's success stories among underserved audiences - stories that support the case for PTV's relevance.
Speakers David LeRoy, Judith LeRoy and Craig Reed from TRAC Media
- 12:20 p.m. **Lunch sponsored by PBS's *Mercy Street*** **Astor Ballroom III**
Based on true stories, MERCY STREET takes viewers beyond the battlefield and into the lives of Americans on the Civil War home front as they face the unprecedented challenges of one of the most turbulent times in our nation's history.

The series follows a diverse and colorful cast of characters - doctors, nurses, contraband laborers and Southern loyalists - and brings to life the chaotic world of Union-occupied Alexandria, Virginia, and the Mansion House Hospital in the early years of the Civil War.

Executive Producer Lisa Wolfinger joins PBS Programming Chief Beth Hoppe to give you the behind the scenes story of the development and production of this new Civil War era drama that debuts in January 2016. Join them for a Southern-style lunch and a large dose of hospitality.
- 1:50 p.m. **Giveaway - *Bob the Builder* sponsored by WNET/HIT Entertainment** **Astor Ballroom I & II**
The all-new *Bob the Builder* has an all-new costume character and one lucky station will win a free costume rental with a value of over \$4000!
- 1:55 p.m. **Session IV: 3:14 What is it Worth?** **Astor Ballroom I & II**
In today's fast paced world, it is increasingly difficult to keep our viewers engaged during our pledge breaks. How much time should be dedicated to underwriting vs. promotion vs. membership vs. institutional messaging? Who should own the local break inventory at a station? What are some other effective on-air elements to use to allow your station's messaging to stand out? This innovative session is an opportunity to hear how your colleagues are getting creative using tools and techniques that help with promo building, strategic interstitial break placement and other unique tactics.
Moderator Debbie Brennan
Speakers Kristen Hurley, Senior Director of Operations, WGBH
Kent Steele, Executive Director of Broadcasting, WNET



Agenda
PTPA Fall Meeting October 19-20, 2015
Astor Crowne Plaza, New Orleans



Agenda
PTPA Fall Meeting October 19-20, 2015
Astor Crowne Plaza, New Orleans

- 2:40 p.m. **Session V: Think Like A Viewer** **Astor Ballroom I & II**
At the PTPA meeting in Austin, Judith LeRoy presented a very short session devoted to viewers' perspectives on media. "Think Like a Viewer" was well received, but participants said the topic needed more time. Here it is again, complete with program clips, non-brain straining research and time for audience participation. The mind of the viewer is a deep dark abyss...come plumb the depths with us.
Moderator Kristen Kuebler
Speaker Judith LeRoy, TRAC Media
- 3:20 p.m. **Afternoon Break sponsored by WGBH and Lidia Bastianich Christmas Special** **Astor Gallery**
For *Lidia Bastianich*, there is no place like home at Christmas. In this hour-long special, Lidia celebrates her Italian holiday traditions along with those of her six celebrity guests. Set against the backdrop of a deliciously diverse dinner, the film tells the personal stories of each individual's journey to and within the U.S.
- 3:40 p.m. **Giveaway sponsored by Mineral Explorers Season Two** **Astor Ballroom I & II**
Mineral Explorers is excited to give away the ultimate bling! From their Season Two shoot in Peru, the producers have brought back gorgeous pyrite samples to be won by three lucky programmers.
- 3:45 p.m. **Session VI: Sustaining Momentum - PBS KIDS Fall/Winter Scheduling** **Astor Ballroom I & II**
New Series Launch and Content Development *****CLOSED TO PRESS*****
Lesli Rotenberg, Linda Simensky and Keith Kennebeck of PBS KIDS Programming will walk you through the Fall/Winter schedule changes, go over the new series launch strategy and provide an update on the KIDS content development pipeline. In this session, Lesli, Linda and Keith will explain the approaches on how we can collectively sustain the strong momentum we've built over the last season and position our two new series, NATURE CAT and READY JET GO! for success, while providing a strong foundation for our core continuing series. Additionally, Linda will provide an update on potential new series that are currently in development.
Moderator Justin Harvey
Panelists Lesli Rotenberg, GM Children's Media,
Linda Simensky, VP Children's Programming
Keith Kennebeck, Director Children's Programming
- 4:35 p.m. **PTPA Business and Open Mic** **Astor Ballroom I & II**
- 5:00 p.m. **Bonfire Break sponsored by TRAC Media** **Astor Gallery**
TRAC is here for programmers, but did you know we can support your pledge and underwriting colleagues as well? Take a quick look at what we have to offer, and then raise a glass to another successful PTPA meeting with TRAC!
- 5:30 p.m. **Meeting Adjourns. Thank you for another excellent meeting and please complete your evaluations.**

See you in Chicago!
Sunday, May 15, 2016 – Dinner
Monday, May 16, 2016 – PTPA Annual Meeting

FACULTY, STAFF & ADMIN TOOLKIT

"When [students] finally make it onto campus, only to be assaulted, that's not just a nightmare for them and their families. It's not just an affront to everything they've worked so hard to achieve. It is an affront to our basic humanity. It insults our most basic values as individuals, and families, and as a nation.... This is on all of us, every one of us, to fight campus sexual assault."

- President Barack Obama

REACTIVE

- Know your campus and local service providers and refer!
- Trust your gut: If your gut is telling you something is not right with a student or a colleague:
 - ▶ Take the time to inquire and express your concern.
 - ▶ If you are uncomfortable doing so, delegate to a trusted colleague or friend of the student.
- Talking points for intervening with a student who is a victim:
 - ▶ It's not your fault.
 - ▶ You're not alone.
 - ▶ Here is someone you can call and talk to (refer student to advocacy services on campus).
 - ▶ Do you feel safe?
 - ▶ What do you need?
- Talking points for intervening with a student who is showing aggressive or high risk behaviors. (Know your campus policies regarding violence and follow the reporting procedures when necessary.)
 - ▶ Aggression and violent behaviors are not okay and will not be tolerated here.
 - ▶ Everyone deserves to be treated with respect.
 - ▶ I care about what is going on with you and am concerned about your choices.
 - ▶ If there is something going on that is bothering you, you can talk to me or a resource on campus.

PROACTIVE

Consider things you can do within your formal role as a faculty or staff member:

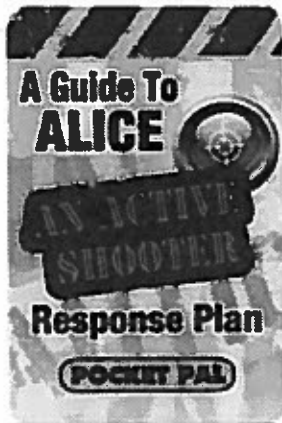
- Powerpoints with tips
- Assignments
- Statements on your printed or electronic materials

- Integrate prevention themes or green dot themes into your subject matter as appropriate
- Wear a green dot pin or a pin from a local/or campus-based agency and telling colleagues and students what it means.
- Post a link on social media/faculty webpage to a bystander story or video you found on YouTube.
- Ask your chair or supervisor, administrator, advisor or boss to bring a bystander training to your whole department.
- Have a conversation with your colleagues and students about what they can be doing to spread green dots.
- Have a poster, brochure or flier about resources or prevention tips in your place of work or office.
- Have a statement of commitment on your signature line.
- Start meetings or classes by asking colleagues or students what green dots they did that week.
- Insert a related statement on your syllabus.

SUPPORT STUDENTS DOING GREEN DOTS

Often as faculty, staff or administrators – we have as much (or more) influence in our more informal roles with students – as mentors, advisors and trusted adults.

- Consider conversation starters, questions and topics you can integrate into more informal interactions with students.
 - ▶ Tell me what you think of green dot?
 - ▶ I heard you recently went through a GD training? Tell me about it.
 - ▶ Tell me about the barriers you face when you think about getting involved. (Consider sharing some of yours).
 - ▶ You're not a bad person because you don't always get involved.
 - ▶ Which of the 3 D's resonate most with you?
 - ▶ What do you think faculty and staff could do better to support prevention efforts?
 - ▶ What kind of proactive stuff are you thinking about
- Recognize students you see or hear about doing a green dot. Could be verbal acknowledgment or a more formal recognition through an award or recognition in school paper or meeting with college president.



KNOW WHAT TO DO DURING A SHOOTER ATTACK

Incidents involving violent, well-armed intruders in public buildings and businesses are on the rise in the United States. Law enforcement agencies across the country are now teaching the concepts of ALICE, an active shooter response plan. It provides actions people can take to guard against and escape a gun-wielding assailant. These actions can increase your chances for survival and help you get out of a situation safely.

Use this pocket pal to learn and summarize what to do if an active shooter enters or approaches your school, office, or some other building you are in.

© Pearson Education, Inc.

101-000

REMEMBER

ALICE is an acronym that can help you remember effective ways to counter a threat from an armed intruder. Each letter in ALICE represents an action to take. You may use only two or three depending on the situation. The actions do not need to be followed in order.

Alert
Lockdown
Inform
Counter
Evacuate

To better prepare yourself in case of an active shooter, be familiar with exit routes from rooms and buildings where you regularly spend time.

ALERT

- Tell others immediately if you see suspicious behavior or hear gunfire.
- Call 9-1-1 to report what's happening.

LOCKDOWN

If you decide not to evacuate:

- Get inside a room, lock the door, and cover the door windows.
- Barricade the door with chairs, tables, desks, etc.
- Keep clear of the doorway in case gunfire comes through.
- Look for alternate escape routes (windows, doors).
- Prepare to defend yourself if the shooter enters the room. Gather objects that can be used as weapons (books, pens, chairs, etc.).
- Turn off lights and put cell phones in silent mode to avoid attracting attention.



INFORM

- Stay connected to the outside so you can inform others as well as remain updated about the situation.
- Call 9-1-1 and report where you are, the location of the shooter, and any other information that can help police save lives.
- Use a text messaging or other announcement system to stay informed, if they are available. Utilize what you learn to make the best decisions about how to survive, whether that means choosing an evacuation route or staying in the room.
- Pass on more information any way you can.



COUNTER

To ease the shooter's constraints:

- DO NOT hide under tables or in the corner — it makes you an easy target!
- Throw items at the shooter's head to disrupt his or her aim, create loud noise, and confuse the shooter.
- Grab the shooter's limbs and head, and pull to the ground.
- Fight back if necessary (kick, hit, scratch, etc.) to subdue the shooter.
- Hold the shooter on the ground until help arrives.
- Inhibit police from the intruder's down.
- Move guns and other weapons away from the shooter, but do not handle them.

© Pearson Education, Inc.

101-000

EVACUATE

- Remove yourself from the situation as quickly as possible if you're able to do so safely.
- Choose the best route for evacuation based on information you've gathered.
- Use balls and clothing as ropes if you're escaping from a second story or higher window.
- Hang by your hands from a window ledge to shorten your drop.
- Drop to shrubs or bushes if possible to lessen your chance of injury.
- Once outside, run fast in a zigzag pattern until far from the area.
- If you encounter police, follow their instructions.





TechCon 2016 Schedule as of 4/4/16

Schedule is subject to change. Latest version always posted at <http://www.pbstechconference.org/agenda/>.

Please send updates or corrections to [Kevin Ruppenthal](mailto:Kevin.Ruppenthal@pbs.org).

Wednesday's program has the overall theme of **Making Sense of the Modern Media Maelstrom**, and will be a concerted effort to take a broader look at the media landscape, how public media is faring, and encourage brainstorming and collaboration across the different disciplines attending TechCon.

4/13/2016, 1:00 PM *Track: General Session*

Making Sense of the Modern Media Maelstrom: Beyond Disruption

The commercial television industry is overdue for disruption, and PBS is likely to be transformed, too. Never fear! TV is not dying, despite the sensational headlines: it is in the process of reinvention. This keynote speech will take us behind the breathless headlines and newsfeed clutter to provide a deeper understanding of the dynamics of digital transformation, as well as some strategies for navigating beyond disruption to a radically new TV business. Mr Tercek will share examples of four different vectors of digital change, showing how in combination they will rewrite the rules of TV and many other industries. This session also includes an interactive participatory discussion with the audience about how PBS stations can anticipate and contend with the looming changes by addressing four key questions.

Presenting:

Robert Tercek, author of *Vaporized: Solid Strategies for Success in a Dematerialized World*

4/13/2016, 3:00 PM *Track: Networking Break*

Beverage Break

Join us for beverages in the hallway, courtesy of our Gold Sponsors: Bitcentral and SES.

4/13/2016, 3:30 PM *Track: General Session*

We Tried It and You Can Too! How PBS NewsHour Innovates on Digital Platforms

PBS NewsHour had record digital growth in 2015. We'll share our insights from a year of experimentation. Topics will include what has worked for social video, why we take headlines so seriously, the innovative process behind our digital products and how our new notification strategy surprised everyone.

Presenting:

Vanessa Dennis, Director, Digital Design and Development, PBS NewsHour

Nick Massella, Director of Audience Engagement and Communications, PBS NewsHour



4/13/2016, 4:30 PM *Track: General Session*

EXERCISE General Session

further details to come

4/13/2016, 5:30 PM *Track: General Session*

PBS Leadership General Session

Opening day winds up with our CEO and President, Paula Kerger, joining us for remarks and insight about the state of public media.

Presenting:

Paula Kerger, President and CEO, PBS

THURSDAY, APRIL 14

4/14/2016, 7:00 AM *Track: Networking Break*

Continental Breakfast in the Exhibit Hall

Continental breakfast in the Exhibit Hall, courtesy of our Gold Sponsors: Bitcentral and SES.

4/14/2016, 8:30 AM *Track: General Session*

PBS Technology Update

Day two kicks off with Chief Technology Officer Mario Vecchi hosting a session that looks across the technology landscape, including priority PBS Technology & Operations projects like Interconnection, ATSC 3.0 and the Auction Repack.

Ira Rubenstein, Senior Vice President and General Manager, Marketing & Digital, will share key trends from the Consumer Electronics Show, the Code/Media conference and the overall digital landscape. He'll also provide updates on the introduction of the new PBS.org site and the station roll-out of Passport.

Presenting:

Mario Vecchi, Chief Technology Officer, PBS

Ira Rubenstein, Sr. Vice President and General Manager, Digital, PBS

Tom Crowe, Vice President, Interconnecton & Distribution Technology, PBS

4/14/2016, 10:30 AM *Track: Networking Break*

Morning Networking Break

Join your colleagues and visit with the vendors in the Exhibit Hall! Courtesy of our Gold Sponsors: Bitcentral and SES.

4/14/2016, 11:00 AM *Track: Encoding & Files / File-Based Workflow*

The Interoperable Master Format: A Practical Primer

IMF was created as bridge between studios and other distribution outlets and is being widely used on a daily



basis. There is clearly demand for premium content and it is time to ask the experts on their thoughts on moving the industry away from less interoperable formats, to a standard which be used in production to create a single source defacto master that can be used to create every deliverable. Combined with the need to incorporate REC2020 color originated and finished material implies that it could be time to move IMF deeper into the moving picture ecosystem as the true master file. The Panel will provide discussion and clarity of how IMF can work in the entire ecosystem and ease the technical burdens associated with production, delivery and archive.

Presenting:

Martin Holmes, North America Senior Business Development Manager, Rohde & Schwarz

Dominic Jackson, Product Manager, Telestream

Renard Jenkins, Sr. Director, Operations, PBS

4/14/2016, 11:00 AM *Track:* Trends & Future Technology / Standards

Beyond Legacy Environments - The Future of Digital Media Operations

Legacy models for broadcast institutions are lacking. PBS affiliates, particularly smaller outfits, need to restructure and think differently in their approach to media production and delivery across all platforms.

WQLN Public Media, and by extension WLVT PBS39, has developed a management process that enables its operation to produce marketing deliverables upwards of 6 months in advance, break down silos within the operation and effectively move the needle culturally.

This model has been discussed at PBS Detroit, PMDMC and is scheduled for Greater Public and NETA 2016.

Presenting:

DaWayne Cleckley, Director of Strategic Business Initiatives / Marketing and Multimedia Manager, WQLN Public Media / WLVT PBS39

4/14/2016, 11:00 AM *Track:* Digital / Interactive / Online

PBS Digital Products Part 1: The PBS.org Redesign Aftermath & PBS Video App Demo

During this session we will talk about the mobile, desktop and over-the-top PBS user-facing properties. What has been the impact and response from the PBS.org redesign in Dec 2015? How are some of those station integration improvements being carried through to the apps? How will PBS take advantage of the new Apple TV platform? Come join us to discuss the upcoming roadmaps for these products and talk through how you can program the important parts of each product for your station!

Presenting:

Lars Klores, Director of Audience Products, PBS Digital

Jennifer Carter Hinders, Product Manager, PBS Digital

4/14/2016, 11:00 AM *Track:* Digital / Interactive / Online

Social Media Tips & Tricks from the Local & National Level

PBS and WNIN will discuss both the challenges and opportunities social media can offer pubmedia publishers, from local and national perspectives. We'll also provide a variety of easy-to-use platform-specific



tips, based on current trends and functionalities, and what we're experimenting with, and watching out for, including platforms like Snapchat and Periscope.

Presenting:

Natalie Benson, Associate Director, Social Media Strategy & Digital Communications, PBS Mallorie Cloum, Director of Operations, WNIN Tri State Public Media

Kevin Dando, Sr. Director, Social Media Strategy and Digital Communications, PBS

4/14/2016, 11:00 AM *Track:* I.T. - Enterprise / Infrastructure / Security / Networking

The Anatomy of a Breach

In just a few short years, security breaches have gone from being plot elements in science fiction and suspense movies to everyday occurrences in the nightly news. What has changed, and what does this mean for you? Sam Cattle will walk you through the recent changes in the shifting security landscape, the basic fundamentals of cybersecurity, and break down the actual steps of a cyber breach to illustrate what you can do to protect yourself from attack.

Presenting:

Sam Cattle, Security Consulting Manager, Rolta AdvizeX

4/14/2016, 11:00 AM *Track:* Traffic & Programming

Traffic Evolution- Resources to Maintain Your Edge (and Sanity!) Today and Tomorrow

We're continually bombarded with opinions on how to do our jobs. Some are constructive, some not. Join us to learn about and sort through many of the tools available across PBS now that can make your job more organized, effective, and potentially less hectic.

Presenting:

Kristen Doogan, Traffic Coordinator, Alaska Public Media

Kevin Melang-Thoren, Media Services Engineer, NET

4/14/2016, 12:00 PM *Track:* General Session

Programming Pipeline

This presentation will preview upcoming programming and discuss scheduling strategy.

Presenting:

Bill Gardner, Vice President, Programming & Development, PBS

4/14/2016, 1:30 PM *Track:* Broadcast Infrastructure

Automation/Payout Replacement: Texas Edition

There are a lot of stations considering or implementing automation/payout replacement, many asking the same questions and weighing the same options. Come join some stations from the Lone Star State who've recently taken the plunge - we'll talk through what we did, how we did it, and how it went. There is no right solution, just the one that's right for you.

Presenting:



Kyle Arrant, Director of Content & Technology, KACV - Panhandle PBS

Mark Cervella, Engineer, Basin PBS (KPBT)

Chris Ostertag, Director of Technology, KLRU-TV

4/14/2016, 1:30 PM *Track:* Digital / Interactive / Online

Big Blue Live Social Media Case Study

Big Blue Live, a three-night live event co-produced with the BBC, was an unprecedented, multi-platform initiative that established many firsts for PBS, including its most robust, comprehensive social media plan, on-air social integration, and digital presence, at the time. Hear about the challenges and takeaways about this programming initiative from the Programming, T&O, and Digital Programming & Social teams.

Presenting:

Renard Jenkins, Sr. Director, Operations, PBS

Natalie Benson, Associate Director, Social Media Strategy & Digital Communications, PBS

Kevin Dando, Sr. Director, Social Media Strategy and Digital Communications, PBS

Eric Freeland, Senior Director, Digital Programming, PBS

Bill Gardner, Vice President, Programming & Development, PBS

4/14/2016, 1:30 PM *Track:* Media Management / Storage / Archive

How Do You Solve a Problem Like Born Digital: Lessons Learned from Phase I of the American Archive of Public Broadcasting Digitization Project

How do you navigate the unexpected when your project is underway?

The American Archive of Public Broadcasting (AAPB), a CPB-funded collaboration between WGBH and the Library of Congress, has digitized 35,000 hours of analog material and ingested another 5,000 hours of born-digital material for access and preservation.

Managing the analog to digital workflows was reasonably straight-forward, but the ingestion of a relatively small number of born-digital files into systems presented unforeseen challenges. Simply put, files are different and come in many flavors, and a number of details not considered at the project onset created numerous workflow complexities.

Processes included the development of an Asset Management System (AMS) to maintain asset records and identify file locations. Crawford Media Services managed migration workflows and coordinated the huge inventory of physical items shipped from stations around the country to their Atlanta facility, where they were digitized to project specifications.

This session will discuss project successes—as well as challenges—and how they were managed. The audience will come away with details to consider when undertaking digitization initiatives of any size.

Presenting:

Casey Davis, Project Manager, American Archive of Public Broadcasting, WGBH Educational Foundation

Steve Davis, Executive Vice President and Chief Technology Officer, Crawford Media Services



Paul Klamer, Video Lab Supervisor, Library of Congress

4/14/2016, 1:30 PM *Track:* Digital / Interactive / Online

Testing Innovative Fundraising Strategies to Acquire New Donors

The fundraising landscape has changed. As on-air revenue declined 11% in 2014 (SABS), digital strategies to acquire new donors are critical to your station's financial sustainability. Growth of online revenue is driven by the type of ask, engagement opportunities, and tools you use to maximize conversion – and increase donor value. By the end of the session, you'll come away with practical tips, proven best practices, and examples from across the system to take back to your station and expand your fundraising strategies to acquire new donors.

Presenting:

John Gossart, Co-founder and Chief Operating Office, GoodWorld

Natasha Hilton, Senior Associate, Development Services, PBS

Adam Treiser, Chief Executive Officer, Arjuna Solutions

4/14/2016, 1:30 PM *Track:* Media Management / Storage / Archive

The Source 101

This session will review the Source features and functionality available to member stations today. We will then open the hood and take a look at the technology behind the source and the roadmap for the future.

Presenting:

Maura McKinley Tull, Sr. Director, Digital Asset Management Products, PBS

4/14/2016, 2:30 PM *Track:* I.T. - Enterprise / Infrastructure / Security / Networking

"Can I Connect My Network To Your Network?" or "Let's Connect Our Networks!"

The next PBS Interconnection System can provide many benefits to the PBS member station. The mesh terrestrial network capability provides a platform to enable content sharing between member stations with linear content exchange and/or non-linear file content exchange. With a flexible platform in which to build capabilities and applications not yet thought of, how might you bridge the Interconnection IP network environment and the station IP network?

Interconnecting IP networks is often thought of as simply connecting a Category 5/6 unshielded twisted pair (UTP) Ethernet cable or a fiber optic jumper between network devices. In reality it is often far more complicated as many network configuration parameters come into play to insure compatible internetworking between different IP network environments and provide exchange of essential content whether a file or a live content stream.

