



40th Annual NFCB Community Media Conference

June 8-11, 2016
Embassy Suites by Hilton Convention Center
Denver, Colorado



About the conference

For four decades NFCB has been providing essential services for community media makers across the country. Beyond the reliable core services NFCB offers every day, our signature event is our annual conference. It is a time to connect with peers, sharpen your skills, expand your knowledge, and take a deep drink from a well of inspiration. With over 25 break-out sessions, two keynotes, affinity group summits, panel discussions, and interesting tours around our host city; NFCB's 40th Annual Community Media Conference is not to be missed. If you are looking for opportunities in professional development, exposure to new ideas, and engaging discussions.....you will find all of that and more at this conference.

The conference begins on Wednesday with affinity group summits and intensives for hands-on media makers and governance issues, followed by a welcome reception where our host city rolls out the red carpet. Thursday morning will begin with a keynote and the first of our subject plenaries (industry leaders talking about topics that are important for our stations). Followed by breakout sessions that dig deeper into the plenary topics. Join us Thursday evening as station representatives gather for the NFCB annual meeting. Friday evening features a free banquet, awards ceremony, and entertainment celebrating 40 years of NFCB's service to community media. Everything wraps up Saturday before lunch with a plenary, interactive engagement breakouts and special tours of several Denver media studios or Rocky Mountain High Tours: Inside Colorado's Legal Marijuana Industry.

Plan to come early to the Wednesday summits for Rural, Latino, and LPFM stations. The summits are a half day format of facilitated discussions and a deep dive into the topics and issues that affect these station groups. We're also offering two intensives: The Maker's Intensive led by AIR (Association of Independents in Radio) and the Governance Intensive presented by Livingston and Associates.

We hope you will stick around and enjoy the sites in one of the fastest growing cities in the United States. You can also rent a car or hop on the train to enjoy the spectacular scenery of the Colorado Rockies. Remember, you can take advantage of the fact that our host hotel is all suites, by sharing your room and sharing the cost.



Conference Features

Breakfast, lunch and Friday night banquet
are included in the registration fee

4 Topic Tracks

- Admin
- Development
- Program
- Operations

Pre-conference Summits

- Latino
- Rural
- LPFM

Maker's Intensive

Governance Intensive

Suite rooms - great for sharing

Maker's Intensive - Storytelling and interviewing

Governance Intensive - Governance and staffing

Keynotes by nationally recognized speakers

Plenaries that lay the groundwork for breakout sessions

Expanded exhibit area



Join us in Denver June 8-11, 2016 for the 40th Annual NFCB Community Media Conference. Details and registrations are available at NFCB.org.

- Early Bird rate for the conference is \$375/person through April 15, 2016.
- Registration rate after April 15, 2016 is \$425/person.
- Makers Intensive \$175 full day or \$100 half day / Governance Intensive - \$75 full day or \$50 half day - prices go up after April 15, 2016.
- Summits and banquet are free of charge.

+ Wednesday - June 8, 2016

Summits (12:00 - 5:00 pm):

- LPRC Affiliates
- Rural Stations
- Low Power FMs

Intensives:

- **Media Makers (full day - \$175) 9 am - 4:00 pm**
 - Storytelling (½ day - \$100) 9:00 am - 12:00 pm
 - Interviewing Techniques (½ day - \$100) 1:00 pm - 4:00 pm
- **Governance (full day - \$75) 9:00 am - 4:00 pm**
 - Building Better Boards (½ day - \$50) 9:00 am - 12:00 pm
 - Staffing Your Station (½ day - \$50) 1:00 pm - 4:00 pm

Opening Reception 5:30 - 7:00 pm - Welcome to Denver!

