

**PMCC
Music Summit**



November 14 & 15
Austin, TX

Schedule at a Glance

**Wednesday, Nov. 13,
2024**



Check In opens at 5:30 PM

6:00 – 8:00 PM: Welcome reception at KMFA with live performance by Daniel Fears

**Thursday, Nov. 14,
2024**

Check In opens at 8:00 AM

8:00 – 9:00 AM: Breakfast

9:00 – 10:30 AM: Opening remarks and general session "Reframing Our Role as Local Institutions"

10:30 – 11:00 AM: BREAK

11:00 AM – 12:00 PM: General session "Audience Insights for Music Stations"

12:00 – 1:00 PM: LUNCH – Austin Food Truck round-up at KMFA

1:00 – 2:00 PM: General session "Unlocking Music Rights: Public Radio and Podcast Perspectives"

2:00 – 2:30 PM: BREAK

2:30 – 3:30 PM: General session "Cultivating Digital Audiences"

3:30 – 4:00 PM: Live performance with pianist Lara Downes

DINNER ON YOUR OWN
Sign up for a Dine O'Round dinner and explore Austin's unique cuisine

**Friday, Nov. 15,
2024**

8:00 – 9:00 AM: Breakfast

9:00 AM – 12:00 PM:
Music Master Training Session

9:00 – 10:30 AM:
Open Forum - REVENUE

10:30 AM – 12:00 PM:
Open Forum - WORKFORCE WELLNESS

OPTIONAL TRAINING

1:00 – 5:00 PM

Crash Course for Music Programmers

Lunch will be provided for those participating in the training.

Registration for the PMCC Music Summit opens July 25, 2024 and closes on Friday, November 1, 2024.

REGISTRATION:

\$300 per person for PMCC members

\$350 per person for non-members.

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Schedule at a Glance

Wednesday, Nov. 13, 2024

Check In opens at 5:30 PM

6:00 – 8:00 PM: Opening Reception

Light refreshments and live performance by singer, songwriter, and multi-instrumentalist Daniel Fears.

Thursday, Nov. 14, 2024

Check In opens at 8:00 AM

8:00 – 9:00 AM: Breakfast provided at KMFA

9:00 – 10:30 AM: “Reframing Our Role as Local Institutions”

Public radio music stations are more than broadcast frequencies - we are vital partners in our local music and cultural ecosystems. From artist development to public policy, music stations can provide a megaphone and association with our trusted brands that fortify interest and support for local music and cultural expression within our communities. KMFA welcomes you to their home in Austin, TX for a conversation about public radio's role in the local music ecosystem.

George Preston, General Manager, KMFA
Don Pitts, Founder, Sound Music Cities
Graham Reynolds, Composer/Bandleader
Lara Downes, Concert Pianist, Activist, Radio Host

10:30 – 11:00 AM: BREAK

11:00 AM – 12:00 PM: “Audience Insights for Music Stations”

Music audiences have a myriad of choices when it comes to listening to what they love, and the competitive landscape has never been more complex. Music stations must have a keen understanding of the needs, perceptions and habits of their current and potential audiences. Fortunately, we have access to well crafted research that helps us answer the most important question - What do music audiences truly want and need from public radio stations that they aren't already getting somewhere else? In this session, we'll look at fresh audience research that can provide the answers.

Phil Cook, Senior Research Director, City Square Associates

12:00 – 1:00 PM: LUNCH – Austin Food Truck round-up at KMFA

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1:00 – 2:00 PM: “Unlocking Music Rights: Public Radio and Podcast Perspectives”

This panel will discuss the complexities and opportunities surrounding music rights in noncommercial public radio and podcasts. Industry leaders and innovators will explore the use of music in today’s public radio system and the evolving perspectives on music rights, as well as new CPB provisions regarding podcasts. We will also delve into the operations of the Mechanical Licensing Collective (MLC), and the options it makes available for stations. Additionally, panelists will offer their insights on the future of music rights in the noncommercial sector, discussing emerging trends and potential developments. Join this panel to receive a comprehensive understanding of the challenges and opportunities faced by station leaders, broadcasters, and rights holders in navigating the evolving landscape of music rights.

