



Major Giving Initiative  
Public Awareness Initiative  
Conference for Leadership Volunteers and General Managers  
March 22-23, 2007

## Agenda

Thursday, March 22, 2007

**10:00 am-3:00 pm**

### **Registration**

*Second Floor Rotunda*

**12:00 pm**

### **General Session Lunch**

*Grand Dominion Ballroom*

### **Welcome Remarks**

#### **Robert Altman**

*Director, Public Television Major Giving Initiative (MGI)*

#### **Cheryl Halpern**

*Chairman, Board of Directors, Corporation for Public Broadcasting (CPB)*

#### **Richard Harwood**

*President, The Harwood Institute for Public Innovation*

**1:15-1:30 pm**

### **Break**

**1:30-2:45 pm**

### **Concurrent Sessions**

#### **Mission, Vision, Values: Fundamentals of the Major Giving Initiative (MGI)**

*Jeffersonian Ballroom, Sections 1 & 2*

*Learn the basics of mission, vision and values and its effectiveness in building both an institution that is responsive to the community and a successful major giving program. **Appropriate for volunteers and general managers who did not participate in MGI.***

**Kay Sprinkel Grace**, *Transforming Philanthropy LLC, Principal Consultant, MGI*

1:30-2:45 pm

### Concurrent Sessions (continued)

#### Thinking Differently about Board & Advisory Meetings

*Jeffersonian Ballroom, Sections 3 & 4*

*Exceptional boards know how to go beyond the tactical and strategic to frame the questions that need to be asked and answered. How can stations support genuinely engaging, interesting and lively board interaction that will serve station decision making well and offer volunteers meaningful and consequential work. **Appropriate for all participants.***

**Michael Daigneault**, Senior Governance Consultant, BoardSource

**Susan Meier**, Vice President, Consulting and Training, BoardSource

#### MGI: Lessons Learned and Best Practices

*Jeffersonian Ballroom, Sections 5 & 6*

*As the MGI is drawing to a close, we'll review some of the lessons learned from 100+ participating stations, look at best practices that have been developed and look at ways to improve practices at your station. **Appropriate for all participants.***

**Robert Altman**, Director, MGI

**Robert Ryan**, Assistant Director, MGI

**Deborah Turner**, Assistant Director, MGI

2:45-3:00 pm

### Break

3:00-4:15 pm

### Concurrent Sessions

#### Forging Productive Partnerships

*Jeffersonian Ballroom, Sections 1 & 2*

*Leadership is a shared responsibility between staff and volunteers. Productive partnerships advance the station's vision both within the station and in the community. **Appropriate for general managers and volunteers with chair or other leadership responsibilities.***

**Kay Sprinkel Grace**, Transforming Philanthropy LLC, Principal Consultant, MGI

3:00-4:15 pm

**Concurrent Sessions (continued)**

**Managing Change**

*Jeffersonian Ballroom, Sections 5 & 6*

*It's all about change. Whether developing a new mission or vision statement or implementing a major giving program, the changes are as much strategic as tactical. Learn how some stations not only dealt with change but initiated it. **Appropriate for all participants.***

*Moderators:*

**Robert Altman**, Director, MGI and **Walter Parsons**, Change Consultant, MGI  
*Panelists:*

**Lynn Davis**, President, Friends of Idaho Public Television: KISU, Inc.

**Dean Ericson**, Chairman of the Board, Rocky Mountain PBS

**James Morgese**, President, Rocky Mountain PBS

**Peter Morrill**, General Manager, Idaho Public Television

**Hilma Prather**, Member, Kentucky Authority for Educational Television

**Malcolm Wall**, Executive Director, Kentucky Educational Television

**Thinking Differently about Board & Advisory Meetings**

*Jeffersonian Ballroom, Sections 3 & 4 (repeat of 1:30 Session)*

4:15-4:30 pm

**Break**

4:30-5:30 pm

**General Session**

*Grand Dominion Ballroom*

**Greg Diefenbach**

*Senior Vice President, Television Programming, Corporation for Public Broadcasting*

