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ATL
23

Agenda

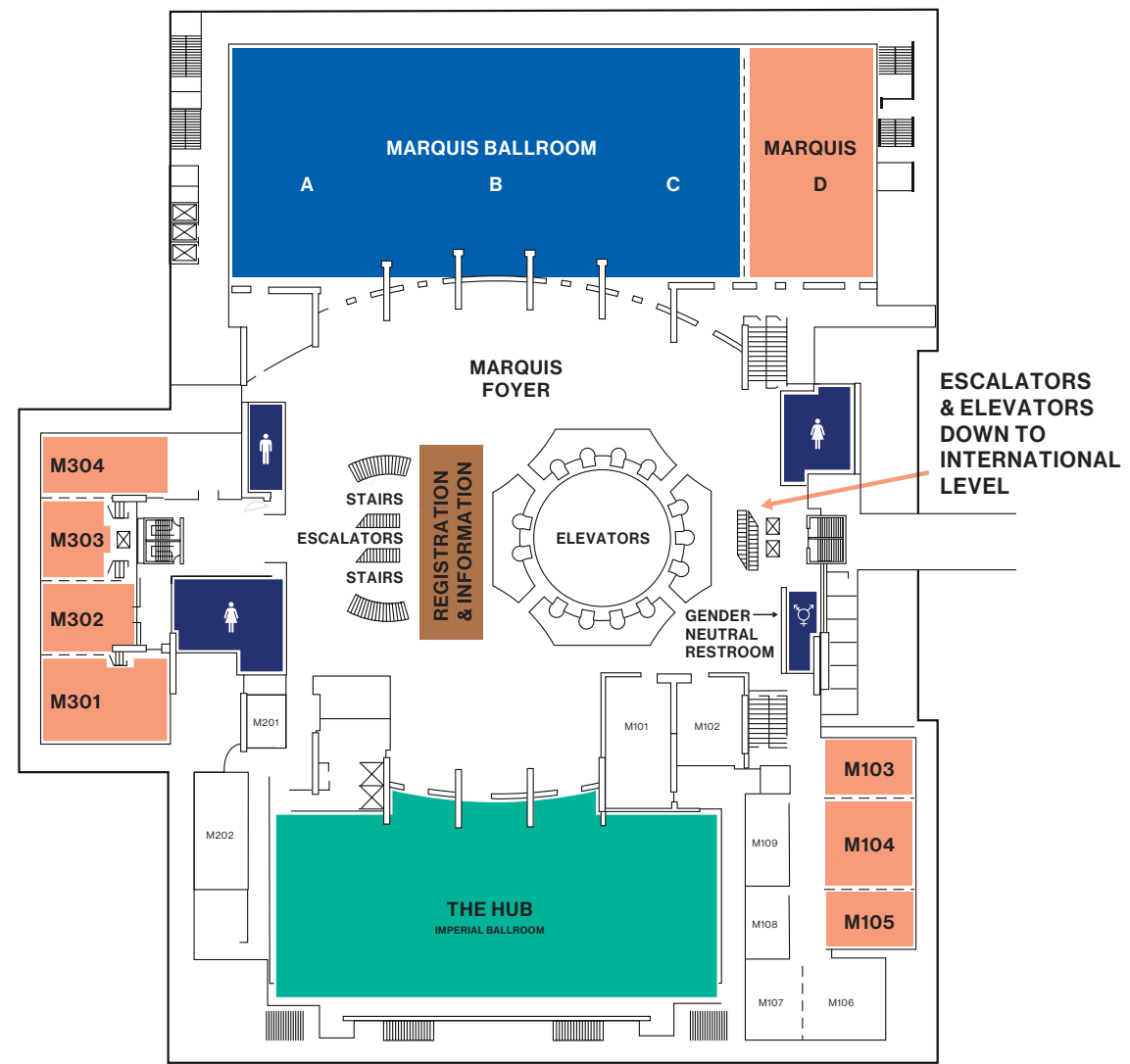
JULY 11-13
ATLANTA MARRIOTT MARQUIS

Floor Plans