Brad Greenberg, Director of Policy, NPR
Ashley Messenger, Deputy General Counsel, NPR
Christian Castle, Attorney & Author

2:00 – 2:30 PM: BREAK

2:30 – 3:30 PM: “Cultivating Digital Audiences”

For music stations whose sweet spot is broadcasting a carefully curated mix of music over the air, translating that experience to digital platforms has been challenging. The competitive environment for music consumers is crowded and noisy with lots of places for music lovers to find the niches they love. In this session, we’ll look at how stations are managing digital engagement and building audiences through their digital content experiences.

Lindsay Kimball, Program Director, The Current
Peter Babb, Director of Digital Content & Social Media, KUTX
Tamberly Ferguson, Director of Digital Media and Strategy, WDAV

3:30 – 4:00 PM: Lara Downes

Join us for a live performance by world-renown concert pianist Lara Downes.

DINNER ON YOUR OWN

Local partner stations will be hosting opportunities for a Dine O’Round so you can explore Austin’s unique cuisine. Sign-up will be ready soon!

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8:00 – 9:00 AM: Breakfast provided at KMFA

9:00 AM – 12:00 PM: Music Master Training

Join Music Master's Jill Sorenson for a hands-on software training session on best practices for scheduling the song-based formats.

9:00 – 10:30 AM: Open Forum - REVENUE

Join your colleagues for an honest, insightful discussion about the role of programming and content in generating revenue. What steps can you take to help your organization meet its revenue objectives?

**10:30 AM – 12:00 AM: Open Forum – WORKFORCE
WELLNESS**

Join your colleagues for an honest, insightful discussion about our changing workforce. A diverse, multigenerational workforce comes with a complex set of needs for things like coaching and performance management. How can we contribute to an environment where programming and content teams can flourish?

OPTIONAL TRAINING

1:00 – 5:00 PM: Crash Course for Music Programmers

Music programmers need a wide set of skills to be successful in today's media environment. In this 4-hour intensive workshop, trainer Paul Marszalek will take you through a crash course on the most important aspects of making your station sound as great as possible. You'll cover topics such as stationality and branding, coaching your talent and consumer expectations. This exclusive high-quality training opportunity will send you home ready to take your station to new heights. Additional registration fee of \$100 per person.

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Peter Babb
Director of Digital Content & Social Media, KUTX

Peter has worked at KUT and KUTX for the better part of twenty years, in roles ranging from intern, reporter, producer, and live music booker to his current position as Director of Digital Content and Social Media, where he translates the Austin Music Experience to web and digital platforms.



Christian Castle
Attorney & Author

Christian Castle is a lawyer based in Austin where he represents music clients in transactional matters, starts ups and public policy clients. His recent writings include a study on "streaming remuneration" for musicians commissioned by the World Intellectual Property Organization co-written with Professor Claudio Feijoo, a variety of comments to the U.S. Copyright Office, the Copyright Royalty Board, and the UK Parliament's House of Commons Digital, Culture, Media & Sport Committee's Inquiry into the Economics of Music Streaming. He was selected as one of the

Billboard "Top Music Lawyers" for 2024. Prior to founding the firm he was SVP and General Counsel to SNOCAP in San Francisco, of counsel to Wilson Sonsini Goodrich & Rosati in Palo Alto and Mitchell Silberberg & Knupp in Los Angeles, SVP Business Affairs at Sony Music in New York, and VP Business Affairs at A&M Records in Hollywood. Chris is an MBA graduate of the UCLA Anderson Graduate School of Management and a JD graduate of the UCLA School of Law. He is admitted to the bar in California and Texas.



Phil Cook
Senior Research Director, City Square Associates

Phil Cook is the Senior Research Director at City Square Associates—a marketing research firm located in Cambridge, MA. Over the span of his 10 years at City Square, Phil has worked on and led audience research studies with dozens of public media organizations across the country—encompassing all kinds of strategic questions, and on behalf of stations large and small. Recent studies in public radio have included focus groups for a locally hosted edition of Morning Edition, an ethnography around public radio listening for arts and culture programming, and a meta-analysis to synthesize broader trends in public radio audience research. City Square is currently engaged with PMCC, Greater Public, and Station Resource Group on a national study to explore unmet needs among news and music consumers across the country ("RUN 2024"), with a focus on identifying where and how public media is especially well-suited to meet those needs. Beyond public media, Phil also leads primary research studies with clients across higher education, healthcare, commercial media, and the nonprofit sector. He is an avid fan of live music and loves to get out of his comfort zone to discover new artists and genres.

