

# PMDMC 2025: What to Know Before You Go

Presented by:

Greater Public's PMDMC Planning Team

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# Philadelphia Marriott Downtown



1200 Filbert St  
Philadelphia, PA 19107

From the airport, take the train to Jefferson Station. Then, it's a 2 minute walk!

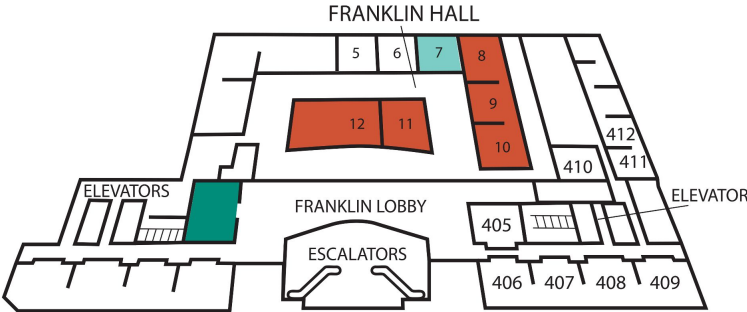


# Philadelphia Marriott Downtown

## LEVEL 4

### KEY

- Breakout Rooms
- Mindful Zone
- Restrooms



## LEVEL 5

### KEY

- Keynotes
- Registration & Information
- Restrooms
- The Hub





## Registration & Check-In Info



### Where

Fifth Floor at Registration Desk II



### When

Open at noon on Monday

Before breakfast on Tuesday & Wednesday



### What

Wear your badge for all on-site and off-site conference events



### Attire

Hotel temps can be cold - stay comfortable 🧥



**Talk to me about:**

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## Safety first! Abide by the Code of Conduct.

### NO:

- Harassment
- Abuse or threats
- Recording
- Disruptions
- Self-promotion

Contact staff immediately  
if you witness any of the above



# Mobile App

Look for the link to download in the official welcome email

Why use the mobile app?

- Full conference schedule
- Stay up to date with the all of the latest PMDMC25 announcements
- Join the PMDMC25 community message board
- Direct message your fellow attendees
- Earn points on The Leaderboard to win swag





# Schedule Overview

## Roundtables

Station-to-station discussions facilitated by your fellow public media professionals on Monday, July 7.

**2:00 – 3:15 p.m.** – Roundtables Block 1

**3:15 – 3:45 p.m.** – Break with all Roundtable attendees with light refreshments

**3:45 – 5:00 p.m.** – Roundtables Block 2



# Schedule Overview



## Keynotes

- Tuesday, July 8, 9:00-10:15 am  
***Defining Purpose: A Conversation with NPR and Member Stations, sponsored by NPR***
- Tuesday, July 8, 12:15-2:00 pm  
***CPB Luncheon Program, featuring keynote speaker, Erik Qualman***
- Wednesday, July 9, 9:00-10:15 am  
***Uncomfortable Truths, Necessary Change: Rethinking the Future of Public Media, presented by CDP***



More for your mission.



# Schedule Overview

## Breakouts

30 breakouts across 6 blocks on Tuesday and Wednesday.

Tracks:

- Audience Growth & Engagement
- Corporate Support & Sponsorship Growth
- Evolving Leadership
- Maximizing Donor Revenue
- Unlocking Philanthropic Potential





## Mindful Zone

Need a moment to pause and recharge? Step into the Mindful Zone—a calming space designed for rest and reflection.

- **Monday**  
3:00 - 6:00 p.m.
- **Tuesday**  
10:00 a.m. - 4:00 p.m.
- **Wednesday**  
10:00 a.m. - 4:00 p.m.





## PRADO Station Swag

**Bring your station swag to trade with fellow attendees!**

- Stickers
- Pens
- Koozies
- Anything!



wrti

wxpn

# Your Philly Welcome, Presented by WXPB and WRTI



**Monday, July 7**  
Doors: 7:00 p.m.  
Music: 7:30 p.m.

Live music from local  
soul-funk favorites,  
Snacktime. Plus  
Philly-themed snacks and  
cash bar.



