



**PMDMC**  
SAN FRANCISCO

GREATER  
PUBLIC  


JULY 6-7

**2017**

#PMDMC17

# Agenda

AGENDA SPONSORED BY:



Through turn-key vehicle donation programs, CARS has returned more than \$120-million to over 200 Public Media partners. See us at booth #209/211.

## WIFI ACCESS

Sponsored by Car Talk VDS

Network: Hilton-Events

Password: pmdmc17

## EXHIBIT

### HALL HOURS

Continental 4-6, Ballroom Level

- Wednesday  
6:00pm–8:00pm
- Thursday  
7:00am–5:00pm
- Friday  
7:00am–4:45pm

### REGISTRATION/ INFORMATION DESK HOURS

East Lounge, Ballroom Level

- Wednesday  
12:00pm–8:00pm
- Thursday  
7:00am–7:30pm
- Friday  
7:00am–4:00pm

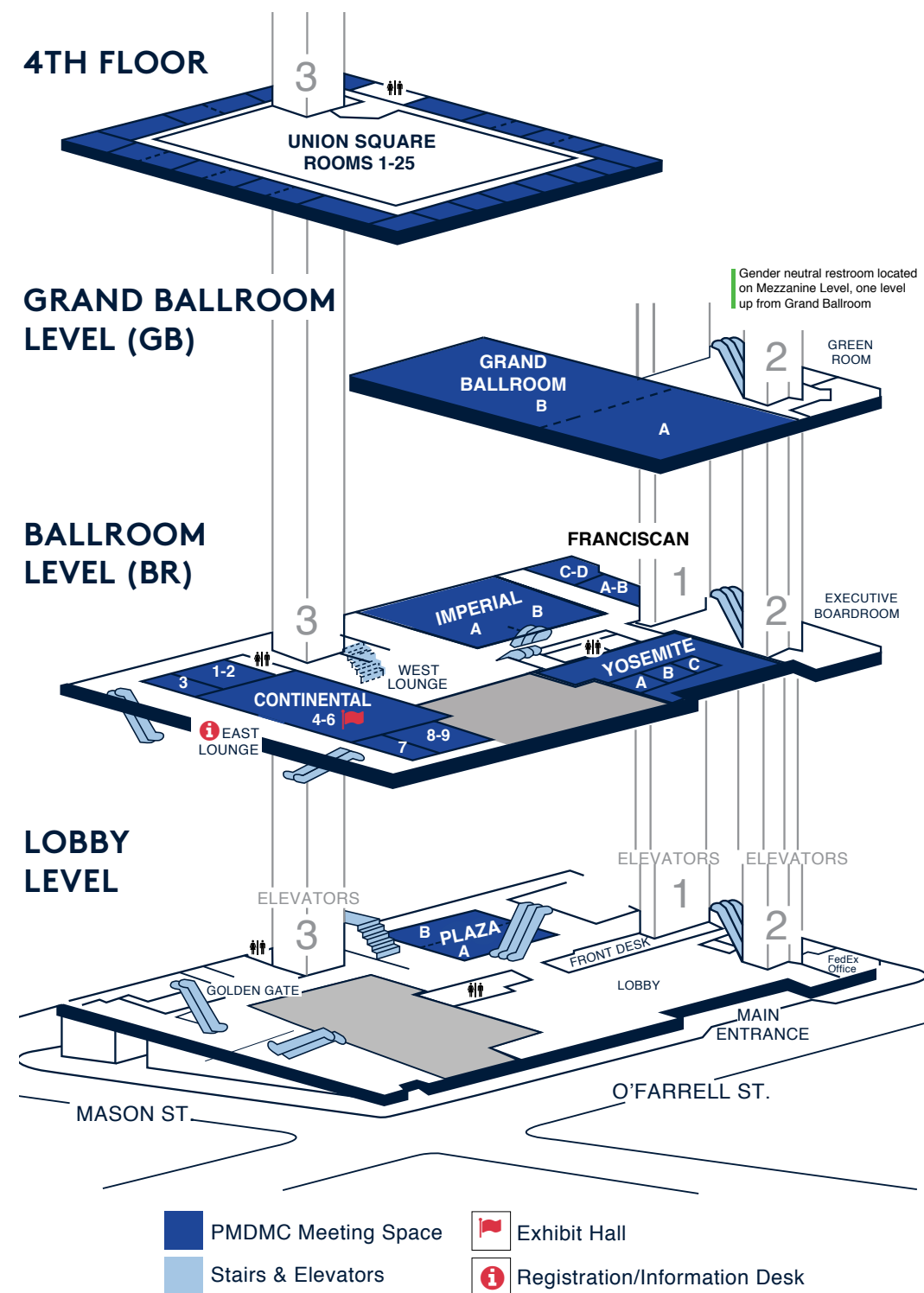
### NEED HELP?

