

DIGITAL TRANSITION ADVISORY COMMITTEE

Working together to develop and support an effective digital transition strategy for radio that benefits listeners and serves the public interest.

**DTAC II
February 10, 2003
NPR - Washington, D.C.**

A G E N D A

Sunday, February 9

Buca di Beppo – The Cardinal Room
1825 Connecticut Avenue N.W. Washington DC
Contact: Adam (202) 232-8466

7:30 pm Informal Dinner

Monday, February 10

NPR Boardroom (202) 513-2000
635 Massachusetts Ave., N.W., Washington DC

8:00-8:30 am Continental Breakfast

8:30-8:45 am Welcome
Ken Stern, Executive Vice President, NPR

8:45-9:30 am *HD Radio, Post October 12th*
“Tomorrow Radio” Project Objectives and Timeline
Mike Starling, VP Engineering & Operations

9:30-10:30 am *HD Radio Five Year Time Horizon - The Manufacturer’s Perspective*
Mike Bergman, Director of Digital Radio Products, Kenwood USA
Lucius Stone, Eastern Regional Sales Director, Harris Corporation
Joe D’Angelo, Director of Wireless Data Business Development,
iBiquity Digital

10:30-10:45 am Break

10:45-11:45 pm *Funding & Regulatory Landscape*
Kathy Dole, National Affairs Consultant
Mark Handley, NPR Board Chairman
Jim Paluzzi, President, BSU Network
Bill Cooperman, Director, PTFP
Andy Bruno, Director, Station Advancement, CPB

11:45-1:00 pm

Lunch - NPR Training Room

Guest Speaker - David Liroff, CTO, WGBH, Boston
“The Rocky Road to Digital Broadcasting”
Transition Lessons of Hope and Horror from HDTV

1:00-3:30 pm

Afternoon Breakout Sessions

Break-out I (1:00-2:15 pm)

Programming Track -

Second Channel Strategies (and Beyond)

What do we need to know to make good decisions about programming streams for supplementary audio channels? What scenarios are promising? Over time, how might we define success? Can we influence receiver adoption by listeners, and how does the speed of adoption influence our programming strategies?

What should NPR, other producers of national programming and local stations be doing now to position public radio to take advantage of these choices? What recommendations can this group make regarding the 13 seed markets, early adopters, and the Tomorrow Radio demonstration?

Some suggested topics:

- Familiar public radio format options
- Less common public radio formats
- Completely new streams - targeting Hispanic or African-American markets, or services to smaller population groups, such as Native American?
- What does a “Tivo universe ” (10+ years) do to the concept of formats?
- “Pledge Free” channel (with or without conditional access)

Innovative Services Track –

“Tomorrow Radio” Functionality Designs

Thinking beyond “radio as we know it,” what services will be of greatest value to our listeners, and prospective listeners (or users)? Of these options, given our strengths and weaknesses, where are our best opportunities? Are there ideas that are higher risk, but too good not to pursue? Which are most likely to evolve into sustainable business models?

What could NPR and others be doing now and in the next year or so to help lay the groundwork for pursuit of such services?

Some suggested topics:

- “Tivo-like” service offerings
- The promise of conditional access
- Customized messaging to reinforce audience loyalty & identification
- “Something Completely Different” (SMIL - Synchronized Multimedia Integration Language) offerings
- Beyond ID3Tags - more than artist and title
- Educational applications
- Partnership opportunities - local and national

2:15-2:30 pm

Break

Break-out II (2:30-3:30 pm):

Regulatory Track

What priorities should NPR and others pursue with the FCC regarding service rules? How can stations assist with those efforts? What further collaboration and cultivation should NPR pursue with receiver makers, broadcast system providers, and others in the private sector?

Some suggested topics:

- Goals to pursue with the private sector
- Anticipating copyright issues - there will be issues, what do we need to do to prepare?
- Secondary Antenna Savings - should we pursue type notification to FCC to facilitate this lower cost approach?
- Fungible datacasting by daypart
- Quid pro quo? Should we encourage stations to step up to the plate in terms of their potential role as emergency alert backbones for their state systems? How much emphasis should we place on this service?
- No One Gets Left Behind - Reading Services
- Set-aside for reading services in extended hybrid system
- Conditional access -- copyright exemptions and protocols as apply to reading services now, and later, presumably - pledge free stations, or other special services
- How can the interests and influence of stations best be positioned to influence regulatory decisions?
- Review NPR’s draft Communications Plan and materials; does it reinforce our regulatory agenda?

