



Agenda

JULY 7 - 10

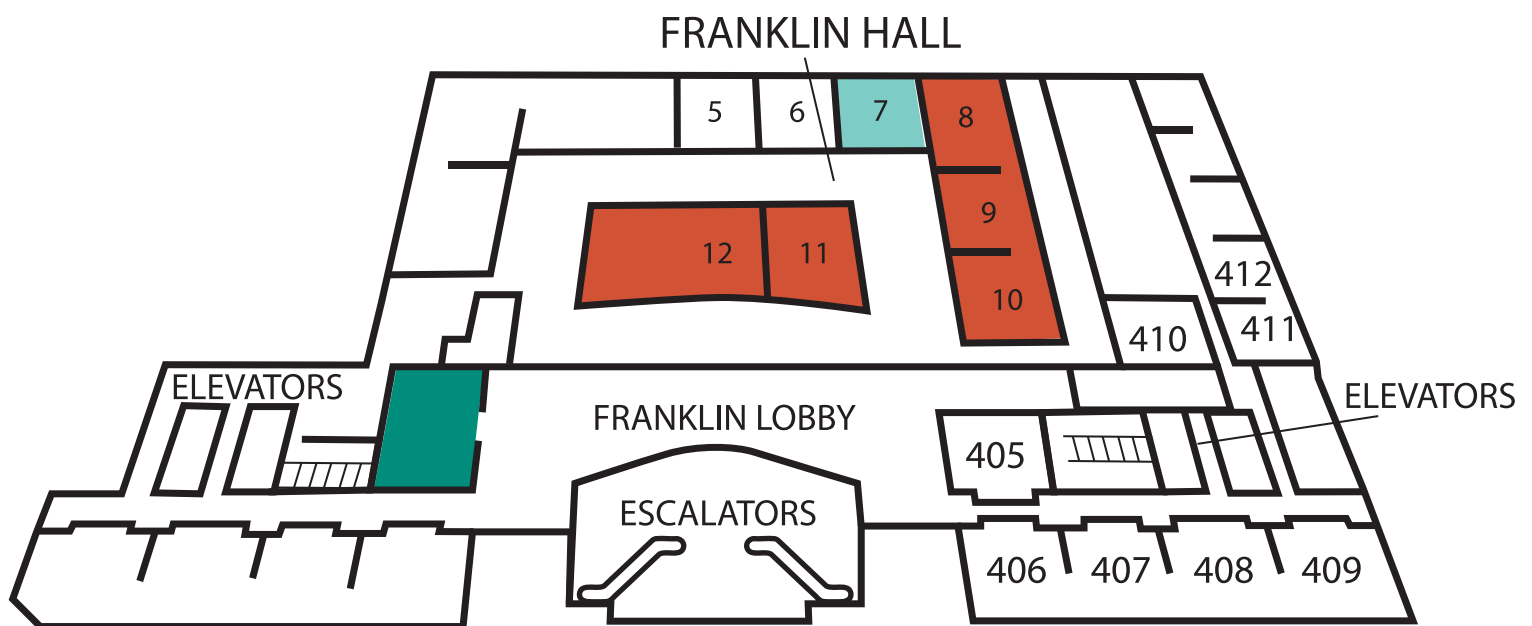
PHILADELPHIA MARRIOTT DOWNTOWN



LEVEL 4

KEY

- Breakout Rooms
- Mindful Zone
- Restrooms

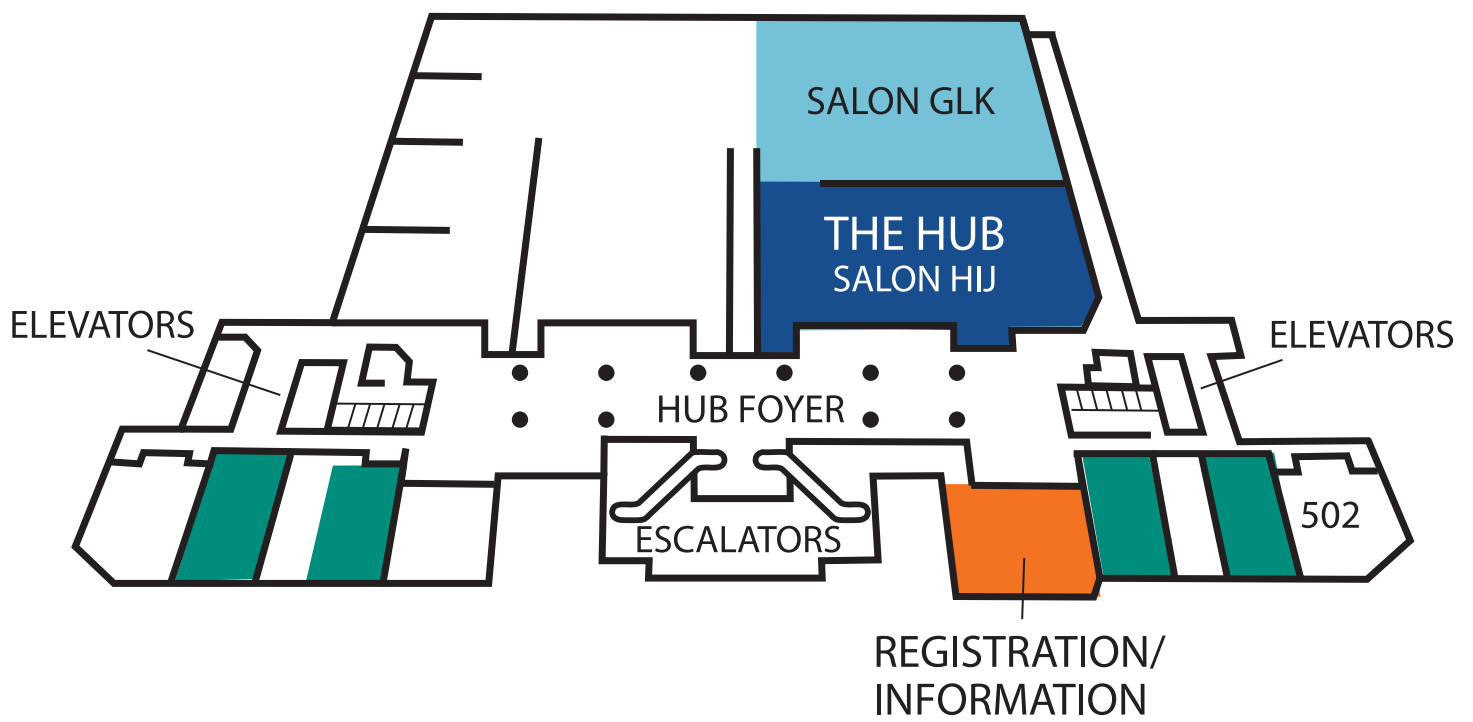




LEVEL 5

KEY

- | | |
|--|---|
|  Keynotes |  Restrooms |
|  Registration & Information |  The Hub |



Session Tracks

AUDIENCE GROWTH & ENGAGEMENT

CORPORATE SUPPORT & SPONSORSHIP GROWTH

EVOLVING LEADERSHIP

MAXIMIZING DONOR REVENUE

UNLOCKING PHILANTHROPIC POTENTIAL

LOOKING FOR MORE INFORMATION?

STAY CONNECTED IN THE APP

**Search "Whova" in the
Apple App Store or
Google Play Store**

Search "PMDMC"
within the Whova app.



Or scan this
to download
the app

Engage & Excel

Share your thoughts
and favorite
experiences on the
app. Be sure to explore
the challenges in The
Leaderboard and take
home some fun prizes!