This presentation will provide an overview of typical configuration parameters that must be considered and offer practical solutions to insuring interoperability between the PBS network and a station's IP network. Parameters to be identified include IP Addressing, private vs public IP addressing, VLAN naming & numbering, Quality of Service (QoS) integration & trust boundaries, and security protection concerns.

The physical connectivity is the first step to interconnecting IP networks, but there are far more aspects to understand, coordinate, and provide conversions where necessary. The IP impact is well entrenched in the



broadcast technical plant. The broadcast engineer must understand internetworking to insure the desired interoperability is provided and that content is exchanged in a secure environment.

Presenting:

Wayne Pecena, Director of Engineering, TEXAS A&M UNIVERSITY-KAMU

4/14/2016, 2:30 PM *Track:* Professional Development

Diversity in the Technical Workplace

At the panel, we will present the program that WNET has developed to train and grow our employees. Many of our staff has seen a career track develop that provides them with greater and greater opportunities within or outside our organization.

This will be done in conjunction with PBS (Renard Jenkins). We will also solicit another station to participate.

Presenting:

Peter Brickman, Chief Technology Officer, WNET

Renard Jenkins, Sr. Director, Operations, PBS

Jermaine Pinnock, Associate Director, Post Services, WNET

Juan Sepulveda, Senior Vice President, Station Services, PBS

Ling Ling Sun, Assistant General Manager, Technology, and Chief Technology Officer, Nebraska Educational Telecommunications

4/14/2016, 2:30 PM *Track:* Encoding & Files / File-Based Workflow

File-Based Workflow: Trials & Tribulations

File-based video has become somewhat confusing for many editors and producers, who don't understand what is needed to make their files compliant for use by the national distributors. I ran into this issue recently with our submission of a recent documentary we had done that had captioning issues when submitting the file utilizing our normal work process (which worked fine in our production environment). We had to come up with new ways to solve these problems, and they're certainly somewhat universal for those producing shows for distributions.

Presenting:

Terry Douds, Broadcast Operations Supervisor, WOUB Public Media

Clyde Smith, Senior Vice President, FOX Network Engineering and Operations

Peter Wharton, Vice President, Technology and Business Development , BroadStream Solutions

4/14/2016, 2:30 PM *Track:* Trends & Future Technology / Standards

Scalable Payout on COTS Hardware - Challenges and Possibilities

The transformation from proprietary broadcast hardware to software-enabled solutions running on commodity devices is well under way. As the technology and capabilities of these platforms evolve, so too must our approach and mindset to deploying them. This sea change is not about changing the wire, but rather about being relevant to diverging and broadening audiences.

This paper looks at the challenges and opportunities these changes bring to traditional broadcast, OTT, and new media businesses.



Presenting:

Stephen Smith, CTO, Cloud, Imagine Communications

4/14/2016, 2:30 PM *Track:* Digital / Interactive / Online

The Reality of Virtual Reality

The Augmented and Virtual Reality industries are moving at lightning speeds providing new engagement and storytelling opportunities that are wholly consistent with the PBS mission of "using media to educate, inspire, entertain and express the diversity of perspectives." StoryTech® Co-Founder and Chief Storyteller Brian Seth Hurst separates fact from hype to provide a rich overview of the current state and future of the industry from technology to content to distribution. Participants will leave with a basic knowledge and understanding of Virtual Reality and its technology that can inform strategy, planning and execution.

Presenting:

Brian Seth Hurst, Chief Storyteller and Co-founder, StoryTech, Inc.

4/14/2016, 2:30 PM *Track:* Digital / Interactive / Online

The Secret Weapons of Online Engagement

"Engagement" has become a standout buzzword in our industry and is a moving target for many of us. Although likes, comments, shares and retweets cover the basics, we'll show you how to take your online strategy a step further. Interact with your audience and get real-time insight through Twitter chats and polls to shape online and on-air content. Learn how your station can take advantage of online contesting to boost brand awareness, leverage user generated content and garner station support from sponsors and donors. Adding these tools to your belt will help you engage with your audience no matter your resources. Plus, we'll brainstorm ways to convert these engaged audience members into active donors.

Presenting:

Alexa Corcoran, Marketing Manager, Rocky Mountain PBS
Aja Williams, Digital Media Producer, Nine Network of Public Media

4/14/2016, 2:30 PM *Track:* Traffic & Programming

Traffic in JMC Land: How different is it?

Joint Master Control is a reality for an increasing number of public television stations across the country. Technical advancements and economic advantages induce many stations to at least explore the possibilities. But how does this new landscape affect tried and tested workflows in traffic? Panelists from several stations discuss their transition to joint master control and detail the effects on their workflow.

Presenting:

Lille Bleu Buck, Assistant Director of Content & Continuity, Illinois Public Media
Kristen Hurley, Sr. Director of Broadcast Operations & Strategic Research, WGBH
Spencer Terry, Traffic Coordinator, KUED



4/14/2016, 3:30 PM *Track:* Networking Break

Afternoon Networking Break

Mingle with the vendors and enjoy light refreshments in the Exhibit Hall! Courtesy of our Gold Sponsors: Bitcentral and SES.

4/14/2016, 4:00 PM *Track:* Digital / Interactive / Online

Flipping the Web Script: Digital Content at Every Level

There are a ton of options when it comes to producing digital content that can beef up your station's digital presence. You can use content that might be on the cutting room floor or execute a quick behind-the-scenes video or image to build on engagement within your community. Alternatively, you can even take on larger scale projects, like an immersive, multi-station project. No matter the choice, this session walks you through an understanding of what techniques might be best for your station, some examples of engaging digital material, and the resources required to produce this content.

Presenting:

Carla McCabe, Vice President, Digital & Multimedia, KCPT, Kansas City PBS

Aja Williams, Digital Media Producer, Nine Network of Public Media

4/14/2016, 4:00 PM *Track:* Traffic & Programming

Exploring the Advisories Alternate View

Building on the recommendations of traffic and operations colleagues like you, the myPBS team has deployed an alternate widescreen view of the Advisories/Refeeds area in the Digital Workplace. In this session, we will review how to access the alternate view, take a look at updated functionality, and talk about methods for contributing information about discrepancies.

Presenting:

Lisa Richards, Senior Product Manager, PBS

4/14/2016, 4:00 PM *Track:* HDR

High Dynamic Range Master Class

Arguably the hottest new development in viewing experience since the introduction of color to television, High Dynamic Range (HDR) has taken the industry by storm. The level of realism it creates literally makes the viewer to say "wow", from large Ultra HD and HD displays to tablets and smart phones.

This master class will explore in depth what HDR is and how, when combined with a wider color gamut, it greatly increases the immersive viewing experience. The different schemes of perceptual quantizer and hybrid log gamma will be explained and how they impact the broadcaster workflows. Interoperability and backwards compatibility will also be discussed.

Presenting:

Matthew Goldman, Senior Vice President Technology, Ericsson

Renard Jenkins, Sr. Director, Operations, PBS



4/14/2016, 4:00 PM *Track:* I.T. - Enterprise / Infrastructure / Security / Networking

My IP Network is Sick: Where Do I Begin?

Troubleshooting IP networks can often be a daunting task for the broadcast engineer. Applying a structured approach with a focus on utilization of open-source tools where possible combined with a practical understanding of IP networking technology can lead to efficient and effective problem resolution. The layer design of the OSI model provides the foundation to build a structured troubleshooting approach beginning with Physical layer verification to higher level layer performance troubleshooting techniques using protocol analysis. Practical open-source WireShark based protocol analysis examples will be utilized to isolate network performance abnormalities and insure ongoing performance.

Presenting:

Wayne Pecena, Director of Engineering, TEXAS A&M UNIVERSITY-KAMU

4/14/2016, 4:00 PM *Track:* Digital / Interactive / Online

PBS LearningMedia - Your Digital Connection to Multi-Platform Learning in Classrooms

This session will provide insight into how existing tools and support from PBS can help position your station as a key partner in your community's formal education landscape by connecting with local educators. You will hear teacher-station success stories and learn about the mechanics behind content publication and education standards alignment.

Presenting:

Michael Hammerstrom, Social Media and Outreach Manager, PBS Education | PBS LearningMedia
Valerie Miller, Manager, Editorial Services, PBS Education | PBS LearningMedia

4/14/2016, 4:00 PM *Track:* Digital / Interactive / Online

Technology, Data and Editorial: A Digital Marriage Made in Heaven

This session will cover the ways digital technology and development, data and analytics and editorial functions can work together to make digital projects more successful.

Presenting:

Matt Schoch, Director, Content Strategy, PBS Digital

4/14/2016, 4:00 PM *Track:* Media Management / Storage / Archive

Using EIDR to Track Content

With the introduction of the Interconnection System, we have the opportunity to not only adopt a comprehensive content tracking identifier, but also participate in an industry-wide movement to tag, track, report, and reconcile content across all platforms of broadcast, online, video-on-demand, and over the top. This is the opportunity to embrace the Entertainment Identifier Registry (EIDR) as the unique identifier for all content registered in the Interconnection system. This would position public media television broadcast to participate in the new world of consumer choice and ensures adaptability for future technology.

Presenting:

Don Dulchinos, Executive Director, Entertainment ID Registry
Edgar Roman, Sr Director of Product Development, PBS



4/14/2016, 5:00 PM *Track:* Digital / Interactive / Online

Digital Fundraising Forum

When audiences are engaged, they grow into ambassadors. Seth Godin refers to this as “flipping the funnel,” which gives fans the power to speak up. Join the Digital Fundraising Forum to hear how stations are cultivating new audiences through innovative campaign strategies. Attendees will also learn more about PBS Nerds, a community engagement campaign focused on helping stations promote the things that public media does best—catering to niche interests, catalyzing learning in every space, and convening the community around these ideals.

4/14/2016, 5:00 PM *Track:* Digital / Interactive / Online

PBS Digital Studios Forum

PBS Digital Studios is a multi-channel YouTube network with over 7 million subscribers and 450 million views across 15 active shows. Our channels include Crash Course, PBS Space Time, The Art Assignment and Deep Look-- all of which are primarily viewed by 18-34 year olds. In this forum, come ask us questions about our programming philosophy, digital production workflow, and the YouTube ecosystem.

Presenting:

Brandon Arolfo, Senior Director, PBS Digital Studios, PBS Digital

Josh Cassidy, Lead Producer, Deep Look, KQED

Craig Rosa, Senior Digital Editor, Science / Series Producer, Deep Look, KQED

4/14/2016, 5:00 PM *Track:* General Session

ETAC Forum: Engineering & IT

Open discussion hosted by your ETAC representatives.

Presenting:

ETAC Members

4/14/2016, 5:00 PM *Track:* Traffic & Programming

Traffic Forum

The Traffic Advisory Committee will be on hand to answer your questions in this open forum. Whether it's from your station, or something you've just learned about at the conference, join us. Take the opportunity to network with your scheduling colleagues. Come and see where the conversation goes!

Presenting:

TAC Members

4/14/2016, 6:00 PM *Track:* Networking Break

Welcome Reception in Exhibit Hall



Close out the day with a beverage in the exhibit hall! Visit with our exhibitors, connect with colleagues. Your TechCon badge is your ticket for this event, and extra tickets are available for purchase at the Registration Desk. Brought to you by our Platinum Sponsors: Ericsson and Quantum.

FRIDAY, APRIL 15

4/15/2016, 7:00 AM *Track: Networking Break*

Continental Breakfast in the Exhibit Hall

Continental breakfast in the Exhibit Hall, courtesy of our Gold Sponsors: Bitcentral and SES.

4/15/2016, 8:30 AM *Track: Video Over IP*

A Comparative Overview of SDI and IP routing

As television production and distribution move into software-defined workflows connected by COTS IP networking infrastructure, much focus has been placed on the Moore's-law growth of capacity and port speeds in the IP switching marketplace. As in any marketplace, switch vendors use very carefully designed words and metrics to annotate the features and capabilities of their wares.

This session explores the roles of different types of switching infrastructure in the typical IT design methodology, and explains which types of switches tend to have the capabilities and resources needed by television signal infrastructure.

Presenting:

Paul Briscoe, System Architect, Evertz

John Mailhot, Chief Technology Officer, Infrastructure and Networking, Imagine Communications

4/15/2016, 8:30 AM *Track: Regulatory*

FCC Regulatory Update

Briefing on current activity at the FCC that has the potential to impact your station. The panel includes legal experts in the industry, who will present an overview of the regulatory landscape and answer audience questions. Final topics will be determined in light of the latest developments at the FCC, but will include emergency alerting requirements, FCC enforcement activity, the legislative landscape, orphan counties & MVPD carriage, ownership reporting changes, and closed captioning rules. This session will be your one-stop shop at TechCon for information on the most important issues to be aware of at the FCC.

Presenting:

Todd Gray, Partner, Gray Miller Persh LLP

Tom Rosen, Assistant General Counsel, PBS

Lonna Thompson, Chief Operating Officer and General Counsel, America's Public Television Stations

Lindsey Tonsager, Partner, Covington & Burling

Bill Weber, Vice President, Government Affairs and Associate General Counsel, PBS



4/15/2016, 8:30 AM *Track:* HDR

HDR: Three Sides of the Coin

The next generation of broadcast imaging technology will be characterized by 3 key aspects: "more pixels" (aka greater spatial resolution), "faster pixels" (aka higher temporal resolution) and "better pixels" (aka higher contrast ratio and larger color palette), as popularized by the author. This "better pixels" aspect, commonly but incompletely, called "HDR" has captured the interest of the global market for packaged and OTT delivery with products and services already being deployed. The question for broadcast is how and when? In this session, we will review these three aspects and focus on better pixels in particular. In addition to the expansion of the color palette, higher dynamic range, and improved precision (bit depth), a new light output curve (i.e. electro-optic transfer function or EOTF) more closely corresponding to the human visual system model has been standardized in SMPTE as ST-2084. This EOTF, called Perceptual Quantizer or PQ, is being deployed today and under consideration for next generation broadcasting. What is it, why is it better, and what are the challenges of implementing it in a real time broadcast infrastructure will be discussed.

Presenting:

Renard Jenkins, Sr. Director, Operations, PBS
Hugo Gaggioni, CTO, V.P. Technology, Sony Professional Solutions Americas
Patrick Griffis, Vice President, Technology, Dolby Laboratories
Renard Jenkins, Sr. Director, Operations, PBS

4/15/2016, 8:30 AM *Track:* Digital / Interactive / Online

Integrating MVID/Passport into Station.org: Tech, Resources, and Lessons Learned

PBS Digital worked with multiple stations and third party partners to develop the integrations needed in order to deploy Passport in a quick a scalable way. In this presentation we will discuss work by local PBS Station WNET/Thirteen, public media CRM provider Allegiance Software, and Salesforce integrator Buzzbold. WNET/Thirteen will walk through a case study of their end-to-end integration of the Membership Vault and Passport into their station website, making thirteen.org a robust member engagement portal. Allegiance Software will review their integration with the Passport MVAULT and what's in store for stations in the next iteration of their CRM software. And Buzzbold will touch on stories from recent collaboration with KET and WGBH and talk about three Passport-inspired opportunities for every station to connect people, departments, and technologies.

Presenting:

Rich Aukland, Chief Executive Officer, Allegiance Software, Inc.
Julie Bachman, Chief Operating Officer, Allegiance Software, Inc.
José Fernández, Senior Manager, Station Services, SPI Team, PBS Digital
Steven Ley, President and CEO, Buzzbold
William Tam, Web Engineer, WNET/Thirteen



4/15/2016, 8:30 AM *Track:* I.T. - Enterprise / Infrastructure / Security / Networking

PBS IT Disaster Recovery: A Case Study & Panel Discussion

Three years ago, the PBS IT Team took up the challenge of creating a real and sustainable Disaster Recovery Program. The goal seemed simple enough... keep critical applications running during the worst case scenario. The road to success was paved with challenges, investment, persistence, and creativity.

Join us for a discussion of the history, methodology, and success of the PBS IT DR Disaster Recovery project followed by a Panel Discussion. In this session you will learn about the 5-Phase approach to this complex initiative, our consulting partnership with Rolta AdvizeX, and the defining moments of the project. We will see why many DR projects fail and why this project was finished on schedule, under budget, and with failover performance that exceeds business expectations.

Every Disaster Recovery project is different in size, complexity, and budget and every environment has complexity and challenges. If you have a DR project that is trying to get off the ground or an existing DR plan that needs to be revised or updated, please join us to hear about our approach and return home energized and ready to take on this challenge.

Case Study:

James Mastalerz, Vice President, Professional Services, AdvizeX Technologies
Dave Thompson, Senior Consultant, AdvizeX Technologies
Ken Walters, Sr. Director Infrastructure and Operations, PBS

Panel Discussion:

Cynthia Jackson, Director, Broadcast Management and BCP, PBS
Alex Loker, Director, Centralized Systems, PBS
James Mastalerz, Vice President, Professional Services, AdvizeX Technologies
Dave Thompson, Senior Consultant, AdvizeX Technologies
Ken Walters, Sr. Director Infrastructure and Operations, PBS

4/15/2016, 8:30 AM *Track:* Traffic & Programming

ProTrack: Fast and Furious - Supercharge your Workflow!

Kick your ProTrack use into high gear with the Myers team! Together with the Traffic Advisory Committee, Myers is pleased to host an interactive session composed of key ProTrack topics. The session will start with a high level overview of ProTrack 6.08, then session attendees will break out to rotate through topics including top time savers, sales, media and other advanced concepts. Learn current use best practices and future product considerations in this dynamic session.

Presenting:

Patrice Badger, Senior Software Engineer, Myers
Alyssa Baer, Director, Professional Services, Myers
Nancy Carter, Director of Sales & Customer Relations, Myers
Eugene Diana, Software Developer, Myers
Keith Jacoby, Broadcast Operations Specialist II, MontanaPBS
Anthony Kubiak, Training & Implementation Specialist, Myers



Kevin Melang-Thoren, Media Services Engineer, NET
Crist Myers, President and CEO, Myers

4/15/2016, 10:00 AM *Track:* Traffic & Programming

Break Through: Break Building Strategies that Take You to the Next Level

Breaks are where business happens and can affect a station's bottom line in terms of funding, revenue, promotion, and audience retention. Sleep through building your breaks and the best thing that could happen is the audience may sleep through watching, the worst thing is the audience may flee before the start of the next program. Learn strategies for holding your audience and building a better break.

Presenting:

Kristen Hurley, Sr. Director of Broadcast Operations & Strategic Research, WGBH
Keith Jacoby, Broadcast Operations Specialist II, MontanaPBS

4/15/2016, 10:00 AM *Track:* Digital / Interactive / Online

How to Fail Gloriously—Then Come Back From Defeat! Sad/Happy Hour

Failing breaks your heart, spirit and backs. But it doesn't take you out of the game, more often it actually prepares you for a bigger success later on. Hear from your station peers and other public media thought leaders on how they took their failures and transformed them into successes. There's a fairytale ending after all.

Presenting:

José Fernández, Senior Manager, Station Services, SPI Team, PBS Digital
Carla McCabe, Vice President, Digital & Multimedia, KCPT, Kansas City PBS
Dave McClanahan, Director of Engineering, West Virginia Public Broadcasting
Colleen Wilson, Executive Director, Interactive Product, KQED

4/15/2016, 10:00 AM *Track:* I.T. - Enterprise / Infrastructure / Security / Networking

Security: Knowing Where We Are, Policies and Facts Are Better Than Good Feelings

How Cyber Security Policies are a fundamental building block in understanding our level of risk. We will explore the CISRIC 4 working group's recommendations and how we can leverage them to provide a solid framework which allows for Risk-based decisions to be made on what we know not what we feel. We will also discuss performing self-assessments against a set of policies to ensure that the investments we have made in technology, people and processes are providing the results that we intended.

Presenting:

Mark Roy, Cyber Security Analyst, PBS



4/15/2016, 10:00 AM *Track:* Digital / Interactive / Online

Details matter: Lessons from PBS NewsHour and around the web

In this small group discussion, we will get into the nuts and bolts of how we work. We will discuss exactly how our social video team operates both technically and editorially, how we use social analytics to generate content ideas, how Slack has changed our digital team and what hasn't worked for us.

Presenting:

Travis Daub, Creative Director, PBS NewsHour

Nick Massella, Director of Audience Engagement and Communications, PBS NewsHour

4/15/2016, 10:00 AM *Track:* AUCTION

Television Spectrum Repack Update

With the television spectrum auction underway and repacking not far behind, it is time to take a final look at the process, timing, number of stations that will likely be repacked, the available resources and other facts that will help stations through the repacking process. This presentation will also look at the technical impact on stations forced to repack, those spared from repacking, and on other broadcast services including FM radio and television translators.

The presentation will include a detailed review of the current auction and repacking timeline along with recommendations on how the industry could optimize the repacking process given the constrained resources and extremely short implementation time.

The presentation will also look at some of the challenges in providing uninterrupted service while transitioning to a new channel.

Presenting:

Jay Adrick, Technology Advisor, GatesAir

Chris Lane, Vice President, Engineering and Operations, WETA

Tom Rosen, Assistant General Counsel, PBS

Eric Wolf, Vice President, Technology Strategy & Planning, PBS

4/15/2016, 10:00 AM *Track:* Video Over IP

Test and Measurement in the IP Domain

In traditional television infrastructure, the simplicity of the SDI "one-wire-per-signal" methodology permeates from the design, through the drawings, implementation, and even the operational maintenance of the plant. With the advent and adoption of software-defined workflows and IP-based signal-flows, workflow elements are instantiated on generic computing platforms and interconnected by high-speed IP networking infrastructure – destroying the one-wire-per-signal roots.

This session explores telemetry-based, exception-driven monitoring as an augment to traditional video observation, as a methodology to enable operational staff to effectively monitor and manage IP-based signal-flows and virtual environments.

Presenting:

Paul Briscoe, System Architect, Evertz

John Mailhot, Chief Technology Officer, Infrastructure and Networking, Imagine Communications



4/15/2016, 10:00 AM *Track:* ATSC

Understanding Next-Generation Audio for TV

Next-generation audio systems for the upcoming ATSC 3.0 standard will include new features that will allow broadcasters to offer more realistic sound to viewers. These systems can also allow viewers to adjust the sound to their liking instead of hearing a standard audio mix. This presentation will explore how broadcasters can take advantage of these features and what new practices and equipment could be required (or not) for both production and playout. Also, a possible approach to introducing next-generation audio into facilities in stages.

Presenting:

Robert Bleidt, General Manager Audio and Video Codecs, Fraunhofer USA Digital Media
Jeffrey Riedmiller, Vice President, Sound Group - Office of the CTO, Dolby Laboratories

4/15/2016, 11:00 AM *Track:* Networking Break

Morning Networking Break

Join your colleagues and visit with the vendors in the Exhibit Hall! Courtesy of our Gold Sponsors: Bitcentral and SES.

4/15/2016, 11:30 AM *Track:* Closed Captioning

Closed Captioning Quality Lifecycle

The FCC's most recently published Closed Captioning rules make one thing clear: Broadcasters and VPDs must not only pursue best-practices with their captioning providers, but also deploy their own monitoring and correction procedures to ensure caption quality and compliance. Given the growing number of files driven by the growth in distribution outlets, we're reaching a point where broadcasters simply can't throw enough people at the problem. Fortunately there are automated workflows available that are efficient and cost-effective for both file based QC and broadcast compliance.

