



Agenda

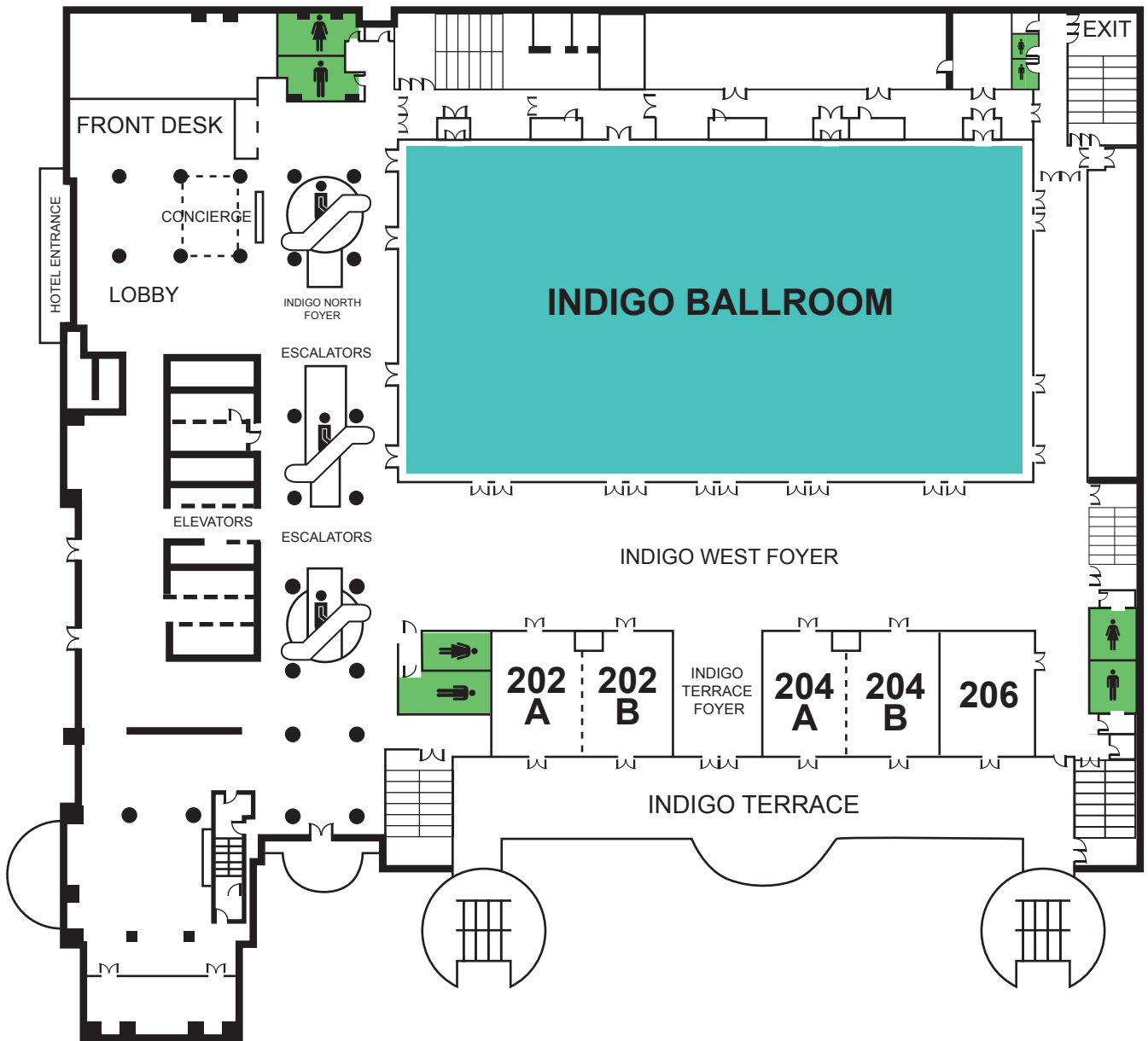
AUGUST 12 - 15
HILTON SAN DIEGO BAYFRONT