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**Lara Downes
Concert Pianist**

Lara Downes is among the foremost American pianists of her generation, a trailblazer both on and off the stage, whose musical roadmap seeks inspiration from the legacies of history, family and collective memory. As a chart-topping recording artist, performer, curator and tastemaker,

Downes is recognized as a cultural visionary on the national arts scene. With a fierce commitment to arts advocacy, Downes enjoys creative collaborations with a range of leading artists, including multi-instrumentalist, composer and singer Rhiannon Giddens, cellist Yo-Yo Ma, pianist Simone Dinnerstein, folk icon Judy Collins, writer Adam Gopnik, and former U.S. poet laureate Rita Dove. Her close partnerships with prominent composers span genres and generations, with premieres and commissions coming from Jennifer Higdon, John Corigliano, Stephen Schwartz, Paola Prestini, Clarice Assad, Michael Abels, and many others. She is the creator and host of *AMPLIFY* with Lara Downes, an NPR Music series now launching its fourth season, featuring intimate, profoundly personal video conversations with visionary Black artists and cultural leaders who are shaping our creative present and future. She is also the host of *Evening Music* weekdays from 8PM to midnight on KUSC and KDFC.



**Daniel Fears
Artist**

Singer, songwriter, and multi-instrumentalist Daniel Fears is obsessed with finding new ways to express emotion and feeling. Listeners can hear influences of R&B and soul; hip hop and gospel; and the classical music he studied at The University of Texas and Yale University. Since his first release as a singer-songwriter in 2020, he's been nominated for "Best R&B" at the 2023 Austin Music Awards, KUTX Artist of The Month in 2021, opened for internationally-touring artists like Mac Ayres and BLK ODYSSEY, and raised \$15,000 via Kickstarter to support the creation of a new project. His latest release, an all-string, acoustic EP "Close To Home", is available on all streaming services.



**Tamberly Ferguson
Director of Digital Media & Strategy, WDAV**

Since joining WDAV in 2012, Tamberly has expanded the lens of discovery and exploration in classical music and elevated new perspectives in the genre. In addition to maintaining WDAV's website, app, and streams, she has collaborated to develop an activity book highlighting diverse composers and artists in classical music to distribute to local schools. She has also overseen the production of several podcasts that explore the classical genre. Tamberly seeks to raise awareness of the importance of diversity, equity, and inclusion in public media as a committee member for Public Media for All and she served with distinction on PMCC's Knowledge Committee as a volunteer prior to joining the Board.

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Brad Greenberg
Director of Policy, NPR

Brad Greenberg is director of policy at NPR, where he leads regulatory and legislative advocacy. Since joining NPR at the start of 2023, Brad has supported NPR and Member stations on matters related to appropriations, AI, copyright, data privacy, journalism protections, and telecommunications, among other issues. Brad previously worked at the U.S. Copyright Office and for the Senate Judiciary Committee Subcommittee on Intellectual Property, where he supported copyright reform efforts. Before moving to DC in 2015, he worked at Columbia Law School in New York and clerked for a federal judge in Miami. Prior to attending UCLA School of Law, where he was editor-in-chief of the UCLA Entertainment Law Review, Brad spent five years as a newspaper reporter in the Los Angeles area.



Lindsay Kimball
Program Director, The Current

Lindsay started her career at The Current as an intern in 2005, moving into the assistant program director role, then into the director of regional membership role before becoming Program Director. She has also spent time at The Current as a host, producer, and project manager. Career highlights include partnering with August Schell Brewing Company to release a co-branded beer, Schell's The Current, producing both of Adele's in-studio sessions at The Current, launching streams like Rock the Cradle, Radio Heartland, and Local Current, putting together the A to Z Prince playlist for fans to celebrate his life and music, and producing broadcasts from SXSW and Iceland Airwaves. Before joining The Current, she was host and music director for KWLC at Luther College in Decorah, Iowa. Lindsay graduated from Luther College with a B.A. in communications and psychology.



Ashley Messenger
Deputy General Council, NPR

Ashley Messenger is Deputy General Counsel at NPR, where she leads the Media Law & Distribution Rights team. Her expertise is with media law, First Amendment matters, content production, and music rights. Ashley works on content-related legal issues, such as reviewing stories or answering questions for the newsroom, and oversees all aspects of NPR's rights management, including music licenses. She also serves as adjunct faculty at American University, and is the author of a textbook, Media Law: A Practical Guide. Early in her career, she was a commercial radio talk show host.