Stephan Scheel (PBS) and Tim Murphy (Nexidia) will present an automated solution has been implemented at PBS to ensure caption compliance and improve the customer's experience while controlling costs.

Andrew Sachs (Volicon) and Steve Scheel from PBS will present a straightforward solution that reduces the cost and complexity of maintaining broadcast compliance of FCC requirements and how broadcast caption quality can be compared against the original caption quality report done prior to file based distribution to better determine and isolate potential errors in the broadcast chain.

Presenting:

Tim Murphy, Sr. Director, Product Management, Nexidia
Andrew Sachs, Vice President, Product Management, Volicon
Steve Scheel, Senior Director, Media Operations, PBS



4/15/2016, 11:30 AM *Track:* 4K/UHD

Collaboration in a Multiplatform 4K World

With the arrival of 4K and 8K, and the need to deliver more content in numerous formats for multi-platform distribution, file sizes and the volume of content that media companies need to exchange are set to soar. At the same time, companies face shorter turnaround times and must collaborate both internally and externally to survive in this highly competitive market.

This session will address the industry-wide need to conveniently ingest, exchange, and distribute large file-based digital content quickly, securely, and with the scale-up capacity of cloud platforms.

Presenting:

Francois Quereuil, Senior Director, Worldwide Marketing, Aspera, an IBM company

4/15/2016, 11:30 AM *Track:* I.T. - Enterprise / Infrastructure / Security / Networking

How to Set Up a Cloud in 10 Minutes and Why You Would Even Want To!

This session topic is no joke, or smoke and mirrors. Watch, on stage, as we deploy a fully functional cloud in about 10 minutes' time. This session is for all levels and will cover why you may want to run a private cloud on premise, what it would take to get a cloud started, how to grow clouds, and pitfalls around moving to elastic computing.

If you've ever wondered about how to move workloads onto an enterprise-grade cloud without enduring the overhead of managing yet another software stack, if you've tried building a cloud or have successfully built a cloud, or curious at all about the process this talk may be for you!

Presenting:

Marco Ceppi, Senior DevOps Engineer, Canonical, Ltd

4/15/2016, 11:30 AM *Track:* Trends & Future Technology / Standards

Implementation Concerns of The Transition from SDI to IP-- SMPTE2022, ASPEN, VSF TR03, AES67 and PTP - Precision Time Protocol.

The industry is moving towards an all-IP infrastructure for baseband video and audio. Historically, coaxial cables carried analog and digital signals throughout a facility using point-to-point connections and matrix switching. But the cost-savings from using IP interfaces and switching are driving manufacturers and their customers towards new, data-centric architectures. In the near-term, both IP and legacy SDI islands will need to co-exist in hybrid facilities.

To address the interoperability challenges of packet-switched baseband and compressed networks the adaptation of Precision Time Protocol (ST 2059-2:2015) ensures that devices in the network will be synchronized with each other and with a master reference clock. Dynamic selection of the Grand Master time source across the network is an interesting and complex process to be discussed.

Presenting:

Karl Kuhn, Sr. Video Applications Engineer, Tektronix



4/15/2016, 11:30 AM *Track:* Digital / Interactive / Online

Identity Management

Do your customer records reside in 3 different databases that don't speak to one another? Can you tell where your best prospects are coming from, and turn them into members, donors and supporters? Do you know which of your staff's efforts produce the most results, and which are a waste of time? Let's figure that out together.

Presenting:

Lauren Bracey Scheidt, Senior Product Manager, Listener Journey, NPR

Scott Cummings, Director of Products, PBS KIDS Digital

José Fernández, Senior Manager, Station Services, SPI Team, PBS Digital

Colleen Wilson, Executive Director, Interactive Product, KQED

4/15/2016, 11:30 AM *Track:* Digital / Interactive / Online

PBS Digital Products Part 2: Deep Dive into Web Services for Stations

The Web Services team provides a full suite of web-based products and services which stations can leverage on their digital properties. During this session we will demo and outline current feature and future enhancements for key components from our station focused product line. This includes modules from the Bento component library, Bentomatic experiences, localized webpages, customized Station Video Portals, TV Schedule modules, and more. In addition, this session will cover admins that enable stations to easily edit content that appears across PBS properties (i.e.: TV Schedule Data Manager and Station Data Manager).

Presenting:

Jennifer Carter Hinders, Product Manager, PBS Digital

4/15/2016, 12:30 PM *Track:* General Session

Peer Problem Solving Luncheon

What are you trying to solve at your station? Bring your topic to the Peer Problem Solving session!

Brainstorm with colleagues, get their recommendations and suggestions, and leave with an action plan to address the concerns you are facing.

Presenting:

You! And your colleagues!

4/15/2016, 2:00 PM *Track:* ATSC

ATSC 3.0 and Future Antenna Technologies

ATSC 3.0 is designed to accommodate and extend the existing high power/tall tower broadcast infrastructure and associated business models, while for the first time, supporting delivery of robust vehicular and pedestrian mobile television and other data services to all portable devices. Under the



standard, the waveform is a multi-carrier OFDM signal that exhibits higher peaks than the single carrier 8-VSB signal. What does this mean for your transmitter?

This session will present two views at potential impacts ATSC 3.0 will have on transmitters and power:

- 1) Single frequency networks (SFNs) will become an integral part of increasing the efficiency of the remaining spectrum, extending the existing high power/tall tower broadcast infrastructure and associated business models. Colocation will be a product of future antenna technologies and the spectrum change.

We will look at the impacts of SFNs, including colocation, voltage stack ups, weight and wind loads, and the criteria and design techniques required to support ATSC 3.0 and SFNs as the next generation of broadcast products.

- 2) Complimentary Cumulative Distribution Function (CCDF) is an analysis tool to understand the peak power differences and amplifier compression. CCDF data from television transmitter power amplifiers will be presented on both 8-VSB and OFDM waveforms to show the differences.

We will examine tools to reduce the effects of peak power needs of OFDM signals, and how they impact broadcast transmitter amplifiers - as well as the ability to repurpose today's 8-VSB transmitter for ATSC 3.0 use in repack.

Presenting:

John Schadler, Vice President, Engineering, Dielectric, LLC

Joe Seccia, Manager, TV Transmitter Market and Product Development Strategy, GatesAir

4/15/2016, 2:00 PM *Track:* Digital / Interactive / Online

How KQED's Deep Look Gets Made

Deep Look is a ultra-HD (4K) short video series that explores big scientific mysteries by going incredibly small. They recently won best digital series at the Jackson Hole Wildlife Film Festival and have over 25,000 YouTube subscribers. This session will be a deep dive into how an episode of Deep Look is created. We'll discuss that process-- including necessary equipment, editing, publishing, story research and promotion. This session will be hosted by Craig Rosa, Series Producer and Josh Cassidy, Lead Producer and Videographer.

Presenting:

Brandon Arolfo, Senior Director, PBS Digital Studios, PBS Digital

Josh Cassidy, Lead Producer, Deep Look, KQED

Craig Rosa, Senior Digital Editor, Science / Series Producer, Deep Look, KQED

4/15/2016, 2:00 PM *Track:* I.T. - Enterprise / Infrastructure / Security / Networking

One Password to Rule them All! Single Sign On for PBS Tools

Tired of keeping a stack of password post-it notes on the bottom of your keyboard? Come hear about how PBS applications and tools are moving toward a Single Sign On (SSO) experience. Tools include myPBS, the Source, COVE, Station Management Center and more! Even better for IT managers, come to hear about how you can leverage your existing directory systems (email or Active Directory) to automatically add/remove access to PBS tools for your station personnel. All this without adding additional workflows to your IT staff.



Presenting:

Edgar Roman, Sr Director of Product Development, PBS

4/15/2016, 2:00 PM *Track:* Video Over IP

VSF TR-03: An Industry Consensus for Live IP Production

Live IP flows promise significant benefits in enhancing media processing flexibility in the broadcast plant. Existing SDI formats in use today carry a multiplex of active video, ancillary data, and embedded audio over 75 Ω coaxial cable. Although SMPTE ST 2022-6 encapsulates this entire SDI multiplex signal using IP, it is unclear if this is the optimal payload format for a networked broadcast plant. There is a large amount of wasted space within the ancillary area of an SDI signal. Also system flexibility can be enhanced by placing video, audio, and ancillary data into elementary flows that can be individually and independently switched at the network layer, without the penalty of demultiplexing or remultiplexing the SDI signal. This presentation describes VSF Technical Recommendation TR-03 for the carriage of elementary media flows for live IP production, including mechanisms to describe the logical relationships between these elementary flows for composition and synchronization. TR-03 represents an industry consensus on transport protocols for live IP production, and was created with participation from over 30 organizations including vendors and users.

Presenting:

Thomas Edwards, Vice President, Engineering & Technology, FOX

4/15/2016, 2:00 PM *Track:* Digital / Interactive / Online

WORKSHOP: Rethinking, Refocusing, Reinvesting Your Website

Does your website design get ya down? Does it keep you up at night? In this session the presenters will introduce, help spark ideas, and provide impactful, real-world strategy, tactics and tools for rethinking your website and digital workflow. Learn how to more effectively leverage your station's website to showcase programming and digital content. Come prepared to rethink, refocus and reinvest your website.

Presenting:

Jennifer Carter Hinders, Product Manager, PBS Digital

Amy Lust, Assistant Director, PBS Digital

Jessi Mraz, Web Designer, New Mexico PBS

Jess Snyder, Senior Manager, Web Systems, WETA

4/15/2016, 2:30 PM *Track:* Traffic & Programming

More than Mementos—Traffic Takeaways for Efficiencies, Inspiration and Change

TechCon is so information packed it can be like "drinking from a firehose," but going in with a plan is important and even more important is leaving with takeaways. Please share your light bulb or a-ha moments and if you didn't have an epiphany, what connections did you make or support did you receive from your fellow players in traffic?

Presenting:

Amber Anders, Continuity Director, South Dakota Public Broadcasting



Kevin Melang-Thoren, Media Services Engineer, NET

4/15/2016, 3:00 PM *Track:* Networking Break

Afternoon Networking Break

Mingle with the vendors and enjoy light refreshments in the Exhibit Hall! Courtesy of our Gold Sponsors: Bitcentral and SES.

4/15/2016, 3:30 PM *Track:* ATSC

ATSC 3.0 Overview & Field Testing

With core Candidate Standards now in place and others in the wings, ATSC 3.0 next-generation television broadcasting is moving to a new phase this year. For those who want to catch up on the latest ATSC 3.0 progress since last year's Tech Con or are totally new to ATSC 3.0 this is a must see presentation. Also included will be a quick peek at what will be presented in the all-day Ennes workshop on the following day.

Based on the teachings of the ATSC 3.0 Candidate Standards for the Physical Layer, prototype transmission and reception equipment has been constructed. Followed by laboratory evaluation, this equipment has been field tested in the real world conditions of the Channel 31, Tribune owned full-power facilities in the Cleveland, Ohio, market area.

Reception results, compared to today's 8-VSB DTV system will be presented along with comparisons to reception performance of the ATSC Mobile DTV (A/153) standard. These field tests were performed in late 2015 and can be compared to earlier test results on a preliminary, benchmark system that was completely based on technologies developed by LG Electronics, Zenith Electronics and GatesAir.

Presenting:

Rich Chernock, Chief Science Officer, Triveni Digital

Wayne Luplow, Vice President, Research & Development, Zenith Electronics

4/15/2016, 3:30 PM *Track:* Digital / Interactive / Online

Options for Multiplatform Live Streaming for Outreach and Business Development

This session will provide an overview of multiplatform live streaming options examining both in-house and vendor-enabled systems. Live streaming basics and an example in-house configuration that leverages existing business processes will be followed by an exploration of a vendor-enabled (Haivision) implementation that includes automatic transcoding and uploading to COVE.

Presenting:

SeVern Ashes, Director of Engineering and Operations, South Dakota Public Broadcasting

Allen Haefs, Executive Director, Internet Media Services, Haivision

Jeff Luck, Technology Lead, WPSU / Penn State Public Broadcasting

Larry Rohrer, Director media content, South Dakota Public Broadcasting



4/15/2016, 3:30 PM *Track:* Trends & Future Technology / Standards

Integrated Media Production Strategies for Broadcasters

Integration of TV, Radio and Online departments is not only a technological challenge, but also requires change in mind for editorial staff and the organizational thinking. Technology and editorial groups have to work hand in hand. The session will reveal the learnings of 11 workshops held at European broadcasters who successfully integrated.

Presenting:

Hans Hoffmann, Senior Manager, European Broadcasting Union

4/15/2016, 3:30 PM *Track:* Public Safety

Public Television's Role in Public Safety Communications

Some Public Television Stations are not waiting for the new standards to be implemented in the marketplace and have taken the lead. Join us to learn about Public Media involvement in new Public Safety Programs that may serve as models for the nation. You will hear two examples of the type of Public Safety activity already taking place in the system.

a. Ohio's Public Television Stations -- The Ohio project is focused on developing a statewide public safety infrastructure where public television stations are an essential part of a larger state system. Aggregating legacy EAS, IPAWS, weather and other information, the OEAS datacast messaging stream bypasses the cybersecurity issues of the public internet, creating a model digital distribution infrastructure ready to also serve first responders and future ATSC 3.0 applications. The system can deliver any existing or future digital messaging, but does not compete with the various public safety and ATSC 3.0 projects in development.

b. Iowa Public Television -- IPTV is currently deploying the technologies necessary to meet the November 30th FCC deadline for providing aural messaging of non-EAS emergency messages. In this presentation IPTV will explain its methodology, discuss the challenges faced and look forward to future issues such as describing graphic maps.

Presenting:

David Carwile, Administrator/Project Manager, Ohio Educational Television Stations, Inc.

Bill Hayes, Director of Engineering and Technology, Iowa Public Television

Verne Winter, Assistant Director of Engineering, Iowa Public Television

4/15/2016, 3:30 PM *Track:* Professional Development

Speaking While Female: Strategies to be Heard while Overcoming Unconscious Bias and Cultural Assumptions

For women today, speaking up in the workplace can be like walking a tightrope. Claiming a seat at the table and voicing ideas can be challenging, but are expected of leaders, regardless of gender. If you are too timid you won't be heard, but statistics show that women who do speak up are often judged as too aggressive. Men and women can combat these stereotypes by learning which communication styles work best with



different personality types and how to not use or be manipulated by mansplaining and maninterrupting. Join in on this session as we examine how these behaviors and attitudes undermine the impact of women at work. Practical suggestions and role-playing demonstrations offer alternatives for how leaders can ensure all employees' ideas are considered. Presented by Public Media Women in Leadership.

Presenting:

Max Duke, Sr. Director, Station Products & Innovation, PBS Digital
Deanna Mackey, President/Executive Director, PTMMG
Colleen Wilson, Executive Director, Interactive Product, KQED

4/15/2016, 3:30 PM *Track:* Digital / Interactive / Online

The Joy of Analytics: Recipes for Digital Insights

How are you in your digital analytics kitchen? "Chef" Dan Haggerty will show you how to whip up some of his favorite recipes for analyzing Google Analytics data. Dan will get you cooking with examples of insights from the PBS audience and then show you step-by-step how to conduct the same analysis with your data. You'll learn techniques for everyday analytics meals like "How are my links on PBS.org performing?" and "What are my most popular shows in COVE?" to decadent deserts like "What's driving donations on my site?" and "What videos are my Passport members watching?" The best part is that these delectable insights don't require any fancy data ingredients. They can be mastered with staple data you already have in your own pantry. The goal is for you to leave with the skills you need to master a menu of delicious insights for your organization to feast on.

Presenting:

Dan Haggerty, Director Digital Analytics, PBS Digital

4/15/2016, 4:30 PM *Track:* General Session

TOWN HALL General Session

Our closing session will comprise a a Town Hall style meeting to address your questions and concerns as public media moves towards its next iteration of interconnection.

Presenting:

Eric Wolf, Vice President, Technology Strategy & Planning, PBS

4/15/2016, 6:30 PM *Track:* Networking Break

Closing Cocktail Reception at 1 OAK

Our conference closes with a reception at the 1 OAK Nightclub at the Mirage. All Guests to be at Least 21 years of Age to Enter the Facility. Valid Photo ID and/or Passport is Required. You must have your TechCon badge to enter.

SATURDAY, APRIL 16

4/16/2016, 8:00 AM *Track:* Extracurricular

Ennes Workshops: Building for ATSC 3.0



Your TechCon badge gets you admission to this all day workshop on The All IP Facility. Further details at SBE's website: http://www.sbe.org/sections/news/2016SBE_NAB_Ennes.php

4/16/2016, 8:30 AM *Track:* Extracurricular

IP Video for Media Professionals

On Saturday, April 16, IEEE and BTS offer a 1-day course for those looking to brush up on their IP video skills and knowledge. Registration for this year's course is \$200, and the class will be held offsite at Vegas PBS. Class will run from approximately 9am until 5pm, and registration can be done along with your TechCon registration - or you can register separately for this class. Your registration includes lunch, plus transportation to/from The Mirage to Vegas PBS.



**2016 PBS Annual Meeting
Sheraton Grand Chicago
301 E. North Water Street**

Sunday, May 15, 2016

3:00 p.m. – 6:00 p.m. REGISTRATION OPEN (Ballroom Promenade Level 4)

Monday, May 16, 2016

(All preconference workshops will take place at the Sheraton Grand Chicago)

7:30 a.m. – 6:30 p.m. Conference Registration Open (Ballroom Promenade Level 4)

9:00 a.m. – 5:30 p.m. Public Television Programmers Association Annual Meeting (Sheraton I&II)

8:30 a.m. – 3:30 p.m. Volunteers in the Changing World of Public Media (Ontario)

8:30 a.m. – 5:00 p.m. Emerge Inspired at YoProWo (Mayfair)

9:00 a.m. – 5:30 p.m. Brand Masters 2016: The Workshop of Why (Michigan A&B)

9:00 a.m. – 5:30 p.m. 2016 PBS Annual Members Meeting & General Managers' Planning Meeting (Chicago Ballroom IX&X)

12:00 p.m. – 4:30 p.m. Making the Most of Local Networks for Early Childhood Education with PBS KIDS (Superior A&B)

3:00 p.m. – 5:00 p.m. Exploring myPBS (Huron)

6:00 p.m. – 7:30 p.m. OPENING RECEPTION AT NAVY PIER, Aon Grand Ballroom

Navy Pier is a 20 minute walk from the hotel and walking maps are available at registration. Buses will depart from the hotel convention entrance beginning at 5:50 p.m. and run continuously every 15 minutes from the hotel to Navy Pier and back. Aon Grand Ballroom is located at the very end of Navy Pier. You must have your badge to enter.

Tuesday, May 17, 2016

7:00 a.m. – 5:30 p.m. REGISTRATION OPEN (Ballroom Promenade Level 4)

7:45 a.m. – 8:45 a.m. HOSTED BREAKFAST – AMERICAN MASTERS: NORMAN LEAR, Sponsored By WNET New York (Sheraton Ballroom)

As AMERICAN MASTERS celebrates 30 years on PBS, join us for a conversation with television legend Norman Lear and NORMAN LEAR: JUST ANOTHER VERSION OF YOU filmmakers Heidi Ewing and Rachel Grady. Largely responsible for the explosion of bold American television in the 1970s, Norman Lear created some of the greatest moments in television history. An intimate dialogue as well as footage from the upcoming documentary spotlights how Lear not only changed the face of national television but the content of national discourse. This AMERICAN MASTERS film premieres in Fall 2016. WNET thanks PBS and member stations for their continued support of this award-winning biography series.

Heidi Ewing, Producer/Director, NORMAN LEAR: JUST ANOTHER VERSION OF YOU
Rachel Grady, Producer/Director, NORMAN LEAR: JUST ANOTHER VERSION OF YOU
Beth Hoppe, Chief Programming Executive & General Manager, General Audience Programming, PBS
Michael Kantor, Executive Producer, AMERICAN MASTERS
Norman Lear, writer/producer/director/social activist/philanthropist
Stephen Segaller, Vice President, Programming, WNET New York

9:00 a.m. – 10:00 a.m. OPENING SESSION (Chicago Ballroom)

Michael Beschloss, Historian and Political commentator
Paul Buckner, GM, WYCC/Chicago
Paula Kerger, President and CEO, PBS
Newton Minow, Former FCC chairman and WTTW trustee emeritus
Dan Schmidt, CEO, WTTW/Chicago

10:00 a.m. – 11:00 a.m. GENERAL SESSION: PRIMETIME PROGRAMMING I (Chicago Ballroom)

Chief Programming Executive Beth Hoppe kicks off the Content portion of the Annual Meeting by sharing an overview of what's new in PBS' Content Strategy, and how working across all media platforms is bringing big returns for stations and viewers. A preview of drama and natural history programming highlights will tease upcoming sessions.

Then be ready to travel through time with the best history programming on any platform. Whether it's discovering the value of our past through families and heirlooms or exploring how the human spirit rises above war and hardship, these programs will provide glimpses into our past like you've never seen before.

Additional programs include:

9/11 INSIDE THE PENTAGON
MERCY STREET
SUPERNATURE – WILD FLYERS

Marsha Bemko, Executive Producer, ANTIQUES ROADSHOW, WGBH/Boston
Stephanie Carter, Supervising Producer, SECRETS OF THE DEAD, THIRTEEN for WNET New York
Bill Gardner, Vice President, Programming and Development, PBS
Henry Louis Gates, Jr., Executive Producer, Writer and Host, BLACK AMERICA SINCE MLK – AND STILL I RISE, Inkwell Films
Beth Hoppe, Chief Programming Executive and General Manager, General Audience Programming, PBS
Lynn Novick, Director/Producer, THE VIETNAM WAR, Florentine Films
Carlos Ortiz, Executive Producer, GENEALOGY ROADSHOW, Global Content and Krasnow Productions
Mark Samels, Executive Producer, AMERICAN EXPERIENCE, WGBH/Boston

11:00 a.m. – 11:15 a.m. NETWORKING BREAK (Ballroom Promenade)

11:15 a.m. – 12:15 p.m. CONCURRENT SESSION BLOCK #1

12:30 p.m. – 1:45 p.m. HOSTED LUNCH – PUBLIC MEDIA: EDUCATING FOR THE FUTURE, SPONSORED BY CORPORATION FOR PUBLIC BROADCASTING (Sheraton Ballroom)

Patricia Harrison, President and CEO, CPB

Dr. Henry Louis Gates, Jr., Executive Producer, Writer and Host

LL Cool J, Actor, Rapper, and Entertainment Icon

Paula Kerger, President and CEO, PBS

Sharon Rockefeller, President and CEO, WETA/Washington D.C.

