



TUESDAY, NOV.12

Producers' Professional Development Session 1:

Sponsored by Video Express

9:30 a.m. – 12:15 p.m.

Center Street Room BC

9:30 – 10:15 a.m. – “Rock On: Music Clearance and More”

With over 25 years of high-level music industry experience, Lauren Koch, Senior Director, Music Copyright at PBS, will share invaluable knowledge and help producers ensure they have a solid understanding of how to work with composers and music rights organizations. She's passionate about music and the people who create it — and will be ready to answer your questions. Joining Lauren is Barb Hall, President of ClearCut, who'll share her expertise on clearances both inside *and* outside of public media.

10:15 – 10:35 a.m. – YOSHIKI Classical Live Networking Break

Enjoy refreshments and hear about Japanese rockstar and composer YOSHIKI's new classical performance, recorded live at the Royal Albert Hall in London. The concert TV special features a full orchestra and includes a captivating blend of YOSHIKI's original compositions, fresh interpretations of classical masterpieces and his chart-topping hits, plus guest appearances from pop superstar Ellie Goulding and three-time Grammy winner St. Vincent.

10:40 – 11:30 a.m. – “Money Talks”

Frustrating yet empowering, and the pursuit can be maddening — none of our good work happens without money. Join our panelists and learn about innovative approaches that are happening through crowdfunding, local outreach, and collaboration. Robert Pirello (*Christina Cooks*), Keith Ochwat (*Show&Tell*), Laura Azevedo (*Filmmakers Collaborative*) and others share alternative strategies for success.

11:30 a.m. – 12:15 p.m. – “Harnessing AI: A Partner in Production”

This session will demystify AI's role in production, from planning through post. Joshua Young, an experienced producer/editor, award-winning screenwriter, and AI consultant specializing in ethical integration, will lead the session and explore the incredible potential of AI to enhance your creative process — supporting artists, not replacing them. You'll discover how to effectively and ethically utilize AI as a powerful production tool that complements and elevates any team's workflow — regardless of size or budget.

About the sponsor: Video Express has been a producer's best asset since 1982, providing technical support and finished deliverables, legalizing video and audio, offering Closed Captioning services, and performing technical evaluations. Contact our experts. We are ready to join your team! Call 617-267-7900 or email orders@evideoexpress.com to start the conversation.

**Producers' Professional Development Session II:
Sponsored by Intermediary Copyright Royalty Services
1:45 p.m. – 5:00 p.m.**

Center Street Room BC

1:45 – 2:30 p.m. – “Think Outside the (Broadcast) Box”

There's no doubt that broadcast is still important. But it's absolutely vital for producers to be thinking about different ways to approach their audiences. Join Chad Davis, Chief Innovation Officer at Nebraska Public Media, and travel guru / public media superfan Rick Steves for a discussion about what's next, and how to think differently about the content you're creating.

2:30 – 3:15 p.m. – “DEIA: On-Camera and Off”

Representation is crucially important across all areas of our work. This panel will introduce you to leaders whose efforts have helped bring much needed focus to underrepresented communities and stories that aren't frequently told. Cassandra Schaeg (*Fresh Glass*), Julianna Brannum (Vision Maker Media), Isaac Zablocki (ReelAbilities), and APT's Andrew Clarke will discuss details on their organizations and projects, and share resources available to producers.

3:15 – 3:35 p.m. – *Shaking It Up* Networking Break

Join us for chips, guacamole, and churros as we celebrate the inspirational story of a trailblazing woman — journalist, White House official, author, humorist, political activist, and feminist leader Liz Carpenter. She was often front and center where history was unfolding, leaving her own indelible mark on events and movements, while pushing forward an agenda for women's rights, the environment and political engagement that is highly relevant today. Co-hosted by co-Directors Christy Carpenter and Abby Ginzberg with Christy in attendance.

3:40 – 4:15 p.m. – “Ask a Tech: Quickfire”

Color correction. Closed captioning. NTSC, PAL, TOS, DVI ... so many acronyms, so little time! The world of finalizing your content prior to delivery to myriad platforms can be absolutely mind-boggling. But we've got you. Join two well-seasoned and smart post-production professionals, Kate Roach (Video Express) and Jim Powell (pillar2post) as they get your burning questions answered in a quickfire Q&A.

4:15 – 5:00 p.m. – “Producer POV”

Our Producer POV panel, moderated by Mickela Mallozzi (*Bare Feet*), will share the many challenges — and myriad joys — of working with public television. Joining her will be J Schwanke (*J Schwanke's Life in Bloom*), Bethiael Alemayoh (Austin PBS), and Capri Cafaro (*America the Bountiful*). Expect honest conversations, shared learnings, and what's sure to be a lively Q&A.

About the sponsor: Since 2011, Intermediary Copyright Royalty Services has worked with American Public Television to assist producers claim copyright retransmission royalties. Intermediary represents over 350 APT-distributed titles, and has helped copyright holders retrieve millions of dollars from government-collected royalty fees. www.copyrightroyalties.com

Wi-Fi sponsored by Destination Events: APTFM24 / Password: YouthMusic

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