## Our Hour Luncheon



**Wednesday, July 9, 2025**

12:15 p.m. – 1:45 p.m.

RSVP Required

The Our Hour Luncheon provides a space for BIPOC to network with fellow Professionals of Color working within every area of public media. This lunch is made possible with generous support from PRX.

*Please note: This event is designed as a space for BIPOC, biracial, and multiracial individuals to openly discuss our experiences working in the public media industry.*



PUBLIC MEDIA  
WOMEN in  
LEADERSHIP

20  
25

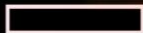
# BraveTalk:

The Public Media Women in Leadership Conference

• THURSDAY, JULY 10, 2025 • 10:00AM-5:00PM •  
PHILADELPHIA, PA



GREATER  
PUBLIC



Wyncote Foundation

# Brave Talk Keynotes



**Sandra Clark**  
CEO of StoryCorps

**"One Small Step: Leading with  
Courage in a Divided Time"**



**Cecilia Loving**  
Principal, Loving Factor LLC

**"Tools to Build Resilience"**

**Thursday, July 10**  
10:00 a.m. - 5:00 p.m.

Lunch + Pre-Conference  
Reception Included

Registration: \$250

**FREE ADMISSION** for PMWL  
member stations +  
Aficionada-level individual  
members!

*Please note: This event requires pre-registration.*



# Special Events for First-Time Attendees

## **Newcomer Roundtable**

Monday, July 7  
3:45-5pm

## **Newcomer Mini Mixer**

Monday, July 7  
5-5:45pm

## **Dine O'Rounds**

Tuesday, July 8  
6-9pm



# The Hub

## 5th Floor | Salons H, I & J



**Monday, July 7**

2:30 PM - 5:30 PM

**Tuesday, July 8**

8:00 AM - 6:00 PM

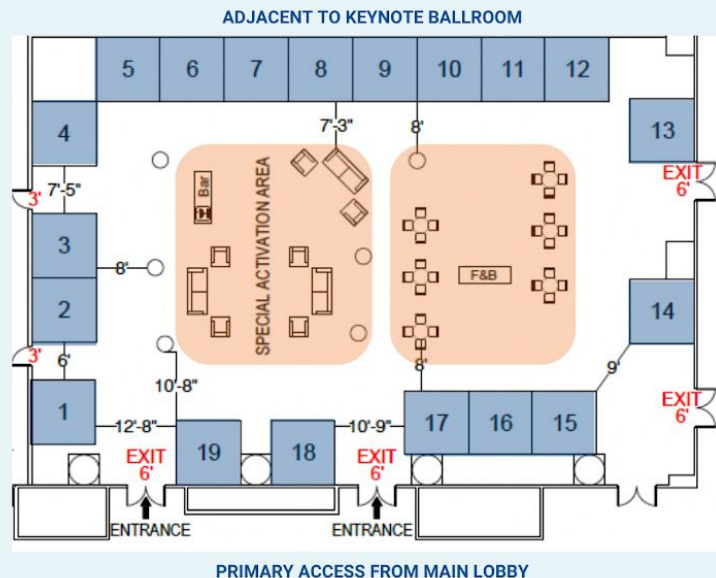
**Wednesday, July 9**

8:00 AM - 3:30 PM

- Breakfast & Beverage Breaks
- Complimentary Headshots provided by Nacha
- The Leaderboard Points Shop presented by Forest Incentives

## The Hub at PMDMC 2025

Philadelphia Marriott Downtown | 5th Floor | Salons H, I & J



1. Phobio
2. Contributor Development Partnership
3. Contributor Development Partnership
4. Complimentary Headshot Booth
5. Nacha
6. StreamGuys
7. Allegiance Group + Pursuant
8. Allegiance Group + Pursuant
9. CARS
10. CARS
11. Contributor Rewards
12. Collette
13. Greater Public Services
14. Leaderboard Points Shop presented by Forest Incentives
15. Springboard
16. Car Talk Vehicle Donation Program
17. FreeWill
18. Public Media Apps
19. MemSys

**Questions?**  
*We're here to help*

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