Jane Cyphers, Teacher, P.S. 10 Magnet School of Math, Science and Design Technology

Sophia Encarnacion, Student, P.S. 10 Magnet School of Math, Science and Design Technology

Omar Philip, P.S. 10 Magnet School of Math, Science and Design Technology

1:55 p.m. – 2:55 p.m. CONCURRENT SESSION BLOCK #2

3:00 p.m. – 3:15 p.m. NETWORKING BREAK (Ballroom Promenade)

3:15 p.m. – 4:05 p.m. GENERAL SESSION: THE TRANSFORMATIVE POWER OF DIGITAL FOR STORYTELLERS (Chicago Ballroom)

Raney Aronson-Rath, Executive Producer, FRONTLINE

John Boland, President & CEO, KQED/San Francisco

Ira Rubenstein, Senior Vice President and General Manager, PBS Digital

Emmett Shear, Founder and CEO, Twitch

Don Wilcox, Vice President, Digital Strategy & Services, PBS

4:05 p.m. - 5:30 p.m. GENERAL SESSION: PRIMETIME PROGRAMMING II (Chicago Ballroom)

This session features a trifecta of programming genres: science and natural history, history and the arts. We will also take a look at fundraising programming.

The incredible beauty and force of nature combine with jaw-dropping science as we focus on programming that makes "Think Wednesdays" PBS' smartest night on television.

Paula Apsell, Senior Executive Producer, NOVA; Director, WGBH Science Unit, WGBH/Boston

Bill Gardner, Vice President, Programming and Development, PBS

Beth Hoppe, Chief Programming Executive and General Manager, General Audience Programming, PBS

Fred Kaufman, Executive Producer, NATURE, THIRTEEN for WNET New York

Additional history and science programs include:

DEFYING THE NAZIS: THE SHARPS' WAR

FORCES OF NATURE

INDIA: NATURE'S WONDERLAND

THE GREAT RACE

THE GREEKS

THE WHITE HOUSE: INSIDE STORY

Vice President of Fundraising Joseph Campbell reflects on the past year and provides a look at how the national schedule is helping to boost membership.

Then the Arts take the spotlight, showcasing the best of Broadway, ballet and visual arts, and profiling the master artists who created the sounds and stories of our lives.

Joseph Campbell, Vice President, Fundraising Programming, PBS

Jeff Dupre, Director/Producer, SOUNDBREAKING: STORIES FROM THE CUTTING EDGE OF RECORDED MUSIC, Show of Force

Beth Hoppe, Chief Programming Executive and General Manager, General Audience Programming, PBS

David Horn, Executive Producer, GREAT PERFORMANCES; Director, Performance & Arts Programming, THIRTEEN for WNET New York
Michael Kantor, Executive Producer, AMERICAN MASTERS, THIRTEEN for WNET New York
Paula Kerger, President and CEO, PBS
Eve Moros Ortega, Executive Producer, ART IN THE TWENTY-FIRST CENTURY, ART21

Additional programs include:

HAMILTON'S AMERICA
PBS ARTS FALL FESTIVAL
SOUNDBREAKING

5:30 p.m. ADJOURN

Wednesday, May 18, 2016

7:00 a.m. – 5:30 p.m. REGISTRATION OPEN (Ballroom Promenade Level 4)

7:30 a.m. – 8:30 a.m. HOSTED BREAKFAST – SPLASH AND BUBBLES BREAKFAST PRESENTED BY PBS KIDS (Sheraton Ballroom)

Dive into the diversity and wonder of the natural undersea world with SPLASH AND BUBBLES, the new PBS KIDS series, created by John Tartaglia and produced by The Jim Henson Company and Herschend Enterprises. Through innovative digital puppetry animation, SPLASH AND BUBBLES will help kids ages four to seven “see the sea,” exploring the incredible underwater world of marine biology and ocean science and how it connects to their own lives. Meet the performers behind your “finny” and funny under water hosts – Splash, an inquisitive yellowtail fusilier fish, and Bubbles, a brightly-colored Mandarin dragonet – along with their Reeftown friends Ripple, Dunk and Lu.

Debra T. Sanchez, Senior Vice President, Education and Children's Content, CPB
Lesli Rotenberg, Senior Vice President And General Manager, Children's Media and Education, PBS
Lisa Henson, CEO and Series Executive Producer, The Jim Henson Company
John Tartaglia, Creator, Executive Producer and the performer Of Splash
Leslie Carrara, the performer of Bubbles
Aymee Garcia, the performer of Ripple
Raymond Carr, the performer of Dunk
Donna Kimball, the performer of Lu

8:45 a.m. – 9:30 a.m. GENERAL SESSION: KEYNOTE: OUR KIDS: THE AMERICAN DREAM IN CRISIS (Chicago Ballroom)

Robert D. Putnam is the bestselling author of *Bowling Alone* and *Our Kids: The American Dream in Crisis*, and a leading expert on the topic of inequality of opportunity in America. In this talk, Putnam will offer a groundbreaking examination of why fewer Americans today have the opportunity for upward mobility. Drawing on a formidable body of research, he will explore how the American Dream of equal opportunity is threatened by a growing gap between kids from the upper third of the social hierarchy and their peers from the lower third. Putnam will also share ideas and solutions for addressing this national crisis – through change that is both bottom-up and top-down – to offer more opportunity to all American children.

Jonathan Barzilay, Chief Operating Officer, PBS

Robert D. Putnam, Malkin Professor of Public Policy, Harvard University, and author of *Our Kids: The American Dream in Crisis*

9:30 a.m. – 11:00 a.m. GENERAL SESSION: PBS KIDS AND EDUCATION (Chicago Ballroom)

Explore new ways to tell your station's education story locally, leveraging the important work that you do for kids, parents, and teachers – especially in the most underserved communities. Learn about the PBS KIDS and Education

team's approach to meeting the needs of today's kids – through high-quality content, connected digital learning experiences, the new 24/7 PBS KIDS channel and live stream, and support for parents and teachers. Hear from some of the nation's best storytellers, educators, and learn how they are impacting learning in their local communities.

Sharon Clark, English Language Arts Teacher, Eastside Elementary School

Ryan Devlin, English Language Arts and Technology Teacher, 2013 Pennsylvania Teacher of the Year, Brockway Area High School

Sara DeWitt, Vice President, PBS KIDS Digital

Shelly Fryer, 3rd and 4th Grade Teacher, Positive Tomorrows

Michael Hernandez, Cinema and Broadcast Journalism Teacher, Apple Distinguished Educator, Mira Costa High School

Alicia Levi, Vice President, Education, PBS

Lesli Rotenberg, Senior Vice President and General Manager, Children's Media and Education, PBS

Linda Simensky, Vice President, Children's Programming, PBS

11:00 a.m. – 11:20 a.m. NETWORKING BREAK SPONSORED BY SESAME WORKSHOP (Ballroom Promenade)

11:20 a.m. – 11:50 a.m. GENERAL SESSION: A CONVERSATION WITH JULIA STASCH, PRESIDENT, JOHN D. AND CATHERINE T. MACARTHUR FOUNDATION (Chicago Ballroom)

Julia Stasch, President, John D. and Catherine T. MacArthur Foundation

Paula Kerger, President and CEO, PBS

11:50 a.m. – 12:00 p.m. GENERAL SESSION: PBS DEVELOPMENT SERVICES (Chicago Ballroom)

The public media landscape and fundraising landscape are changing quickly. Learn how Development Services is working with stations to uncover the greatest opportunities to strengthen public television's capacity to increase financial support and to drive value, relevance and revenue locally. We'll explore the emerging models in digital fundraising being leveraged in partnership with stations and PBS Digital, and get a look at the ways the department is creating resources and assets for stations to build strong local funding partnerships.

Betsy Gerdeman, Senior Vice President, Development Services, PBS

12:00 p.m. – 1:00 p.m. GENERAL SESSION: PRIMETIME PROGRAMMING III (Chicago Ballroom)

Drama and investigative reporting kick off this morning's programming preview. Plans for our election content will be reviewed and there will be a panel discussion with journalists about this year's campaign leading up to the national conventions.

Raney Aronson-Rath, Executive Producer, FRONTLINE, WGBH/Boston

Beth Hoppe, Chief Programming Executive and General Manager, General Audience Programming, PBS

Sara Just, Executive Producer, PBS NEWSHOUR; Senior Vice President of WETA, WETA/Washington, DC

Marie Nelson, Vice President, News and Public Affairs, PBS

Carlos Watson, Host, 16 FOR '16 (w.t.); Co-Founder and CEO, Ozy Media

Election panelists include:

Phil Ponce, the Alexandra and John Nichols Chief Correspondent and Host, *Chicago Tonight*, WTTW/Chicago

Hari Sreenivasan, Anchor, PBS NEWSHOUR WEEKEND; Senior Correspondent, PBS NEWSHOUR

Judy Woodruff, Co-Ancor and Managing Editor, PBS NEWSHOUR

Additional programs include:

WILLIE VELASQUEZ EMPOWERING THE PEOPLE (w.t.)

Sunday night is the night for drama on PBS, and our primetime line-up has become appointment viewing for millions. The drama pipeline is full of mystery, murder, intrigue and romance.

Rebecca Eaton, Executive Producer, MASTERPIECE, WGBH/Boston
Beth Hoppe, Chief Programming Executive and General Manager, General Audience Programming, PBS

Additional programs include:

DANCING ON THE EDGE
REMEMBER ME
VICIOUS

1:00 p.m. – 2:15 p.m. HOSTED LUNCH — MASTERPIECE, SPONSORED BY WGBH/BOSTON (Sheraton Ballroom)
Overnight in 1837, Alexandrina Victoria went from neglected teenager to Queen of England. Famous for her candor and spirit, she would rule an empire that spanned the globe. Come for lunch and a first-ever preview of Victoria, premiering January 2017.

Rebecca Eaton, Executive Producer MASTERPIECE, WGBH/Boston
Special Guests

2:20 p.m. – 3:20 p.m. CONCURRENT SESSIONS #3

3:25 p.m. – 4:25 p.m. CONCURRENT SESSIONS #4

4:25 p.m. – 4:40 p.m. NETWORKING BREAK (Ballroom Promenade)

4:40 p.m. – 5:35 p.m. GENERAL SESSION: PRIMETIME PROGRAMMING IV (Chicago Ballroom)
Wrap up your Annual Meeting with the best of independent film and updates from the National Minority Consortia. Then look down the scheduling road with a brief rundown of some of the shows coming through the PBS pipeline.

Leanne Ka'iulani Ferrer, Executive Director, Pacific Islanders in Communications
Shawn Halford, Senior Director, Program Scheduling, PBS
Beth Hoppe, Chief Programming Executive and General Manager, General Audience Programming, PBS
Dyllan McGee, Executive Producer, AFRICA – THE GREAT CIVILIZATION (w.t.), McGee Media
Justine Nagan, Executive Producer, POV, Executive Director, American Documentary, Inc.
Marie Nelson, Vice President, News and Public Affairs, PBS
Lois Vossen, Executive Producer, INDEPENDENT LENS, ITVS

Additional programs include:

A CHEF'S LIFE
CITY IN THE SKY
MILITARY MEDICINE
RARE
THE STORY OF CHINA
THE TALK

5:35 p.m. CLOSING REMARKS (Chicago Ballroom)
Jonathan Barzilay, Chief Operating Officer, PBS

5:40 p.m. – 6:40 p.m. CLOSING RECEPTION AT SHERATON GRAND CHICAGO, Riverwalk Level 1
You must have your badge to enter.



Agenda
PTPA Annual Meeting May 15-16, 2016
Sheraton Grand, Chicago

Sunday, May 15th

- 5:00 p.m. - Registration Sponsored By Acorn Media Lobby
6:30 p.m. ACORN MEDIA is excited to feature several new Australian series. Stop by registration for the latest on *Miss Fisher, A Place to Call Home* and many other new drama/mystery series.
- 6:30 p.m. PTPA Programmer of the Year Dinner Sponsored by WETA City Winery
WETA welcomes you to the Windy City! Join your PTV colleagues at the City Winery for a Taste of Chicago as we toast the PTPA Programmer of the Year.
6:15 p.m. Shuttle transportation leaves from the hotel

Monday, May 16th

- 7:45 a.m. Breakfast Sponsored by The Fred Rogers Company Sheraton Ballroom I
Rise and shine with The Fred Rogers Company! Hear all about the TOTALLY AMAZING year ahead for Daniel Tiger's Neighborhood, Peg + Cat and Odd Squad, with grr-ific new episodes for all three series, perfectly "odd" opportunities for station engagement, and lots more. Plus a special guest appearance from HQ!
- 9:05 a.m. Drawing #1 Sponsored by ART 21 Sheraton Ballroom II & III
Enjoy gorgeous coffee table art catalogues signed by artists from the new season of "Art In The Twenty First Century" and packaged in a beautiful ART21 tote bag!
- 9:10 a.m. Open and Welcome PTPA President, Maria Bruno Ruiz, WGBH Sheraton Ballroom II & III
- 9:15 a.m. Session I: PBS Programming Sheraton Ballroom II & III
Join Beth Hoppe, Bill Gardner and Shawn Halford for a discussion of PBS pipeline programs, scheduling opportunities and strategies. Come ready with questions and suggestions for the PBS Programming team.
Moderator: Justin Harvey, Nashville Public Television, PTPA President Ex-Officio
- 10:15 a.m. Session II: 5 Questions, 9 Tables, Talk Amongst Yourselves Sheraton Ballroom II & III
Your best and worst nights of the week. Where are you losing control? How can you increase your value? And is it about friggin' time for a digital channel makeover? Check the back of your badge. Blues over here, reds over there, etc. Start talking!
Moderator: Jim Wiener, Think TV, PTPA Board Member
- 11:00 a.m. Morning Break with WETA and NBR Break Area
Need a jolt of caffeine or a mid-morning snack? Join WETA and CNBC's Nightly Business Report team for a jolt of coffee and a much deserved break!
- 11:25 a.m. Drawing #2 Sponsored by Hammer In Hand Productions Sheraton Ballroom II & III
With A Craftsman's Legacy
What says *A Craftsman's Legacy* better than a handmade object of beauty? One lucky winner will receive a coin bank featuring a King Kong made of bronze with the Empire State building in aluminum, all lovingly crafted by Scott Nelles. Scott is our first featured craftsman in Season 3, launching September 2016 from APT.



Agenda
PTPA Annual Meeting May 15-16, 2016
Sheraton Grand, Chicago

- 11:30 a.m. **Session III: Driving Reach and Engagement:** **Sheraton Ballroom II & III**
The New PBS KIDS 24/7 Service and Fall Content Pipeline
Lesli Rotenberg, Linda Simensky and Keith Kennebeck of PBS KIDS will walk you through the 2016/2017 pipeline and Fall launch strategy for *Splash and Bubbles*, PBS KIDS newest show produced by the Jim Henson Company. Lesli, Linda and Keith will also talk about the recently announced 24/7 multicast and livestream service, highlighting the strategic drivers behind the service, its key features and how it will position stations to thrive in the ever-changing media landscape.
Moderator: Jill Linder, KPBS, PTPA Board Member
Presenters: Lesli Rotenberg, Linda Simensky and Keith Kennebeck, PBS KIDS
- 12:00 p.m. **Keynote Speaker, Jennifer Lawson** **Sheraton Ballroom II & III**
Senior Vice President of Television and Digital Content, CPB
Jennifer Lawson has had one of the most distinguished careers in public television—from a high-profile role as PBS's first Chief Program Executive to documentary producer to General Manager of WHUT in Washington, DC, to Senior Vice President of Television and Digital Content at CPB. After 30 remarkable years, she is retiring this summer. Don't miss this final opportunity to hear Jennifer share her knowledge, experiences, warmth and insight about the future role for programmers and for public media.
Moderator: Maria Bruno Ruiz, WGBH, PTPA President
- 12:20 p.m. **Lunch Sponsored by WGBH presenting RARE** **Sheraton Ballroom I**
RARE documents Joel Sartore's quest to photograph the world's disappearing species in an effort to help save them. Join the **RARE** team for a sneak preview and Q&A of the WGBH series premiering on PBS in 2017.
- 1:35 p.m. **Drawing #3 Sponsored by SCETV PRESENTS** **Sheraton Ballroom II & III**
MARKAY MEDIA & DEEP RUN PRODUCTIONS with A CHEF'S LIFE
A CHEF'S LIFE kicks off its fourth season by celebrating with the folks that make it all happen – as a thank you to station program executives, we're giving away a Kinston, NC Goodie Basket! **A CHEF'S LIFE** Season 4 premieres September 2016 from PBS.
- 1:40 p.m. **Session IV: Who's Viewing Pledge and Why Does it Matter** **Sheraton Ballroom II & III**
Are you concerned about 'pledge creep' and declining CUMES? Understanding how your viewers behave around pledge and out of pledge can help you stop the hemorrhaging. We'll use NLTV to answer questions about pledge viewing and then discuss how you can use the data to keep your audience levels healthy. You will also hear from a station that has a close collaboration between development and programming to support live local pledge.
Moderator: Sherry Meek, Twin Cities Public Television
Presenters: Kristen Kuebler & Craig Reed, TRAC Media Services; Michael Murphy, KCPT
- 2:40 p.m. **Session V: In Search of... PBS Viewers** **Sheraton Ballroom II & III**
PBS viewers are continuing to use different means to view our content- and Nielsen is getting more adept at measuring them. Beth Walsh and Steve McGowan will look at technology adoption in early 2016 and reveal some of the first insights for Nielsen's "Total Audience" national cross-platform measurement service.
Moderator: Andrea Sosa, KLRN, PTPA Board Member
Presenters: Steve McGowan, VP PBS Research and Beth Walsh, Sr. Director PBS Research



Agenda
PTPA Annual Meeting May 15-16, 2016
Sheraton Grand, Chicago

- 3:10 p.m. **Afternoon Break Sponsored by Capital Concerts** **Break Area**
To thank PTPA for its continued support, Capital Concerts invites you to join us for the afternoon break, as we enjoy a Chicago favorite – the Pączki pastry and select this year's *A Capitol Fourth* trip winner!
- 3:35 p.m. **Drawing #4 Sponsored by *This Old House*** **Sheraton Ballroom II & III**
This Old House is America's first and most trusted home improvement show. Our experts Norm, Tom, Richard, Roger and host Kevin give you the tools you need to protect and preserve your greatest investment – your home.
- 3:40 p.m. **Session VI: Reaching Out to Wired Baby Boomers and Older Adults** **Sheraton Ballroom II & III**

PBS and AARP share a common focus on the demographic 50+. Baby Boomers are changing their media consumption habits by embracing social media. And among Americans 65 and older, social media usage has tripled since 2010. So, how can public television stations utilize this very important platform to enhance interactions, increase station viewership and visibility, and create an improved personal connection with our member-base? Join us, as AARP Senior Vice President for Media Relations, Jeff Davis shares AARP's insights and research on social media usage and technological trends among the 50+ age group, and how we can tap into various social media platforms to connect with our viewer and member-base.
Moderator: Valerie M.B. VanDerSluis, KTWU, PTPA Board Member
Presenter: Jeff Davis, AARP Senior Vice President for Media Relations
- 4:40 p.m. **PTPA Business and Open Mic** **Sheraton Ballroom II & III**
- 5:00 p.m. **Bonfire Break Sponsored by *Pacific Islanders In Communication* presenting** **Break Area**
Family Ingredients
Join Pacific Islanders in Communications and the team of the new series *Family Ingredients* for a Bonfire cocktail party! Meet Host/chef Ed Kenney and learn more about the new PBS Plus series.
- 5:30 p.m. **Meeting Adjourns. Thank you for another excellent meeting and please complete your evaluations.**
See you in Denver!

2016 PMBA ANNUAL CONFERENCE

May 31-June 3, 2016 | New Orleans, Louisiana



PMBA

Public
Media
Business
Association

ONSITE PROGRAM



American GRADUATE
Let's make it happen



Corporation
for Public
Broadcasting

Public Media's Essential Value in Communities



American Graduate is Public Media's long-term commitment to help communities across America identify and implement solutions to improve high school graduation rates for all young people. Our national network is reaching millions with stories and action that move hearts and minds.

Learn more at AmericanGraduate.org

* Results from July 2014 - January 2016 only | All other data from May 1, 2011 - January 31, 2016.
Community partner number reflects NCME stations and Phase 1 and Phase 2 stations through December 2015.

**All
the Leaders
are Readers**



NEWS FOR PEOPLE IN PUBLIC MEDIA

Current



Institutional discounts
available for multiple
copies of Current.

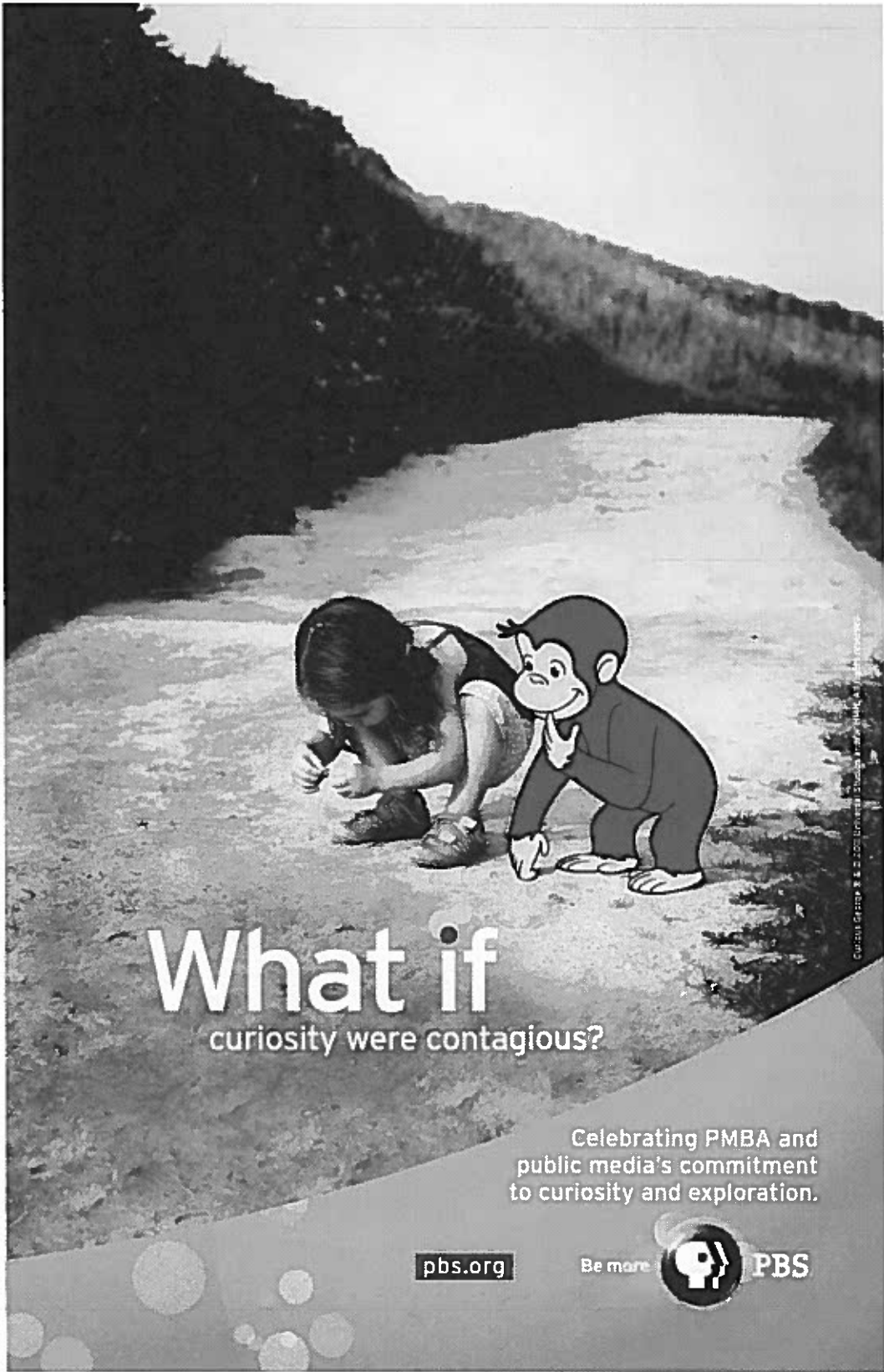


Subscribe today at
current.org/subscribe
or call Laura Rogers:
301-270-7240 ext. 38



Pictured top to bottom: Linda Simensky, PBS KIDS;
William Marrazzo, WHY; Doug Mitchell, Next Generation
Radio; Maria Hinojosa, Futuro Media; Noland Walker, ITVS;
Laura Walker, New York Public Radio





Copyright © 2009 PBS. All rights reserved. Curiosity is a trademark of PBS.