Session Materials


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

12:00 PM **REGISTRATION OPEN**


2:00 PM

ROUNDTABLES


**Smarter Marketing
with Limited
Resources**

 *Franklin 11*

**Open Forum for
University Licensees:
Facing the Future
and Sharing Ideas**

 *Franklin 12*

**Driving Membership
Engagement with
Direct Mail**

 *Franklin 8*

2:30 PM **THE HUB OPENS (LEVEL 5 - SALON HIJ)**

3:00 PM **MINDFUL ZONE: A QUIET SPACE TO REST AND RECHARGE (FRANKLIN 7)**

3:15 PM **ROUNDTABLE BREAK (FRANKLIN HALLWAY)**


3:45 PM

ROUNDTABLES


**Sponsorship
Roundtable:
Discussing On-Air
and Online Revenue**

 *Franklin 11*

**New to PMDMC?
Start Here!**

 *Franklin 12*

**Beyond the Tote:
Creative Fundraising
Strategies**

 *Franklin 8*

6:00 PM

**WELCOME TO PHILADELPHIA: PMDMC OPENING RECEPTION PRESENTED BY
ALLEGIANCE FUNDRAISING GROUP**

7:00 PM

**YOUR PHILLY WELCOME, PRESENTED BY WXPB AND WRTI
(REC PHILLY, 901 MARKET ST, PHILADELPHIA, PA 19107)
PMDMC BADGE REQUIRED**

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








6:00 AM RUN TO THE ROCKY STEPS: MORNING MOTIVATION PHILLY-STYLE (HOTEL LOBBY)





7:45 AM BREAKFAST (HUB FOYER)

9:00 AM **OPENING KEYNOTE: DEFINING PURPOSE: A CONVERSATION WITH NPR AND MEMBER STATIONS, SPONSORED BY NPR (SALON GLK)**

10:15 AM **BEVERAGE BREAK PRESENTED BY NEWS REVENUE HUB (THE HUB - SALON HIJ)**
(THE HUB - SALON HIJ)

BREAKOUT SESSIONS				
<i>Audience Growth & Engagement</i>	<i>Corporate Support & Sponsorship Growth</i>	<i>Evolving Leadership</i>	<i>Maximizing Donor Revenue, Audience Growth & Engagement</i>	<i>Unlocking Philanthropic Potential, Maximizing Donor Revenue</i>
Inside the Influencer Mindset: Smarter Strategy from Someone Who's Been There	Innovative and Inspired Corporate Support Campaigns & Events	Practical Thinking for Anxious Times	From Airwaves to Algorithms: Growing Your Digital and Digital-First Donor Base	What's Working Now? How Nonprofits Are Fundraising Amid Uncertainty
 Franklin 11	 Franklin 10	 Franklin 9	 Franklin 12	 Franklin 8

12:15 PM **CPB LUNCHEON PROGRAM (SALON GLK)**

BREAKOUT SESSIONS				
<i>Audience Growth & Engagement</i>	<i>Corporate Support & Sponsorship Growth</i>	<i>Maximizing Donor Revenue</i>	<i>Maximizing Donor Revenue, Unlocking Philanthropic Potential</i>	<i>Unlocking Philanthropic Potential</i>
Copcats and Repeats: Tested Blueprints for Engaging and Efficient In-Person Experiences	Account Retention: Reduce Attrition and Raise Revenue	Smart, Creative, Effective: On-Air Drives That Deliver Results in Both TV and Radio	Rallying Support: Mobilizing Listeners and Dollars in Response to Federal Funding Threats	Legacy Challenges: Leveraging Resources for Planned Giving Success
 Franklin 11	 Franklin 10	 Franklin 9	 Franklin 8	 Franklin 12

3:30 PM **BEVERAGE BREAK, PRESENTED BY PHOBIO FOR GOOD (THE HUB - SALON HIJ)**

4:00 PM

BREAKOUT SESSIONS

*Audience Growth & Engagement***Reel Them In: Vertical Video's Role in Engaging Younger, Diverse Audiences**📍 *Franklin 10**Evolving Leadership***Powered by People: The Real Engine Behind Digital Transformation**📍 *Franklin 9**Maximizing Donor Revenue***Back to Basics: Creating and Executing an Integrated, Multichannel Fundraising Plan**📍 *Franklin 8**Maximizing Donor Revenue, Corporate Support & Sponsorship Growth***Straight Talk: PBS Underwriting and Membership on National Digital Platforms**📍 *Franklin 11**Unlocking Philanthropic Potential***Beyond the Board Meeting: Building a Fundraising Board That Engages, Represents and Drives Revenue**📍 *Franklin 12*

5:00 PM HUB HAPPY HOUR (THE HUB-SALON HIJ)

