



Statewide Professional Development

Plan and Schedule

Supported by a grant from



	Location	Target Date	STATUS
<p>Marketing Training</p> <p>To maximize success of current statewide underwriting strategies and to capitalize on emerging opportunities the Indiana public stations have a need to: 1) Foster relationship building among the IPBS member stations' marketing professionals. 2) Inform sales professionals about upcoming statewide underwriting opportunities. 3) Share creative ideas for generating underwriting sales opportunities.</p> <p>A marketing summit led by seasoned marketing professionals from within IPBS will be developed to begin the process of addressing these professional development needs.</p>	Indianapolis	May, 2009	<p>Summit Completed May 7, 2009</p> <p>Materials submitted with August 31, 2009 report.</p> <p>Web Conference Completed on January 22, 2010</p>
<p>Understanding Multi-Platform Support Services</p> <p>As new priorities emerge it can be challenging to remain fully aware of the latest plans and opportunities. The new PBS COVE on-line video player is just the latest of these examples.</p> <p>A series of presentations from PBS about COVE will be presented to give IPBS managers a tour of the service and to better understand its capabilities.</p> <p>A) Sara Terpeny and Max Duke of PBS Interactive explain the new COVE on-line video player for TV and radio GMS.</p>	Web Training	August 2009	Web training completed August 19, 2009
<p>News Training Conferences</p> <p>Statewide news is accomplished cooperatively among the 8 IPBS member radio stations with story contributions and statewide coordination from the IPBS State News Bureau Chief. Keeping up to date on reporting trends and new directions in delivery of news product is crucial. The IPBS State News Bureau Chief will attend two professional conferences and present key information to IPBS member news staff who could not attend.</p> <p>1) Capitalbeat Conference Focuses on coverage and trends among statehouse reporters from across the nation.</p> <p>1-A) State News Bureau Chief will conduct a training Webinar outlining the most applicable information learned at</p>	<p>Indianapolis</p> <p>Web Training</p>	<p>August 20-22, 2009</p> <p>October 2009</p>	<p>Completed August, 2009</p> <p>Completed October 2009</p>

<p>the conference for IPBS news professionals.</p> <p>2) Society of Professional Journalists Conference Focuses in on-line reporting trends and economic trends related to news media.</p> <p>2-A) State News Bureau Chief will conduct a training Webinar outlining the most applicable information learned at the conference for IPBS news professionals.</p>	<p>Indianapolis</p> <p>Web Training</p>	<p>August 27 -29 2009</p> <p>November, 2009</p>	<p>Completed August, 2009</p> <p>Replaced by web seminar for grantees regarding new media trends. <i>(See Other Opportunities Section below)</i></p>
<p>TeacherLine Conference Our Statewide Fund Development Director and TeacherLine Coordinator will attend this annual convening of PBS Teacherline representatives to learn about product updates, new sales and marketing initiatives and ways to position the Teacherline products with education professionals.</p>	<p>PBS Headquarters, Washington D.C,</p>	<p>October 6-7,2009</p>	<p>Completed</p>
<p>Other Opportunities A projected training plan cannot anticipate all opportunities which could arise. The cohort will monitor additional opportunities and pursue them subject to available resources.</p> <p>IPBS Executive Director to attend: 2009 CPB/PBS/Council of Chief State School Officers Summit</p> <p>IPBS Executive Director and State TeacherLine coordinator to attend: 2010 CPB/PBS/Council of Chief State School Officers Summit</p> <p>CPB Grantees and IPBS Exec. Dir. to review: “The Future Is Public Media” web training opportunity to learn new media trends. Presenter: John Proffit Shared with all members.</p>	<p>TBD</p> <p>Washington DC</p> <p>Washington DC</p> <p>Indianapolis</p>	<p>Ongoing</p> <p>March 7, 2009</p> <p>March 20,2010</p> <p>February 19, 2010</p>	<p>Completed: March 7,2009</p> <p>Completed March 20, 2010</p> <p>Completed February 2010</p>