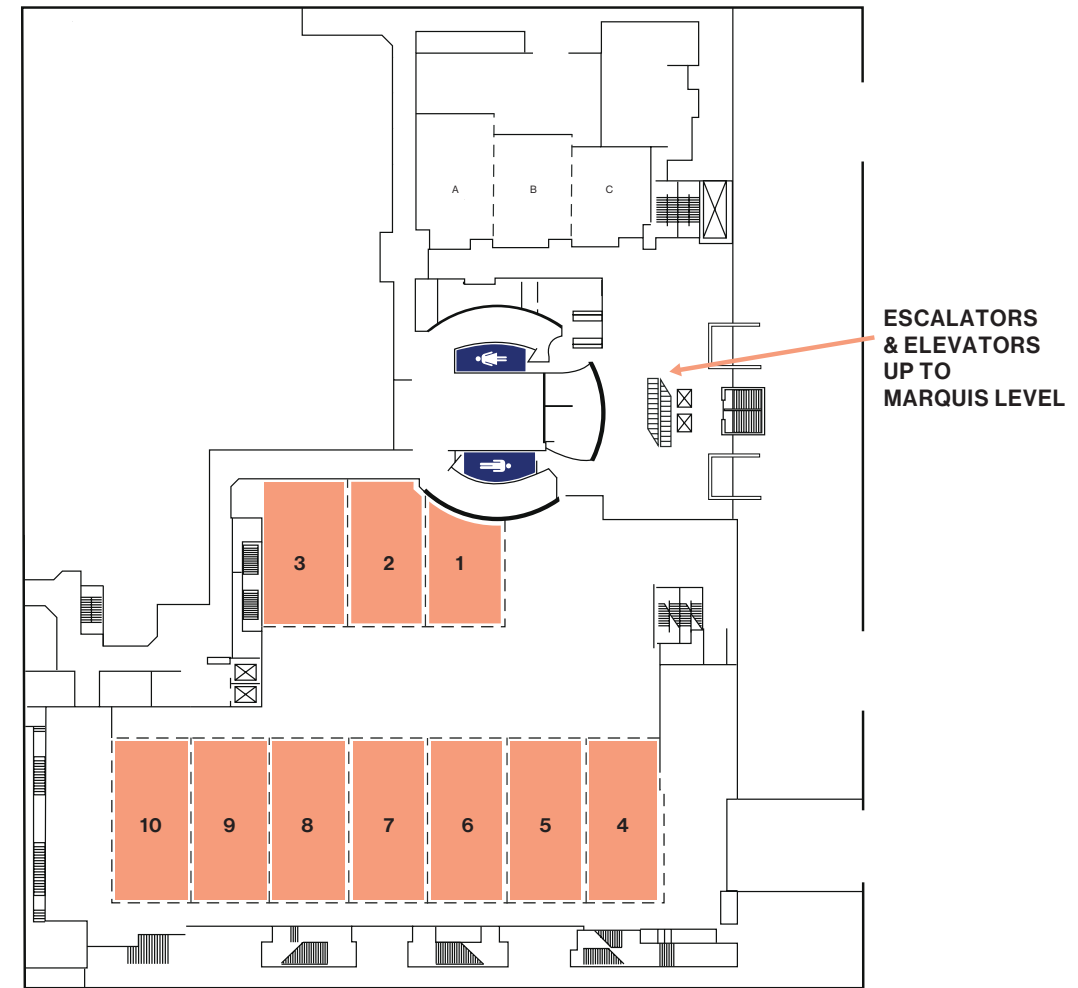
KEY

- Registration & Information
- Breakout Rooms
- Marquis Ballroom/Keynotes
- The Hub/Imperial Ballroom
- Restrooms

