



AMPPR
“The Public Radio Music Group”
Music Personnel Conference
February 5-8, 2006
InterContinental Houston

CONFERENCE
AGENDA AT A GLANCE

Sunday, February 5

NEW

Production Workshop
Founders Ballroom III
9:30 am - 4:00 pm

“Soup to Nuts”: Basic Recording Principles
Alan Stricklin - Production Manager, Minnesota Public Radio



Alan Stricklin, MPR

This is the seminar for those on a tight budget with just a couple of decent microphones and a portable mixer. The emphasis will be on making the most of limited gear inventory, finding optimal microphone placement, post-production helps and fixes, and best practices. There will be no physics lessons and very little math. This is an opportunity to pick up some basic ear training and gain understanding of why good recordings sound good, and why others don't.

NEW

MusicMaster Workshop
Founders Ballroom IV
9:30am - 4:00pm

Jill Sorenson, Product Support Manager

If you're a MusicMaster for Windows user, you know the benefits of the software and of having a database custom-designed to meet your needs. Now find out how you maximize that potential and put that power to work for you.

This workshop will take you through the software, showing you the tips and tricks you need to know to take full advantage of your scheduling system. Jill will show you how to manage your library, put your goals into the software, create a playlist quickly and make your station sound excellent. Bring your questions, a current back-up and even a laptop if possible.

If you are not currently a MusicMaster for Windows user, stop in anytime after lunch if you would like to take a look. Jill will also be happy to answer your questions at the end of the session or anytime during the Conference.



Jill Sorenson, MusicMaster

**Conference Registration
1:00 - 5:30pm**

Matinee Concert

Sponsored by the Houston Symphony & KUHF

2:30pm

(buses leave hotel at 1:45)

Houston Symphony

Peter Oundjian, conductor

Jonathan Biss, piano

Limited Complimentary Tickets available

email register@confgroupinc.com to reserve a ticket



Jonathan Biss, piano

Twenty-three year-old American pianist Jonathan Biss has already proved himself an accomplished and exceptional musician with a flourishing international reputation through his orchestral and recital performances in North America and Europe. The *Chicago Tribune* wrote, Biss' "sense of Classical style is impeccable...this was a debut to remember." Hear this rising star make his exciting Houston Symphony debut, in a performance of Beethoven's delightful Second Piano Concerto.

Also enjoy Strauss' *Also sprach Zarathustra*, and Haydn's Symphony No. 22, "The Philosopher"

Newcomers Welcome

Champions I

4:30 - 5:30pm

Ted Weiner, WDAV

A session for conference first-timers - we get to know each other and you'll learn a little bit about AMPPR and the conference agenda.



Ted Weiner, WDAV



Opening Reception

Sponsored by

KUHF 88.7 Houston Public Radio

6:00 - 8:00pm

Monday, February 6

Continental Breakfast

Discovery A

8:00am

Opening Remarks & Keynote Address

Discovery Center B

8:30 - 10:00am



Miles Hoffman

**Miles Hoffman, Artist Director of the American Chamber Players,
Viola Soloist & Commentator**

"Cultural Leadership: If Not Now, When?"

"Mr. Hoffman will discuss the importance of positive programming -- programming from positions of strength and confidence. Good music and good ideas, presented confidently and well, can enrich our culture immeasurably -- and attract large and loyal audiences. Programming from fear leads to: nothing in particular."

Miles Hoffman appears frequently as viola soloist with orchestras throughout the country, performing a broad repertoire that includes music of Bach, Berlioz, Bloch, Bruch, Mozart, Penderecki, Telemann, Vaughan Williams, and Walton. As Music Commentator for National Public Radio's flagship news program, *Morning Edition*, he is regularly

heard by a national audience of more than 13 million people, and he has been a featured lecturer for orchestras, universities, chamber music series, festivals, and other organizations.

Morning Break

Discovery Center A

10:00- 10:30

Market Place opens enjoy refreshments and visit with our exhibitors.

Session
Discovery Center B
10:45am - 12:00

Core Values - Application Project Report

PRPD and AMPPR teamed up to co-sponsor a project aimed at applying the findings of the Classical Core Values research. Six radio stations representing both full-time classical and dual news/classical formats are working on the project. Hear about the process they're using to gauge their audience service goals, identify strengths and weaknesses and create strong positioning and identity for their classical music service.

Frank Dominguez, Project Director and WDAV Program Director



Frank Dominguez, WDAV

Lunch
Discovery Center A
12:00 - 1:30pm

Session
Discovery Center B
1:45 - 3:00pm

Creative Promotions - Incorporating CD, Artists and anything else you'd like to or need to promote during your breaks without it sounding like a commercial.

Send us your examples of breaks that promote without sounding "promotional", we'll share them with the group and create a few of our own.

Afternoon Break
Discovery Center A
3:00 - 3:30pm

Session
Discovery Center B
3:45 - 5:00pm

Looking for Our “Replacements”: Forming Partnerships That Open the Door

One look around most of our radio stations will show two very important things...a sincere and total devotion to broadcasting classical music on the radio (and now other platforms) and that most of us have been at this for a long time! All that experience and talent needs to be shared for us to be able to continue doing what we love, and what our listeners love. But, where is the next wave of music broadcasters coming from? Each community has resources and partnerships that can and should be explored as we continue to move boldly through the 21st century.

