



# AGENDA

## Music Personnel Conference 2004

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AGENDA IS SUBJECT TO CHANGE

Wednesday, February 25

9:30 a.m.- 4 p.m. Marlin	<b>Announcer Workshop:</b> "Create Powerful Radio: Prep, Performance, and Post-Production Planning." <b>Valerie Geller</b> , Clinician.
8 a.m.	<b>AMPPR Second Annual MPC Golf Classic</b> at the Belleview Biltmore Golf Club. Advanced reservation required.
12-3 p.m. Palm Boardroom	<b>AMPPR Board Meeting.</b>
2-5:30 p.m. Pre- function	<b>Conference Registration.</b>
4-5 p.m. Dolphin	<b>Newcomer Orientation:</b> Join other "newbies" and Coach <b>Ted Weiner</b> of WDAV for a rundown of the conference.
6-8 p.m. Salons A-D	<b>Opening Reception.</b> Analekta Records presents <b>Angele Dubeau &amp; La Pieta.</b>



## Thursday, February 26

7:30 a.m.

**Breakfast**, courtesy of WFMT.

8:30 a.m.  
Salon E

Keynote Address: **“How To Keep Classical Music Alive and Well.” Klaus Heymann**, founder and CEO of Naxos, draws on his worldwide experience in classical music to propose several ways to nurture and sustain classical music in the 21st century. From making concerts more interesting to using available funding more effectively, from education to the reform of performing arts organizations to the Internet, our keynote speaker will offer his responses to some of the biggest challenges in classical music today.

10 a.m.

**Morning Break**, courtesy of WCLV.

10 a.m.  
Salon F

**Marketplace Opens.**

10:45 a.m.  
Salon E

**General Session:** If the Chairman of the National Endowment for the Arts had spoken at this conference ten years ago, the topic might have been “Will the NEA Continue to Exist?” At that time a serious cultural and political debate existed in Washington about whether the agency served a legitimate public function. NEA Chairman **Dana Gioia** will present an overview of the National Endowment for the Arts as it stands today.

12:00 p.m.

**Lunch**, courtesy of National Public Radio.

1:45 p.m.  
Salon E

**“Sharing Programming Across the Atlantic.”** Panelists will discuss the process by which they determine which programs they broadcast and/or distribute, then propose ideas for more extensive sharing of existing programs as well as possibilities for co-productions of future programming.

**Panel:** **Ben Roe**, NPR; **Graham Dixon**, BBC Radio 3;

**Steve Robinson**, WFMT; **Jon Solins**, WGBH.

**Moderator:** **Hans Quant**, Radio Netherlands.

3:00 p.m.

**Afternoon Break** courtesy of Crossover Media presenting **Peter Buchi**, Tenor.

3:45 p.m.  
Salon E

Session A: **Arts Endowment Update.** The Media Program at the National Endowment for the Arts is a major funder of radio projects, including some major music programs. We’ll be brought up to date about the NEA’s activities in media, including the latest news about current and future plans.

**Ted Libbey**, National Endowment for the Arts, Director of Media Arts.



## Thursday, February 26, continued

3:45 p.m.  
Mandalay

Session B: **“Music and Talk Together: How Best to Integrate Talk Into a Music Program.”** We know our listeners want to hear the music, but they would also like a little information not only about the music but also arts events in your area. From the story behind the music to an in-studio interview . . . music and talking working together.

**Valerie Geller**, Geller Media Consultants.



## Friday, February 27

- 7:30 a.m. **Breakfast**, courtesy of **WFMT**.
- 8:30 a.m.  
Salon E  
Session A: **“Understanding the Numbers: Cume, AQH and TSL; Audience Research 101.”** An explanation of basic terminology of audience measurement and how the data can be translated into making thoughtful programming decisions. We’ll dispel some “myths” about listeners and research.  
**Peter Dominowski**, Market Trends Research, Inc.
- 8:30 a.m.  
Mandalay  
Session B: **“Raising Funds Without a Fundraiser,” Creatively Adding To Your Station’s Bottom Line Year-Round.”**  
**Panel:** **Steve Robinson**, General Manager, WFMT;  
**Beverley Ervine**, Music Director, WOSU-FM, Columbus, Ohio.  
**Moderator:** **Max Horowitz**, President, Crossover Media.
- 10:00 a.m. **Morning Break**, courtesy of Marquis Classics presenting **Duo Turgeon**.
- 10:30 a.m.  
Salon E  
Session A: **“The Tomorrow Radio Project.”** NPR Engineering VP **Mike Starling** discusses HD Radio, its multi-channel applications, and its implications and potential for music broadcasters.
- 10:30 a.m.  
Mandalay  
Session B: **“The Proms, History and Tradition—More Than Just a Concert Series.”** The BBC Proms is acknowledged among the world’s leading music festivals. Every summer in the region of 80 concerts are performed to large audiences in the center of London and heard throughout the world on radio, television and the internet. However, since it is organized and funded directly by the BBC, the Proms becomes a unique platform for other activities, including education and community events, and provides the opportunity to develop new types of media, such as interactive television, linkups across the UK, and a multi-layered online information service for those who wish to find out more about music.  
**Graham Dixon**, Development and International Executive, BBC Radio 3; **John Evans**, Head of Music Programming, BBC Radio 3.
- 12:00 p.m.  
Salons  
A-D  
**Lunch**, courtesy of Minnesota Public Radio’s Classical Music Initiative (CMI). Featuring pianist **Wu Han**.
- 1:30 p.m.  
Salon E  
**“Claiming the Public Space: A Ubiquity Super Panel.”** The content-delivery ground is shifting rapidly under our feet. 70% of NPR listeners have a broadband application. Downloads now outsell singles. Tomorrow radio is coming. Satellite radio is here. Starbucks delivers music over WiFi in their stores.