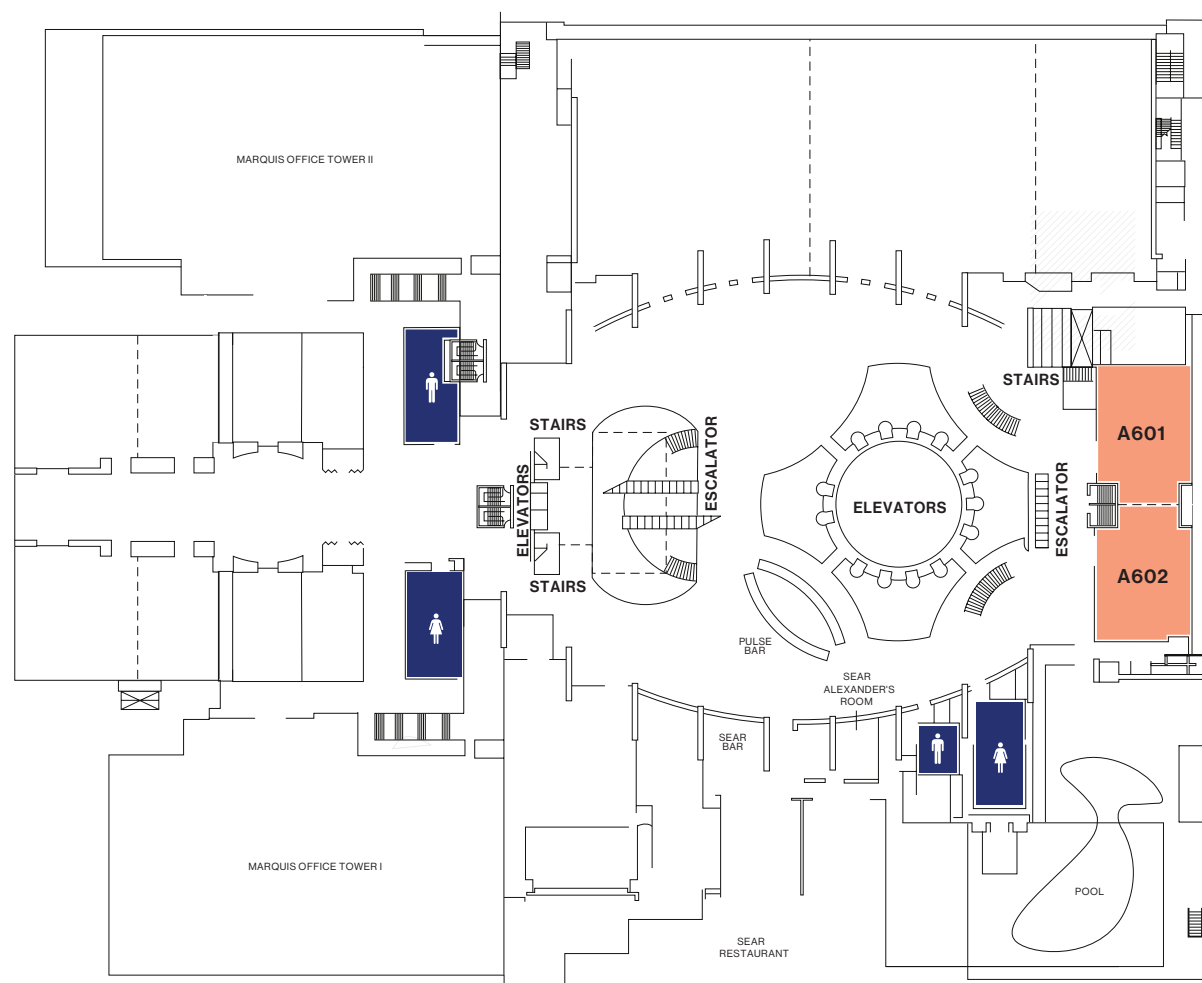
MARQUIS LEVEL



INTERNATIONAL LEVEL



ATRIUM LEVEL



Session Tracks

DEVELOPING AND STRENGTHENING AUDIENCES

EXPANDING PHILANTHROPIC OPPORTUNITIES

EVOLVING LEADERSHIP

GROWING CORPORATE REVENUE

RETAINING AND BOOSTING DONOR REVENUE

LOOKING FOR MORE INFORMATION?

STAY CONNECTED IN THE APP

Search "PDMC" in the Apple App Store or Google Play Store



Or scan this to download the app

Engage and Excel

Share your thoughts and favorite experiences on The Wall. Be sure to explore the challenges in The Game!

