



Day 1

Wednesday, May 27

- 1:00 pm **Welcome and Introduction**
Devin Karambelas, PTPA President & Vice President, TV Programming, WETA
- 1:03 pm **Giveaway 1: *American Creed***
Win AirPods Pro from *American Creed: Citizen Power*, stories of young community leaders from Alaska to Appalachia, in dialogue with Condoleezza Rice and David M. Kennedy. Coming September on PBS Plus.
- 1:05 pm **Session I: A Conversation with APT's Jim Dunford**
Jim Dunford shares the latest on how APT is evolving to meet stations' needs. This candid conversation will cover updates to content and services, new opportunities for stations to distribute local programming nationally, and new plans to support station fundraising. There will be ample time for Q&A.
Moderator: Devin Karambelas, PTPA President & Vice President, TV Programming, WETA
Speaker:
Jim Dunford, President & CEO, American Public Television
- 1:50 pm **Session II: From Local to National: Pathways to Expanding the Reach of Local Content**
Following up on our last session From *License to Launch: Getting Independent Content Ready for Air*, we'll hear from station colleagues who are elevating local content to the national stage. Panelists will share their different pathways to national distribution, covering various presenting station processes and focusing on how to manage the editorial and logistical workflows for a broad release.
Moderator: Emily Abi-Kheirs, Programming Manager, GBH & PTPA Board Member
Speakers:
Alecia Aschauer, Distribution & Acquisitions Associate, KQED
Kate Pearson, Sr. Managing Director, Programming & Acquisitions, Maryland Public Television
Sarah Childress, Director of Strategy & Operations, Nashville PBS



- 2:35 pm **Giveaway 2: *Texas Monthly Presents***
Step into the writer's room and a storyteller's state of mind in *Texas Monthly Presents: The Story* and win a \$250 gift card from the renowned BBQ joints featured in the show, arguably the best in the world!
- 2:40 pm **10-minute break**
Take a moment to refresh!
- 2:45 pm **Giveaway 3: *Loving John***
Meet Director/Producer Robert Rooy, present *Loving John*, a documentary that dives into the complexities, imperfections and power of love, lived by a ticking clock.
- 2:50 pm **Meet BBC Studio's Brandon Miller**
Public television's new BBC sales representation, Brandon Miller, joins PTPA to introduce himself, answer questions, and share updates about new program offers and licensing terms.
- 3:15 pm **Session III: Rethinking ROI: The Real Value of Program Acquisitions**
As acquisition budgets tighten and expectations expand, stations should think differently about return on investment. ROI is no longer defined solely by dollars and pledge performance – it includes audience growth, streaming, engagement, donor conversions, and community impact. This session explores: 1) How programmers are making acquisition decisions today; 2) How stations define and measure success and 3) How ROI can be evaluated across departments. Take home real-world examples and data-informed strategies to broaden your understanding of impact beyond dollars, while still supporting financial stability.
Presenters:
Laura Durham, Vice President, PTPA & Director Programming & Engagement, PBS Utah
Betsy Braun, Director of Program & Engagement, WHY? & PTPA Board Member
- 4:00 pm **End of Day 1**

See you back here for Day 2 at 1:00 pm ET tomorrow!



Day 2

Thursday, May 28

- 1:00 pm **Introduction**
Presenter: Laura Durham, Vice President, PTPA & Director Programming & Engagement, PBS Utah
- 1:02 pm **Session IV: What's Next at PBS?**
Join Laura Durham for a conversation with Sylvia Bugg and Maria Bruno Ruiz from PBS as they expand on key programming highlights introduced at the PBS Annual Meeting. This session will offer rich context and strategic insights, valuable even for those who attended the PBS Annual Meeting and essential for anyone who couldn't attend. Following the main discussion, participants will break into smaller sessions with leaders from GA Programming and PBS Digital Studios. These breakouts are designed to encourage meaningful conversation, shared challenges, and practical takeaways that attendees can bring back to their stations.
Moderator: Laura Durham, Vice President, PTPA & Director of Programming & Engagement, PBS Utah
Speakers:
Sylvia Bugg, Chief Programming Executive, and General Manager, General Audience Programming, PBS
Maria Bruno-Ruiz, Vice President of Program Content Strategy and Scheduling, PBS
- 2:05 pm **Giveaway 4: How We Grieve**
Live. Laugh. Grieve? Win \$150 to your favorite local restaurant courtesy of *How We Grieve*, a KLRU traumedy docuseries hosted by filmmaker siblings exploring how people process loss.
- 2:10 pm **Session V: Influence the Strategy: Programmers and Cross-Promotional Decision Making**
Programmers know their content better than anyone, but when it comes to cross-promotional strategy, the marketing team may hold the wheel. Join us for a session featuring programming and marketing professionals to explore how programmers can leverage their content expertise to lead and influence promotional decisions, with a specific focus on how to effectively promote streaming on broadcast. You'll leave with practical



strategies for developing smart cross-promotional approaches, building more effective working relationships with your marketing team, and making sure your programming knowledge has a seat at the table.

Moderator: Jill Linder, Director of Video Programming and Operations, KPBS & Ex-officio President, PTPA (2024-2025)

Speakers:

Tamara Rost, TV Program Director, WOSU Public Media

Zinnia Miranda Cardona, Programming Director, Virginia Public Media

Amy Wigler, Vice President, Multiplatform Marketing and Content, PBS

Heather A. Reese, Video Promotions Manager, PBS Wisconsin

2:55 pm

Giveaway 5: GBH: Digital Content & Your Audience

Hear from Cory Allen, GBH's Sr. Director of Audience Insights and Strategic Research, about audience opportunities through podcasts and other digital content to expand your station's audience reach.

3:00 pm

10-minute break

3:10 pm

Giveaway 6: *Rohna Classified*

Meet Producer, Jack Ballo, and see excerpts from WWII's best kept secret...it's time to tell the truth.

3:15 pm

Session VI: Let's Talk Data: How It's Changing, How We Cope, and What Can You Still Do With It!

TRAC will fill you in on the new Nielsen changes, and what they will mean for your local market data – and this time the change is positive! We'll show you how to assess your audience numbers, when year-to-year comparisons are no longer apples to apples. We'll delve into a daypart and see how the data can help you tweak the lineup. Then we'll see the latest takeaways from TRAC Impressions.

Moderator: Lisa Tipton, Head of Programming, WTTW & PTPA Board Member.

Panelists:

Craig Reed, Principal Strategist & Managing Partner, TRAC Media Services

Kristen Kuebler, Director of Client Services & Managing Partner, TRAC Media Services



PTPA Annual Meeting 2026
Virtual
May 27 & May 28

4:00 pm **Wrap Up!** Thank you for taking part! Look for news about our Fall 2026 Meeting coming soon.

Thank you for participating. Please be sure to complete the evaluation form and provide your feedback.

Thank you to our AV sponsors *This Old House & Ask This Old House.*