



2024 Rocky Mountain Community Radio Annual Conference Agenda

Hosted by KSUT



Track 1	Plenary Session: All Attendee Event
Track 2	News
Track 3	Music & Programming
Track 4	Development / Other
Track 5	RMCR Strategic Initiatives

ALL PLENARY SESSIONS HELD IN THE BINGO HALL UNLESS OTHERWISE NOTED

Wednesday, October 23

6:00 PM - 8:00 PM	Welcome Reception at KSUT - 15150 Hwy 172, Ignacio, CO Join us at KSUT for a welcome reception including beverages and appetizers, and a special performance by Community Pancake (Clark Adomaitis' band), 7 PM. Don't forget to bring station swag to share!
8:00 PM - 10:00 PM	Station Bowling Competition - Sky Ute Casino Rolling Thunder Lanes Stations will compete head-to-head in a competition to see who will win the coveted Golden Pin and other special prizes for Best Team Costumes and Spirit Award

Thursday, October 24

8:00 AM - 3:00 PM	Hotel & Conference Check-In - Sky Ute Casino & Resort - 14324 Hwy 172, Ignacio, CO Pick up your credentials and lanyard for the conference at the registration table.								
8:00 AM - 9:00 AM	Breakfast & Opening Blessing by Eddie Box, Jr. Southern Ute Tribal Elder & KSUT Board Member Eddie will share KSUT's unique history as one of the first Tribally founded stations in North America. This will be followed by a special performance by the Southern Ute Singers.								
9:00 AM - 10:00 AM	Plenary Speaker: Bruce Auster, NPR Managing Director, Collaborative Journalism Network - Interviewed by Rick Holter								
10:30 AM - 11:45 AM	<table border="1"> <tr> <td>Bonny Kent</td> <td> 1) How To Collaborate with Digital & Print Media 2) Exploring the World of Newsletters 3) What Opportunities does Podcasting Offer? Over the course of this session, rotate twice to participate in a total of three unique small group discussions to explore how to collaborate with digital and print media, presented by Maeve Conran and Daily Yonder's Ilana Newman; explore the world of newsletters, presented by Dave Burdick, founding editor of Denverite; and learn more about podcasting with KUNC's Newsroom Executive Producer Brad Turner. </td> </tr> <tr> <td>John S. Williams</td> <td> Running Your Music Department with a Skeleton Crew Presented by Douglas DuPont, KDUR Music Director </td> </tr> <tr> <td>Vida Peabody</td> <td> Membership Engagement Round-table discussion on successful strategies and best practices for engaging listeners and growing membership in a changing media landscape i.e. CMS platforms, SMS, newsletters, direct mail, surveys, etc. Facilitated by Jonathan Hunt, KSUT Membership Manager </td> </tr> <tr> <td>Bingo Hall</td> <td> Emergency Preparedness 101 This session is for ED/GMs, operation staff, and News Directors; review the results of our 2023 survey of current station efforts towards emergency preparedness throughout the RMCR coalition, and learn about best practices, available resources, and meaningful opportunities for next steps at your station. Presented by Breeze Richardson, Aspen Public Radio Executive Director; RMCR Board President </td> </tr> </table>	Bonny Kent	1) How To Collaborate with Digital & Print Media 2) Exploring the World of Newsletters 3) What Opportunities does Podcasting Offer? Over the course of this session, rotate twice to participate in a total of three unique small group discussions to explore how to collaborate with digital and print media, presented by Maeve Conran and Daily Yonder's Ilana Newman; explore the world of newsletters, presented by Dave Burdick, founding editor of Denverite; and learn more about podcasting with KUNC's Newsroom Executive Producer Brad Turner.	John S. Williams	Running Your Music Department with a Skeleton Crew Presented by Douglas DuPont, KDUR Music Director	Vida Peabody	Membership Engagement Round-table discussion on successful strategies and best practices for engaging listeners and growing membership in a changing media landscape i.e. CMS platforms, SMS, newsletters, direct mail, surveys, etc. Facilitated by Jonathan Hunt, KSUT Membership Manager	Bingo Hall	Emergency Preparedness 101 This session is for ED/GMs, operation staff, and News Directors; review the results of our 2023 survey of current station efforts towards emergency preparedness throughout the RMCR coalition, and learn about best practices, available resources, and meaningful opportunities for next steps at your station. Presented by Breeze Richardson, Aspen Public Radio Executive Director; RMCR Board President
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1:45 PM - 3:00 PM	Bonny Kent	Major Donors: How to Strategize Getting Them into your Income Mix What are some of the best (least costly and most efficient) ways to get a steady stream of Major Gifts that is sustainable, year over year? How do you manage your effort into this: ie: staff time/positions, investment as a GM, and tools to keep track of it all, CRMs, Spread Sheets, Good touch point materials and events/one-on-ones? When do you expect to see a ROI? How do you do while also maintaining your "regular giving program" and should you figure sustaining members into the mix by asking for BIG monthlies? Presented by Breeze Richardson, Aspen Public Radio and Ashley Krest, KVNF
Please attend the State House News Collaboration		
3:30 PM - 4:45 PM	Bingo Hall	1) Writing for Radio - Tips & Tricks for Collecting Field Sounds 2) Rural Climate Reporting Initiative Facilitated by Maeve Conran, RMCR Managing Editor
	Bonny Kent	Sound Strategies: Driving Revenue in Public Radio Presented by Jessica Kirwan, KSUT Underwriting Manager. In this sales session, you'll learn the essentials of New Business Development and how to leverage Product Knowledge to stand out in a competitive market. We'll explore the power of storytelling in sales, illustrating why crafting compelling narratives is key to connecting with potential clients. You'll also discover how to build strategic partnerships with other media outlets to expand your reach and maximize revenue. Additionally, we'll dive into the importance of connecting with advertising agencies to strengthen relationships and boost your sales opportunities. The course will also provide an understanding of digital media and how to integrate it into your public radio sales strategy. Presented by Jessica Kirwan, KSUT Underwriting Manager.
ED's and GM's - Please attend the Rural Climate Reporting Initiative		
6:00 PM	Happy Hour at 11th Street Station, Durango - 1101 Main Avenue, Durango, CO Libations, Food Trucks & Live Music	
7:30 PM	KDUR's 50th Anniversary Celebration featuring Calexico - Fort Lewis College Community Concert Hall	