Session Materials

Slides, handouts, and general session videos will be available at pmdmc.org/slides after the conference.

Conference Notes

MY LEARNING GOALS FOR PMDMC23

PEOPLE I'VE MET

Don't forget to connect in the app!

GENERAL NOTES

Schedule

TUESDAY, JULY 11



8:00 AM **REGISTRATION OPEN**

10:00 AM* **BRAVE TALK** // *Must be pre-registered to attend.

The Public Media Women in Leadership Conference
 📍 Atrium - A601-602

1:00 PM **COHORT BLOCK 1**

Administrative Roadblocks at University Licensees 📍 International 6	Corporate Support Basics 📍 International 4-5	Here to Stay: Sustainable & Transformative DEIAB 📍 International 3	Keeping Jazz Radio Alive in The Era of Streaming 📍 International 9
Long-term Revenue with Planned Giving 📍 International 10	New to Public Media 📍 International 1-2	Social Media for Your Mission 📍 International 7-8	

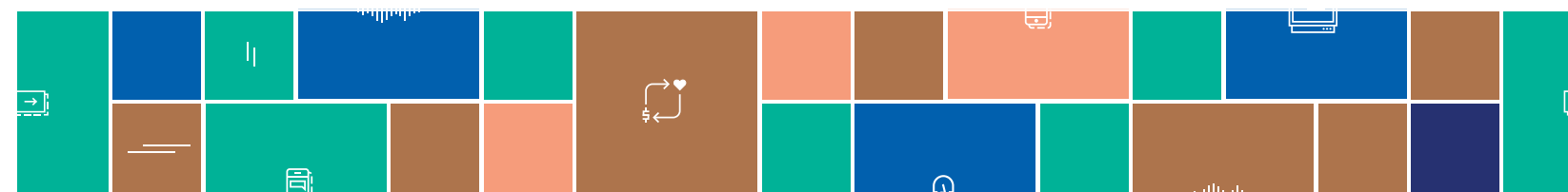
2:15 PM **BEVERAGE BREAK FOR COHORTS (INTERNATIONAL FOYER)**

2:45 PM **COHORT BLOCK 2**

Capital Campaign Clinic 📍 International 10	Community Engagement through Events 📍 International 7-8	Marketing for Triple A Radio 📍 International 9	Operational Challenges at University Licensees 📍 International 6
Scheduling and Trafficking Underwriting Spots 📍 International 4-5	Thriving During Staffing Disruptions 📍 International 3	Young and Young-at-Heart Professionals (YAYAHPs) 📍 International 1-2	

5:30 PM **NEWCOMER WELCOME EXPERIENCE, SUPPORTED BY VISABILITY/CONTRIBUTOR REWARDS (MARQUIS D)**

6:30 PM **OPENING RECEPTION (10TH FLOOR - SKYLINE LEVEL) PRESENTED BY THE ALLEGIANCE GROUP AND GEORGIA PUBLIC BROADCASTING**