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Don Pitts
Founder & President, Sound Music Cities

After 30 years in the music and entertainment industry, Don Pitts launched Sound Music Cities to help cities find practical solutions to sound issues and grow their music economy. Don garnered the nickname "The Sound Whisperer" from his tenure as the head of the City of Austin's Economic Development Department's Music and Entertainment Division where he reduced sound complaints by over 70% and fueled programs to increase prosperity for musicians, music businesses, and music venues. Originally from Nashville, Don has done everything from managing bands and venues, to handling entertainment relations for Gibson Guitar, to co-founding the North American Music Cities Summit, to working in the public sector. When he's not advising clients on music-related business, Don is adding to his collection of rare and vintage western shirts or walking the trails with his family and black lab Konjo.



George Preston
President & CEO, KMFA

George Preston is an experienced leader with more than 30 years in radio and non-profit leadership. He is currently CEO of KMFA and formerly served as VP of Radio and General Manager at WFMT, Chicago and headed up the WFMT Radio Network, the national syndication division that distributes Classical programming from all over the world. Prior to arriving at WFMT, George was a host and music director for WNYC here he supervised the music staff and produced a wide array of live concert broadcasts, festivals, and specials. He also served as the General Manager of Classical KCME, Colorado Springs, where he added a full-time jazz service. He started his career at WXCR, in Safety Harbor, Florida, a commercial classical station serving the Tampa Bay market, and was also a program host and producer, music director, and assistant program director for WBUR in Boston. A native of West Virginia, George holds music degrees from Oberlin Conservatory, New England Conservatory, and Boston University. He also performed operatic roles including Papageno in Mozart's The Magic Flute and Figaro in Mozart's The Marriage of Figaro, and Rossini's The Barber of Seville, and in leading roles in Kiss Me Kate, The Music Man, and Show Boat.



Graham Reynolds
Composer / Bandleader

Austin, Texas-based composer-bandleader-improviser Graham Reynolds creates and performs music for film, theater, dance, television, rock clubs, and concert halls with collaborators across many disciplines. He recently scored multiple films for Netflix, Stop Hitting Yourself for Lincoln Center Theater, and a multi-year commission from Ballroom Marfa, The Marfa Triptych, culminating in his Creative Capital Award-winning project Pancho Villa from a Safe Distance, a bilingual opera created with librettists Lagartijas Tiradas al Sol and director Shawn Sides, staged in over a dozen North American cities. As Artistic Director of Golden Hornet, Graham leads efforts combining the collaborative spirit of rock with the composer-led nature of classical music, focusing on commissioning new works, fostering emerging composers, and presenting in non-traditional settings. His endeavors include The Sound of Science, Insectum, and MXTX: A Cross-Border Exchange. Reynolds leads the jazz-based Golden Arm Trio, and his accolades include a Creative Capital Award, Independent Music Award, and multiple Austin Critics Table Awards. In 2020, he signed with Fire Records, with a solo album due in 2025.

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Trainers



Paul Marszalek
Founder & President, Sound Music Cities

Paul Marszalek is a Peabody Award-winning producer with a background in multiplatform journalism who has worked with major media companies in the U.S. and abroad developing media strategy, creating television, digital, and radio content, and deploying new-to-market content creation and digital distribution technologies. From his years as a radio and television programmer, decades as an entrepreneur and consultant, and his work with the U.S. Agency for Global Media, Paul has developed deep expertise in product development, programming, journalism, research, affiliate relations, and coaching. Paul has extensive experience in public media, having worked with OPB, KCRW, Colorado Public Radio, WERS, WFUV, JazzFM/Toronto, and many others. He holds professional certifications in DEI, Product Development, Disruptive Strategy, Design Thinking, and Entrepreneurism. His global expertise has taken him to 73 countries, currently focusing on projects in MENA, sub-Saharan Africa, the Pacific Islands, and elsewhere.



