

2015 PMBA Annual Conference Schedule

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| Tuesday, May 26 | | | |
| 1:00pm - 5:30pm | Pre-Conference Workshop: Completing CPB's Annual Financial Report | | |
| Wednesday, May 27 | | | |
| 7:30am - 12:00pm | Pre-Conference Workshop: Completing the SAS and SABS | | |
| 1:00pm - 2:00pm | General Session: Opening Keynote, Tim Griggs | | |
| | Concurrent Sessions | | |
| 2:15pm - 3:30pm | Sustainability Track | Compliance Track | Critical Skills Track |
| | Public Media Financial & Operational Results | Are you Dressed for Transparency? | You Don't Need to Hire a Hero |
| 3:45pm - 5:00pm | Concurrent Sessions | | |
| | Sustainability Track | Compliance Track | Critical Skills Track |
| | The Post-Spectrum-Auction World for Public TV – An Engineering and Legal Perspective on Planning Ahead for TV Repack and Post-Auction Operations | Fraud Awareness, Detection and Deterrence | Underwriting |
| | Opening Reception | | |
| | Washington By Water Monuments Cruise | | |
| Thursday, May 28 | | | |
| General Session Breakfast | | | |
| 9:00 am - 10:15 am | Sustainability Track | Compliance Track | Critical Skills Track |
| | Culture of Innovation through Operational Alignment | Back to basics: The FCC's EEO requirements | Propel Your Teams to New Levels |
| 10:45am - 12:00pm | Concurrent Sessions | | |
| | Sustainability Track | Compliance Track | Critical Skills Track |
| | The Strategic Partnership of CEO and CFO | CPB Compliance: OIG Audit Findings and Basic Preparedness | From Cost Center To Revenue Generator: Achieve Long Term Sustainability with the Right Digital Track |
| | 12:00 - 1:30 General Session Luncheon | | |
| 1:30pm - 2:45pm | Concurrent Sessions | | |
| | Sustainability Track | Compliance Track | Critical Skills Track |
| | Funding Transition: Paying for the Services to Achieve the Future of Membership | CSG 101; Understanding TV and Radio Community Service Grants | Hiring the Right People for Your Newsroom: Do's and Don'ts |
| 3:15pm - 4:30pm | Concurrent Sessions | | |
| | Sustainability Track | Compliance Track | Critical Skills Track |
| | The Station Management Center: How to Use the Site's Data and Resources to Benefit You and Your Station | Communications Act Requirements and Trends in CSG Audits | Accounting Hot Topics |
| | 4:30 - 5:30 Membership Meeting | | |
| | PMBA NPR Reception and Tours | | |
| Friday, May 29 | | | |
| General Session Breakfast | | | |
| 8:45am - 10:00am | Concurrent Sessions | | |
| | Sustainability Track | Compliance Track | Critical Skills Track |
| | Aligning Resources for Results | Effective Compliance in a Shifting Regulatory Environment | Community Engagement: Programs that Raise Your Profile and Deepen Your Local Connections |
| 10:15am - 11:30am | Concurrent Sessions | | |
| | Sustainability Track | Compliance Track | Critical Skills Track |
| | Moving Public Media Forward: The Future of Media Technology and v6 Interconnection | CPB Updates | Fruit Basket Turnover – Generational Style! |