Schedule

WEDNESDAY, JULY 12

8:00 AM **BREAKFAST (THE HUB/IMPERIAL BALLROOM)** **SPEED NETWORKING, HOSTED BY PRADO (THE HUB/IMPERIAL BALLROOM)**

9:00 AM **KEYNOTE: A LEGACY OF SOCIAL JUSTICE WITH DR. JOHNETTA COLE (MARQUIS BALLROOM A-C)**

10:15 AM **BEVERAGE BREAK, SPONSORED BY CARS (THE HUB/IMPERIAL BALLROOM)**

10:45 AM **BREAKOUT SESSIONS**

<p>Evolving Leadership AI & Nonprofit Pros: Essential Insights for Success 📍 <i>Marquis D</i></p>	<p>Expanding Philanthropic Opportunities Building Ties & Raising Funds: Donor Cultivation 📍 <i>Marquis - M301-302</i></p>	<p>Growing Corporate Revenue How to Make a Winning Presentation 📍 <i>Marquis - M103-105</i></p>	<p>Expanding Philanthropic Opportunities Let's Talk Grants! Development Professionals Meet-Up 📍 <i>Marquis - M303-304</i></p>	<p>Growing Corporate Revenue Managing Sponsor Messaging: FCC Guidelines Workshop 📍 <i>International 7-8</i></p>	<p>Retaining and Boosting Donor Revenue Play the Sustainer Match Game! 📍 <i>International 4-6</i></p>	<p>Developing and Strengthening Audiences Public Media Needs a Face Lift: Designing Your Brand to Attract Today's Consumers 📍 <i>International 9-10</i></p>	<p>Retaining and Boosting Donor Revenue Testing, Testing: Innovative Digital Fundraising with A/B Testing Insights 📍 <i>International 1-3</i></p>
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12:15 PM **KEYNOTE LUNCH, SPONSORED BY CPB (MARQUIS BALLROOM A-C)**

1:45 PM **TRAVEL BREAK**

2:00 PM **BREAKOUT SESSIONS**

<p>Developing and Strengthening Audiences Boost Your Reach: Building Audience with Paid Marketing 📍 <i>International 4-6</i></p>	<p>Retaining and Boosting Donor Revenue Crafting Memorable Fundraising Spots 📍 <i>Marquis D</i></p>	<p>Developing and Strengthening Audiences How to Reach Bilingual Spanish-Speaking Audiences 📍 <i>International 1-3</i></p>	<p>Retaining and Boosting Donor Revenue PBS Passport: A Year in Review 📍 <i>International 7-8</i></p>	<p>Expanding Philanthropic Opportunities Planned Giving Advice from the Experts 📍 <i>Marquis - M301-302</i></p>	<p>Growing Corporate Revenue Sponsorship Allies: Attracting BIPOC Sponsors 📍 <i>International 9-10</i></p>	<p>Evolving Leadership Unmasking Ego: The Solution to Overcoming Our Collective Cultural Challenges 📍 <i>Marquis - M103-105</i></p>
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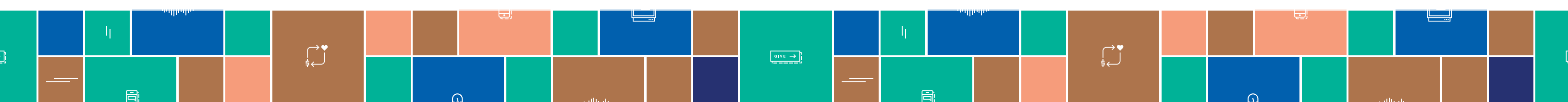
3:00 PM **BEVERAGE BREAK, SPONSORED BY GREATER PUBLIC DIRECT MAIL SERVICES (THE HUB/IMPERIAL BALLROOM)**

3:30 PM **BREAKOUT SESSIONS**

<p>Retaining and Boosting Donor Revenue Adapting Fundraising Efforts Amid a Crisis 📍 <i>International 9-10</i></p>	<p>Developing and Strengthening Audiences Beyond Nielsen and Google Analytics: How to Better Understand Your Audience 📍 <i>International 4-6</i></p>	<p>Expanding Philanthropic Opportunities CPB and The National Science Foundation: Finding Federal Grants for Public Media 📍 <i>Marquis - M103-105</i></p>	<p>Expanding Philanthropic Opportunities Data, Technology, & Relationships: Keys to Mid-Level and Major Giving Success 📍 <i>Marquis D</i></p>	<p>Growing Corporate Revenue Digital Sponsorship: A Station-Wide Effort 📍 <i>International 1-3</i></p>	<p>Evolving Leadership Succession Planning: Nurturing Talent & Promoting from Within 📍 <i>International 7-8</i></p>
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4:30 PM **HUB HAPPY HOUR (THE HUB/IMPERIAL BALLROOM)**

6:30 PM **YAYAHPS HAPPY HOUR (NEGRIL ATL, 30 NORTH AVENUE NE, ATLANTA, GA 30308)**



Schedule

THURSDAY, JULY 13

8:00 AM **BREAKFAST (THE HUB/IMPERIAL BALLROOM)**

9:00 AM **KEYNOTE: HOW TO BECOME RELENTLESS WITH CHARLES CLARK, SPONSORED BY CDP (MARQUIS BALLROOM A-C)**

10:15 AM **BEVERAGE BREAK (THE HUB/IMPERIAL BALLROOM)**

10:45 AM **BREAKOUT SESSIONS**

Retaining and Boosting Donor Revenue
Acquiring New Members, Part 1: What's Working in Public Media
📍 *Marquis D*