LEVEL 2 - INDIGO

KEY

- Keynotes
- The Hub
- Registration & Information
- Restrooms
- Breakout Rooms

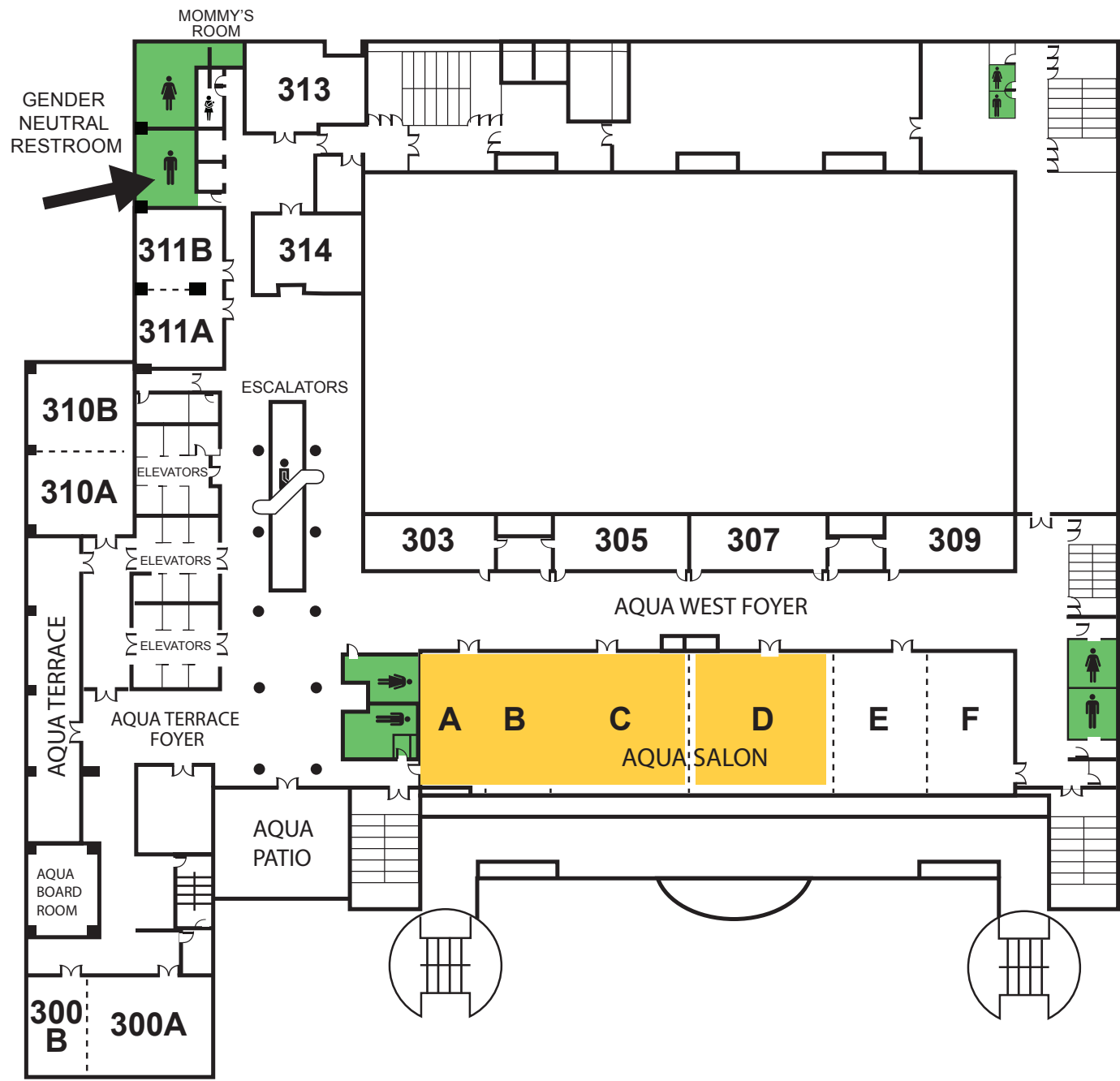




LEVEL 3 - AQUA

KEY

- Keynotes
- The Hub
- Registration & Information
- Restrooms
- Breakout Rooms

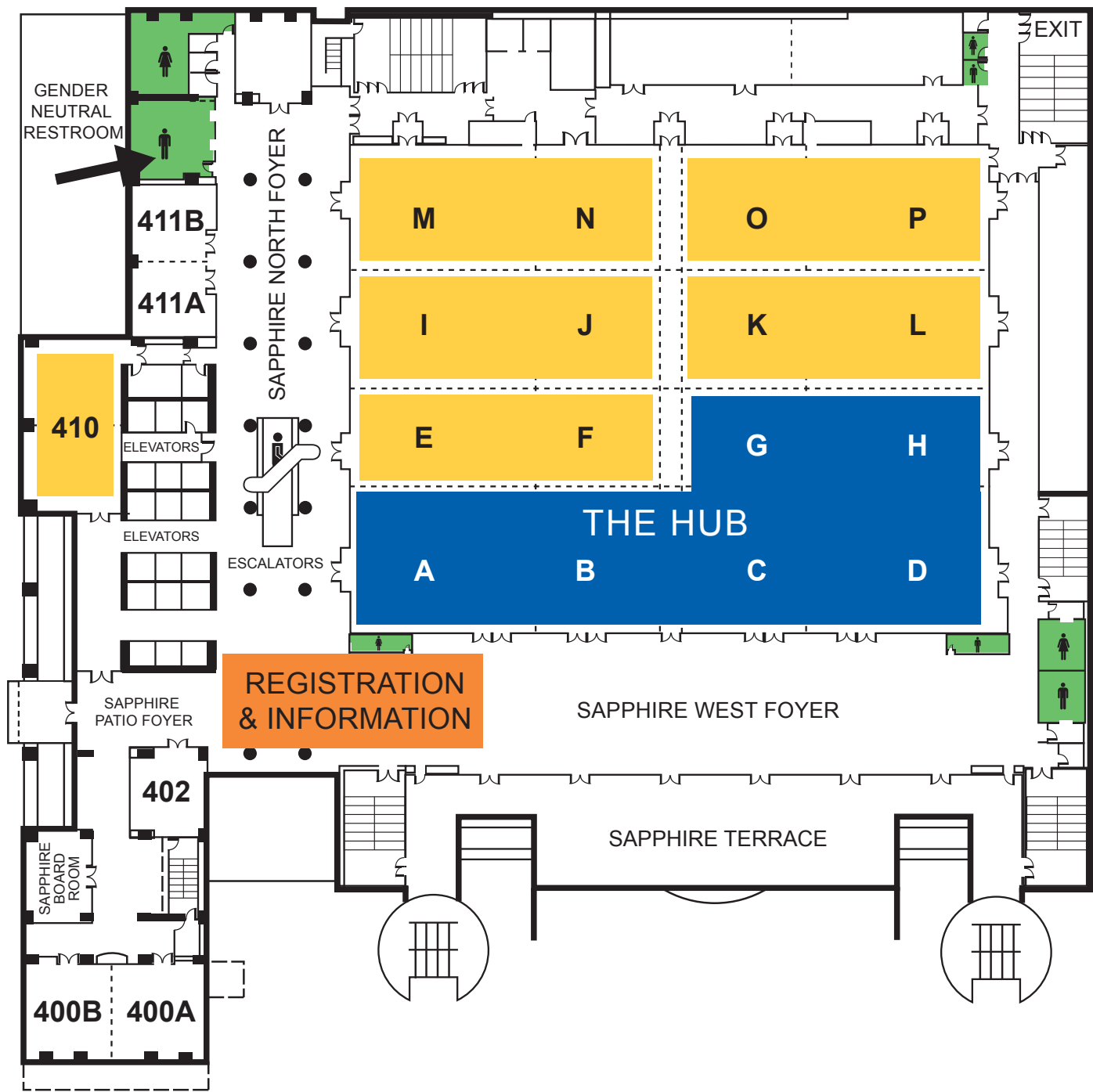




LEVEL 4 - SAPPHIRE

KEY

- Keynotes
- The Hub
- Registration & Information
- Restrooms
- Breakout Rooms



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 “PMDMC” 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 and take home some fun prizes!

