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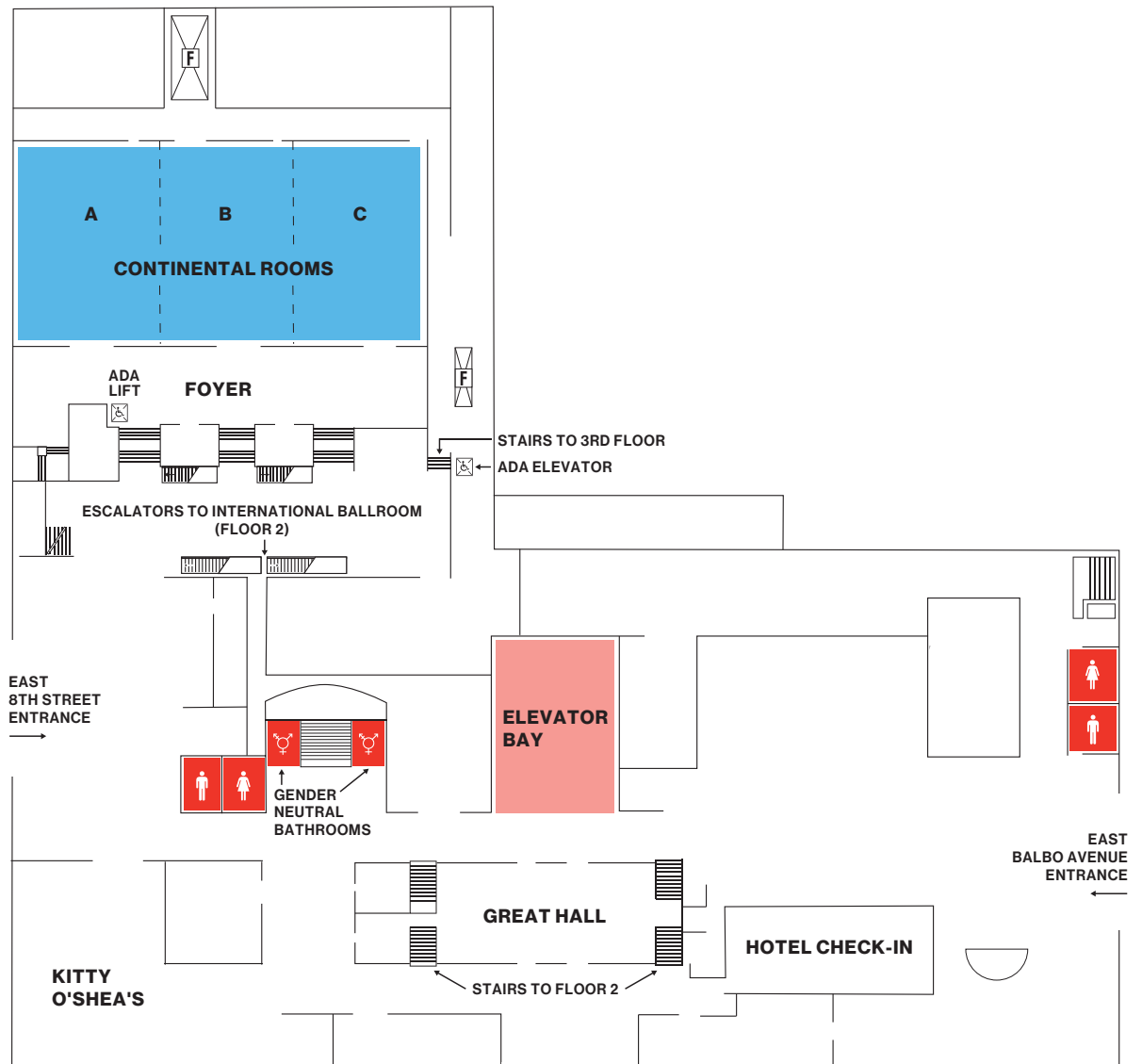