Funding Track

Given the array of thorny issues, what should NPR’s bottom line be in terms of federal funding? What needs to happen now at the grassroots level? How shall we shape our messages for Capitol Hill Day? Should we be forced to part paths with television on this issue, what tactics does the group recommend?

Beyond federal funding, what do stations need to do to build community support for the digital transition? How can NPR support them? What is the groups' feedback on our communications plan and approach to developing materials for stations?

Some suggested topics:

- Organizing Local Effort to Support NPR on the Hill
- Positioning Radio Stations for State Support
- Awareness Campaigns at Stations
- Capital Campaigns and other fundraising strategies
- Using local Boards, PR and Outreach to gain support and funding

3:30-4:45 pm

Track Reports & Conclusions, Next Steps

- Summarize recommendations
- What should happen at A-REPS meeting, PRC, other meetings to advance this agenda?

4:45-5:30 pm

Adjourn & Travel Break

McCormick & Schmick's Seafood Restaurant - Farragut Room
1652 K Street, NW Washington, DC
Contact: Emilie (202) 861-2233

5:30 pm

Champagne Welcome for Vinnie Curren,
Senior Vice President for Radio, CPB

6:00 pm

The "Supplemental" Appreciation Dinner
Guest Speaker: Bob Struble, President, iBiquity Digital

BREAK-OUT I Group Assignments

Innovative Services

Facilitator: Mike Starling

Scribe: Barbara Green

Bill Cooperman
Bill Johnson
Bruce Haines
David Noble
Dennis Haarsager
Jackie Nixon
Jeffrey Dvorkin
Jim Paluzzi
Kathy Dole
Kit Jensen
Maria Thomas
Mark Handley
Marty Bloss
Mel Sather
Michelle Shanahan
Mike Murrell
Mike Starling
Rob Holt
Stewart Vanderwilt
Susan Balding
Tom Mara

Programming Stream

Facilitator: Jay Kernis

Scribe: Page Smith

Alexandra McCarty
Carol Pierson
Cristi Barnett
Desmarie Mosco
Don Mullally
Don Rinker
George Gimourginas
Greg Lewis
Greg Schnirring
Jan Andrews
Jay Kernis
Jeff Luchsinger
Jo Anne Wallace
JoAnn Urofsky
Jon Schwartz
Kitsa Lee
Marcia Alvar
Margaret Low Smith
Sydney White
Terry Clifford
Tim Emmons
Vinnie Curren

Other Participants *(Please self-select a break-out group to join or observe)*

Andy Bruno, CPB
Bill Cooperman, PTFP
David Liroff, iBiquity Digital
Kevin Klose, NPR
Paul Jacobs, Jacobs Research
Chuck Mellone, PTFP
Ralph Mlaska, PTFP
Ken Stern, NPR
Bob Struble, iBiquity Digital
Laura Taylor, iBiquity Digital
Steven Wallace, iBiquity Digital
Mike Bergman, Kenwood USA
Lucius Stone, Harris Corporation
Vinnie Curren, CPB
Joe D'Angelo, iBiquity Digital

BREAK-OUT II Group Assignments

Regulatory

Facilitator: Mike Starling

Scribe: Barbara Green

Alexandra McCarty
Bruce Haines
David Noble
George Gimourginas
Greg Schnirring
Jackie Nixon
Jan Andrews
Jeff Luchsinger
Jeffrey Dvorkin
Jo Anne Wallace
Jon Schwartz
Kit Jensen
Maria Thomas
Mel Sather
Michelle Shanahan
Mike Murrell
Rob Holt
Susan Balding
Tom Mara

Funding

Facilitator: Dana Davis Rehm

Scribe: Page Smith

Bill Cooperman
Bill Johnson
Carol Pierson
Cristi Barnett
Dennis Haarsager
Desmarie Mosco
Don Mullally
Don Rinker
Greg Lewis
Jim Paluzzi
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