6:00 PM DINE O'ROUND DINNERS

YAYAHPS HAPPY HOUR (KHYBER PASS PUB, 56 S 2ND ST, PHILADELPHIA, PA 19106)

WEDNESDAY, JULY 9

6:00 AM FINAL STRETCH: RUN TO THE LIBERTY BELL (HOTEL LOBBY)

7:45 AM BREAKFAST (HUB FOYER)

9:00 AM UNCOMFORTABLE TRUTHS, NECESSARY CHANGE: RETHINKING THE FUTURE OF PUBLIC MEDIA, PRESENTED BY CDP (SALON GLK)

10:15 AM BEVERAGE BREAK PRESENTED BY NEWS REVENUE HUB (THE HUB - SALON HIJ)

10:45 AM BREAKOUT SESSIONS

*Audience Growth & Engagement***What Audiences Really Want: Key Findings from the RUN Study**📍 *Franklin 12**Evolving Leadership***Curiosity in Action: A Framework for Inclusive Thinking**📍 *Franklin 10**Maximizing Donor Revenue***Elevating the Experience: Unlocking Growth and Engagement with Passport**📍 *Franklin 9**Unlocking Philanthropic Potential***The Power of the Middle: Building a Robust Donor Pipeline Through Mid-Level Giving**📍 *Franklin 8**Unlocking Philanthropic Potential, Corporate Support & Sponsorship Growth***The Art of the Woo: Using Strategic Persuasion to Sell Your Ideas**📍 *Franklin 11*

12:00 PM LUNCH ON YOUR OWN

1:15 PM INFORMATION SESSION: AUDIENCE AND REVENUE GROWTH LAB
SPONSORED BY GOOGLE NEWS INITIATIVE

2:00 PM

BREAKOUT SESSIONS

Audience Growth & Engagement

Beyond the Logo: Building Brands That Resonate

📍 Franklin 10

Corporate Support & Sponsorship Growth

The FCC and Underwriting: A Compliance Workshop

📍 Franklin 9

Corporate Support & Sponsorship Growth, Audience Growth & Engagement

Nielsen Local TV Audience Dashboard: Using Data to Tell Your Story

📍 Franklin 11

Maximizing Donor Revenue

Transforming Public Media Fundraising with AI and Machine Learning

📍 Franklin 8

Unlocking Philanthropic Potential

Rethinking Your Grants Strategy: Collaboration as a Model for Success

📍 Franklin 12

3:00 PM

BEVERAGE BREAK, PRESENTED BY PHOBIO FOR GOOD (THE HUB - SALON HIJ)

3:30 PM

BREAKOUT SESSIONS

Audience Growth & Engagement

Marketing Across Generations: Strategies That Stick

📍 Franklin 8

Evolving Leadership

Own Your Culture: Creating and Operationalizing Your Culture Survey

📍 Franklin 11

Maximizing Donor Revenue

Your Data is MONEY: Using Your Audience Data to Increase Revenue

📍 Franklin 9

Unlocking Philanthropic Potential

Unlocking Generosity: Mastering the Art of Securing Larger Donor Gifts

📍 Franklin 10

4:30 PM

CLOSING HAPPY HOUR (HUB FOYER)

THURSDAY, JULY 10

10:00 AM

BRAVE TALK: THE PUBLIC MEDIA WOMEN IN LEADERSHIP CONFERENCE (SALON G)

11:30 AM

BRAVE TALK LUNCH



Conference Notes

MY LEARNING GOALS FOR PMDMC25



Conference Notes

PEOPLE I'VE MET

Don't forget to connect in the app!





Need to Know Information



Wi-Fi Access

Network: PMDMC25
Password: FreeWill
(password is case-sensitive)



Hub Hours

The Hub is the central gathering space of PMDMC. Make your way to Level 5 - Salon HIJ to refuel and reconnect.

Monday: 2:30 PM - 7:00 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



Mindful Zone

Step into the Mindful Zone when you need a quick break, a quiet moment to yourself, or just a place to breathe.

Monday: 3:00 PM - 6:00 PM
Tuesday: 10:00 AM - 4:00 PM
Wednesday: 10:00 AM - 4:00 PM

**SAVE THE DATE
FOR PMDMC 2026**

Chicago, July 14-17