- Visit the registration desk in the East Lounge (Ballroom Level)
- Text "PMDMC" to 797979 for attendee support

### LOOKING FOR MORE INFO?

- Download the PMDMC app! Search "PMDMC" in the Apple App store or Google Play store
- Visit PMDMC.org for slides, handouts, and an interactive agenda
- Follow #PMDMC17 and @GreaterPublic on Twitter

## HILTON FLOOR PLANS:



# TRACKS

This year, we redesigned our track system to encourage you to get out of your silo and comfort zone. Sessions are organized by discipline, but also by value.

### DEEP DIVE

For front-line fundraisers. Focused topics and heavy on the detail, with time for Q&A.

### SPONSOR SHOWCASE

Inspiring ideas from our sponsors.

### FORECAST

Valuable for high-level professionals as well as hands-on practitioners.

### STORYTELLING

Get better at making your case. Knock down the obstacles to telling a good story.

### INSPIRATION

Get recharged. Case studies that help you feel great about what we do.

### THE NEW BASICS

Core skills. Some might have been cutting-edge just a few years ago.

### PEOPLE'S CHOICE

Voted on by conference attendees to address your most important issues.

### VANGUARD

Field reports from the mad scientists who are doing the most advanced industry experiments.

### PROVOCATEUR

Emerging strategy and challenging ideas.

# PMDMC17 | Wednesday, July 5

5:00pm-  
6:00pm

Young Professionals Happy Hour (The Owl Tree, 601 Post Street)

6:00pm-  
8:00pm

PMDMC Welcome Reception  
(Exhibit Hall: Continental 4-6)

# PMDMC17 | Thursday, July 6

7:00am - 7:45am	Continental Breakfast (Exhibit Hall: Continental 4-6) OR First-Time Attendee Breakfast, hosted by PRADO (Yosemite A)										
8:00am - 9:15am	PMDMC Welcome & Keynote Address — Matthew Luhn: Turning Ideas into Action, aka Culture that Inspires Creativity, sponsored by PRI (Grand Ballroom B)										
9:30am - 10:45am	Breakout Session #1 (Select One)										
	The New Basics		Deep Dive		Storytelling		Inspiration		Vanguard	Provocateur	Sponsor Showcase
	1 Ready, Set,... Sell Podcasting! Franciscan C-D Corporate Support	2 The State of the System in Membership Continental 1-2 Membership	3 Developing and Sustaining "Local That Works" Plaza B Cross-Discipline	4 Planned Giving in Real Life: Overcoming Donor Challenges Yosemite B Philanthropy	5 How to Touch a Nerve: Glynn Washington on Storytelling Franciscan A-B Cross-Discipline	6 On-Air Fundraising: A Listening Session Plaza A Membership	7 Doing More With Less: The Tiny-But-Mighty Digital Shop Continental 8-9 Digital	8 Digital Fundraising Experiments Imperial B Digital	9 Penelope Burk on Donors and Purposeful Philanthropy Imperial A Philanthropy	10 NPR Showcase: Making a New Signature Event Continental 3 Philanthropy	
10:45am - 11:15am	Beverage Break (Exhibit Hall: Continental 4-6)										
11:15am - 12:15pm	Breakout Session #2 (Select One)										
	The New Basics		Deep Dive	Forecast	Storytelling		Vanguard		Provocateur	Sponsor Showcase	
	11 The Changing Public Media Capital Campaign Imperial B Philanthropy	12 The Healthy Membership Program Plaza A Membership	13 The Hidden Leak in Your Major Giving Pipeline Plaza B Philanthropy	14 Underwriting Category Spotlight, Part I: Higher Education Imperial A Corporate Support	15 Communicating Impact: Why We Matter Franciscan A-B Philanthropy	16 The Classical Station as Community Connector Yosemite B Mktg/Engagement	17 Moving Content into the Event Space Franciscan C-D Mktg/Engagement	18 Deepening Relationships with Digital Audiences Continental 1-2 Digital	19 Every Station is a Startup: Silicon Valley Thinking and You Continental 8-9 Digital	20 CDP Showcase: Membership Trends Through Collaboration Continental 3 Membership	
12:30pm - 2:00pm	PMDMC Thursday Leadership Luncheon — Embracing Disruption, sponsored by WBUR (Grand Ballroom B)										
2:15pm - 3:00pm	Networking (See Back of Agenda for Details)										
3:15pm - 4:15pm	Breakout Session #3 (Select One)										
	The New Basics		Deep Dive	Forecast	Inspiration	Vanguard	Provocateur	People's Choice			
	21 Back to Basics: Analytics that Matter Plaza A Digital	22 Amplify Your Content Using Paid Facebook Campaigns Plaza B Mktg/Engagement	23 Edison Research and Secrets of Rural Reach Franciscan C-D Mktg/Engagement	24 Underwriting Category Spotlight, Part II: Healthcare Imperial A Corporate Support	25 Major Giving is a Whole-Station Effort Yosemite B Philanthropy	26 The On-Demand Drive: Fundraising via Podcasts Continental 1-2 Membership	27 Partnering with Audiences: Who's the Boss? Continental 3 Mktg/Engagement	28 The Value of Public Radio Listening Franciscan A-B Cross-Discipline	29 Taking Care of Your Sustainers Imperial B Membership	30 Connecting Beyond the Broadcast to Strengthen Fundraising Continental 8-9 Mktg/Engagement	
4:15pm - 4:45pm	Beverage Break, sponsored by Mogo Interactive (Exhibit Hall: Continental 4-6)										
4:45pm - 5:45pm	Super Sessions, sponsored by CDP (Select One)										
	Harnessing the Power of Content Marketing for Corporate Support Continental 1-2 Corporate Support			Federal and State Funding Update: Imperial B Cross-Discipline		Where From Here? Imperial A Membership		Donor Micro-Targeting: Modeling the Public Broadcasting Donor Imperial A Membership			
7:00pm - 8:30pm	PMDMC Opening Celebration, sponsored by KQED, Mogo Interactive, and KDFC/KUSC (Grand Ballroom B)										