What if

curiosity were contagious?

Celebrating PMBA and public media's commitment to curiosity and exploration.

pbs.org

Be more



PBS

WELCOME

Welcome to the 2016 PMBA Annual Conference! On behalf of PMBA's Board of Directors, the Content & Knowledge Committee and staff we are delighted to welcome you to New Orleans for the highlight of our professional year. Over the next three days we will focus on **Shaping the Future of Public Media** – the theme of this year's conference. We've created a conference program full of thought-provoking, inspiring and informative sessions highlighting the changes in public media. This year's education focuses around three key areas – the public media landscape, business & station operations, and strategic solutions with most sessions offering CPE credits.

More than 200 of public media's leaders have converged in New Orleans, with unique backgrounds and different experiences. But we almost certainly agree on a few things. We're here because share a common belief that all our stations should benefit from sound business practices and strategies. We're here because stations are more successful when supported by informed and well-advised leaders. We're here because a collaborative industry is best equipped to solve the challenges facing public media. And we're here to continue to play a vital role in the success of our stations and the communities we serve.

While education and professional development are the primary reasons many of us attend the Annual Conference, we recognize that the power of the system comes from the community that we create and foster. With that in mind, we have many opportunities for you to meet new friends and re-connect with colleagues.

Newcomers Session. If this is your first or second Annual Conference, please join us at the Newcomers session Wednesday evening. Members from our Board of Directors would appreciate the opportunity to get to know you, hear about the great work you're doing and offer advice about making the most from your conference experience.

Welcome Reception. Join your fellow conference attendees as we celebrate the conclusion of the first day of the Annual Conference. Enjoy food, drinks and access to the exhibitors and sponsors without whom this conference would not be possible.

Wednesday Evening Activities. New Orleans promises to be an amazing host city and we encourage you to spend some time outside of the hotel. We are offering two tours to fully experience New Orleans – a haunted history walking tour and a city sightseeing bus tour. If you haven't purchased a ticket please visit the registration desk, there may be tickets available onsite.

Thursday Dine-Arounds. Join members from the Board of Directors for dine-arounds featuring a variety of New Orleans restaurants. Board Members will be facilitating small dinner groups on Thursday evening beginning at 6:30pm. Sign-ups are required and available at the registration desk. These pay-your-way dinners are an excellent opportunity to meet other conference attendees while enjoying the great food that New Orleans has to offer.

Please join us in thanking PMBA's Content & Knowledge Committee and our staff for assembling a high-quality Annual Conference. We hope you will enjoy your time in the Crescent City, and that you and your organization emerge from these next few days invigorated and evermore committed to public media.

Thank you for being a part of the 2016 PMBA Annual Conference!

Mark Leonard
Board Chair
General Manager & CEO
Nebraska Educational Telecommunications

Jim Tasarek, Jr.
Chair, Content & Knowledge Committee
Managing Director
Market Ingenuity

pmbaonline.org

Schedule
General Information
Tuesday
Wednesday
Thursday
Friday
Bias
CPE
Sponsors
☞

MITCHELL J. LANDRIEU, MAYOR
CITY OF NEW ORLEANS

Welcome!

As Mayor of New Orleans, it is my pleasure to welcome the Public Media Business Association to our City for the annual conference.

Thank you for your commitment to host this conference in the Crescent City in June. You will experience the warm hospitality and unique culture that New Orleans has to offer.

I am certain that New Orleans will serve as the perfect destination for the event and provide the best opportunities for your members.

While you are here, take some time to relax and explore the City. Dine in our incomparable restaurants; enjoy some of the great music we have to offer, tour historic neighborhoods like the French Quarter and Treme, and shop in our antique and specialty shops throughout New Orleans, including the bustling Magazine Street corridor. It is my hope that your stay will be memorable and that you leave with new knowledge, relationships and a uniquely unforgettable experience.

I extend my best wishes to all participating in the 2016 PMBA Conference. Thank you again for visiting New Orleans. We hope you enjoy your stay and return often to our wonderful City.

Sincerely,

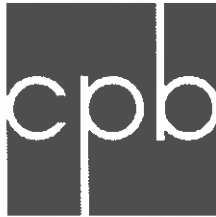


Mitchell J. Landrieu, Mayor
City of New Orleans



THANK YOU TO OUR CONFERENCE SPONSORS

TITLE SPONSOR



Corporation
for Public
Broadcasting

EXECUTIVE PRODUCER SPONSOR



PRODUCER SPONSOR



DIRECTOR SPONSOR



TRENDSETTER SPONSORS



HONOR ROLL SPONSORS



EXHIBITORS



pmbaonline.org

Schedule

General Information

Tuesday

Wednesday

Thursday

Friday

Bios

CPE

Sponsors

5

SCHEDULE AT-A-GLANCE

Schedule

General Information

Tuesday

Wednesday

Thursday

Friday

Bios

CPE

Sponsors

6

Tuesday, May 31, 2016

12:00-6:00pm	Registration	Orleans Foyer
1:00-5:30pm	Pre-Conference Workshop: How to Complete the SAS and SABS	Orleans/Rosalie/St. Claude
5:30pm	Open Evening	

Wednesday, June 1, 2016

7:00am-5:00pm	Registration	Orleans Foyer
7:30am-12:00pm	Pre-Conference Workshop: Completing CPB's Annual Financial Report	Orleans/Rosalie/St. Claude
12:00-1:00pm	Lunch on Your Own	
1:00-2:15pm	General Session & Opening Keynote	Ile de France I-II
2:15-2:30pm	Refreshment Break with Sponsors	Ile de France Foyer
2:30-3:45pm	Concurrent Sessions #1	
	State of the System	Ile de France III
	Life After the Spectrum	Conde
	Maximizing the Potential of Development in Your Station's Financial Strategy	Orleans/Rosalie/St. Claude
3:45-4:00pm	Refreshment Break with Sponsors	Ile de France Foyer
4:00-5:15pm	Concurrent Sessions #2	
	Fraud Awareness, Detection, and Deterrence	Ile de France III
	When Licensees Divest Their Public Stations: Real World Experiences	Orleans/Rosalie/St. Claude
	Financing for Public Broadcasters	Conde
5:15-5:30pm	Newcomers Session	Maurepas
5:15-6:30pm	Welcome Reception sponsored by: PBS	Ile de France Foyer
7:00-9:00pm	New Orleans City Bus Tour	Pick up/Drop off on Canal Street
8:00-10:00pm	Walking Tour	Off Site

SCHEDULE AT-A-GLANCE

Thursday, June 2, 2016

7:30am-5:00pm	Registration	Orleans Foyer
8:00-8:45am	Continental Breakfast sponsored by: Current	Ile de France Foyer
8:45-10:00am	Concurrent Sessions #3	
CPB Update		Ile de France III
Forget the Labels – Moving Beyond the Generational Stereotypes		Conde
Five Successful Collaborations: What They Did, How They Succeeded (Deep Dive)		Orleans/Rosalie/ St. Claude
10:00-10:30am	Refreshment Break sponsored by: NPR	Ile de France Foyer
10:30-11:45am	Concurrent Sessions #4	
Ch-ch-ch-changes: Ownership Reports/Radio Public File		Conde
Strategies to Build Capability and Capacity for Your Station		Ile de France III
Five Successful Collaborations: What They Did, How They Succeeded (Deep Dive)		Orleans/Rosalie/ St. Claude
11:45am-12:00pm	Transition Break	Ile de France Foyer
12:00-1:15pm	Keynote Luncheon sponsored by CPB	Ile de France I-II
1:15-1:30pm	Transition Break	Ile de France Foyer
1:30-2:45pm	Concurrent Sessions #5	
Communications Act Requirements and Trends in CSG Audits		Ile de France III
Leverage Risk Assessments to Strengthen Your Business Planning		Orleans/Rosalie/ St. Claude
TV Station Repacking (Part II)		Conde
2:45-3:15pm	Refreshment Break sponsored by: Public Media Apps	Ile de France Foyer
3:15-4:30pm	Concurrent Sessions #6	
CSG 101: Understanding TV and Radio Community Service Updates		Ile de France III
Community Engagement is a Business Decision		Conde
Culture of Innovation Through Operational Alignment (Part II)		Orleans/Rosalie/ St. Claude
4:30-4:45pm	Transition Break	Ile de France Foyer
4:45-5:45pm	Membership Meeting	Ile de France I-II
6:30pm	Dine-Arounds Led by Board Members	Location varies

Schedule

General
Information

Tuesday

Wednesday

Thursday

Friday

Bios

CPE

Sponsors

SCHEDULE AT-A-GLANCE

Friday, June 3, 2016

8:00-11:30am	Registration Open	Orleans Foyer
8:00-8:45am	Continental Breakfast sponsored by: Greater Public	Ile de France Foyer
8:45-10:00am	Concurrent Sessions #7	
Addressing the Challenges and Opportunities of Capital Equipment Funding at Our Stations		Ile de France III
Finding New Revenue: Lessons from the Digital Engagement Council		Orleans/Rosalie/ St. Claude
The Future is Here: Identify and Develop Next Generation Leaders		Conde
10:00-10:15am	Refreshment Break with Sponsors	Ile de France Foyer
10:15-11:30am	Closing Session & Keynote sponsored by: Public Media Management (PMM)	Ile de France I-II
11:30am	Conference Concludes	

Schedule

General Information

Tuesday

Wednesday

Thursday

Friday

Bios

CPE

Sponsors

©

Don't forget to "Like" PMBA on Facebook!



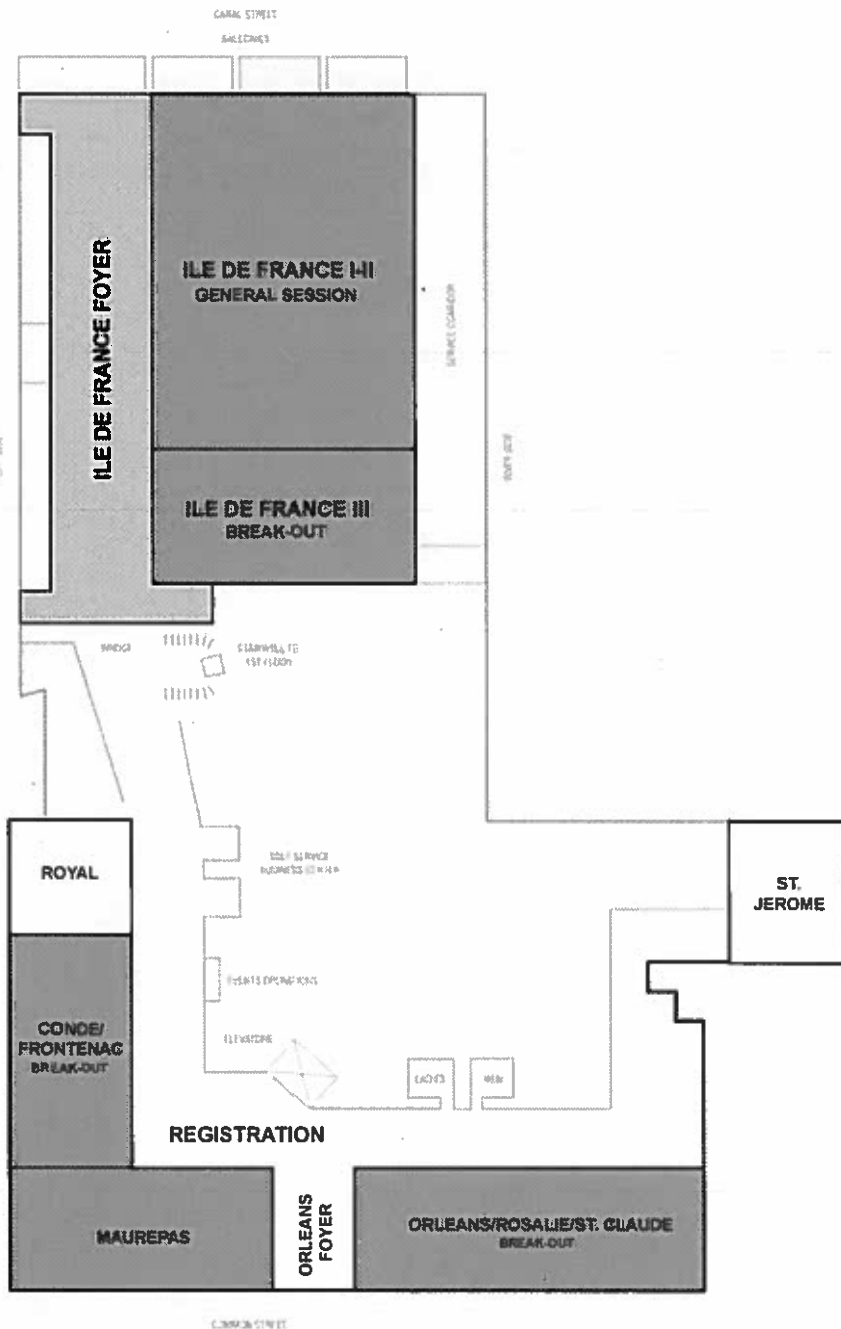
PMBA

efficiency, effectiveness and economics of public media

Public
Media
Business
Association

Public Media Business Association

MEETING SPACE FLOOR PLANS



Schedule

General Information

Tuesday

Wednesday

Thursday

Friday

Bios

CPE

Sponsors

GENERAL INFORMATION

Registration Desk Hours

The Registration Desk is located in the Orleans Foyer. The Registration Desk is open during the following times:

Tuesday, May 31:	12:00pm - 6:00pm
Wednesday, June 1:	7:00am - 5:00pm
Thursday, June 2:	7:30am - 5:00pm
Friday, June 3:	8:00am - 11:30am

Registration

Onsite registration is available. Please see the Registration Desk for more information.

Attire

Conference participants should wear casual business attire, defined as dress slacks or casual dress wear. As hotel temperatures are frequently cold, bringing a jacket, sweater, or wrap is recommended.

Badges

For access to conference sessions and events, we ask that you wear your badge at all times. Please pick up your badges at the PMBA Registration Desk near the elevators on the second floor (Orleans Foyer).

Continuing Professional Education Credits

Select from 41.5 hours of CPE credit to earn up to 20.5 hours of credits at the 2016 PMBA Annual Conference. Four days of sessions are offered during the meeting with topics of interest to those in the public media industry. Please view the section on CPE process on page 50 for more details.

Handouts

PMBA is trying to reduce the amount of paper we use. This is an effort both to be responsible to the environment and to increase the quality and timeliness of the resources provided through this learning experience. Electronic program materials and handouts will replace paper and are accessible online during and after the conference on PMBA's website.

Dining Information

PMBA is pleased to provide a continental breakfast on Thursday and Friday and a luncheon on Thursday.

Lunch is not provided on Wednesday or Friday. We suggest visiting one of the many restaurants New Orleans has to offer for your dining needs. The JW Marriott's restaurant Fogo de Chao, is open for breakfast, lunch and dinner. The Lobby Lounge is open for breakfast, lunch and dinner. Within a few blocks are 5 Fifty 5, Palace Café, MiLa, Galatorie's, and Arnaud's.

GENERAL INFORMATION

Attendee List

The 2016 registered attendees list is available for pick-up at the registration desk. In addition, an electronic version of the attendee list will be distributed to all attendees after the conference.

Annual Conference Newcomers Session

Join us on Wednesday, June 1 from 5:15 - 5:30pm for the Newcomers Session. The Newcomers Session offers first- or second-time attendees to the Annual Conference the opportunity to meet members from the PMBA Board of Directors, as well as others who are new to the Annual Conference. Board members will share advice on various conference activities and on how to take full advantage of your conference experience. At the conclusion of the session Board members and newcomers will join the Welcome Reception.

Welcome Reception

Kick off your PMBA Annual Conference experience at the Welcome Reception on Wednesday, June 1 from 5:15 - 6:30pm in the Ile de France Ballroom Foyer. Enjoy food and drinks and access to conference sponsors and underwriters as you network with new friends and catch up with industry colleagues.

City Sightseeing New Orleans Tour

City sightseeing in New Orleans is the most entertaining, informative and flexible tour you can find in New Orleans. The premium 2-hour tour route includes the French Quarter, the Central Business District, and the Garden District. These double-decker buses are open-top offering unobstruded views of the city skyline. This tour runs from 7:00 - 9:00pm and picks up from the hotel on Canal Street. *Pre-Registration Required. Additional tickets may be available onsite at the registration desk.*

Haunted History Walking Tour

Escape into the past as our offbeat licensed guides provide you with an eerie yet fun-filled adventure. You'll visit sites of documented hauntings taken from police records, city archives, and professional paranormal investigations. Ghosts and phantoms still haunt the legendary Vieux Carre. Participants will even visit a haunted bar along the way! This walking tour runs from 8:00 - 10:00pm. *Pre-Registration Required. Additional tickets may be available onsite at the registration desk.*

Thursday Evening Dine-Arounds

Join members from PMBA's Board Members for dine-arounds featuring New Orleans restaurants. Board Members will be facilitating small dinner groups on Thursday, June 2 beginning at 6:30pm. Advanced sign-ups will be required and available at the registration desk. These dinners will be at your own expense; we recommend bringing cash. Visit the registration desk for more details.

Schedule

General Information

Tuesday

Wednesday

Thursday

Friday

Bios

CPE

Sponsors

11

GENERAL INFORMATION

Schedule

Hotel Accommodations

JW Marriott New Orleans
614 Canal Street
New Orleans, LA 70130
(504) 525-6500

General Information

Refund Policy

Notification of cancellation must be submitted in writing to PMBA Headquarters. Cancellations received by May 6, 2016 will receive a full refund. Cancellations received by May 18, 2016 will be subject to a \$100 cancellation fee. Cancellations received after May 18 will not receive a refund. Substitutions are allowed but must be submitted in writing by May 25. Registrants who fail to attend the Annual Conference without submitting a cancellation by the May 18th deadline notice are responsible for full payment.

Tuesday

Wednesday

Thursday

Friday

Bios

CPE

Sponsors

PMBA Open Meeting Policy

PMBA is committed to the free exchange of information and open meetings at its Annual Conference. Therefore, in addition to member participants, PMBA opens registration to nonmembers, including program speakers, vendors, and members of the press. PMBA will have a members-only membership and business meeting and retains the right to determine whether specific sessions and meetings will be closed to nonmembers.

PMBA Membership

The Public Media Business Association is where public media professionals, including general managers, CFOs, financial and business executives, and human resources professionals come to sharpen their business skills. Participation in PMBA enables member stations to boost their bottom line through continuously improved business practices, including business scenario building, increased collective buying power, and strategies for new revenue development.

PMBA's community is vital to building a prosperous future for public media. As an active organization of over 1,000 station managers, finance leaders, human resources professionals, and industry partners our members lead the business operations of the public media industry. We advance the efficiency, effectiveness, and the economics of public media to empower, inform, and connect the community of PMBA professionals, ensuring the success and sustainability of public media for the national audience.

For more information, please visit our website at www.pmbaonline.org, call 703-506-3292, or visit the PMBA Registration Desk.

KPBS™

San Diego



WATCH



LISTEN



INTERACT

**QUALITY.
INNOVATION.
LEADERSHIP.**

A PROUD MEMBER OF PMBA.

A joint licensee on the campus of San Diego State University, founded in 1960.

THANK YOU TO THE 2016 PMBA BOARD OF DIRECTORS

Mark Leonard, Chair
General Manager & CEO
Nebraska Educational
Telecommunications

Esperanza Flury, Vice Chair
Assistant General Manager & CFO
WXPB

Jorge Perez-Alvarez, Treasurer
Chief Financial Officer
Friends of WLRN, Inc.

Jun Reina, Past Chair
COO/CFO
Capital Public Radio, Inc.

Ron Hetrick
Senior Vice President for Finance and
Administration
WITF Public Media Center

Scott McPherson
VP of Operations and Finance
New Hampshire Public Radio

Paul Moore
Chief Financial Officer
Mississippi Public Broadcasting

Vince Petronzio
Associate General Manager,
Business & Financial Affairs
KPBS

Dan Sy
Vice President, Finance
KCRW

Jim Taszarek
Managing Director
Market Enginuity

Sherby Wilks
Human Resources Officer
WHRO

David Yearwood
Director of Business, Finance &
IntellisMedia
WUSF Public Media

Ex Officio Members:

Kate Arno
Director, TV Community Service Grants
Policy & Review
Corporation for Public Broadcasting

Rose Edmonds
Senior Director, Talent Management
PBS

Andrew Leitch
Director of Marketing and
Member Station Relations
Greater Public

Joseph Schifano
Director of Business and Fiscal Affairs,
Distribution
NPR

**THANK YOU TO THE PMBA
CONTENT & KNOWLEDGE COMMITTEE**

Jim Taszarek, *Chair*
Mark Leonard
Paul Moore
Jun Reina
Joseph Schifano
Sherby Wilks

**THANK YOU TO THE PMBA CONFERENCE
CONTENT ADVISORY COMMITTEE**

Katie Akeroyd
David Duke
Alan Greer
Julie Raskin
Ernest Sanchez

PMBA STAFF

John Y. Chen, CAE, Managing Director
Xavaire Bolton, Graphics Coordinator
Kathy Bradley, Director, Fundraising & Sponsorships
Lisa DiBenedetto, Senior Manager, Events
Jessica Press, Senior Manager, Creative Services
Caroline White, Coordinator, Association Services

DETAILED SCHEDULE

Tuesday, May 31

Schedule

12:00 – 6:00pm Registration Open Orleans Foyer

General Information

1:00 – 5:30pm Pre-Conference Workshop Orleans/
Rosalie/St. Claude

Tuesday

How to Complete the SAS and SABS

All CPB-qualified public TV and radio grantees must complete the annual Station Activities Survey (SAS) and TV grantees must also complete the annual Station Activities Benchmarking Study (SABS). This workshop examines each of the SAS and SABS reports and will discuss the financial and non-financial information that needs to be reported. The workshop focuses first on SAS and then shifts to SABS covering data collection, consolidation, error checking, available tools, help desk support and how to submit the surveys. Throughout the workshop instructors will briefly share with the attendees the CPB survey reporting tool. Those involved with collecting, entering, or reporting survey information are encouraged to attend this workshop.

