



NPR Labs PAD/PSD Workshop

Westin Charlotte Hotel—Grand Ballroom Section A

601 South College St, Charlotte NC 28202

Tuesday, 25 September 2007 8:00 am to 6:00 pm (+)

Agenda

(rev. 20070922)

- 08:00–09:00 Continental Breakfast
- 09:00–10:00 **PAD Harmonization with RDBS and PB Core Update**
David Layer, NRSC and National Association of Broadcasters, Washington
Daniel Mansergh, KQED Radio, San Francisco
- 10:00–10:15 Refreshment Break
- 10:15–11:15 **PRI PSD Study Findings**
Roger Gomoll, Public Radio International, Minneapolis
Jobie Sprinkle, WFAE, Charlotte
Paul Stribling, WFAE, Charlotte
Chuck Leavens, WDUQ, Pittsburgh
- 11:15–12:00 **The European PAD Experience**
Matthew Honey, Unique Interactive, London
- 12:00–13:00 Buffet Lunch
- 13:00–14:00 **PAD Distribution for NPR Programming**
Matthew Burrough, NPR Labs, Washington
Daniel Jacobson, NPR Digital Media, Washington
- 14:00–14:15 Refreshment Break
- 14:15–15:00 **NPR Labs PAD Findings Summary**
Mike Starling, NPR/NPR Labs, Washington
- 15:00–17:00 **PAD Applications in Action**
Jim Roberts, Broadcast Electronics, Quincy
Matthew Honey, Harris Corporation and Unique Interactive
Scott Martin, Nautel Limited, Hackett's Cove NS
- 17:00–17:30 **HD Radio eCommerce—iTunes UFID Support**
Jordan Scott, iBiquity Digital Corporation, Basking Ridge
- 17:30–18:00 Wrap Up Discussion
- 18:00–19:30 **NPR PAD and CPB Digital Conversion Workshops Joint Reception**

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