# PMDMC17 | Friday, July 7

7:00am - 7:45am	Continental Breakfast (Exhibit Hall: Continental 4-6)										
8:00am - 9:15am	PMDMC Awards & Friday Leadership Address — The Future of Public Media, sponsored by American Public Media (Grand Ballroom B)										
9:30am - 10:45am	Breakout Session #4 (Select One)										
	The New Basics		Deep Dive		Forecast		Storytelling	Vanguard		Inspiration	People's Choice
	<b>31</b> Direct Mail meets Digital Continental 1-2 <i>Membership</i>	<b>32</b> How to Launch: Successful Marketing for a New Program Continental 3 <i>Mktg/Engagement</i>	<b>33</b> Perfecting the Donor Discovery Visit Franciscan C-D <i>Philanthropy</i>	<b>34</b> What's Next for Public Music Stations in a Digital World? Plaza B <i>Digital</i>	<b>35</b> The Changing Local Underwriting Landscape Imperial A <i>Corporate Support</i>	<b>36</b> Connecting with Your Elected Leaders Continental 8-9 <i>Mktg/Engagement</i>	<b>37</b> IP Targeting & Beyond: Testing the Waters Plaza A <i>Membership</i>	<b>38</b> What Does Digital Collaboration Look Like? Imperial B <i>Digital</i>	<b>39</b> The Station Turnaround Yosemite B <i>Cross-Discipline</i>	<b>40</b> Printing Money: Increase UW Revenue at Your Station Franciscan A-B <i>Corporate Support</i>	
10:45am - 11:15am	Beverage Break (Exhibit Hall: Continental 4-6)										
11:15am - 12:15pm	Breakout Session #5 (Select One)										
	The New Basics		Deep Dive		Forecast	Storytelling	Vanguard		Provocateur	Sponsor Showcase	
	<b>41</b> No Sustainer Left Behind: A Mini-Workshop Imperial A <i>Membership</i>	<b>42</b> Best Practices in Audience Interactions Yosemite B <i>Mktg/Engagement</i>	<b>43</b> Audience Intelligence Imperial B <i>Digital</i>	<b>44</b> Digital Strategies for Content Visibility Franciscan A-B <i>Digital</i>	<b>45</b> Federal Funding Fallout: The Stakes Beyond CPB Continental 1-2 <i>Philanthropy</i>	<b>46</b> Selling Public Media in a Time of Data-Hungry Underwriters Plaza A <i>Corporate Support</i>	<b>47</b> Funding Journalism Part I: Seizing New Opportunities Franciscan C-D <i>Cross-Discipline</i>	<b>48</b> New Ways to Engage Listeners During Drives Plaza B <i>Membership</i>	<b>49</b> What Larger Markets Need to Hear from Rural Stations Continental 8-9 <i>Mktg/Engagement</i>	<b>50</b> Mogo Showcase: Holistic Digital Marketing Continental 3 <i>Cross-Discipline</i>	
12:30pm - 2:00pm	PMDMC Friday Leadership Luncheon — Our Path Forward Together: The Importance of Quality Journalism with Local Connections, sponsored by NPR (Grand Ballroom B)										
2:15pm - 3:00pm	Networking (See Back of Agenda for Details)										
3:15pm - 4:15pm	Breakout Session #6 (Select One)										
	The New Basics		Deep Dive		Forecast	Inspiration	Vanguard		People's Choice	Sponsor Showcase	
	<b>51</b> Effective Packaging Across (Proliferating) Platforms Plaza B <i>Corporate Support</i>	<b>52</b> Five Things You Should Know about Planned Giving Yosemite B <i>Philanthropy</i>	<b>53</b> Mini-Workshop, Part I: Email Fundraising Imperial A <i>Membership</i>	<b>54</b> Corporate Support Manager Intensive, Part I Plaza A <i>Corporate Support</i>	<b>55</b> The Smart World of Audio Imperial B <i>Digital</i>	<b>56</b> Local Music Front and Center Continental 8-9 <i>Mktg/Engagement</i>	<b>57</b> Rounding Out Your Podcast Portfolio Franciscan C-D <i>Digital</i>	<b>58</b> Funding Journalism, Part II: Cultivating Donor Support Franciscan A-B <i>Membership</i>	<b>59</b> The Art of the Donor Experience Continental 1-2 <i>Cross-Discipline</i>	<b>60</b> CPB Showcase: Digital Infrastructure Continental 3 <i>Digital</i>	
4:15pm - 4:45pm	Beverage Break (Exhibit Hall: Continental 4-6)										
4:45pm - 5:45pm	Breakout Session #7 (Select One)										
	The New Basics		Deep Dive		Forecast		Inspiration		Provocateur		
	<b>61</b> Essential Guide to the 1-2 Person Development Shop Imperial B <i>Membership</i>	<b>62</b> So Now You're the Grantwriter... Continental 3 <i>Philanthropy</i>	<b>63</b> Mini-Workshop, Part II: Online Donations Imperial A <i>Membership</i>	<b>64</b> Corporate Support Manager Intensive, Part II Plaza A <i>Corporate Support</i>	<b>65</b> The Listening Present and the On-Demand Future Continental 1-2 <i>Digital</i>	<b>66</b> Emerging Social Media Trends for Public Media Fundraising Yosemite B <i>Membership</i>	<b>67</b> Negotiating Underwriting Rates, Copy, and More Plaza B <i>Corporate Support</i>	<b>68</b> Navigating the Transition to Digital-First Franciscan A-B <i>Digital</i>	<b>69</b> Music Station Wrap-Up: What's on Your Mind? Franciscan C-D <i>Cross-Discipline</i>		
5:45pm - 6:45pm	PMDMC Closing Reception & CEO Farewell (Grand Ballroom B)										