Growing Corporate Revenue
Creating Successful Fundraising and Underwriting Campaigns in the Streaming Universe
📍 *Marquis - M301-302*

Retaining and Boosting Donor Revenue
Early Learnings from Two Fundraising Initiatives: NPR+ & Chicago Sun-Times
📍 *International 9-10*

Expanding Philanthropic Opportunities
Fired-Up Board Fundraising with a DEI Lens
📍 *International 7-8*

Evolving Leadership
Navigating DEI Backlash: What Leaders and Allies Need to Know
📍 *Marquis - M103-105*

Developing and Strengthening Audiences
Serving Diverse Audiences & Deepening Engagement with New Content Initiatives
📍 *International 1-3*

Growing Corporate Revenue
Tapping into Podcast Ad Revenue: Local DMA Edition
📍 *International 4-6*

12:00 PM **LUNCH ON YOUR OWN**

2:00 PM **BREAKOUT SESSIONS**

Retaining and Boosting Donor Revenue
Acquiring New Members, Part 2: What's Working Beyond Public Media
📍 *Marquis D*

Expanding Philanthropic Opportunities
Are You Major Gifts Ready?
📍 *International 1-3*

Growing Corporate Revenue
It's all the Buzz! 5 Ways Corporate Support Can Use ChatGPT AI
📍 *International 4-6*

Retaining and Boosting Donor Revenue
Reflecting on Public Media Giving Days: Results, Partnerships, and Future Engagement
📍 *Marquis - M103-105*

Developing and Strengthening Audiences
Strengthening PBS Engagement to Build Fundraising
📍 *International 9-10*

Developing and Strengthening Audiences
Tapping into Technology to Design Accessible & Inclusive Digital Content
📍 *International 7-8*

3:00 PM **BEVERAGE BREAK (THE HUB/IMPERIAL BALLROOM)**

3:30 PM **BREAKOUT SESSIONS**

Growing Corporate Revenue
Best New Corporate Support Ideas 2023
📍 *Marquis D*

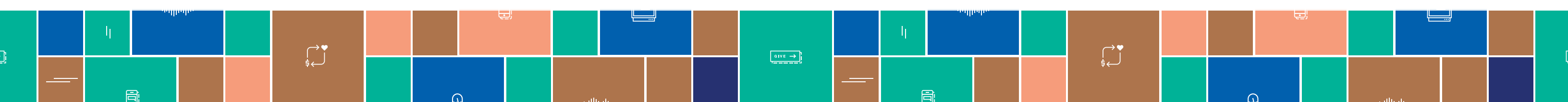
Retaining and Boosting Donor Revenue
Budget Philosophy: Approaches to Forecasting Revenue in a Changing World
📍 *International 7-8*

Evolving Leadership
From Hire to Inspire: Future-Proofing Our Growing Gen Z Workforce
📍 *International 1-3*

Developing and Strengthening Audiences
Unleashing the Power of Social Media: Learning from Atlanta's TikTok and YouTube Experts
📍 *International 4-6*

Expanding Philanthropic Opportunities
Unlocking Planned Giving Success with Limited Staff
📍 *International 9-10*

4:30 PM **CLOSING HAPPY HOUR (MARQUIS FOYER)**



Need to Know Information

Wi-Fi Access provided by Vincit

Network: PMDMC
Password: Vincit

Hub Hours

The Hub is the central gathering space of PMDMC. Make your way to the Imperial Ballroom on the Marquis level to relax, recharge, and reconnect.

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

Registration & Information Hours

Tuesday: 8:00 am - 8:00 pm
Wednesday: 7:00 am - 5:00 pm
Thursday: 8:00 am - 4:00 pm

**SAVE THE DATE
FOR PMDMC 2024**

San Diego, August 12-15