**CHI
★ 22**

Agenda

Floor Plans

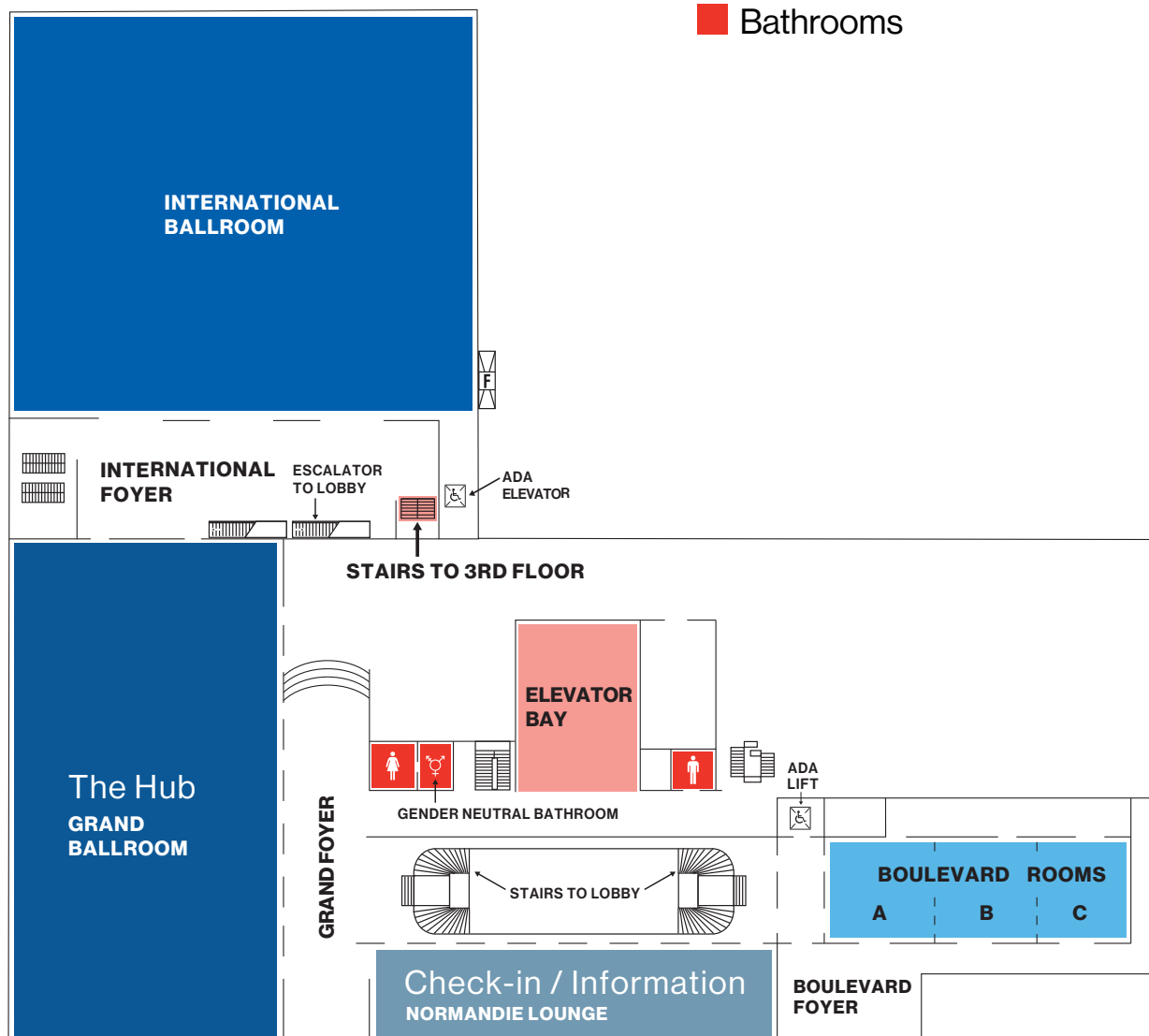
FLOOR 1 - LOBBY



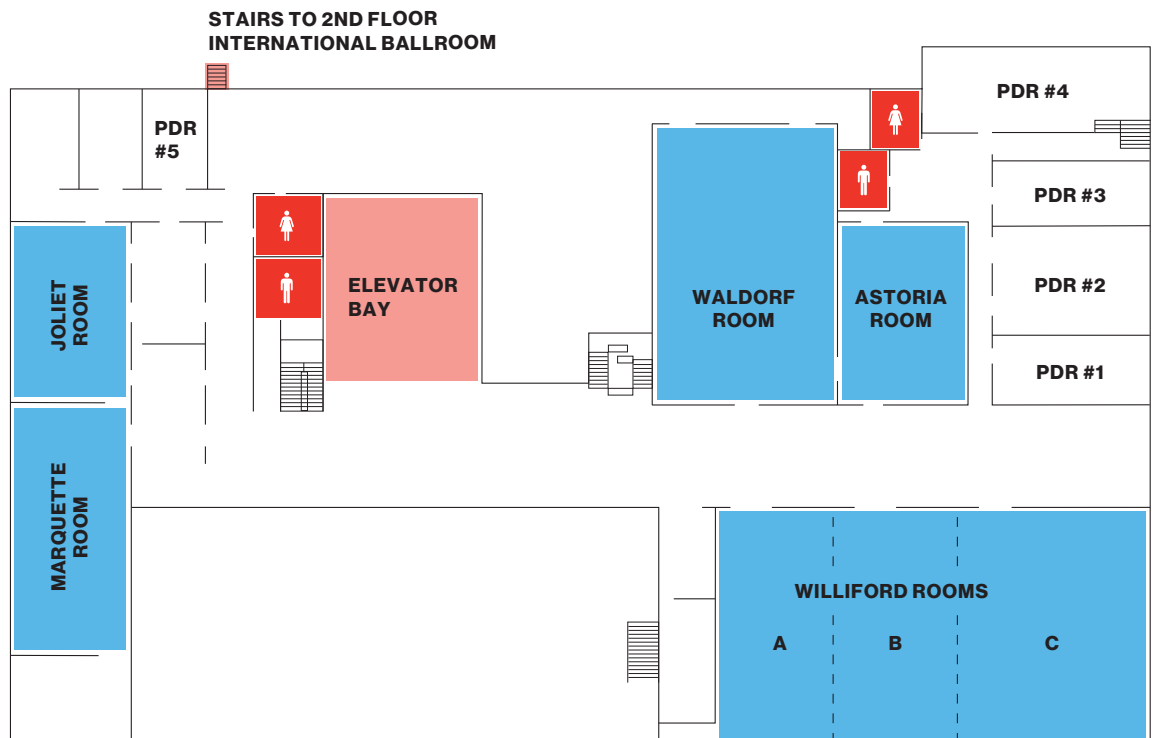
FLOOR 2

KEY

- Check-In / Information
- Breakout Rooms
- International Ballroom
- The Hub / Grand Ballroom
- Elevators / Stairs
- Bathrooms



FLOOR 3



Session Tracks

DEVELOPING AND STRENGTHENING AUDIENCES

SPONSORED BY AMERICAN PUBLIC MEDIA

DIVERSITY, EQUITY, & INCLUSION IN ACTION

EVOLVING LEADERSHIP

EXPANDING PHILANTHROPIC OPPORTUNITIES

GROWING CORPORATE REVENUE

RETAINING AND BOOSTING DONOR REVENUE

SPONSORED BY BLACKBAUD

LOOKING FOR MORE INFORMATION?

DOWNLOAD THE PMDMC APP

Search “PMDMC” in
the Apple App Store or
Google Play Store



Or scan this
to download
the app

Session Materials

Slides and handouts will
be available at
pmdmc.org/slides after
the conference.

Follow #PMDMC22
and @GreaterPublic



Conference Notes

MY LEARNING GOALS FOR PMDMC22

PEOPLE I'VE MET

GENERAL NOTES

Schedule

TUESDAY, JULY 19

9:00 AM*

**BRAVE TALK: THE PUBLIC MEDIA
WOMEN IN LEADERSHIP CONFERENCE
(CONTINENTAL A/B – FLOOR 1) !**

Looking for
more detailed
session
descriptions?
Check out the
PDMC app!

1:30 PM*

COHORT BLOCK 1 !

**Brave Talk's Mentoring
Circles Live**

📍 *Waldorf Room - Floor 3*

**University Licensees: Sales,
Mergers, and Acquisitions**

📍 *Williford B - Floor 3*

Young Professionals

📍 *Williford A - Floor 3*

Public Radio Music Format

📍 *Joliet Room - Floor 3*

**Corporate Support:
Underwriting Basics**

📍 *Williford C - Floor 3*

Vehicle Donations

📍 *Marquette Room - Floor 3*

2:45 PM*

COHORT BEVERAGE BREAK (3RD FLOOR HALLWAY) !

3:15 PM*

COHORT BLOCK 2 !