Learning Objectives

- How to gather and report information for the SAS and SABS surveys.
- How to use SAS and SABS help features, available tools and instruction guides.
- How to access and utilize SAS and SABS reporting tools to generate benchmarking reports for station analysis.

Wednesday

Content Leaders

Damon Frazier, CPB Consultant – BI Solutions
Tareq Siblani, Financial Analyst – CPB
Kevin Thompson, CPB Consultant – BI Solutions

Thursday

Friday

CPE Credits: 5 Session Content Level: Intermediate
Instructional Delivery Method: Group/Live
Prerequisites: None
Field of Study: Specialized Knowledge & Applications
Target Audience: Those responsible for completing the CPB SAS and SABS surveys for their station.

Bios

5:30pm Open Evening

CPE

Sponsors

DETAILED SCHEDULE

Wednesday, June 1

7:00am – 5:00pm Registration Open Orleans Foyer

7:30am – 12:00pm Pre-Conference Workshop Orleans/Rosalie/
St. Claude

Completing CPB's Annual Financial Report

This workshop is designed to discuss and illustrate various aspects of financial reporting to the Corporation for Public Broadcasting by Community Service Grant recipients who use the Annual Financial Report (AFR) or the Financial Summary Report (FSR).

Learning Objectives

- Attendees will learn the purpose of annual financial reporting to CPB and why it is important to both the Community Service Grant recipient and to the entire public media system.
- Attendees who have never completed an annual financial report will be prepared to begin their first report and attendees who have experience filing the report will improve their ability to file a report.
- Attendees will gain knowledge about where to access sources of help (additional CPB online resources and training and technical support via email or phone) to complete their financial reports.

Content Leaders

Katherine Arno, Director, TV CSG Policy & Review – CPB
 Biniam Debebe, Senior Financial Review Specialist – CPB
 Ken Goulet, Senior Financial Review Specialist – CPB
 Greg Schnirring, Vice President, Station Grants and TV Station Initiatives – CPB

CPE Credits: 5 Session Content Level: Foundational
 Instructional Delivery Method: Group/Live
 Prerequisites: Basic knowledge of CPB's Community Service Grant program
 Field of Study: Specialized Knowledge & Applications
 Target Audience: Those responsible for completing the CPB SAS and SABS surveys for their station.

12:00 – 1:00pm Lunch on Your Own

1:00 – 2:15pm Opening Keynote Ile de France Ballroom I-II

In this powerful opening session, *American Routes'* host and producer Nick Spitzer shares the incredible story of New Orleans' cultural growth and transformation since Katrina flooding — one that was documented on the program's acclaimed "After the Storm" series. On the air since 1998, and now distributed by PRX to over 300 stations, *American Routes* is well known for both entertaining and informing the audience through a mix of crafty segues, American music, cultural commentary and artist interviews — including Ray Charles, Allen Toussaint, Bonnie Raitt, Dave Brubeck, Merle Haggard, Joan Baez, B.B. King, Dolly Parton, Nina Simone, Sonny Rollins and many others. The songs and stories on *American Routes* describe both the community origins of our music, musicians and cultures — the "roots" — and the many directions they take over time — the "routes." With the New Orleans' "roots" originating in the mingling of French and African/Caribbean influences, the city is well known for its Creole architecture, cuisine, Mardi Gras and music from traditional jazz to R & B and soul. Nick will take us on a tour of the of New Orleans culture, history, and music. Through this sonic journey we will also explore the question of cultural programming of the American soundscape—and what it shares and what differentiates it from news & information programming.

DETAILED SCHEDULE

Schedule

Keynote

Nick Spitzer, the Producer and Host of American Routes & Folklorist and Professor of Anthropology at Tulane University

General Information

2:15 – 2:30pm Refreshment Break with Sponsors Ile de France Foyer

2:30 – 3:45pm Concurrent Sessions

Tuesday

State of the System

Ile de France III

The purpose of this session is to review the Corporation for Public Broadcasting's latest public media financial and operational data and share information that highlights performances, trends, and findings.

Wednesday

Learning Objectives

- The session provides attendees a big-picture view of the entire public broadcasting system.
- Attendees can better understand their own stations in relation to the entire system.
- The trends and data will inform attendees' decision making at their own stations.

Thursday

Content Leaders

Ted Krichels, Sr. Vice President, System Development and Media Strategy – CPB
Moustapha Abdul, Director of Station Analysis – CPB

CPE Credits: 1.5

Session Content Level: Overview

Prerequisites: None

Instructional Delivery Style: Group/Live

Field of Study: Specialized Knowledge & Application

Target Audience: This session is for anyone who works at a station or within the public media system.

Track: Public Media Landscape

Friday

Life After the Spectrum Auction

Conde

The FCC's Incentive Spectrum Auction could change the landscape of television broadcasting, including public television. Stations will be changing bands voluntarily, changing channels involuntarily, sharing channels and even going off the air. This session will review the possibilities and the possible effects on individual stations and their changing landscape. Licensees may get rich or may be left by the wayside; perceptions of members, donors, and legislators may change; and financial models may reset. Attendees will discuss all topics auction-related, except (per the FCC's anti-collusion rule) any individual licensee's bids and bidding strategies.

Bios

CPE

Sponsors

Learning Objectives

- Understand possible outcomes of the Spectrum Auction for stations and markets, including the technical and financial ramifications for auction participants and nonparticipants.
- Review the possible effects of Spectrum Auction outcomes on market competition.
- Plan ahead for possible major construction projects and understand the financial implications.



Locally, radio competition has increased in every market. In addition, there are more competitors battling for the same local media dollars.

On the digital front, Pandora, Spotify and TuneIn are just a few of the sites projected to grow and account for more than 30% of all local media spend in the next two years, while most market radio revenues will remain relatively flat.

We can help you compete in this changing environment.

For corporate sponsorship sales representation contact Market Enginuity's Jim Taszarek, Kirk Nelson or Harry Clark at (602) 824-9474.



Fueling public media missions with
increased revenue and capacity

marketenginuity.com

DETAILED SCHEDULE

Content Leaders

Mary Mitchelson, Inspector General – CPB

Bill Richardson, Deputy Inspector General and Director of Audits – CPB

Helen Mollick, Counsel to the IG and Assistant IG for Investigations – CPB

CPE Credits: 1.5

Session Content Level: Foundational

Prerequisites: None

Instructional Delivery Style: Group/Live

Field of Study: Business Management & Organization

Target Audience: Individuals with compliance and management responsibilities.

Track: Business & Station Operations

When Licensees Divest Their Public Stations: Real World Experiences

Orleans/Rosalie/St. Claude

An increasing number of long-time public broadcasting licensees are spinning off their public stations – sometimes with shockingly little advance notice. Learn about the dynamics and motivations of these spinoffs and how to start immunizing your station from an unexpected loss of your licensee. Attendees will hear about key survival strategies from a panel of station managers who have endured both planned and abrupt licensee changes.

Learning Objectives

- Helping stations preserve existing licensee/station relationships.
- Planning for the possibility that you might lose your licensee someday.
- Surviving the sudden loss of a licensee and making the transition to being your own licensee.

Content Leaders

Ernest Sanchez, Communications Attorney – The Sanchez Law Firm

Craig Beeby, Executive Director – University Station Alliance

Wally Smith, President – Peconic Public Broadcasting

CPE Credits: 1.5

Session Content Level: Intermediate

Prerequisites: None

Instructional Delivery Style: Group/Live

Field of Study: Business Management & Operations

Target Audience: Senior Station Management

Track: Strategic Solutions

Financing for Public Broadcasters

Conde

Public broadcasters increasingly need access to borrowed funds to finance a wide range of activities and opportunities – station and translator acquisitions, new buildings, towers and studios, working capital, and moving forward, to fund capital needs associated with the FCC-mandated TV spectrum “repack,” and also technical upgrade costs to prepare for ATSC 3.0. This session will provide an overview of the primary financing sources available to public broadcasters including: tax-exempt bond financing, traditional bank loans, university loans, revolving lines of credit, and program-related investments. These financing options will be discussed on a comparative basis looking at typical terms, risks, benefits, and costs using real-world examples to help illustrate their applications within the public broadcasting system. The session will also outline the steps involved in moving a financing project from planning to completion.

Schedule

General
Information

Tuesday

Wednesday

Thursday

Friday

Bios

CPE

Sponsors

DETAILED SCHEDULE

THURSDAY, JUNE 2

7:30am – 5:00pm Registration Open Orleans Foyer

8:00 – 8:45am Continental Breakfast sponsored by: Current
Ile de France Foyer

8:45 – 10:00am Concurrent Sessions

CPB Update

Ile de France III

CPB staff welcomes your questions and feedback at this session – designed to be an interactive conversation. Attendees will hear a brief update on the latest CPB news and information of interest to Community Service Grant recipients and others who work in the public media system, but most of the session's time is devoted to hearing from attendees.

Learning Objectives

- The session provides an opportunity for attendees to ask questions of and make comments to CPB staff.
- The session provides an important listening session for CPB staff.
- Attendees will get the latest news and information from CPB at this session.

Content Leaders

Ted Krichels, Sr. Vice President, System Development and Media Strategy – CPB

Deborah Carr, Vice President, Media Strategy Operations – CPB

Erika Pulley-Hayes, Vice President, Radio – CPB

Greg Schnirring, Vice President, Station Grants and TV Station Initiatives – CPB

CPE Credits: 1.5

Session Content Level: Overview

Prerequisites: None

Instructional Delivery Style: Group/Live

Field of Study: Specialized Knowledge & Applications

Target Audience: Recipients of CPB's Community Service Grants and others who work in the public media system.

Track: Public Media Landscape

Forget the Labels – Moving Beyond the Generational Stereotypes

Conde

Have you ever taken a skills test to find out your "real" generation – only to find out it's not your own? You're not alone. We'll move past the Boomer, Xer, Millennial labels to find similarities in work motivation and life stages that transcend generations – and how best to use those common traits to build a top-performing team. We'll share stories, learn management and motivational tips and discover how to build a true multi-generational and highly functioning team.

Learning Objectives

- Identify shared behaviors, traits and motivational triggers that cross generational boundaries.
- Explore creative suggestions to use those shared traits to develop peer-to-peer learning and communication methods designed to eliminate generational barriers in the workplace.
- Examine the differences between management and leadership and why both are critical in a multi-generational workplace.

DETAILED SCHEDULE

Ch-ch-ch-changes: Ownership Reports/Radio Public File

Conde

In January the FCC adopted new Ownership Report procedures for all public broadcast licensees and a new online public file system for public radio licensees. Among other things, Ownership Reports will now be filed by all broadcasters by the same date every two years and will require governing Board members to disclose their social security numbers in order to be assigned an FCC identifying number. In addition, public radio files will be moving online with implications for joint and radio-only licensees. This session will review the substance, timing, and import of the new rules.

Learning Objectives

- Become familiar with new FCC requirements and procedures and become a station resource with respect to them.
- Review the effects of the new rules on station operations.
- Develop a strategy to plan ahead so that implementation of the new procedures is not so disruptive.

Content Leaders

Melodie Virtue, Attorney – Garvey Schubert Barer
Lawrence Miller, Attorney – Schwartz, Woods & Miller

CPE Credits: 1.5

Session Content Level: Intermediate

Prerequisites: Some familiarity with FCC ownership reporting or public inspection file maintenance

Instructional Delivery Style: Group/Live

Field of Study: Business Management & Organization

Target Audience: Those responsible for or involved in preparation of FCC Ownership Reports; managers who work with governing boards that may be sensitive about disclosing social security numbers; staff involved in maintaining a radio station public inspection file.

Track: Business & Station Operations

Strategies to Build Capability and Capacity for Your Station

Ile de France III

The old rules of fundraising are dying. The digital evolution is changing the public media landscape and how stations raise money. Raising money is no longer just the responsibility of the development officer or director. Development professionals must partner with their financial leadership, human resources and creative and content-focused departments. Learn about new fundraising approaches and the impact they will have on your business and strategies and how to evolve your station's approach to be successful.

Learning Objectives

- Learn the major changes in the landscape and impact on fundraising.
- Determine the impacts on cash flow and running the business.
- Identify changes a station needs to make in talent acquisition, development and the way staff work together on a day-to-day basis to be successful in this new environment.

Content Leader

Betsy Gerdeman, Vice President, Development Services – PBS

Schedule

General
Information

Tuesday

Wednesday

Thursday

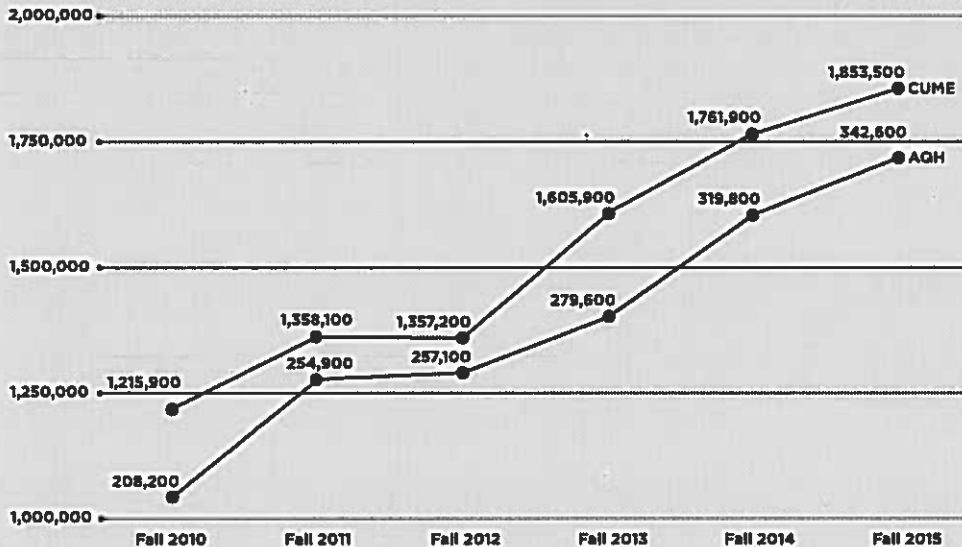
Friday

Bios

CPE

Sponsors

WHEN WE GROW, YOU GROW.



On Point is one of the fastest-growing programs on the air, with AQH up 52% and cume up 65% over the last five years. Tom Ashbrook's unflinchingly honest conversations drive these numbers.

Whatever time of day you choose to broadcast it, *On Point* helps stations grow audience.

To get your station *On Point*, contact Corey Lewis at clewis@wbur.org or 617.353.0909—or call your NPR Member Partnership Manager at 800.329.5380.



NOTE: Numbers reflect daypart and carriage charges.
SOURCE: © 2016 The Nielsen Company. May not be quoted or reproduced without the prior written permission of Nielsen. ACT1 based on Nielsen Audio Nationwide, Fall 2015, Persons 12+, based on program broadcast times, Mon-Sun Midnight-Midnight.

DETAILED SCHEDULE

Friday, June 3

8:00 – 11:30am Registration Open Orleans Foyer

8:00 – 8:45am Continental Breakfast sponsored by: Greater Public
Ile de France Foyer

8:45 – 10:00am Concurrent Sessions

Addressing the Challenges and Opportunities of Capital Equipment Funding at Our Stations

Ile de France III

In response to a PMBA survey conducted in November 2014, members indicated capital equipment funding was important to the success and sustainability of their stations. As a result of this feedback, PMBA's Strategic & Business Planning Committee began an initiative to provide information and a set of collective best practices for stations. In this session, we will review how other stations plan for their capital equipment needs, examine funding options, and review alternatives for leveraging resources. This session will share lessons learned and common practices from the Capital Equipment Funding webinar series conducted this past spring.

Learning Objectives

- Attendees will be able to identify new processes and procedures to plan for capital equipment funding.
- Attendees will be able to learn about examine alternative funding options.
- Attendees will be able to learn about alternatives for leveraging station resources, creating capacity and funding for capital equipment needs

Content Leader

Ron Hetrick, Senior Vice President for Finance & Administration – WITF

CPE Credits: 1.5

Session Content Level: Foundational

Prerequisites: None

Instructional Delivery Style: Group/Live

Field of Study: Business Management & Organization

Target Audience: Those involved in the planning, managing, or execution of a station's capital equipment.

Track: Business & Station Operations

Finding New Revenue: Lessons from the Digital Engagement Council

Orleans/Rosalie/St. Claude

The station-led Digital Engagement Council (DEC), CDP and Greater Public are all working together to jump-start innovative approaches to digital engagement around the system. What key takeaways have been gleaned from testing at local stations and what does this tell us about the future of digital fundraising? We'll hear about the results that local stations are seeing and possibilities for expansion and replication across the system.

Learning Objectives

- Identify new trends that lead to revenue.
- Understand why digital engagement is critical.
- Learn how digital engagement applies to your bottom line.

CONTENT LEADERS

MOUSTAPHA ABDUL

Director of Station Analysis – CPB

Moustapha is director of station analysis in the System Development and Media Strategy department at the Corporation for Public Broadcasting (CPB). He has a BA and MBA in Finance; both from the University of Arkansas. He was also awarded the Wall Street Journal Award for outstanding achievement in 2008. Before joining CPB, Moustapha worked as a financial analyst at Corporate Financial Outsourcing, LLC in Little Rock, Arkansas, where he effectively served as the CFO for a number of small companies and nonprofits.

Session: State of the System

KATHERINE ARNO

Director, TV CSG Policy & Review – CPB

Kate joined the Corporation for Public Broadcasting (CPB) in January 2013, as director of TV community service grants - policy and review. Previously, she was a senior policy associate at the University of Southern Maine where she directed a national project that collected and analyzed data on the activities of almost 5,000 U.S. Department of Justice (DOJ) grant recipients. The data and analyses were used by DOJ to develop national policy, set DOJ priorities and answer Congressional inquiries. Kate previously enjoyed nine years at the Maine Public Broadcasting Network where she was vice president of television and education. She is an Emmy award-winning television producer and has an undergraduate degree in journalism and a master's degree in public policy and management.

Sessions: CSG 101: Understanding TV and Radio Community Service Updates; Completing CPB's Annual Financial Report

PUJA BANSAL

Senior Director of Internal Audit – PBS

Puja Bansal is senior director of Internal Audit, PBS. She has 20 years of combined experience in Sarbanes Oxley implementation, external financial auditing and corporate accounting. She assists management and the Audit Committee in identifying and evaluating key financial and business risks and performing focused audits in high-risk areas. For the past ten years, Puja has performed numerous financial and operational audits for PBS. She acts as the "eyes and ears" of both the Audit committee and PBS management. One of her many accomplishments has been the development of an increasingly sophisticated annual risk management assessment process. This is a "favorite" topic of the Audit Committee and one that has been perceived very favorably over the years. Puja has often remarked that she greatly enjoys working at PBS – the mission, the people she works with and the variety of her assignments. Puja holds a BS in accounting from George Mason University. She is a certified public accountant.

Session: Leverage Risk Assessments to Strengthen Your Business Planning

CRAIG BEEBY

Executive Director – University Station Alliance

USA Executive Director Craig Beeby has over four decades of public broadcasting management experience working with university and college licensed stations plus experience and training as a commercial broadcaster. For the past 8 years, he has conducted over 3,400 station consultations and regional

Schedule

General
Information

Tuesday

Wednesday

Thursday

Friday

Bios

CPE

Sponsors

33

Revealing the Truth in Politics



Which politicians are telling the truth and which ones are making statements we rate

PANTS ON FIRE?

POLITIFACT
CALIFORNIA

IN PARTNERSHIP WITH
 capital public radio

www.politifactcalifornia.com

CONTENT LEADERS

and national training initiatives. He has worked with stations in every size market and has been a resource for all the networks serving the Public Media system from TV to Radio. Twice in his career, the International Center for Journalists and the United States Information Agency have asked Beeby to guide management training in Europe and the South Pacific, noting that the station he was leading had won numerous awards and demonstrated excellence in management in spite of limited resources. From a small station in the prairie, he envisioned and eventually created a statewide public radio network that won 276 journalism awards, including the duPont Columbia. Besides his past roles as GM and then Director of KOSU, he has served as President of Public Radio In Mid America (PRIMA) and founding President of the USA before becoming the USA's current Executive Director. Beeby has a BS in Radio-TV-Film Sales & Management and an M.S. in Mass Communications.

Session: When Licensees Diver Their Public Stations: Real World Experiences

JASON BRENNEMAN-BLACK

Chief of Staff – KQED

Jason is the chief of staff for KQED and is responsible for overseeing and directing high-level projects for the president to ensure organizational effectiveness and attainment of priorities consistent with KQED's strategic plan. In this role Jason also serves as liaison to the senior management team and the Board of Directors. Jason began his media career in the Directors Guild of America, working his way up from assistant director to production manager to producer of feature films in Los Angeles. In 2002, he founded a successful feature film and television production company called Blue Cactus Pictures. Over the years Jason has produced award winning feature films, documentaries, music videos, commercials and educational videos in every format. Jason made the transition to non-profit media in 2011 as the series manager for the innovative Science and Environment team at KQED. In 2013 he became the executive producer of the Emmy Award winning series QUEST. Jason served four years in the Marine Corps, studied theater at SCT and ACT and earned a BFA in film and digital media with honors from UCSC.

Session: Creating a Culture of Innovation: Notes from the Front Lines

DEBORAH CARR

Vice President, Media Strategy Operations – CPB

Deborah is vice president, media strategy operations at the Corporation for Public Broadcasting (CPB) where she has served in various roles over the past 19 years. In her current role, she oversees key grant making, contracting and planning activities related to improvements in station efficiencies, station collaborations, national and local digital infrastructure, and local services. She is also tasked with overseeing financial and operational analysis used in CPB's strategic and business planning. Her past roles at CPB included director, business & administration and director, CSG radio administration in the radio and journalism department. Prior to her tenure in the radio department, Deborah managed benefit programs and other human resources-related functions as a human resources specialist at CPB.

Session: CPB Update

Schedule

General
Information

Tuesday

Wednesday

Thursday

Friday

Bios

CPE

Sponsors

CONTENT LEADERS

ANDREW CHARNIK

Director of Radio CSG Policy & Administration – CPB

Andrew is the director of radio community service grants at the Corporation for Public Broadcasting (CPB), where he oversees policy and administration for more than 400 radio stations. Andrew joined CPB in 2011 and has held positions in station grants administration and the office of the COO. Prior to CPB, Andrew was an independent consultant for early-stage businesses and entrepreneurs. He also worked domestically and internationally in asset management and private banking with JPMorgan Chase & Co. and with The Walt Disney Company. Andrew earned a BA with Distinction from the University of Delaware and an MBA from the Stephen M. Ross School of Business at the University of Michigan.