**Patricia S. Harrison**

*President & CEO, Corporation for Public Broadcasting*

**Paula Kerger**

*President & CEO, Public Broadcasting Service (PBS)*

**6:15-7:00 pm**

**Cocktail Reception**

*Grand Dominion Promenade*

**7:00-8:30 pm**

**Dinner**

*Grand Dominion Ballroom*

**Panel Discussion**

*Moderator:*

**Patricia S. Harrison**

*President & CEO, Corporation for Public Broadcasting*

*Panelists:*

**Steven Albrecht**

*Board Member, New Hampshire Public Television*

**Beth Courtney**

*Member, Board of Directors, Corporation for Public Broadcasting and  
President & CEO, Louisiana Public Broadcasting*

**Marjie Kargman**

*Board Chair, WGBH Educational Foundation*

**Cheryl Halpern**

*Chair, Board of Directors, Corporation for Public Broadcasting*

**David H. Pryor**

*Member, Board of Directors, Corporation for Public Broadcasting*

**7:00-8:00 am**      **Breakfast Buffet**  
*Fairfax Dining Room (on your own)*

**8:00-9:00 am**      **General Session**  
*Grand Dominion Ballroom*

**John Lawson**  
*President and CEO, Association of Public Television Stations*

**Kay Sprinkel Grace**  
*Transforming Philanthropy LLC, Principal Consultant, MGI*

**9:00-9:15 am**      **Break**

**9:15-10:30 am**      **Concurrent Sessions**

**Next Steps for MGI Stations**  
*Jeffersonian Ballroom, Sections 1 & 2*

*You've learned the basics of MGI. Join us for some practical tips on keeping the momentum going and getting volunteers further involved. **Appropriate for volunteers and general managers from MGI stations.***

**Kay Sprinkel Grace, Transforming Philanthropy, LLC Principal Consultant, MGI**

**The Public Awareness Initiative: Building on MGI's Success**  
*Jeffersonian Ballroom, Sections 5 & 6*

*One of the many benefits of public broadcasting is its connection to the local community. As part of its new focus, learn how the National Center for Outreach is actively engaged in the outreach efforts and rollout of "The War," the 14-hour Ken Burns documentary premiering in September. Also, you'll hear from Rich Harwood, President of the Harwood Institute for Public Innovation, about our forward-looking pilot program to revitalize public broadcasting's model for community outreach and civic engagement. **Appropriate for all participants.***

*Moderator:*

**Del Galloway, Executive Director, Public Awareness Initiative, Corporation for Public Broadcasting**

*Panelists:*

**Richard Harwood, President, Harwood Institute for Public Innovation**

**Cheryl Head, Vice President of Public Media Engagement, Corporation for Public Broadcasting**

**Maria Alvarez Stroud, Executive Director, National Center for Outreach**

## Friday, March 23, 2007 (continued)

**10:30 am-10:45 am Break**

**10:45 am-12:00 pm Concurrent Sessions**

### **Staying Connected and Becoming Connectors**

*Jeffersonian Ballroom, Sections 1 & 2*

*The role of volunteers in taking public television to the next level.  
Appropriate for volunteers.*

**Kay Sprinkel Grace**, *Transforming Philanthropy LLC, Principal Consultant, MGI*

### **The Public Awareness Initiative: Building on MGI's Success**

*Jeffersonian Ballroom, Sections 5 & 6 (Repeat of 9:15 Session)*

### **Fostering the Engaged Board: An Interactive Dialogue for General Managers,**

*Jeffersonian Ballroom, Sections 3 & 4*

*What can your board do to help you and your station be more successful? Join in this dialogue to share ideas on how to foster a genuinely engaged board to strategically help you meet your goals. Appropriate for general managers.*

**Michael Daigneault**, *Senior Governance Consultant, BoardSource*

**Susan Meier**, *Vice President, Consulting and Training, BoardSource*

**12:00 -12:15 pm Break**

**12:15-1:30 pm Lunch and General Session**

*Grand Dominion Ballroom*

### **Patricia S. Harrison**

*President & CEO, Corporation for Public Broadcasting*

### **Judy Woodruff**

*Senior Correspondent, The NewsHour with Jim Lehrer*