**Brave Talk's Mentoring
Circles Live**

📍 *Waldorf Room - Floor 3*

**University Licensees:
Development and Administration**

📍 *Williford B - Floor 3*

New to Public Media

📍 *Williford A - Floor 3*

Planned Giving

📍 *Joliet Room - Floor 3*

**Corporate Support:
Traffic Cohort**

📍 *Williford C - Floor 3*

Social Media Marketing

📍 *Marquette Room - Floor 3*

5:30 PM

NEWCOMERS WELCOME EXPERIENCE (CONTINENTAL A/B – FLOOR 1)

6:30 PM

**THE PDMC OPENING CELEBRATION, SPONSORED BY WBEZ AND BLACKBAUD
(INTERNATIONAL BALLROOM – FLOOR 2)**

! *Brave Talk and Cohort Events require pre-registration.

Schedule

8:00 AM **BREAKFAST BUFFET (THE HUB / GRAND BALLROOM – FLOOR 2)**

9:00 AM **KEYNOTE: REFLECTING AND LOOKING FORWARD, SPONSORED BY NPR (INTERNATIONAL BALLROOM – FLOOR 2)**

10:15 AM **BEVERAGE BREAK, SPONSORED BY CLASSY (THE HUB / GRAND BALLROOM – FLOOR 2)**

10:45 AM **BREAKOUT SESSIONS (SELECT ONE)**

Developing and Strengthening Audiences

Taking Your Newsletters to the Next Level in 2022

📍 *Waldorf Room - Floor 3*

Diversity, Equity, & Inclusion in Action

STAR (Start Talking About Race): How to Create a Workplace Where Everyone Thrives

📍 *Williford A - Floor 3*

Evolving Leadership

Leading With Vision: Chicago Public Media

📍 *Continental A - Floor 1*

Expanding Philanthropic Opportunities

Philanthropy Sounds Like Someone Else: A Portrait of High Net Worth Donors of Color

📍 *Williford C - Floor 3*

12:00 PM **KEYNOTE LUNCH, SPONSORED BY CPB (INTERNATIONAL BALLROOM – FLOOR 2)**

2:00 PM **BREAKOUT SESSIONS (SELECT ONE)**

Developing and Strengthening Audiences

Selecting Inclusive Images: A Hands-On Workshop for Marketers

📍 *Waldorf Room - Floor 3*

Diversity, Equity, & Inclusion in Action

PBS's Circles of Transparency, Transformation, and Trust

📍 *Williford A - Floor 3*

Evolving Leadership

Engaging and Retaining Employees in Times of Change

📍 *Williford B - Floor 3*

Expanding Philanthropic Opportunities

Building Your Structure for Giving: Creating a Donor Journey for Public Media

📍 *Williford C - Floor 3*

3:00 PM **BEVERAGE BREAK, SPONSORED BY STREAMGUYS (THE HUB / GRAND BALLROOM – FLOOR 2)**

3:30 PM **BREAKOUT SESSIONS (SELECT ONE)**

Developing and Strengthening Audiences

Navigating Podcast Platforms to Discover New Audiences

📍 *Continental A - Floor 1*

Developing and Strengthening Audiences

New Platforms & New Audiences: Engaging Gen Z for Long-Term Sustainability

📍 *Waldorf Room - Floor 3*

Diversity, Equity, & Inclusion

Beyond Land Acknowledgments: Initiating a Path Forward with Native Nations & Communities

📍 *Williford B - Floor 3*

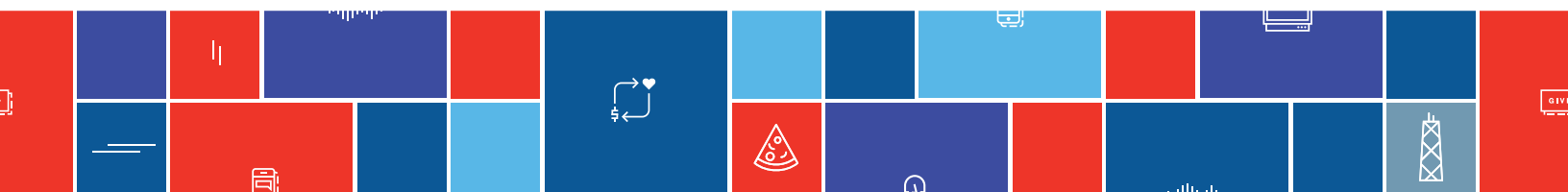
Expanding Philanthropic Opportunities

Asset Framing: How to Connect Positive Changes in Content to the Case for Support

