



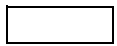
AIR The Association of Independents In Radio



2009 Public Radio Programming Conference

Agenda At-A-Glance

	TIME / TRACK	Tactical	Multi-Platform	AIR/Third Coast at PRPD	On-Air Fundraising	Strategy
Wednesday, September 16	7:30 – 8:45am	Breakfast: NPR News and a cuppa joe - Gold Room (3rd fl)				
	9:00 – 10:45am	Welcome / Conference Opening Opening Panel: New Revelations Into Audience Behavior Grand Ballroom A (3rd fl)				
	10:45 - 11:10 am	Coffee Break - Exhibit Area				
	11:15 – 12:30pm	Talk Show Handbook I Whitehall (3rd fl)	Beyond the Tower Grand Ballroom A (3rd fl)	Taking Public Media to the Streets - MQ2 Grand Ballroom B (3rd fl)	Pledge Drive Scripting Exhibit Annex (3rd Fl)	Effective On-Air Promotion Severance (4th fl)
	12:45 – 2:00pm	Lunch with Public Radio International - Gold Room (3rd fl)				
	2:15 - 3:30pm	Lee Rainie, Pew Internet Ctr Grand Ballroom A (3rd fl)				
	3:30 - 3:55pm	Networking Break - Exhibit Area				
	4:00 – 5:30pm	Talk Show Handbook II Whitehall (3rd fl)	Get Social Gold Room (3rd fl)	And the Envelope Please: TCIAF Winners Grand Ballroom B (3rd fl)	SoundExchange Roundtable Grand Ballroom A (3rd fl)	Ch-ch-ch-ch-Changes (managing change) Severance (4th fl)
	6:00 – 7:00pm	Reception: From The Top 10th Anniversary - Ambassador Ballroom (2nd fl)				
	7:30 - 9:30pm	PRX Presents <i>The Moth</i> Live City Club of Cleveland				
9:30 - 11:00pm	Lobby Bar Reception - NPR/APM/PRI					
Friday September 17	7:30-8:45am	Tell Me More Breakfast (NPR) - Gold Room (3rd fl)				
	9:00 – 10:30am	Keynote: Vivian Schiller, NPR Grand Ballroom A (3rd fl) PRPD Annual Membership Meeting / Otto Award				
	10:30 – 10:55am	Coffee Break - Exhibit Area				
	11:00 – 12:30pm	Classical Midday Scheduling Severance (4th fl)	Project Argo Grand Ballroom A (3rd fl)	Dollar Stories Whitehall (3rd fl)	Fundraising in Weak Economy Grand Ballroom B (3rd fl)	Lean Models for Quality Production Exhibit Annex (3rd Fl)
	12:45 – 2:00pm	Lunch with American Public Media - Gold Room				
	2:15 – 3:30pm	Public Radio Technology Survey 2 Grand Ballroom A (3rd fl)				



Thurs	3:30 – 3:55pm	Networking Break - Exhibit Area				
	4:00 – 5:15pm	Mixed Formats Severance (4th fl)	Public Media Goes Mobile Grand Ballroom B (3rd fl)	The Other Pitch Gold Room (3rd fl)	Fabulous Pitch Breaks Whitehall (3rd fl)	Opportunities for Collaboration Grand Ballroom A (3rd fl)
	5:30 – 6:50pm	Relax, Refresh, Network on your own				
	7:00 – 11:00 pm	A Private Evening At The Rock and Roll Hall of Fame and Museum Continuous bus service from hotel and back - 6:50 to 11:00pm				
Friday 9/18	Breakfast on your own					
	8:30 – 9:30 am	Bob Garfield, <i>On the Media</i> Grand Ballroom A (3rd fl)				
	9:30-9:45 am	Travel Break				
	9:45– 11:00am	Journalism In the New Media Ecosystem Grand Ballroom A		Music In the New Media Ecosystem Grand Balroom B		
	11:00-11:15am	TravelBreak				
	11:15-12:00pm	Benediction: Al Letson Grand Ballroom A (3rd fl)				