Session: CSG 101: Understanding TV and Radio Community Service Updates

BINIAM DEBEBE

Senior Financial Review Specialist – CPB

Biniam joined the Corporation for Public Broadcasting (CPB) in May, 2015, as a senior financial review specialist and is primarily responsible for conducting technical and financial reviews of almost 600 Community Service Grant recipients' annual financial reports to CPB. Previously, he worked for more than 15 years in public practice and with not-for-profits in the D.C. metro area, providing audit, tax, accounting, compliance, internal audit and consulting services as an audit supervisor. He is a Certified Public Accountant and has MBA in Finance.

Session: Completing CPB's Annual Financial Report

ESPERANZA FLURY

Assistant General Manager & CFO – WXPB

Esperanza Flury is the assistant general manager, finance, at WXPB in Philadelphia and a PMBA member for thirteen years. Flury is a native of Bogotá, Colombia, and has lived in the United States more than 20 years. Prior to joining WXPB, she worked for MetLife Insurance Company and GE Capital. She has been with WXPB since 1998. Flury oversees all accounting functions and administration for the station's multi-million dollar budget. She was elected to the steering committee board of the Association of Business Administrators at the University of Pennsylvania in 2005. Flury holds a BS in business administration with a major in economics from Jorge Tadeo Lozano University in Bogotá, Colombia.

Session: Financing for Public Broadcasters

DAMON FRAZIER

CPB Consultant – BI Solutions

Damon is a senior consultant with the Business Intelligence Solutions Group (BI Solutions) and has over seventeen years of experience in performance and cost management consulting services. Prior to joining BI Solutions, he worked in a similar capacity with PricewaterhouseCoopers Management Consulting Services and IBM Business Consulting Services. He has been the primary point of contact for the CPB SAS/SABS initiatives during the last 12 years. Damon earned his BA from Ohio University and is a member of the Institute for Management Accountants.

Session: How to Complete the SAS and SABS

CONTENT LEADERS

MARK FUERST

Director – Public Media Futures Forum

Mark is director of the Public Media Futures Forums, created by the Wyncote Foundation to support an on-going discussion and analysis of issues that will shape the next decade of public media service. In November 2015, his work with the Futures Forums was recognized for “Outstanding Contribution to the Public Radio System” through the annual PRRO Award. Before developing the Forums, Mark was co-founder and director of the Integrated Media Association (IMA), where managed six national new media conferences and seven research projects in online fund raising, email/e-communication and audio streaming. Through IMA, Mark helped to create Public Media Metrics that applied Google Analytics to track activity at more than 100 major public media properties. He managed the CPB Public Media Innovation Fund that placed and evaluated 40 investments in online news, social networking and online educational applications. Before focusing on new media, Mark was general manager of WXPB-FM in Philadelphia from 1986 to 1997, when he and his staff defined and developed the AAA music format for public radio and created The World Café. Mark started his public broadcasting career in 1976 at WORT-FM in Madison, WI.

Session: Five Successful Collaborations: What They Did, How They Succeeded

BETSY GERDEMAN

Senior Vice President, Development Services – PBS

Betsy is senior vice president, development services at PBS where she leads strategic efforts to ensure the long-term sustainability of PBS and its member stations. This includes working with stations to identify fundraising needs, implementing and enhancing fundraising tactics, and providing effective integrated tools, services, training and ongoing counsel to member stations in support of fundraising. In addition, Betsy collaborates across PBS to ensure best practices are incorporated into pledge programming, as well as with PBS Digital to support the online fundraising system serving member stations. Betsy has dedicated much of her career to public media, having held a number of key development roles across the public television system. She recently served as KLRU’s senior vice president, development, where she was a member of the senior leadership team and was an officer of the KLRU Board of Directors.

Session: Strategies to Build Capability and Capacity for Your Station

KEN GOULET

Senior Financial Review Specialist – CPB

Ken joined the Corporation for Public Broadcasting (CPB) in May 2015, as a senior financial review specialist and is primarily responsible for conducting technical and financial reviews of almost 600 Community Serve Grant recipients’ annual financial reports to CPB. Previously, he worked for 22 years at Grant Thornton LLP, a large independent audit, tax and advisory firm as a supervising senior in the audit assurance department and manager in their global public sector division. He has a BA in Accounting.

Session: Completing CPB’s Annual Financial Report

Schedule

General
Information

Tuesday

Wednesday

Thursday

Friday

Bios

CPE

Sponsors

CONTENT LEADERS

Schedule

General Information

Tuesday

Wednesday

Thursday

Friday

Bios

CPE

Sponsors

TIA GRAHAM

Senior Director, Philanthropy – PBS

Tia Graham is the Senior Director of Philanthropy at PBS. In this position, she is responsible for working in partnership with stations to build the fundraising capacity and financial health of the system as a whole. This work includes providing training, consulting, and technical support to stations ready to develop major and planned giving programs. Prior to PBS, Tia was the Director of Gift Planned at NPR. She has served in leadership roles in a variety of fields which include education, medical research and community philanthropy. Prior to Tia's work in the nonprofit the industry, she spent a combined ten years working in financial reporting for the oil and gas industry and estate planning primarily for high-net worth individuals. Tia is a graduate of the University of Tulsa College of Law. She resides in Jersey City with her husband and three children. Session: Maximizing the Potential of Development in your Station Financial Strategy

RON HETRICK

Vice President for Finance & Administration – WITF

Ron is a business and finance executive at WITF, an educational non-profit, with a passion for lifelong learning and a love of technology. After earning his BS in computer science at Pennsylvania State University and MBA in business and finance at Villanova University, Ron pursued a senior level position of integrating business, finance, and technology to improve the efficiency and effectiveness of non-profit, education, and media organizations. During his fourteen year tenure at WITF, Ron improved business, financial, technical, and philanthropic operations and participated in numerous projects which expanded the scope and reach of WITF programs and services in the community. Currently, Ron Hetrick is on the Board of Directors and chairs the Strategic & Business Planning committee for PMBA and is working towards his Doctorate in Business Administration at Temple University.

Sessions: Addressing the Challenges of Capital Funding at our Stations; Leverage Risk Assessments to Strengthen Your Business Planning

ROB HILBERT

Vice President – Iowa Public Television Foundation

Rob has been in the development field since 1997 and with the Iowa Public Television Foundation since 2002. As vice president of the foundation, Rob provides counsel and input on all aspects of development with primary responsibilities in major and planned gifts. Rob currently serves as Vice Chair of the PBS Development Advisory Committee to advise PBS on fundraising related issues and activities. Rob is one of eight individuals in North America to receive the International Advanced Diploma in Fundraising from a collaboration of the London-based Institute of Fundraising, the Amsterdam-based European Fundraising Institute, and the Association of Fundraising Professionals in the United States. He received his diploma with distinction in 2015. He served on the board of the Mid-Iowa Planned Giving Council for 14 years and held several positions including President. Rob also served on the board of the Central Iowa Chapter of the Association of Fundraising Professionals and established the Outstanding Youth in Philanthropy Award. Rob holds a degree in Public Relations and Communications from the University of Northern Iowa. He received his Certified Fund Raising Executive (CFRE) accreditation in 2002.

Session: Maximizing the Potential of Development in Your Station's Financial Strategy

CONTENT LEADERS

TED KRICHELS

Sr. Vice President, System Development and Media Strategy – CPB

Ted is senior vice president of system development and media strategy at the Corporation for Public Broadcasting (CPB). He has over 30 years of public broadcasting experience, including roles associate vice president and general manager of Penn State Public Broadcasting and as president and CEO of KBDI, in Denver, CO. During that time, he has contributed to public broadcasting policy and leadership issues through his service on the Association of Public Television Station's Board of Directors, numerous PBS and CPB task forces, and in connection with public broadcasting system organizations such as the University License Association and the Affinity Group Coalition. Ted recently directed the Public Media Models of the Future project for PBS, which seeks to describe sustainable public media service models and explore how they might be leveraged and replicated by others.

Sessions: CPB Update; State of the System; Funding Capital Equipment: Hope is Not a Plan

BARBARA LANDES

Chief Financial Officer, Treasurer, and Senior Vice President, Corporate Services – PBS

Barbara is treasurer and senior vice president, corporate services at PBS where she is responsible for fostering the financial integrity and fiscal health of the organization. Her responsibilities include providing management leadership and oversight of finance, accounting, treasury, investments, facilities, administration, rights management, business development and planning. A member of the senior leadership team, Barbara advises on business strategy and resource management. She is the treasurer of the PBS Foundation and of PBS Enterprises, Inc. and is chair of the PBS Retirement Committee. On behalf of PBS, she serves on the boards for PBS Enterprises, Inc.; Public Media Distribution LLC; National Datacast, Inc.; and Update Logic, Inc. In addition, she chairs the Audit Committee of the Children's Network LLC (a joint venture with NBCUniversal, Sesame Workshop and HIT Entertainment). Prior to joining PBS, Barbara was vice president, business planning, AOL Broadband, and vice president, strategic businesses, AOL Brand, where she led the AOL Personal Finance Channel and oversaw other online consumer-facing products. Her prior experience includes executive vice president and CFO at Averstar; vice president and CFO of Watson Wyatt Worldwide (now TowersWatson); CFO and treasurer, Pinelands, Inc.; and CFO and senior vice president, production and operations for WWOR-TV. Barbara has also held key financial, operational and management positions at MCA/Universal, NBC and CBS.

Session: Leverage Risk Assessments to Strengthen Your Business Planning

ERIK LANGNER

Managing Director – Public Media Company

Erik is a Managing Director at Public Media Company (PMC), a national nonprofit strategic consulting company. Since joining PMC in 2005, Erik has advised dozens of public broadcasters on acquisitions, joint ventures, and financings, all aimed at building audience, impact and sustainable financial capacity. In structuring more than \$200 million in transactions on behalf of large and small public radio and television university and community licensees, Erik's work has led to the preservation and expansion of public media services for tens of millions of Americans. Erik also serves as President of VuHaus, a video

Schedule

General
Information

Tuesday

Wednesday

Thursday

Friday

Bios

CPE

Sponsors

CONTENT LEADERS

collaboration of the country's leading public radio music stations. Before joining PMC, Erik was a corporate attorney in New York and San Francisco, focusing on private equity fund acquisitions and leveraged buy-outs. Erik received his undergraduate degree from the University of North Carolina at Chapel Hill, and graduated cum laude from the Northwestern University School of Law.

Session: Financing for Public Broadcasters

JACKIE LIVESAY

Assistant General Counsel & Vice President, Compliance – CPB

Jackie is assistant general counsel & vice president, compliance at the Corporation for Public Broadcasting. She works closely with CPB's television and radio departments, advising on and drafting Community Service Grant program agreements, assisting with the development of guidelines, CSG certifications, and legal agreements. Jackie also oversees all procurement matters, providing counsel on the preparation and review of competitive solicitations. Previously, Jackie worked in CPB's Office of business affairs, where she drafted and negotiated agreements for the production of television and radio programming. Prior to joining CPB in 2002, she worked for the law firm of McGuire Woods in Northern Virginia, where she focused on technology and oil and gas issues. A resident of Washington, D.C., Jackie is a graduate of the John Marshall School of Law and Purdue University. She has been admitted to practice in the District of Columbia and the state of Illinois.

Session: Communications Act Requirements and Trends in CSG Audits

KEVIN MARTIN

Chief Operating Officer / Senior Vice President – KQED

Kevin joined KQED in 2014 as Chief Operating Officer. Prior to KQED, Kevin spent seven years as the vice president of station grants and television station initiatives at Corporation for Public Broadcasting (CPB). At CPB, Kevin was charged with overseeing the management of \$280 million in "formula" grants to public television and radio stations – more than 70 percent of CPB's total federal appropriation and was responsible for several other competitive grant programs for public television stations. Kevin began his career in 1990 at the Independent Television Service (ITVS), as their first director of finance and administration, establishing the infrastructure and core business systems for the then-new public media entity. After five years with ITVS, Kevin moved on to work as senior vice president and CFO of Twin Cities Public Television (KTCA), where he was instrumental in developing their first for-profit subsidiary. In 1998 he joined North Texas Public Broadcasting (KERA), serving as executive vice president and COO, and interim president and CEO, leading the effort to turn around KERA's financial performance after five consecutive years of deficits. Kevin has served on numerous boards of directors, including the International Public Television's, the Development Exchange Inc. – now, Greater Public, and the Public Broadcasting Management Association – now PMBA. He served on the ITVS Board of Directors from 1999 to 2004, serving as chairman in 2002, 2004.

Session: Creating a Culture of Innovation: Notes from the Front Lines

CONTENT LEADERS

LAWRENCE MILLER

Attorney – Schwartz, Woods & Miller

Larry is a partner in Schwartz, Woods & Miller, a Washington, D.C. law firm with a national public broadcasting practice. He advises public radio and television clients in areas such as FCC licensing, policy, regulatory compliance, program production and distribution, copyright, trademark protection, station transactions and the Educational Broadband Service. Larry speaks frequently at public broadcasting conferences. He earned his BA from Dickinson College and his JD from The George Washington University Law School.

Sessions: Ch-ch-ch-changes: Ownership Reports/Radio Public File; Life After the Spectrum Auction

MARGARET (MEG) MILLER

Partner – Gray Miller Persh LLP

Margaret (Meg) Miller is a founding partner of Gray Miller Persh LLP with over 25 years of experience representing public broadcasters. She works on communications law issues for nonprofit organizations (tax exempt entities) and governmental and educational institutions, including state networks, universities, colleges and school districts. She handles a full range of FCC regulatory and related business issues for nonprofit media companies, public broadcasters (NPR and PBS member stations), student broadcasters (student run operations) and those engaged in educational telecommunications. She has negotiated and closed numerous noncommercial educational TV and radio station sales, acquisitions and management/operating agreements for colleges, universities and nonprofit organizations. Meg and her law partners are actively engaged in representing public TV station clients across the country as stations assess the impact of the upcoming spectrum auction and related repack scenarios on their station operations.

Session: TV Station Repacking (Part II)

VIBHA JAIN MILLER

Vice President, Human Resources – WETA

Vibha joined the Washington DC area's public broadcasting station, WETA, as vice president, human resources in February 2012. She has 25 years of experience and success developing programs in human resources, change management and strategy in a wide array of leading industries including: retail, investment banking, healthcare media & PR, global cable television, consumer products & online, athlete & celebrity marketing & representation, and global non-profit management. Vibha holds an MBA from the Stern School of Business at NYU, and a BA, Magna cum Laude, Phi Beta Kappa, from the University of Connecticut. She has traveled widely, is fluent in French and speaks conversational Hindi.

Session: The Future is Here: Identify and Develop Next Generation Leaders

Schedule

General
Information

Tuesday

Wednesday

Thursday

Friday

Bios

CPE

Sponsors

CONTENT LEADERS

MARY MITCHELSON

Inspector General – CPB

Mary was appointed as the inspector general of the Corporation for Public Broadcasting in June 2013. In that role, she is responsible for promoting economy, efficiency and effectiveness, as well as preventing fraud, waste, and abuse in CPB initiatives and operations. Prior to becoming the CPB IG, Mary was the Deputy IG of the U.S. Department of Education. Having worked as an executive in the IG community since 2000, she has extensive experience overseeing financial and program audits and inspections, criminal and administrative investigations, and legal issues arising from IG activities. Mary also has significant legal experience. She was counsel to the education IG, deputy general counsel of the U.S. Office of Personnel Management; deputy director in the Civil Division of the U.S. Department of Justice, a law clerk on the U.S. District Court for the District of Columbia, and assistant dean of Georgetown Law Center. She earned her JD at Georgetown and her BA from the University of Kansas.

Session: Fraud Awareness, Detection, and Deterrence

HELEN MOLLICK

Counsel to the IG and Assistant IG for Investigations – CPB

Helen joined the Corporation for Public Broadcasting as counsel and assistant inspector general for investigations in November 2012. In her position, she is responsible for appropriately addressing incoming complaints to the Office of Inspector General (OIG), for the conduct or supervision of any investigation initiated by the OIG, for selected reviews and evaluations, and for general legal advice for the OIG. Helen has over 30 years of experience as an attorney in the federal inspector general community with wide-ranging experience in criminal, civil and administrative investigations, employment and disclosure law, ethics, and legal advice to auditors, evaluators, and program managers. Prior to her IG work, Helen worked as a federal prosecutor in the criminal division of the Department of Justice. She earned her JD at Temple University and her BA from Douglass College at Rutgers University.

Session: Fraud Awareness, Detection, and Deterrence

JC PATRICK

Principal – JC Patrick Consulting

JC found her passion for generational issues almost 20 years ago, when, for the first time in our history, we faced the challenges of four active, disparate generations in the workplace. Nationally, JC Patrick Consulting works with clients in public broadcasting, healthcare, the arts and related fields, focusing on improving organizational performance in both individual and corporate giving. JC spent ten years as the station development manager for NPR in Washington, D.C., where she worked with over 800 member stations in all areas of corporate fundraising, with a special focus in online sponsorship and generational marketing. She held two positions at Houston Public Radio – director of marketing and development and Director of corporate support. She began her career in commercial television production, and spent nine years in advertising, both on the client and the agency sides. JC is the recipient of several national development awards in marketing, underwriting and overall development. JC presents half or whole day workshops on the generations, highlighting issues such as workplace conflict, attracting and retaining talent,

CONTENT LEADERS

age-related adaptations to the workplace, time and space flexibility, and ideas to manage workplace change to accommodate the rising generations. JC is a frequent conference speaker.

Session: Forget the Labels – Moving Beyond the Generational Stereotypes

VINCE PETRONZIO

Associate General Manager, Business & Financial Affairs – KPBS

Vince is an experienced financial executive with over 35 years of progressive responsibilities in accounting, finance, operations, strategic planning and business development. In that capacity he works closely with the senior management team at San Diego State University and its related Research Foundation. Vince has been with KPBS since 2010 and oversees the business administration and financial management functions for the station's multi-million dollar budget. Prior to joining KPBS he served as Chief Financial and Operating Officer in several organizations including an international publisher of management training programs, a privately held engineering and IT organization, a large dietary supplement organization and an international apparel brand in the action sports market. He started his career as a CPA at Ernst & Young and rapidly progressed to senior manager focusing on a variety of public and privately held organizations including retail/wholesale, manufacturing, technology, publishing and non-profit institutions including several colleges and universities. Vince graduated Cum Laude from Ohio University.

Session: Leverage Risk Assessments to Strengthen Your Business Planning

ERIKA PULLEY-HAYES

Vice President, Radio – CPB

Erika is vice president, radio, at the Corporation for Public Broadcasting. In this capacity, she articulates and implements a compelling public service vision for public radio and oversees CPB's Radio grant programs and station relations. Erika joined CPB in 2005 and has held multiple positions, most recently as business performance director of the radio department. During this time, she managed the department's business operations, worked on strategic plans and directed grant-making activities to meet annual objectives. Erika helped launch some of public radio's most recent initiatives, including the local journalism collaborations and special StoryCorps projects. Erika began her career as a paralegal at Warner-Lambert Company, a Fortune 500 pharmaceutical company and later managed legal operations of a national clinical research organization overseeing risk management, corporate housekeeping and commercial transactions.

Session: CPB Update

Schedule

General
Information

Tuesday

Wednesday

Thursday

Friday

Bias

CPE

Sponsors

Schedule
 General Information
 Tuesday
 Wednesday
 Thursday
 Friday
 Bios
 CPE
 Sponsors

CONTENT LEADERS

JUN REINA

COO/CFO – Capital Public Radio

Jun began his professional career in the manufacturing and thermoplastics industries working in various capacities including marketing, operations, and general management. In 2000, Jun crossed over from the dark side and joined the non-profit industry as the finance and systems administrator for the World Affairs Council of Northern California based in San Francisco, CA. Jun found his way into the world of public broadcasting in 2007 when he joined Capital Public Radio, Inc. as chief financial officer. In his current capacity as COO/CFO, Jun oversees the operating and broadcasting units including news, marketing, digital, programming & operations, engineering & IT, and finance & administration.

Session: Community Engagement is a Business Decision

BILL RICHARDSON

Deputy Inspector General and Senior Director of Audits – CPB

Bill joined CPB as deputy inspector general in July 2004. Bill has a wide range of experience auditing grants to states/local governments, contract, financial statements, and organizational performance. He supervises all audits and evaluations of public broadcasting stations, contractors, and internal CPB reviews. Bill spent ten years with FDIC as director of corporate evaluation and deputy assistant IG for quality assurance. His prior experience included 19 years with the U.S. Department of Labor as director of performance audits and as the New York Regional IG for Audit. Bill has a BA in economics and a MS in organizational development. He is a Certified Government Financial Manager, Certified Inspector General, Certified Internal Controls Auditor, and certified facilitator. He has provided training on grant auditing, evaluating internal controls, and conducting risk assessments. He led a change initiative to create a learning organization at the FDIC Office of Inspector General.

Sessions: Fraud Awareness, Detection, and Deterrence; Communications Act Requirements and Trends in CSG Audits

JESIKAH MARIA ROSS

Senior Community Engagement Strategist – Capital Public Radio

Jesikah Maria is a documentary media maker who facilitates collaborative projects that help residents identify issues and develop solutions for the places they live. For the past 20 she has worked with schools, non-governmental organizations, social action groups, and public media stations to create storytelling projects that generate civic participation, public dialogue, and community change. She is the founding director of the UC Davis Art of Regional Change (ARC) a university-community engagement initiative that brings students, scholars, and artists together with community-based organizations to produce place-based storytelling projects that catalyze social change. Her most recent ARC project, *Restore/Restory: A People's History of the Cache Creek Nature Preserve*, involved over 200 people in a collaborative effort to collect stories and images that chronicle their changing demographics, traditions, and relationships with the land that is now a nature preserve and curate the work an online story map of community memories, an audio tour presenting multiple perspectives on local history, digital murals combining archival and contemporary images and an illustrated historical timeline of the Preserve.

Session: Community Engagement is a Business Decision

CONTENT LEADERS

ERNEST SANCHEZ

Communication Attorney – The Sanchez Law Firm, Washington, DC

Ernest has been practicing communications and entertainment law in Washington, D.C., for forty years, with particular emphasis on the Federal Communications Commission and on media and information distribution technologies. Ernest represents a wide range of clients including public broadcasters, international news gathering organizations and media content producers and distributors. From 1992 to 1995 he chaired the Communications Law Practice group, in the Washington, D.C. office of Baker & McKenzie, the world's largest law firm, which has more than 4,000 attorneys in 47 countries. Ernest has written and lectured extensively on communications subjects including communications regulation, satellites, cable television, copyright issues, conventional broadcasting and emerging communication technologies. He also chaired, for five years, The Federal Communications Law Journal, the leading scholarly journal in the U.S. on telecommunications subjects. Ernest is also a well-known author and lecturer on entertainment law subjects, with particular emphasis on the legal aspects of film and electronic media program production, acquisition, distribution and marketing.

Session: When Licensees Divest Their Public Stations: Real World Experiences

GREG SCHNIRRING

Vice President, Station Grants and TV Station Initiatives – CPB

Greg is vice president, station grants and tv station initiatives at the Corporation for Public Broadcasting. Greg oversees policy implementation for the Community Service Grant (CSG) program. He also collaborates with other management, staff, and the system on policy development for the CSG program. In addition, his portfolio includes implementing initiatives to help stations provide strong public service to their communities and encouraging greater efficiencies, effectiveness, and collaboration. Previously, Greg served as the CPB vice president, radio and he held senior positions at Wisconsin Public Radio and South Dakota Public Radio.