📍 *Williford C - Floor 3*

4:30 PM **HUB HAPPY HOUR, SPONSORED BY AMERICAN PUBLIC MEDIA**

6:00 PM **YOUNG AND YOUNG-AT-HEART PROFESSIONALS MIXER (ROOTS PIZZA, 744 S DEARBORN ST)**



Growing Corporate Revenue

Sponsored Content as Storytelling

📍 *Continental C - Floor 1*

Growing Corporate Revenue

AIM to Bring Your Sponsors to Every Screen

📍 *Marquette Room - Floor 3*

Retaining and Boosting Donor Revenue

Changing Channels: Television Audience Trends and How to Futureproof Your Fundraising

📍 *Williford B - Floor 3*

Retaining and Boosting Donor Revenue

The Quest for New Donors, Part 1: The Changing Landscape of On-Air Drives

📍 *Continental B - Floor 1*

Expanding Philanthropic Opportunities

Journalism Funding Through Partnerships

📍 *Continental A - Floor 1*

Growing Corporate Revenue

Sustainable Revenue for Corporate Support and Membership through Community Engagement

📍 *Continental C - Floor 1*

Retaining and Boosting Donor Revenue

How America's "Giving Economy" is Changing and What it Means to Stations

📍 *Continental B - Floor 1*

Expanding Philanthropic Opportunities

Building a Planned Giving Program from Scratch

📍 *Williford A - Floor 3*

Growing Corporate Revenue

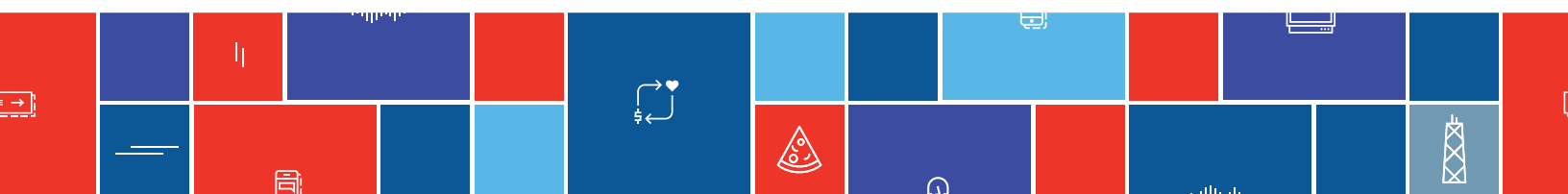
Be the Change for Corporate Sponsorship

📍 *Continental C - Floor 1*

Retaining and Boosting Donor Revenue

Moving Events from Tactic to Strategy

📍 *Continental B - Floor 1*



Schedule

8:00 AM **BREAKFAST BUFFET (THE HUB / GRAND BALLROOM FOYER – FLOOR 2)**

9:00 AM **KEYNOTE: PREVENTING BURNOUT IN THE NEW FUTURE OF WORK, SPONSORED BY CDP (INTERNATIONAL BALLROOM – FLOOR 2)**

10:15 AM **BEVERAGE BREAK (THE HUB / GRAND BALLROOM – FLOOR 2)**

10:45 AM **BREAKOUT SESSIONS (SELECT ONE)**

Developing and Strengthening Audiences

Understanding New Audiences & Building a Research Plan

📍 *Waldorf Room - Floor 3*

Diversity, Equity, & Inclusion in Action

Money, Mindset & Mission: Seeing Budgets As Value Documents

📍 *Williford A - Floor 3*

Evolving Leadership

Democratizing Knowledge: Training, Mentoring, & Sharing for the Next Generation

📍 *Williford B - Floor 3*

Expanding Philanthropic Opportunities

Mid-Level Giving or Enhanced Membership?