Minnesota Public Radio and the University of Minnesota’s School of Music began discussing the prospect of showing classical musicians an alternative career path this past fall. Silvester Vivic taught radio basics to classical music students and shares his experiences. He’ll talk about how it came to be, what the process was like, and play some examples of what was accomplished during the semester. There might be some ideas for you too. Attendees are encouraged to share their ideas and thoughts on this topic.



Silvester Vivic, C24

Silvester Vivic, Manager of Classical 24

Reception
5:00 - 6:30pm
Sponsored by

HoustonGrandOpera



Tuesday, February 7

**Continental Breakfast
Discovery Center A
8:00am**

**Session
Discovery Center B
8:30 - 10:00am**



Tom Thomas, SRG

Public Radio Format Study - Station Resource Group has been sorting out how listeners use, value, and support public radio's principal formats through both quantitative and qualitative studies. SRG's co-CEO Tom Thomas will present the latest findings from The Public Radio Format Study and other SRG research.

Tom Thomas, is a leading analyst, strategist, advocate, and organizer for public radio. His thinking has influenced programming, fundraising, and the development of stations throughout the country. His work in Washington has shaped policies at CPB, NPR, the FCC, and in Congress. In addition to leading SRG for the past 20 years, he helped launch the National Federation of Community Broadcasters, Public Radio Capital, and PRX: The Public Radio Exchange.

**Morning Break
Discovery Center A
10:00- 10:30**

**Session
Discovery Center B
10:45am - 12:00**

A One Sheet for Producers. What are your responsibilities, performance rights, distribution, raising money and promos. Everything you need to know to get you started but were afraid to ask.

**Lunch
Discovery Center A
12:00 - 1:30pm**

**Session
Discovery Center B
1:45 - 3:00pm**

Music & Media

Every day, everywhere we look we're seeing profound changes and innovations in technology with new prospects for media and musical arts. America's leading public radio networks and cultural producers, in an unprecedented collaboration, are addressing the new energy and opportunities for serving audiences for the musical arts hear about the launch of the Music & Media Forum a gathering of leaders in music performance, music presentation, and music media. The goal of the Forum is to assess opportunities and issues of vital common interest, such as emerging technologies, digital rights management, and changing consumer behaviors. The Music & Media Forum endeavors to create a powerful new vehicle for education, promotion and advocacy of music and cultural media in the United States.

**Mary Lee, Project Director, Classical Music Initiative
Ben Roe, NPR Director of Music Initiatives**

**Evening Concert
7:30pm
Sponsored by KUHF**

Da Camera of Houston
Malcolm Bilson on Mozart
Limited Complimentary Tickets available
email register@confgroupinc.com to reserve a ticket

In this Piano Dialogue featuring music and commentary, Malcolm Bilson performs and discusses a selection of Mozart's piano sonatas. Malcolm Bilson has been in the forefront of the period-instrument movement for over thirty years. He began his pioneering activity in the early 1970' as a performer of Haydn, Mozart, Beethoven and Schubert on late 18th- and early 19th-century pianos. Since then he has proven to be a key contributor to the restoration of the fortepiano to the concert stage.

Wednesday, February 8

**Continental Breakfast
Discovery Center A
8:00am**

**Session
Discovery Center B
8:30 - 10:00am**

Rip me a new one: The Fun and Follies of Transferring Your CD Library to Computer

**Rebecca Davis, Universal Classics
Ted Weiner, Music Director-WDAV**

Morning Break
Discovery Center A
10:00- 10:30

Session
Discovery Center B
10:45am - 12:00

PodCasting Beethoven?...Is PodCasting a possibility for your music program? We'll discuss the issues in this session.

Ben Roe, NPR
Stephen Schultze, PRX



Before coming to the Public Radio Exchange, Steve designed and implemented network services for high traffic non-profit web sites. His background includes a variety of web technologies. His particular interests are in creating user-focused sites that encourage community and enable collaboration.

Steve is an avid listener of public radio and an aspiring radio producer. In Fall of 2002 he was artist-in-residence at WCAI in Woods Hole, MA.

Lunch
Discovery Center A
12:00 - 1:30pm

Session
Discovery Center B
1:45 - 3:00pm

Connecting with Your Community - A perspective on how leading stations are connecting with their communities--both here and abroad.

Chuck Miller, WWNO
Gary Thorpe, 4MBS General Manager

Gary Thorpe has been the General Manager of 4MBS Classic FM, the classical music FM radio station in Brisbane Australia, since 1989. He was one of the small group of music lovers who started the community radio station in 1979.

As a volunteer Gary was an announcer, programmer, fundraiser, publicist, chairman of many station committees and eventually chairman of the Board of Directors. 4MBS Classic FM has 4 full time and 4 part time staff and 300 volunteers. The station was named Australia's Community Radio Station of the Year in 2004, the only classical music station ever to win the award. In his 17 years as General Manager Gary has implemented a wide range of activities that support local classical musicians and involve the community in station activities including the annual 4MBS Festival of Classics (Australia's largest classical music festival), music appreciation classes, summer schools, Musicians-in Residence, Music Teacher of the Year Award and youth activities such as Kids Classics.

Houston Grand Opera

7:00pm

Puccini's *Manon Lescaut*

Manon Lescaut, Karita Mattila

Chevalier des Grieux, Vladimir Galouzine

Lescaut, Teddy Tahu Rhodes

Geronte de Revoir, Dale Travis

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HoustonGrandOpera



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