



PTPA FALL MEETING  
Agenda  
Cleveland, OH  
November 10<sup>th</sup> & 11<sup>th</sup>, 2024

### Sunday, November 10

3:00pm – 5:00pm **Registration sponsored by Executive Program Service** **3<sup>rd</sup> Floor, Lakeside Foyer**

Executive Program Services (EPS) is among the largest distributors to public television stations in annual hours of programming and provides attractive solutions in the often complicated world of public television.

6:00pm **PTPA Dinner hosted by WETA** **Collision Bend Brewery**

Cleveland isn't just a rockin' city; it was also the first to be illuminated by electricity back in 1879! We think it's the ideal spot to shine a bright light on the incredible work of caregivers. Join the WETA team at Collision Bend Brewing Company along the Cuyahoga River to discover more about "**Caregiving**," a new 2-hour film executive produced by Bradley Cooper. Shuttle service will be available.

**[Bus pickup will be at the Ontario Street entrance at 6:00pm!](#)**

### Monday, November 11

7:45 am **Breakfast sponsored by Black Valley Films: *Shot in the Arm*** **Hope E**

Skeptical and hopeful, ***Shot in the Arm*** explores vaccine hesitancy historically and in the context of Covid-19.

Can we replace cynicism with curiosity and bridge the political divides that make us sick? Learn about the documentary from Executive Producer Neil de Grasse Tyson and Writer/Director Scott Hamilton Kennedy.

9:00 am **Introduction and Opening of Meeting** **Center St BC**  
Jill Linder, PTPA President & Director of Video Programming & Operations, KPBS

9:05 am **Center St BC**

#### **Session I: The Data Edge: Unlocking the Power of Data for Enhanced TV Scheduling**

In today's competitive media landscape, audience data is a powerful tool for crafting winning program schedules. Join us as we showcase real-world examples of how leveraging real-time data can optimize scheduling, boost viewership, and keep audiences engaged. Learn practical strategies that blend data insights with programming expertise to elevate your content, make smarter scheduling decisions, and stay ahead of the curve. Whether you're new to data-driven approaches or looking to refine your strategy, this session offers actionable tips to maximize audience engagement.

**Moderator:** Stacia Hentz, PTPA Board Member & Director of Television, WOSU Public Media

#### **Presenters:**

Steve Graziano, President, P3 Public Media

Kelly Luoma, Programmer, TRAC Media Services

Kate Pearson, Senior Managing Director, Programming & Acquisitions, Maryland Public Television



- 9:50 am      **Session II: Can I Do That? Owning Your Local Airwaves**      **Center Street BC**  
In an ever-evolving media landscape, local television stations face the challenge of standing out while serving their communities. This session is designed for television programmers who are looking to maximize their local programming potential. Discover innovative strategies for localizing your broadcast schedules and leveraging PBS common carriage rules to enhance your station’s visibility and community impact. Our panel will share best practices, case studies, and actionable insights on how to schedule locally focused content that resonates with your audience.  
**Moderator:** Laura Durham, PTPA Board Member & Director of Programming & Engagement, PBS Utah  
**Speakers:**  
Cheryl Nunnley, Director, TV Programming & Broadcast Traffic, SCETV  
Kelly Luoma, Programmer, TRAC Media Services
- 10:35 am      **Networking Break**      **Center Street Foyer**
- 10:50 am      **Giveaway: PBS Distribution**      **Center Street BC**  
PBS Distribution is a leading distributor of public media content around the World, reaching audiences through multiple platforms and formats. For over 10 years, PBS Distribution has extended the reach of programming beyond broadcasting while generating revenue for the public television system, stations, and producers.
- 10:55 am      **Session III: How Local Can You Go? Success with Smarter Station Breaks**      **Center Street BC**  
Engaging audiences with your station breaks can be a challenge, but in combination with savvy local programming, the time between our programs can be used more effectively than we think. Join the conversation as Kathryn Larsen shares the strategy and experience of changing her station’s breaks to emphasize local connections. Inspired by Kathryn’s presentation at the PBS Annual Meeting, Lisa Tipton has since revamped WTTW’s approach to emphasize local branding and balance the promotion of broadcast and streaming programs with membership opportunities. The presenters will discuss the decision processes and other factors that influence break strategy and execution, and they will want to hear about your experiences as well!  
**Moderator:** Michael O’Keefe, PTPA Board Member & Programming/Communications Manager, KMOS-TV  
**Presenters:**  
Kathryn Larsen, Vice President, Content Distribution, Buffalo Toronto Public Media  
Lisa Tipton, PTPA Board Member & Head of Programming, WTTW