+ Thursday - June 9, 2016

Breakfast - complimentary and served when you want it, as you like it, in the hotel restaurant

Opening General Session Plenary: Focus on Content 9:00 - 10:30 am

Beverage Break 10:30 - 11:00 am

Breakout Session A 11:00 am - 12:15 pm

- **Admin:** CSG Program Changes and Compliance Update
- **Development:** Rethinking Pledge Drives in the New Funding Climate
- **Program:** Innovations in Reporting
- **Operations:** Strategies for Evaluating, Choosing and Implementing Back-end Systems
- **Meeting Room:** Automation Options
- **Makers Room:** Video for your Website

Lunch and Keynote featuring Malkia Cyril
12:15 - 1:45 pm

Travel Time 1:45 -2:00 pm / see our exhibitors

Breakout Session B 2:00 - 3:15 pm

- **Admin:** Volunteer Communications Strategies: Why do they do that?
- **Development:** Underwriting A to Z
- **Program:** Taking it to the Streets and Venues
- **Operations:** Emergency Preparedness: Equipment and Process
- **Meeting Room:** Using Your Local News With NPR's National Clock
- **Makers Room:** Website Design and Maintenance

Travel Time 3:15 - 3:30 pm / Visit our exhibitors

Breakout Session C 3:30 - 4:45 pm

- **Admin:** Can we say that? Underwriting Legal Review
- **Development:** Big Data for Community Stations: Fundraising and Engagement Tools
- **Program:** Music Discovery and Curation
- **Operations:** Music Rights and SoundExchange
- **Meeting Room:** Archiving Radio History
- **Makers Room:** Salesforce for Nonprofits - Using it at Your Station

NFCB Annual Meeting 5:00 - 6:30 pm

Evening on the Town: KGNU offsite musical venue



Friday - June 10, 2016

Breakfast - complimentary and served when you want it, as you like it, in the hotel restaurant

General Session Plenary: Focus on Development 9:00 - 10:30 am

Beverage Break 10:30 - 11:00 am

Breakout Session D 11:00 am - 12:15 pm

- **Admin:** Legal Updates Panel
- **Development:** Optimizing Revenue Streams in a Digital Age
- **Program:** Managing Program Change and Content Strategies
- **Operations:** Digital Strategies in Today's Community Station
- **Meeting Room:** Thinking About Applying for a CSG Grant?
- **Makers Room:** Field Recording Basics

Lunch and Keynote by June Fox 12:15 - 1:45 pm

Travel Time 1:45 -2:00 pm / see our exhibitors

Breakout Session 2:00 – 3:15 pm

- **Admin:** Insuring Nonprofits and Risk Management
- **Development:** Major Donor Work in Non-Affluent Communities
- **Program:** Programmer Evaluation and Training
- **Operations:** FCC Updates Panel
- **Meeting Room:** Harnessing the Power of Social Media and Apps
- **Makers Room:** Podcasting Basics

Travel Time 3:15 - 3:45 pm

Breakout Session 3:45 - 5:00 pm

- **Admin:** Good Governance for Nonprofits
- **Development:** Sustainer Programs: Strategies and Logistics
- **Program:** Local and Regional Journalism: Producing and Supporting
- **Operations:** Broadband Access: Technical and Policy Considerations
- **Meeting Room:** Pacifica Affiliates Meeting
- **Makers Room:** Audience Engine Tour

40 Years of NFCB: Awards Banquet (no extra charge) 6:30 – 9:00 pm

+ Saturday - June 11, 2016

Breakfast - complimentary and served when you want it, as you like it, in the hotel restaurant

General Session Plenary: Focus on Engagement 9:00 - 10:00 am

Interactive Engagement Sessions 10:15 am - 12:15 pm

- Youth Engagement: Hip Hop Interactive Songwriting
- Women Leaders in Public Media

Tours meet up in Lobby 10:15 am

- Community Media in Denver – Visit KUVU, Free Speech TV, KGNU/Denver, Denver Open Media
- Rocky Mountain High: Tours Inside Colorado's Legal Marijuana Industry

For more information, email conference@nfcfb.org or call 314-896-0238

See you next year! Thanks for coming.