Session Materials

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

Conference Notes

MY LEARNING GOALS FOR PMDMC24

PEOPLE I'VE MET

Don't forget to connect in the app!

GENERAL NOTES

Schedule

MONDAY, AUGUST 12

2:00 PM **COHORT BLOCK 1**

An Introduction to Utilizing AI in Your Organization 📍 <i>Sapphire L</i>	Corporate Support Basics: Digital Tools 📍 <i>Sapphire I</i>	Implementing Employee Resource Groups 📍 <i>Sapphire 410</i>	Raising Revenue in Uncertain Times 📍 <i>Sapphire E</i>
Using Vibrant Visual Design to Engage New Audiences 📍 <i>Sapphire P</i>	Young and Young-At-Heart Professionals (YAYAHPs) 📍 <i>Sapphire M</i>		

2:30 PM **HUB OPEN**

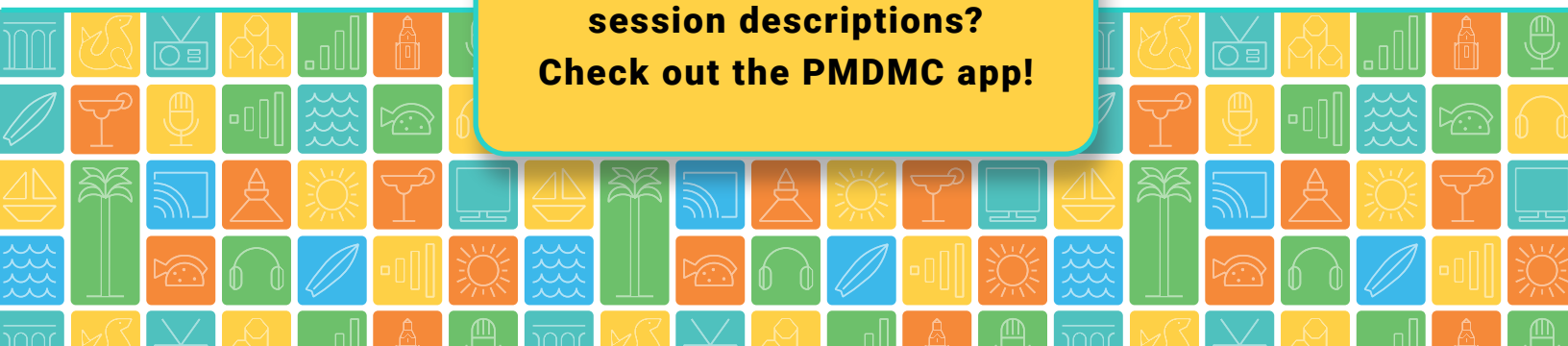
3:15 PM **COHORT BEVERAGE BREAK (THE HUB)**

3:45 PM **COHORT BLOCK 2**

How Rest Can Help You and Your Organization 📍 <i>Sapphire 410</i>	Navigating the Social Media Landscape 📍 <i>Sapphire P</i>	Public Media Newcomers! 📍 <i>Sapphire M</i>	Trafficking in the Modern World 📍 <i>Sapphire I</i>
Transforming Your Major Donor Engagement 📍 <i>Sapphire E</i>	University Licensee Open Forum 📍 <i>Sapphire L</i>		