# NETWORKING GUIDE

Your Goal: New Colleagues to Count On Year-Round

## Thursday @ 2:15pm | Network by Job Responsibility

This is your chance to meet the people who do the same work you do (or wear one of the same hats).

### STATION EXECUTIVES

📍 Grand Ballroom A

### ON-AIR AND PROGRAMMING

📍 Union Square 2

### DEVELOPMENT DIRECTORS

📍 Yosemite C

### MARKETING/ ENGAGEMENT/EVENTS

📍 Imperial B

### SMALL SIZE MEMBERSHIP STAFF (1-2 PERSON DEPT)

📍 Yosemite Foyer

### MID-LARGE SIZE MEMBERSHIP STAFF (3+ PERSON DEPT)

📍 West Lounge

### ONE-PERSON DEVELOPMENT DEPT

📍 Imperial A

### SALES MANAGERS

📍 Grand Ballroom A

### ACCOUNT REPS

📍 Grand Ballroom A

### MAJOR & PLANNED GIVING AND GRANT WRITERS

📍 Yosemite A

### DIGITAL

📍 Grand Ballroom A

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## Friday @ 2:15pm | Network by Areas Of Interest

Identify your most compelling topic and connect with others who share your interest.

### DIGITAL AND SOCIAL FUNDRAISING (FOR MEMBERSHIP AND CORPORATE SUPPORT)

📍 Grand Ballroom A

### CAPITAL CAMPAIGNS

📍 Imperial A

### CHANGE MANAGEMENT & MOTIVATING OTHERS

📍 Imperial B

### MUSIC STATIONS

📍 Grand Ballroom A

### PRODUCTIVITY AND MOTIVATION

📍 West Lounge

### FEDERAL AND STATE FUNDING

📍 Yosemite C

### NEXT STEPS AFTER SPECTRUM AUCTION

📍 Union Square 2

### PUBLIC MEDIA WOMEN IN LEADERSHIP

📍 Yosemite A

### TALKING DIVERSITY AND INCLUSION

📍 Yosemite Foyer

### THE FUTURE OF PLEDGE

📍 Grand Ballroom A

### UNDERWRITING IDEA SHARE

📍 Grand Ballroom A

### BORDER STATIONS

📍 Union Square 5

### RURAL STATIONS

📍 Union Square 5