📍 *Williford C - Floor 3*

12:00 PM **LUNCH ON YOUR OWN – LOOK FOR NETWORKING OPPORTUNITIES DURING THIS TIME IN THE PMDMC APP**

2:00 PM **BREAKOUT SESSIONS (SELECT ONE)**

Developing and Strengthening Audiences

The NPR Network Brand: Uniting Us All to Grow Audiences and Revenues

📍 *Waldorf Room - Floor 3*

Evolving Leadership

Ready, Set, Plan! Strategic Planning for Teams of All Sizes

📍 *Williford C - Floor 3*

Expanding Philanthropic Opportunities

Uncovering Planned Giving Prospects Through Surveys

📍 *Williford B - Floor 3*

Growing Corporate Revenue

FCC Guidelines Workshop: Managing Sponsor Messaging

📍 *Continental A - Floor 1*

3:00 PM **BEVERAGE BREAK (THE HUB / GRAND BALLROOM – FLOOR 2)**

3:30 PM **BREAKOUT SESSIONS (SELECT ONE)**

Developing and Strengthening Audiences

Global Insights from the Google News Initiative (Sponsored)

📍 *Continental A - Floor 1*

Developing and Strengthening Audiences

Video Didn't Kill the Radio Star: The Next Generation of Marketing and Fundraising

📍 *Williford C - Floor 3*

Expanding Philanthropic Opportunities

Leveraging Data and Evaluation in Institutional Fundraising: The Case for Family Math

📍 *Williford A - Floor 3*

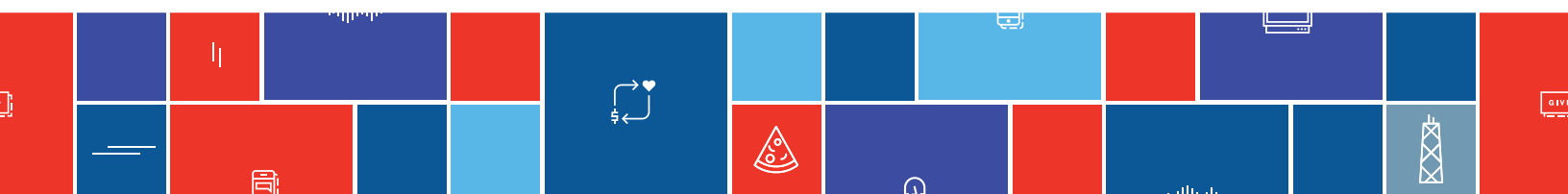
Growing Corporate Revenue

Mission Makes a Difference: Harnessing the Power of Trust for Public Media Sponsors

📍 *Continental C - Floor 1*

4:30 PM **CLOSING HAPPY HOUR (NORMANDIE LOUNGE – FLOOR 2)**

7:30 PM **WAIT WAIT...DON'T TELL ME! TAPING EVENT (DOORS OPEN AT 6:45) SPONSORED BY CAR TALK VEHICLE DONATION PROGRAM (410 S. MICHIGAN AVE)*** 



Expanding Philanthropic Opportunities

WBEZ's News and Development: Working Together to Raise Transformational Gifts

📍 *Continental C - Floor 1*

Growing Corporate Revenue

How To Sell It Like A Mango: 5 Ways Top Sellers & Marketers Differentiate Themselves

📍 *Continental A - Floor 1*

Retaining and Boosting Donor Revenue

Sustainers for Life: Engaging Your Most Loyal Donors

📍 *Continental B - Floor 1*

Growing Corporate Revenue

Leveraging E-Communications to Grow Corporate Revenue

📍 *Continental C - Floor 1*

Retaining and Boosting Donor Revenue

PBS Fundraising: A Tale of Two Strategies

📍 *Williford A - Floor 3*

Retaining and Boosting Donor Revenue

Web Conversion: Re-Evaluating Your Online Donation Form

📍 *Continental B - Floor 1*

Retaining and Boosting Donor Revenue

Innovative Fundraising Strategies for Any Sized Program

📍 *Waldorf Room - Floor 3*

Retaining and Boosting Donor Revenue

The Quest for New Donors, Part 2: Beyond On-Air Drives

📍 *Continental B - Floor 1*

! *Advance registration required

Need to Know Information

Wi-Fi Access sponsored by MemSys

Network: Hilton Chicago Meeting
Password: memsysweb

Hub Hours

Tuesday 3:30pm–6:30pm
Wednesday 8:00am–6:30pm
Thursday 8:00am–3:30pm

The Hub is PMDMC's town square. Come here between sessions for coffee, to relax and recharge, and connect with our conference sponsors.

Check-In / Information Hours

Tuesday 7:00am–8:00pm
Wednesday 7:00am–6:00pm
Thursday 8:00am–4:00pm

**SAVE THE DATE
FOR PMDMC 2023**

Atlanta, July 11–14