Friday, October 25

8:00 AM - 9:00 AM	Breakfast	
9:00 AM - 10:00 AM	Plenary Speaker: Rima Dael, NFCB CEO - Interviewed by Breeze Richardson Small, Rural, NPR and Not-NPR - what are our challenges and opportunities at this nexus? Consider what "Adaptive Resilience" might look like for your station.	
10:15 AM - 11:30 AM	Attend Empowering Native Communities through Public Media	
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	Bingo Hall	Empowering Native Communities through Public Media and Emergency Operation Programs Presented by Kyle Edsitty, Program Specialist; Ellery Charley, Operations and Development Manager.; Native Public Media is a pioneering organization dedicated to supporting tribal radio stations across the nation. Through its Emergency Operation Program, Native Public Media equips these stations with vital resources and strategic plans to effectively respond in times of crisis. This unique initiative not only helps ensure that Native voices are heard but also generates essential revenue through the Broadcast Service program, which fosters ongoing support for these crucial media outlets.
11:30 AM - 12:45 PM	John S. Williams	Professional Development: Tips & Tricks for Avoiding Burnout Presented by Maeve Conran
	Bingo Hall	The Tribal Media Center: A Novel Model Presented by Colten Ashley, KSUT Tribal Media Center Coordinator. KSUT's Tribal Media Center represents a variation on many of the programs and practices public media has been innovating in. Come learn about the programs, partnerships, and lessons learned over the past three years, and ways your station can diversity your offerings to better serve Indigenous and other underserved community members.
Noon - 1:00 PM	RMCR Board of Directors Meeting - Bonny Kent Room	
1:00 PM	Close of Conference - Group Photo at 1:15 PM	
2:00 PM - 5:00 PM	For Those Spending Friday Night - Optional hike in Durango or visit to Durango Hot Springs	
6:00 PM	Tribal Water Media Fellowship Showcase - Fort Lewis College Student Union Ballroom	

Presented with support from



Thank you for attending!
Please drive home safely!