- 11:40 am      **Session IV: Cross-Platform Power: Promoting the PBS App via Broadcast**
- At a time when the PBS system is losing multiple linear viewers to every one new streamer gained, it is more important than ever for stations to promote the free PBS App and Passport. This session, moderated by Bryant Wilson, from The Programming Service, focuses on best practices and new approaches for promoting streaming on-air. Heather Reese from PBS Wisconsin, Devin Karambelas from WETA, and Jeffrey Hughes from WPSU, share real examples of work and workflows from their stations designed to grow multiplatform audiences. Steal these ideas, that's the point!
- Moderator:** Bryant Wilson, VP of Programming and Acquisitions, The Programming Service
- Presenters:**  
Heather Reese, Video Promotion Manager, PBS Wisconsin  
Devin Karambelas, PTPA Vice President & VP of TV Programming, WETA  
Jeffrey Hughes, Director of Programming & Broadcast Operations, WPSU
- 12:30 pm      **Sponsored Lunch: Unity Productions Foundation presents**      **Hope E Islam's Greatest Stories of Love:** Travel with a Muslim woman searching for insights about enduring love in her religious tradition. Her journey through famous Muslim stories takes us to the source and meaning of love.
- 2:00 pm      **Session V: PTPA Breakout Session**      **Center St BC**
- Join colleagues for an interactive breakout session designed to offer an opportunity for valuable peer-to-peer learning. This informal gathering will provide a relaxed environment to discuss challenges, share best practices and strategies, and exchange ideas.
- Breakout Topics:**
- Protrack Tips, Tricks & Templates featuring Kristen Doogan, Myers Systems
  - PBS Digital Products: Media Manager, Curate and more, featuring Amy Lust and John Moses, PBS
  - Creative Breaks - Steal this Idea!
  - Working with Local Producers
  - Working Collaboratively: Cross-Department Teams & Regional Working Groups
  - Data & Dashboards featuring Craig Reed, TRAC Media
  - Pledge Best Practices featuring Kristen Kuebler, TRAC Media
- 3:30 pm      **Networking Break**      **Center Street Foyer**



- 3:50 pm      **Session VI: Your Data Questions Answered with TRAC**      **Center Street BC**  
Have you wondered why your overnight data differs from your sweeps data? What does “unification” mean anyway? Does the Nielsen demo called “Hispanic” refer to race or language spoken? In this session join colleagues for a Q&A led conversation answering pre-submitted and on-the-spot questions like these and more. Topics will cover terminology, demographics, key performance indicators, reports, methodology and more. Email your data questions to: [Kristen@tracmedia.com](mailto:Kristen@tracmedia.com).  
**Presenters:**  
Craig Reed, Executive Director, TRAC Media Services  
Kristen Kuebler, Director Client Services, TRAC Media Services
- 4:25 pm      **Session VII: PBS Curate: Elevating Local and National Content in the PBS App**      **Center Street BC**  
**(This Session is open to APT Fall Marketplace Attendees)**  
Led by the PBS Digital Products team and station programmers, this session will guide attendees through the new PBS "Curate" tool and offer practical tips and strategies for highlighting and promoting local and national acquisitions in the PBS app and beyond.  
**Moderator:** Betsy Braun, PTPA Board Member & Director of Programming & Engagement, WHY  
**Speakers:**  
John Moses, Sr. Manager, SPI Team, PBS  
Lynn Valiquette, Content Acquisition and Distribution Manager, Cascade PBS  
Jill Linder, PTPA President & Director of Video Programming & Operations, KPBS
- 5:00 pm      **Close of Meeting**  
Jill Linder, PTPA President & Director of Video Programming & Operations, KPBS

THANK YOU for participating!

How'd we do? Your feedback is critical!

**Please complete your meeting evaluation as soon as possible.**

Have ideas? Enjoy collaborating with colleagues? Consider joining the PTPA board in 2025! Use the app or send an email to [leesa@tracmedia.com](mailto:leesa@tracmedia.com) today to submit PTPA Board Nominations.

**AV Sponsored by This Old House & Ask This Old House**

***This Old House & Ask This Old House*** want to make sure the PTPA meeting is up and running properly in Cleveland with this AV sponsorship! We know how important good tools are!