

# BEYOND SAN DIEGO

For more than forty years, Greater Public has facilitated peer-to-peer connection, expanded professional expertise, and showcased leading strategies for effective revenue generation and member engagement.

- 243 member stations and organizations
- 8,000 active contacts with 6,000 working in public media
- More than 23,000 monthly page views at [www.greaterpublic.org](http://www.greaterpublic.org)

## 2024 CONVENINGS PROGRAMMING & EVENTS

### TARGETED REACH TO KEY AUDIENCES

Greater Public develops customized programs and resources for members, which enables sponsors to efficiently connect with key audiences, such as:

- Executives
- Development Directors
- Planned & Major Giving Professionals
- Young Professionals

Programming and events throughout the year provide additional opportunities to connect with key audiences and reinforce messaging and initiatives highlighted at PMDMC 2024, including:

### ENGAGING VIRTUAL EVENTS

Hosted monthly, Greater Public's Roundtables and Webinars allow members to connect with public media professionals across the system. Topics address a range of current issues, in an attempt to identify solutions and establish an ongoing network of support for members.

### IN-DEPTH FOCUSED TRAININGS

Greater Public hosts various intensive trainings for public media professionals. Offered as in-person as well as virtual sessions, these trainings are designed for specific cohorts, to foster best-in-class learning on topics such as Audience Development and On-Air Fundraising.

### INDUSTRY LEADING DIALOGUE

Greater Public leads bold conversations that allow public media to thrive financially and serve local communities. Greater Public empowers public media development practitioners through useful, practical and actionable information.

GREATER  
PUBLIC



Empowering  
Public  
Media.

LET'S FIND A TIME TO CONNECT



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