Jill Sorenson
W.I.Z.A.R.D., Music Master

Jill Sorenson is a highly respected expert and trainer in music programming with over 25 years of experience at MusicMaster. Known for her exceptional ability to break down complex software functions, Jill has trained countless users worldwide, equipping them with the skills to maximize MusicMaster's capabilities. Serving in multiple roles over the years, Jill earned the unique title of MusicMaster W.I.Z.A.R.D. (Writer, Investigator, Zealously Attacking Research and Development). Jill's experience as a trainer is reflected in the comprehensive training materials, certification testing, and seminar curriculums she has developed. She has led many training sessions, webinars, and product how-to videos, where her engaging and clear teaching style has empowered users to understand and use MusicMaster's advanced features. Whether working with seasoned professionals or new users, Jill excels in making the software accessible, ensuring that programmers have the tools to optimize their playlists and workflows.

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Partners



The **noncomMUSIC Alliance** celebrates public radio's role in connecting musicians, performers, and artists with the audiences who enjoy and support their music. We are an alliance dedicated to boosting the work of noncommercial public radio as an essential component of music discovery, curation, preservation, performance, and community.



KMFA 89.5 is an independent public classical radio station in Austin, TX. KMFA serves approximately 100,000 listeners each week and features locally produced shows like Classical Austin, Early Music Now, and From the Butler School, as well as nationally distributed programming from Public Radio International, American Public Media, and National Public Radio.

KMFA supports many regional arts organizations such as the Austin Symphony Orchestra, Austin Opera, and Texas Performing Arts with on-air and online promotions, co-sponsorships, and interviews with KMFA hosts. Our Listen Local initiative broadcasts Austin's finest classical music performances, making classical music and cultural events available to all. With popular programs like the Fall Into Music Instrument Drive and radio camps for kids, KMFA encourages arts education and supports the Central Texas community.



Launched in 2013 by Austin's NPR station KUT, **KUTX** is a full-time music service, broadcasting from the University of Texas. We can be heard at 98.9 FM in Austin, Texas, and streamed worldwide at kutx.org.

But we're more than that. KUTX is a collection of Austin-based, passionate music fans (okay, fine, nerds) who care deeply about our ever-changing city and its historic music scene. We see our role as caretakers of the scene; we pay tribute to the history of Austin music while remaining keenly aware and involved in its evolution. We serve you – our fellow music fan – and we also serve artists, venues, sound engineers, record stores, merch makers, bartenders and anyone else who works in the Austin music "ecosystem".

We like to think of KUTX as a big tent. We're into musical discovery, and welcome anyone who is, too. We're here for all that Austin's diverse music scene has to offer, regardless of genre. We don't get hung up on stuff like that, we just love great music and connecting you with it.

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Thank you to our Sponsors



THE ARCHITECTS OF MUSIC

New Media Productions is presenting two new programs and a pledge drive premium at the PMCC Music Summit.

"No Regrets: The Music and Spirit of Billie Holiday." A series of 13, one-hour programs narrated by Rhonda Hamilton covering all aspects of the great singer's life and music, with the emphasis on the music.

"Valentin Silvestrov: A Composer's Journey." A series of five, one-hour programs exploring the music of Ukraine's most beloved composer, now living as a refugee in Berlin, narrated by Swedish-Ukrainian pianist, Natalya Pasichnyk.

"The Magnificent Nine: The Beethoven Symphonies." A Website from New Media Productions offering movies about the Beethoven symphonies, explaining what makes them tick. Offered to radio stations as a pledge drive premium.



ContentDepot is public radio's most reliable distribution network. Offering both satellite and internet delivery, they ensure thousands of hours of live and file-based news, music, and specialized audience programming are delivered to audiences worldwide every year.



NoteWorthy is a series of audio stories created to broaden our view of classical music by shining a light on the lives and music of artists of color, women, and others from historically underrepresented groups. With host Loki Karuna, each episode provides an introduction to an artist, performing ensemble, musician, or composer from all eras and genres of classical music. In a couple of minutes, you can learn about the contributions these artists have made and are making to the art form while discovering some great music along the way. NoteWorthy is an original production of WDAV Classical Public Radio.

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PMCC Knowledge Committee



Nick Yee
Committee Chair
Director of Content & Distribution,
Radio IQ & WVTF



Tamberly Ferguson
Director of Digital Media &
Strategy, WDAV



Lindsay Kimball
Program Director, The Current



Jordan Lee
Senior Director of Programming,
WYMS 88Nine Radio Milwaukee



Nikki Swarn
Multimedia Executive

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