6:00 PM **OPENING RECEPTION, SPONSORED BY KPBS AND LINDBLAD EXPEDITIONS (SAPPHIRE TERRACE)**

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



Schedule

6:00 AM **VINYASA YOGA WITH KAIA LYNN (LEVEL 1 - PROMENADE PLAZA)**

7:45 AM **BREAKFAST (SAPPHIRE WEST FOYER)**

9:00 AM **KEYNOTE: A CONVERSATION WITH NPR'S NEW CEO KATHERINE MAHER AND MORNING EDITION**

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

10:45 AM **BREAKOUT SESSIONS**

Developing and Strengthening Audiences

A Look at PBS Audience Insights and the Passport Journey

 *Sapphire E*

Evolving Leadership
Beyond Boundaries: Collaborative Innovations for Organizational Transformation

 *Aqua D*

Expanding Philanthropic Opportunities

Building a Major Gift Plan

 *Sapphire I*

Expanding Philanthropic Opportunities

Grants: Achieving a Lot With Limited Resources

 *Sapphire 410*

12:15 PM **KEYNOTE LUNCH: A ROADMAP TO BRIDGING DIVIDES, PRESENTED BY CPB (INDIGO BALLROOM)**

2:15 PM **BREAKOUT SESSIONS**

Evolving Leadership

AI at Work: What Is Possible at Your Organization?

 *Sapphire M*

Growing Corporate Revenue

Event Sponsorship Intensive Part 1: Top 10 Sponsorship Packaging & Sales Strategies for Events

 *Sapphire L*

Expanding Philanthropic Opportunities

Follow the Data on Mid-Level Giving

 *Sapphire I*

Retaining and Boosting Donor Revenue

How to Set and Achieve Ambitious Goals for Your Digital Membership Program

 *Sapphire P*

3:30 PM **BEVERAGE BREAK, SPONSORED BY CARS (THE HUB)**

4:00 PM **BREAKOUT SESSIONS**

Growing Corporate Revenue

Event Sponsorship Intensive Part 2: Event Sponsorship Contest Winners & Station Success Stories

 *Sapphire L*

Expanding Philanthropic Opportunities

"Fundraising": Leveraging Board Relationships to Improve Station Connections and Fundraising Outcomes

 *Aqua D*

Developing and Strengthening Audiences

Influencers as Integral Stakeholders in Your Station's Evolution

 *Sapphire I*

Evolving Leadership

Native-Led Public Media: Balancing Stories, Data, and Inspiration

 *Sapphire 410*

5:00 PM **HUB HAPPY HOUR (THE HUB)**

6:00 PM **YAYAHPS HAPPY HOUR AT THE CHURCH BY THE LOST ABBEY (1313 J STREET)**

'S A. MARTINEZ, PRESENTED BY NPR

Retaining and Boosting Donor Revenue
Innovative Audience Engagement and Acquisition: Beyond the Galas and Giveaways

 *Aqua ABC*

Developing and Strengthening Audiences
Making Sense of Your Current Audience Data with Key Metrics

 *Sapphire P*

Growing Corporate Revenue
Maximize Sponsored Digital Revenue

 *Sapphire L*


Retaining and Boosting Donor Revenue
The Uphill Battle for Donor Acquisition: Strategies for Success

 *Sapphire M*

Developing and Strengthening Audiences
Inclusive Marketing & Fundraising: Foundational Skills for Public Media Pros

 *Sapphire E*

Developing and Strengthening Audiences
Reaching Underserved Audiences: KQED's Spanish-Language Voter Guide

 *Sapphire 410*

Expanding Philanthropic Opportunities
Trust in the Future: Starting and Growing a Planned Giving Program

 *Aqua D*

Retaining and Boosting Donor Revenue
Navigating the Frontiers of Public Media Fundraising: Overcoming Innovation Barriers

 *Sapphire P*

Developing and Strengthening Audiences
Podcasts, Audiences, and Revenue: Can the Three Co-Exist?

