

Wednesday, October 28th

DAY 1

- 1:00 pm **Welcome & Introduction**
Devin Karambelas, PTPA President & Vice President, Programming, WETA
- 1:03 pm **Giveaway #1: *Space, Hope & Charity***
After losing her husband and son, Charity Woodrum rebuilds her life with support from friends, mentors, and strangers, ultimately achieving her dream of becoming a NASA astrophysicist.
- 1:05 pm **Session I: All Stunts Great & Small**
Creating stunts with new programming (or repurposing older content) can attract new audiences and energize your existing viewers. What goes into a well-executed programming stunt? Programmers from SCETV, KPBS, Rocky Mountain PBS and WETA break down their successful multiplatform campaigns from the past year to provide you with inspiration, ideas, and tactics for cultivating local partnerships, leveraging PBS talent and national content initiatives, growing audiences, and deepening community impact.
Panelists:
Cheryl Nunnley, Director of TV Programming, SCETV
Jill Linder, Director of Video Programming & Operations, KPBS
Joshua Kriner, Assistant Programming & Traffic Manager, KPBS
Moderator:
Devin Karambelas, Vice President of Programming, WETA
- 1:45 pm **Session II: Untapped Value: A Programmer's Guide to Station Archives**
Your station's archives may contain decades of distinctive local content, but do you know what you have, what is at risk, or how it could serve audiences today? Hear practical guidance from professionals doing this work and learn how stations can begin identifying, organizing, and preserving their collections, even without a dedicated archivist. Panelists will also share ways archival content is being brought back to life across broadcast, streaming, and digital platforms.
Panelists:
Anja Parish, Archivist, New Hampshire PBS
Karen Cariani, David O. Ives Executive Director, GBH Archives and Project Director, American Archive of Public Broadcasting
American Archive of Public Broadcasting
Rochelle Miller - Archives Project Manager
Session II Panelists Continued....

American Archive of Public Broadcasting

Megan Sorensen - Archives Outreach Manager

Michelle Kelly, Ph.D. - Media Historian and Curator

Miranda Villevik - Digitization Project Manager

Moderator: Jill Linder, Director of Video Programming & Operations, KPBS

- 2:30 pm **Remembering Sylvia Bugg**
A moment to reflect on the life and legacy of Sylvia Bugg, who most recently served as the Chief Programming Executive and General Manager of General Audience Programming at PBS.
Presenter: Cheryl Nunnley, Director of TV Programming, SCETV
- 2:40 pm **Break Time**
Grab a snack, stretch your legs! Be back in 10 minutes for our 2nd Giveaway.
- 2:50 pm **Giveaway #2: Discovery Orchestra: *Discover Rhapsody in Blue***
Strike up the band...and beats! Win Beats Solo 4 headphones from The Discovery Orchestra, producer of *Discover Rhapsody in Blue* – a musical Exploration of Gershwin’s American classic.
- 3:00 pm **What’s Happening at NOVA with Co-Executive Producers, Julia Cort & Chris Schmidt**
Join NOVA’s Co-Executive Producers, Julia Cort & Chris Schmidt to hear about the stories NOVA will bring in 2027 - documentaries, podcasts, and digital stories - and bring your questions!
- 3:20 pm **Session III: Inside PBS Plus: Programming Opportunities and New Audiences**
Join Michael E. Tang, Director of PBS Plus, for an inside look at the syndicated programming service that brings approximately 500 hours of content annually to PBS member stations, complementing the National Program Service. From how-to and food series to news, arts, and cultural programming, learn how PBS Plus works, what content it is seeking, and how programs are considered for distribution. Michael will also explore the various digital strategies, including how programs reach audiences through PBS’s YouTube presence.
Panelist:
Michael Tang, Director of PBS Plus
Moderator:
Betsy Braun, Director of Programming & Engagement, WHY
- 3:50 pm **PTPA Updates**

3:55 pm **Close Day 1** – See you back here tomorrow starting at 1 pm ET!

Thursday, October 29th
DAY 2

- 1:00 pm **Introduction Day 2**
Laura Durham, Vice President, PTPA & Director of Programming & Community Engagement, PBS Utah
- 1:03 pm **Giveaway #3 – Defeating Dementia**
Defeating Dementia, premiering September 20, 2027, on PBS, follows scientists and families fighting the disease around the world while exploring global care innovations.
- 1:05 pm **Session IV: What’s New at APT**
Jim Dunford shares the latest on how APT continues to evolve to meet stations’ needs. This candid and open conversation with Jim, Dan Soles, and Selena Lauterer will cover updates to content and services, new opportunities for stations to distribute local programming nationally through various platforms, along with an update on the PBS/APT fundraising partnership and how it is designed to support the local stations' on-air fundraising efforts. There will be ample time for Q&A.
Panelists:
Jim Dunford, President & CEO, APT
Dan Soles, Vice President of Syndication and Premium Service, APT
Selena Lauterer, Editor-in-Chief, APT
Moderator:
Bill Young, Vice President of Television Programming, KERA
- 1:45 pm **Remembering Dr. David J. LeRoy**
A moment to reflect on the life and legacy of Dr. David LeRoy, Co-Founder and Executive Director of TRAC Media Services.
Presenter: Kelly Luoma, Programmer, TRAC Media Services.
- 1:55 pm **Networking Breakout**
Join fellow PTPA members in small breakouts for more in-depth conversations around the sessions we’ve heard so far. Network with other programmers and share thoughts and new ideas about the future of programming in public television.

- 2:20 pm **Giveaway #4: P. Allen Smith's A Sense of Place**
P. Allen Smith's A Sense of Place is a lush, thoughtful garden lifestyle series that celebrates the art of living by tracing connections between land, home, garden, food, art, and culture.
- 2:25 pm **10-minute Break**
Grab a snack, stretch your legs! Be back in 10 minutes.
- 2:35 pm **Session V: Making Sense of the Metrics: Turning Data Overload into Programming Strategy**
There is so much data out there that finding actionable insights has Become MORE difficult. This session will put the new Nielsen Methodology's year-over-year bumps in context and then dive into what is currently working on Sundays and subchannels so you can optimize your lineups. Plus, we'll share new insights from TRAC Impressions to help you test and refine how you promote your streaming offerings and guide viewers across platforms.
Panelists:
Kristen Kuebler, Director of Client Services, TRAC Media Services
Craig Reed, Principal Strategist, TRAC Media Services
Moderator:
Lisa Tipton, Head of Programming, WTTW
- 3:20 pm **PTPA Announcements**
- 3:25 pm **Day 2 meeting closes.**

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*, and all our sponsors who make this meeting possible.

YOUR FEEDBACK MATTERS! PLEASE COMPLETE THE EVALUATION SURVEY LINKS AT THE CLOSE OF EACH DAY.