Sessions: Completing CPB's Annual Financial Report; CSG 101: Understanding TV and Radio Community Service Updates; CPB Update

TAREQ SIBLINI

Financial Analyst – CPB

Tareq has been a financial analyst in the system development and media strategy department at the Corporation for Public Broadcasting (CPB) since January 2015. Before joining CPB, Tareq worked as a junior financial and budgeting analyst at the Cloudburst Consulting Group in Landover, MD. He is a graduate of George Mason University where he obtained a BS in Finance. He's also held a Bloomberg Certification for technical and fundamental analysis since 2014.

Session: How to Complete the SAS and SABS

Schedule

General
Information

Tuesday

Wednesday

Thursday

Friday

Bios

CPE

Sponsors

CONTENT LEADERS

JAKE SHAPIRO

CEO – Public Radio Exchange

Jake runs the Public Radio Exchange, or PRX, an award-winning nonprofit whose mission is to harness technology to bring significant stories to millions of people. Since its launch in 2003 PRX has been a leader and innovator in public media: pioneering distribution models, developing signature shows, and creating cutting-edge mobile apps. In 2012 Jake helped found Matter Ventures – a for-profit startup accelerator for mission-driven media entrepreneurs. Jake is an Ashoka Fellow, Senior Researcher at the Berkman Center at Harvard, and advisor to a number of public media organizations, media funders, and Internet startups.

Session: Closing Keynote

WALLY SMITH

President – Peconic Public Broadcasting

He established the first NPR station in the Los Angeles market in 1972 and has served as a Board Member of National Public Radio and a founding board member of American Public Radio, now Public Radio International. He continues his pioneering efforts on behalf of public radio as the founding President of Peconic Public Broadcasting.

Session: When Licensees Divest Their Public Stations: Real World Experiences

CAROL SORBER

Director, Professional Development – PBS

Carol has spent most of the last two decades designing, developing, and delivering dynamic and engaging professional development opportunities that help participants improve on-the-job performance. A skilled group leader and facilitator, she uses collaborative activities to enhance the learning experience for participants. She joined PBS as the director of professional development in 2010. Prior to that, she managed professional development technologies for a global law firm. Carol is a co-author of "The Art and Science of Strategic Talent Management in Law Firms," published by Thomson Reuters (2010). She holds an MA in Human Resource Development and a BA in Liberal Arts from The George Washington University and is also MBTI® accredited.

Session: The Future is Here: Identify and Develop Next Generation Leaders

NICK SPITZER

Producer and Host – American Routes & Professor of Anthropology – Tulane University

Nick Spitzer, the producer and host of American Routes, is a folklorist and professor of anthropology at Tulane University. Nick specializes in American music and the cultures of the Gulf South. He received a PhD in anthropology from the University of Texas with his dissertation on zydeco music and Afro-French Louisiana culture and identities. A former Smithsonian curator, Nick has been a cultural commentator and producer for Radio Smithsonian, NPR's All Things Considered and Fresh Air, CBS' Sunday Morning, and ABC's Nightline. Spitzer directed the film Zydeco: Creole Music and Culture in Rural Louisiana (1986) distributed on PBS, Discovery and worldwide by the USIA. He has produced or annotated over two dozen sound recordings, and created broadcast concert series from Carnegie Hall (Folk Masters) to the National Mall (American Roots 4th of July). Spitzer's radio experience goes back to the 1970s,

CONTENT LEADERS

when he served as program director of WXPB-FM, then a college radio station at Penn in Philadelphia, where he majored in anthropology. After graduation, Nick was afternoon drive host on the popular "underground" rock station, Metromedia's WMMR-FM in Philadelphia, and later worked as a deejay on the legendary progressive country station KOKE-FM during the early boom days of the Austin music scene. Nick received a Guggenheim fellowship for work on traditional creativity in Louisiana Creole communities, several CPB awards for Folk Masters and the ASCAP Deems Taylor Award for excellence in radio for American Routes.

Session: Opening Keynote

JENNIFER STRACHAN

Public Media Consultant – Strachan Media Consulting

Before launching her consulting business in 2014, Jennifer most recently served as the Executive Director of News and Digital at KPLU. Her career includes a variety of leadership positions in both public television and public radio and she has worked nationally on a variety of development and new revenue initiatives.

Session: Finding New Revenue: Lessons from the Digital Engagement Council

RICHARD TAIT

President – R. H. Tait Associates

Richard is president of R. H. Tait Associates, Inc., a management consulting firm that specializes in strategic planning and in helping organizations develop and implement high impact innovation processes. Richard's accomplishments are highlighted by a 22 year research, management and consulting career with DuPont where he was a founding member and innovation manager for the DuPont Center for Creativity and Innovation. Outside of DuPont, Richard was co-leader of consulting projects for implementation of global new product development best practices at several major companies and was a co-developer of the "Institute for Inventive Thinking" for the National Inventors Hall of Fame. Richard's work with public broadcasting began in 2000 when he facilitated creative idea development ("brainstorming") workshops with a number of public radio organizations including WXPB, Wisconsin Public Radio, WKSU, WUSF, New Hampshire Public Radio and Public Interactive. The goal was to develop to develop strategies for exploiting the new media. Richard has a BS in physics from the University of Virginia, PhD in physics from Cornell and is a certified New Product Development Professional (by the PDMA). Richard's most recent book is Value Innovation Portfolio Manage.

Session: Five Successful Collaborations: What They Did, How They Succeeded

KEVIN THOMPSON

CPB Consultant – BI Solutions

Kevin Thompson is a co-founder and partner of the Business Intelligence Solutions Group (BI Solutions) and has over twenty years of experience in performance and cost management consulting services. He has designed and implemented performance and cost management solutions for dozens of clients and has worked within a number of different industries. He has supported the public media industry, the SABS and SAS surveys and the station performance reporting initiatives for the past 12 years. Prior to forming BI Solutions, he spent six years working in a similar capacity with Price Waterhouse and

Schedule

General
Information

Tuesday

Wednesday

Thursday

Friday

Bios

CPE

Sponsors

CONTENT LEADERS

PricewaterhouseCoopers Management Consulting Services, most recently as a senior manager. He has a B.S. from Rutgers University and an MBA from the Kelly School of Business at Indiana University.
Session: How to Complete the SAS and SABS

MELODIE VIRTUE

Attorney – Garvey Schubert Barer

Melodie has been practicing communications law for over 30 years. She is an owner at the Washington, DC Office of the law firm of Garvey Schubert Barer. Her primary focus is on assisting broadcasters in their dealings with the FCC, providing regulatory advice, working on transactions and applications for stations, and advising them on web site compliance, copyright and streaming issues.

Session: Ch-ch-ch-changes: Ownership Reports/Radio Public File

LEE WEINEL

Chief Financial Officer – Public Media Connect (CET/ThinkTV)

Lee joined Public Media Connect (PMC) in January 2015. Prior to joining PMC he spent 26 years in Public Accounting specializing in financial systems and accounting practices of non-profit organizations. He is responsible for overseeing the financial operations at PMC including human resources and technology.

Session: Maximizing the Potential of Development in your Station Financial Strategy

2017

Save the Date!

May 30-June 2, 2017

Location will be announced in
the closing session.

public media

apps

mobile made easy

Creating Great Apps for Public TV, Joint Licensees & Public Radio

- Station branded
- Fully integrated with COVE and NPRDS
- All of your content
- Push notifications
- New underwriting opportunities
- Serving 100+ stations



PublicMediaApps.com

Heidi.Busch@PublicMediaApps.com

301.741.8097

CPE PROCESS

Attendees have the opportunity to select from 41.5 hours to earn up to 20.5 hours of CPE credits during the 2016 PMBA Annual Conference. Sessions that carry CPE credits include course level, number of credits to be earned, and field of study to help attendees make appropriate selections.

To receive CPE credit for participation in credit-bearing sessions, you must;

1. Sign the attendee sheet at every session to indicate that you have attended the entire session
2. Complete the PMBA Certificate of Completion included in this conference program
3. Calculate and sign the PMBA Certificate of Completion and return it to the registration desk.
4. Once approved by PMBA Headquarters, a CPE certificate will be electronically sent to you within 6 weeks.

PMBA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of accountancy have final authority on the acceptance of individual courses of CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors through its website at www.learningmarket.org

If you have any questions regarding registration, refunds, complaints, or program cancellation policies please contact PMBA at (703) 506-3292 or info@pmbaonline.org

Please note that the certificate must be completed and signed to receive any credit.

Please mark sessions attended with an ✓ in the "Attended" Column, for example

Time	Track	Session	Field of Study	Attended
TUESDAY, MAY 31, 2016				
1:00pm - 5:30pm	Pre-Conference	Pre-Conference Workshop - Completing the SAS and SABS	SKA (5 CPE)	✓
WEDNESDAY, JUNE 1, 2016				
7:30am- 12:00pm	Pre-Conference	Pre-Conference Workshop - Completing CPB's Annual Financial Report	SKA (5 CPE)	✓
2:30pm- 3:45pm	Public Media Landscape	State of the System	SKA (1.5 CPE)	✓
	Public Media Landscape	Life After the Spectrum Auction	SKA (1.5 CPE)	
	Strategic Solutions	Maximizing the Potential of Development in Your Station's Financial Strategy	BMO (1.5 CPE)	

Continuing Professional Education (CPE) Certificate of Completion

2016 PMBA Annual Conference | May 31–June 3, 2016 • New Orleans, LA

FIRST NAME	LAST NAME		
TITLE	ORGANIZATION		
ADDRESS			
CITY	STATE	ZIP CODE	
PHONE	EMAIL ADDRESS		

This certificate is presented for successfully completing the following courses during the 2016 PMBA Annual Conference, May 31 – June 3, 2016, in New Orleans, LA. In accordance with the standards of the National Registry of CPE Sponsors, CPE credits have been granted based on a 50-minute hour. All sessions were presented in the Group-Live instructional method. PMBA's National Registry sponsor number is: 103686.

Please check the sessions attended.

Time	Track	Session	Field of Study	Attended
TUESDAY, MAY 31, 2016				
1:00pm - 5:30pm	Pre-Conference	Pre-Conference Workshop - How to Complete the SAS and SABS	SKA (5 CPE)	
WEDNESDAY, JUNE 1, 2016				
7:30am-12:00pm	Pre-Conference	Pre-Conference Workshop Completing CPB's Annual Financial Report	SKA (5 CPE)	
2:30pm-3:45pm	Public Media Landscape	State of the System	SKA (1.5 CPE)	
	Public Media Landscape	Life After the Spectrum Auction	SKA (1.5 CPE)	
	Strategic Solutions	Maximizing the Potential of Development in Your Station's Financial Strategy	BMO (1.5 CPE)	
4:00pm-5:15pm	Business & Station Operations	Fraud Awareness, Detection, and Deterrence	BMO (1.5 CPE)	
	Strategic Solutions	When Licensees Divest Their Public Stations: Real World Experiences	BMO (1.5 CPE)	
	Business & Station Operations	Financing for Public Broadcasting	Finance (1.5 CPE)	
THURSDAY, JUNE 2, 2016				
8:45am-10:00am	Public Media Landscape	CPB Update	SKA (1.5 CPE)	
	Strategic Solutions	Forget the Labels – Moving Beyond the Generational Stereotypes	P/HR (1.5 CPE)	
	Strategic Solutions	Five Successful Collaborations: What they Did, How They Succeeded* (Deep Dive Session) <i>*Must attend both parts to receive 3.0 CPE</i>	BMO (1.5 CPE)*	

Please fill out BOTH SIDES of this page, return this certificate to the Registration Desk before leaving the conference.

Schedule
 General Information
 Tuesday
 Wednesday
 Thursday
 Friday
 Bios
 CPE
 Sponsors

10:30am-11:45am	Business & Station Operations	Ch-ch-ch-changes: Ownership reports/Radio Public File	SKA (1.5 CPE)	
	Strategic Solutions	Strategies to Build Capability and Capacity for Your Station	BMO (1.5 CPE)	
	Strategic Solutions	Five Successful Collaborations: What they Did, How They Succeeded* (Deep Dive Session) <i>*Must attend both parts to receive 3.0 CPE</i>	BMO (1.5 CPE)*	
1:30pm-2:45pm	Business & Station Operations	Communications Act Requirements and Trends in CSG Audits	SKA (1.5 CPE)	
	Strategic Solutions	Leverage Risk Assessments to Strengthen Your Business Planning	BMO (1.5 CPE)	
	Public Media Landscape	TV Station Repacking (Part II)	SKA (1.5 CPE)	
3:15pm-4:30pm	Business & Station Operations	CSG 101: Understanding TV and Radio Community Service Grants	SKA (1.5 CPE)	
	Strategic Solutions	Community Engagement is a Business Decision	SKA (1.5 CPE)	
	Business & Station Operations	Creating a Culture of Innovation Through Operational Alignment: Lessons From the Front Lines	BMO (1.5 CPE)	
FRIDAY, 2016				
8:45am-10:00am	Business & Station Operations	Addressing the Challenges and Opportunities of Capital Equipment Funding at Our Stations	BMO (1.5 CPE)	
	Strategic Solutions	Finding New Revenue: Lessons from the Digital Engagement Council	SKA (1.5 CPE)	
	Strategic Solutions	The Future is Here: Identify and Develop Next Generation Leaders	P/HR (1.5 CPE)	

Please tally sessions attended in each NASBA field of study:

Business Management & Organization (BMO)	Finance	Personnel/HR (P/HR)	Specialized Knowledge & Applications (SKA)
___ /13.5 CPE possible	___ /1.5 CPE possible	___ /3.0 CPE possible	___ /23.5 CPE possible

Total CPE Credit Hours attended _____ (20.5 CPE Credit Hours).

I certify that the sessions checked above were attended.

Signature of Attendee

John Y. Chen, CAE, PMBA Managing Director

Please return this certificate to the Registration Desk before leaving the conference.
A copy will be signed and mailed to you in 4-6 weeks.

PMBA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of accountancy have final authority on the acceptance of individual courses of CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors through its website: www.learningmarket.org.

If you have any questions regarding registration, refund, complaints or program cancellation policies, please contact Caroline White, PMBA's Coordinator of Association Services, at (703) 506-3292 or cwhite@pmbaonline.org.

SPONSOR DESCRIPTIONS

Allegiance Software

www.allegiancesoftware.com

Allegiance provides installed and Cloud fundraising, auction and radio traffic solutions developed specifically for public broadcasters. Plus, we have developed a diverse set of solution partners to give you a seamless and full featured experience. Allegiance systems, training and unlimited support are proven to help stations like yours raise more money while improving operation efficiencies.

Capital Public Radio

www.capradio.org

Capital Public Radio's mission is to provide a trusted source of information, music and entertainment for curious and thoughtful people in efficient, sustainable ways that meet their needs while strengthening the civic and cultural life of the communities we serve.

CARS

www.cardonatingiseasy.org

CARS is a 501(c)(3) organization that provides customer orientated, turn-key vehicle donation program management services to non-profit organizations throughout the United States and Canada.

Corporation for Public Broadcasting

www.cpb.org

As a private, nonprofit corporation created by Congress, CPB is the steward of the federal government's investment in public broadcasting and the largest single source of funding for public radio, television, and related online and mobile services. CPB's mission is to ensure universal access to non-commercial, high-quality content and telecommunications services. It does so by distributing more than 70 percent of its funding to more than 1,400 locally owned public radio and television stations.

Current

www.current.org

Current is the nonprofit news service for and about public media in the U.S. Current publishes online daily and in print.

Greater Public

www.greaterpublic.org

Greater Public provides stations with practical, hands-on assistance in fundraising, marketing, and engagement. 250 member stations rely on Greater Public for support that both aids and challenges them to embrace best practices and innovations.

Schedule

General
Information

Tuesday

Wednesday

Thursday

Friday

Bios

CPE

Sponsors

Schedule
 General Information
 Tuesday
 Wednesday
 Thursday
 Friday
 Bios
 CPE
 Sponsors

SPONSOR DESCRIPTIONS

KPBS

www.kpbs.org

KPBS serves the San Diego region with news and entertainment programming that respects our audience with inspiring, intelligent and enlightening content delivered via multiple outlets, including television, radio, and digital media. KPBS values integrity, truth, transparency and lifelong learning. We strive to engage with our citizens and showcase the unique neighborhoods and people that make our community thrive. As a public service of San Diego State University, education is a core value - from our children's programming to our local news coverage.

NPR

www.npr.org

The mission of NPR is to work in partnership with Member Stations to create a more informed public — one challenged and invigorated by a deeper understanding and appreciation of events, ideas, and cultures. NPR connects to audiences on the air, online, and in person. More than 26 million radio listeners tune in to NPR each week and more than 30 million unique visitors access NPR.org each month making NPR one of the most trusted sources of news and insights on life and the arts.

PBS

www.pbs.org

PBS is a membership organization that, with its member stations, serves the American public with programming and services of the highest quality, using media to educate, inspire, entertain and express the diversity of perspectives. PBS empowers individuals to achieve their potential and strengthens the social, democratic and cultural health of the U.S.

Public Media Apps

www.publicmediaapps.com

Public Media Apps is the leader in station branded mobile apps, serving more than 100 public media stations. Available for Public TV, Public Radio and Joint Licensees, Public Media Apps offers custom apps for iPhone, iPad, and Android phones and tablets. Please contact Heidi Busch, heidi.busch@publicmediaapps.com to learn more.

Public Media Management

www.wgbh.org/about/pmm

Backed by the collective expertise of WGBH and Sony, Public Media Management (PMM) streamlines, simplifies and automates national content distribution and master control responsibilities, enabling you to devote resources to better serve your audiences & members. PMM leaves your schedule, content and branding in your local control. Plus PMM allows your station significant capital avoidance for one affordable monthly fee.



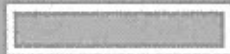
There is more to public media than extraordinary journalism

NPR salutes PMBA and the business
leaders in our industry whose expertise
and commitment are essential to
our shared future.

Healthy revenue Happy CFO

Helping hundreds of member stations thrive
through fundraising innovations and best practices.

**GREATER
PUBLIC**





Agenda
PTPA Fall Meeting September 25-26, 2016
Embassy Suites, Denver Co.

- 11:10 a.m. **Morning Break Sponsored by Sesame Workshop** **Crystal Foyer**
Sesame Workshop invites you to take a break with us and enjoy some snacks with your favorite Muppets!
- 11:35 a.m. **Session IV: Engagement Beyond Broadcast** **Crystal Ballroom C**
Traditional TV viewing has transitioned into a highly-interactive and engaging process with content consumers, thanks to mobile and online technologies. How can local stations incorporate online content within their local productions to further engage their audiences, how can we utilize social media to have more local impact, and how can we monetize these processes and measure success? Join us for a discussion with NATURE and NOVA producers on the planning, production, and evaluation of content created for the multitude of platforms beyond broadcast.
Moderator: Valerie M.B. VanDerSluis, KTWU, PTPA Board Member
Speakers: Lauren Aguirre, Director of Digital Media for NOVA
 Bill Murphy, Series Producer for NATURE/Thirteen/WNET
 Eric Olson, Digital Media Producer for WNET
- 12:15 p.m. **Session V: My Programmer Story** **Crystal Ballroom C**
Part 1
We are lucky to be part of a system that attracts smart, caring, dedicated professionals who do this job because they think that it makes a difference. We are also fortunate to have a number of programmers among us who have done exceptional work for many years and are willing to share their valuable insights so that we might all better serve our communities. My Programmer Story is a chance to hear from experienced programmers about the path they took to where they are, what they learned along the way, and why what we do matters.
Moderator: Justin Harvey, Nashville Public Television, PTPA President Ex-Officio
Speaker: Mary Gardner, Oregon Public Broadcasting
- 12:25 p.m. **Lunch Sponsored by Articulate with Jim Cotter** **Crystal Ballroom B**
The refreshingly smart and straightforward magazine show from WHYY in Philadelphia that explores the human experience through the lens of art, culture and creative expression.
- 1:45 p.m. **Drawing #1 Sponsored by Mack & Moxy** **Crystal Ballroom C**
Fun-loving *Mack & Moxy* is back for fall schedules. The beloved children's series reaches children 3-7 and helps them explore the world around them with fun adventures.
- 1:50 p.m. **My Programmer Story Part 2** **Crystal Ballroom C**
Moderator: Justin Harvey, Nashville Public Television, PTPA President Ex-Officio
Speaker: Garry Denny, Wisconsin Public Broadcasting
- 1:55 p.m. **Session VI: Picking Hats to Outrun The Bear** **Crystal Ballroom C**
Morphing media makes for more new roles than a Robin Williams standup. Schedulers are dinosaurs. Curators are king! Two former colleagues now live among the GM's and share their mindset regarding programmers. Validating value comes in wearing more hats, but also the right ones for your shop.
Moderator: Jim Wiener, Think TV, PTPA Board Member
Speakers: Terry Dugas, GM, Wyoming PTV, Ron Pisaneschi, GM, Idaho PTV



Agenda
PTPA Fall Meeting September 25-26, 2016
Embassy Suites, Denver Co.

- 2:35 p.m. **Afternoon Break Sponsored by HIT Entertainment and WNET** **Crystal Foyer**
Thomas & Friends and *Bob the Builder* have had a busy 2016 so far. Take a break, learn how to build your own local success stories, and find out what's on track for the rest of the year.
- 3:00 p.m. **My Programmer Story: Part 3** **Crystal Ballroom C**
Moderator: Justin Harvey, Nashville Public Television, PTPA President Ex-Officio
Speaker: Kent Steele, WNET
- 3:05 p.m. **Session VII: The Bits & Bytes of Online Content Curation** **Crystal Ballroom C**
As the expectation of online availability grows and binge-watching increases, how are programmers expanding their role at the local level as "digital content curators"?
Moderator: Jill Linder, KPBS, PTPA Board Member
Presenters: Ron Bachman, WGBH, Bill Young, KERA, James Davie, KUED, Sheri Walton, IDPTV
- 3:55 p.m. **Session VIII: The Road Not Taken, or Two Subchannels Diverged in a Server** **Crystal Ballroom C**
Get an overview of subchannel performance to serve as background for a discussion about the future. Find out what stations are doing currently with their subchannels, discover your colleagues' plans for the new digital/streaming kids channel, and unearth some backstory. We'll prime the pump by hearing from two stations about their current successes and plans.
Moderator: Bill Young, KERA, PTPA Board Member
Presenters: Kristen Kuebler, TRAC Media and Hildy Ko, Arizona Public Media
- 4:45 p.m. **PTPA Business and Open Mic** **Crystal Ballroom C**
- 5:00 p.m. **Bonfire Break Sponsored by ITVS** **Crystal Foyer**
ITVS invites you to toast its 25th Anniversary with champagne, cinema-style snacks, and a sneak peek at the incredible films on ITVS's upcoming slate.
- 5:30 p.m. **Meeting Adjourns. Thank you for another excellent meeting and please complete your evaluations.**

See you in San Diego!