 *Sapphire E*

Growing Corporate Revenue
Underwriting and Sponsorship ID: FCC Guidelines Workshop

 *Sapphire M*

Schedule

6:00 AM **MORNING YOGA WITH VIVEKANANDA YOGA OF SAN DIEGO (LEVEL 1 - PROMENADE PLAZA)**

7:45 AM **BREAKFAST (SAPPHIRE WEST FOYER)**

9:00 AM **KEYNOTE: CULTURE OF BELONGING: CREATING HUMAN CONNECTION AND COMMUNITY IN AN**

10:15 AM **BEVERAGE BREAK, SPONSORED BY CONTRIBUTOR REWARDS (THE HUB)**

10:45 AM **BREAKOUT SESSIONS**

Growing Corporate Revenue

A Conversation with Local Sponsors

 *Sapphire E*

Retaining and Boosting Donor Revenue

Air Checking Your On-Air Fundraisers: How to Do It and Why It Matters

 *Sapphire P*

Evolving Leadership

Conflict Competence in People-Pleasing Cultures

 *Aqua D*

Developing and Strengthening Audiences

Embracing Increasingly Diverse Audiences Through Inclusive Storytelling

 *Sapphire L*

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

2:00PM **BREAKOUT SESSIONS**

Developing and Strengthening Audiences

How Millennials Feel About Public Radio's Core Values

 *Sapphire P*

Retaining and Boosting Donor Revenue

Integrating Digital Fundraising into Your Membership Funnel

 *Sapphire M*

Developing and Strengthening Audiences

Planning Successful Community Events with Cross-Departmental Support

 *Sapphire L*

Expanding Philanthropic Opportunities

Prospecting for Planned Giving and Mid-Level Giving

 *Sapphire E*

3:00 PM **BEVERAGE BREAK, SPONSORED BY GREATER PUBLIC DIRECT MAIL SERVICES (THE HUB)**

3:30 PM **BREAKOUT SESSIONS**

Retaining and Boosting Donor Revenue

Conversion Workshop: Crafting a Compelling Offer

 *Sapphire P*

Growing Corporate Revenue

Generative Artificial Intelligence (GAI) for Membership & Sponsorship

 *Sapphire M*

Growing Corporate Revenue

Illinois Soul: Super-Serving Black Audiences with Corporate Partnerships

 *Sapphire I*

Expanding Philanthropic Opportunities

Mission, Opportunity, and Funding: How PBS SoCal Built a Career Pathways Program

 *Sapphire E*

4:30 PM **CLOSING HAPPY HOUR (LEVEL 1 - PROMENADE PLAZA)**

EVER-EVOLVING WORKPLACE, PRESENTED BY CDP (INDIGO BALLROOM)

Expanding Philanthropic Opportunities

Federal Grant Opportunities for Stations at the NSF and NEH

Sapphire 410

Retaining and Boosting Donor Revenue

Let's Talk About Fundraising With the PBS Fundraising Strategy Team

Sapphire I

Expanding Philanthropic Opportunities

Unlocking Generosity: Mastering the Art of Securing Larger Donor Gifts

Sapphire M

Growing Corporate Revenue

Real Talk: An Open Discussion of the PBS Local Messages on National Content Programs

Aqua D

Retaining and Boosting Donor Revenue

Revisiting Sustaining Giving: Is It Still the "Golden Ticket"?

Sapphire I

Evolving Leadership

Supporting DEI (Even When You Can't Call It That)

Sapphire 410

Developing and Strengthening Audiences

News Fatigue Is Up. Is Music the Answer?

Sapphire L

THURSDAY, AUGUST 15

9:30 AM*

BRAVE TALK

*Must be pre-registered to attend.

Indigo AE

Need to Know Information

Wi-Fi Access

Network: Hilton Honors Meeting
Password: PMDMC24

Hub Hours

The Hub is the central gathering space of PMDMC. Make your way to Level 4 - Sapphire to relax, recharge, and reconnect.

Monday: 2:30 pm - 5:30 pm
Tuesday: 8:00 am - 6:00 pm
Wednesday: 8:00 am - 3:30 pm

Registration & Information Hours

Monday: 12:00 pm - 6:00 pm
Tuesday: 7:30 am - 5:00 pm
Wednesday: 7:30 am - 4:30 pm

**SAVE THE DATE
FOR PMDMC 2025**

Philadelphia, July 7-10