## Friday, February 27, continued

Wal-Mart is getting into the download business. NPR News is coming over your cell phone. Is this opportunity or ruin for public-radio formats? How can we “claim the public space” in these new technologies? **Panel: Skip Pizzi**, Microsoft; **Mike Starling**, NPR VP Engineering; **Marco De Giorgi**, Telecom Engineer, EBU, Eurovision Operations.  
**Moderator: Ben Roe**, NPR.

3:00 p.m. **Afternoon Break**, courtesy of The Marilyn Horne Foundation, featuring baritone **Nicolai Janitzky**.

3:30 p.m.  
Salon E  
Session A: **“The Halo Effect: PubRadio Underwriting Survey.” Jackie Nixon**, NPR's Director of Audience & Corporate Research, and **Paul Jacobs** of Jacobs Media discuss their groundbreaking study on the effect (and effectiveness) of underwriting messages on public radio, and its implications for music stations. The research takes an in-depth look at what listeners think about current underwriting practices and the unique value public radio offers to its underwriters.  
**Jackie Nixon**, NPR.

3:30 p.m.  
Mandalay  
Session B: **Ubiquity Super Panel continued**. Didn't get enough “tech-talk” in the first session? More questions? The “Ubiquity” discussion continues.

5:00 p.m.  
Salon E  
Cocktail hour: **“Developing New Talent & Programming for Classical Radio.”** An armchair reception to explore the development of new talent, ideas and strategies for the next generation of classical radio programming and related technologies. Q&A on the Classical Music Initiative's Production Fund and the April Production Workshop, how to submit Requests for Proposals and recommendations for CMI's Talent Pool.  
**Mary Lee**, Director, Minnesota Public Radio's Classical Music Initiative.



## Saturday, February 28

7:30 a.m.

### **Breakfast.**

8:30 a.m.  
Salon E

**Session A: “On-Air Programming Promotion.”** Where is the best place to promote your programming to listeners? Your own air. However, questions about how often you run on-air promos, as well as concerning their length, style, and content, are often the source of great confusion for programmers and producers. Eric Nuzum’s CPB-sponsored research into program promotion is a marriage of art and science, using cognitive research, listener behavior patterns, and high-quality production techniques in order to raise listener awareness of programming. In this session, Nuzum will present the “Three R’s of On-air Program Promotion,” geared specifically for music programming.

**Eric Nuzum, WKSU.**

8:30 a.m.  
Mandalay

**Session B: Scott Hanley**, GM of WDUQ, Pittsburgh, and chairman of the Jazz Radio Group consortium, leads a panel examining some jazz programming trends—as well as programs in the pipeline—in public radio. Joining in: Peabody award-winning independent producer **Jim Luce**, producer of the forthcoming Count Basie Centennial Radio Project, and **A. B. Spellman**, Deputy Chairman for Guidelines and Panel Operations at the National Endowment for the Arts.

9:40 a.m.

### **Morning Break.**

10:15 a.m.  
Salon E

**Session A: Production Workshop: “Making the Best Recordings—At Home or In the Field.”**  
**Flawn Williams, NPR.**

10:15 a.m.  
Mandalay

**Session B: “Peeling Back the Layers of Research.”** In this session, we take a look at how to sift through the volumes of fundraising research and apply it during on-air pledge drives. Using the framework of the persuasive model, stations can apply research to create more compelling radio that resonates with your core listeners. Let the research inform you and guide you as you improve your sound and your effectiveness. We also take a look at how important it is for all staff members to work together to change the way we target and persuade listeners.

**Jane Kelly**, Senior Manager, On-Air Fund-raising and Promotion, NPR.

11:30 a.m.  
Salons A-D

**Lunch**, courtesy of Public Radio International. PRI celebrates the future of music... featuring *From the Top* and its groundbreaking new initiative, the Young Composers Project. On the stage will be young composer phenomenon,



## Saturday, February 28, continued

**Athena Adamopoulos**, whose “Soliloquy” so moved Chris O’Riley and Yo-Yo Ma that they performed the composition on a broadcast of *From the Top*. Athena will perform some of her latest compositions and tell you about the Young Composers Project.

1:30 p.m.  
Salon E

**RIAA Followup “Complying With the Digital Music Act.”** The RIAA Squad means business. Very Legal Business. If your station streams and you wish to avoid the Court, then you must report! Since we don’t have a Johnnie Cochran fighting for us, if your station streams music and you are now filing monthly reports to the RIAA legal conduit, The Sound Exchange, then you have nothing to worry about. If not, then.....then your station still needs to decide if streaming is worth your time and expense. Hear from three people who seemingly have weathered the bureaucratic haze of the RIAA on three different levels in order to help you decide whether or not your station has a future in music streaming.”

**Panel: Debra May Hughes**, Public Interactive, **Jill Sorenson**, Music Master, **Denise Leary**, NPR.

**Moderator: Ted Weiner**, WDAV.

6:00 p.m.  
Sandpiper/  
Gazebo Decks

**Cocktail Reception**

7-10 p.m.  
Salons A-D

**Closing Banquet**

