

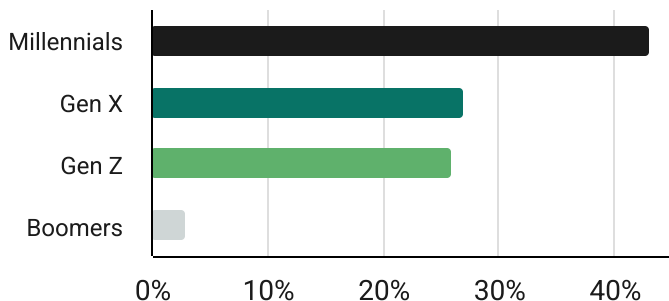
#PMJA2025 Conference Report

#PMJA2025 brought together public media journalists across virtual and in-person formats, building community and sharing innovation.

Attendee Roles



Generational Mix



#PMJA2025 at a glance



375 unique attendees

Both in-person & virtual



263 in-person

Kansas City attendees



168 organizations

From 42 states & abroad



114 Power ups

3-day pass attendees



4.35 avg session rating

All sessions & side gigs



54% First timers

Building the next generation

100% of attendees agree!



The conference was worth my time to attend



The topics were timely & relevant



I found information relevant to my job



I gathered info I can use in my daily work

4.35

Average session
rating

80.3%

Sessions generated
actionable ideas

General Sessions

4.8

**Paso a Paso: Latino
Communities**

Attendee Favorite

4.4

**Becoming Essential
with Poynter**

4.2

**Innovation Quick
Talks**

3.1

**Building Audience
Trust with PMC**

The Uncharted Waters: Navigate the Future Together

"...all of us had a unique problem and folks offered unique solutions!" • "...the sustainability section that lit a fire!" • "LOVED the way the conversations evolved"

Ideas from this session were compiled into a white paper on navigating industry challenges.

Skills & Tools **4.4**

★ Attendee Favorite

**Beyond "random acts of
internship"**

**Librarians are a reporter's
best friend 5.0**

**Getting the most of your
public records requests 5.0**

Hindenburg Training 4.7

"I thought the internship session was fantastic -- in part because it was full of 'steal this idea' examples, plus insights and statistics."

Engagement **4.38**

★ Attendee Favorite

**Civic Information &
Underserved Communities**

**Community Engagement
and AI 5.0**

How to build a city guide 4.7

**Fandoms, followers, and news
as text 4.5**

"The session serving Latino communities is super relevant to my work and my community. I think we need more training and work in this area."

Sustainability **4.63**

★ Attendee Favorite

**Creating Newsroom
Retreats**

**Meet the Producer: BBC
Newshour 5.0**

**What Managers Learn from
Beekeeping 4.6**

Reel Them In 4.6

"Creating Newsroom retreats - Clear easy to follow examples inspired me to work harder at getting a retreat scheduled with my team."

Looking forward to #PMJA2026

93%

Said PMJA was a
better value than other
conferences

Gathering is more critical than ever. Here's how we build on 2025's success while strengthening PMJA's long-term sustainability and generating operating revenue.

Content & Programming

Expand engagement programming

Highest-rated track with strongest attendee response

More AI/technology sessions

High demand across all experience levels

Continue hybrid model

Virtual pre-conference + in-person expands access

Continue Power-up workshops

Strong uptake (43%) shows value of in-depth learning

Revenue & Growth

Year-round training programs

Monthly/quarterly virtual workshops, cohort learning

Optimize workshop pricing

Increase 3-day pass differential to reflect in-depth value

Strategic partnerships

Tech vendors and technologists for enhanced resources

Accessible pricing models

Group rates, payment plans for challenging funding climate

Community & Connection

Enhance Knowledge Exchange matching

Improve registration to balance "learn" vs "share" for better 1-1 connections

Connect virtual & in-person affinity groups

Bridge year-round meet-ups with conference gatherings

Host presenter office hours

Post-conference virtual Q&A extends learning and connection

Extended conference experience

Pre-event prep, post-event live sessions with top speakers

Operations & Planning

September 2026 timing

Avoids holiday season, opportunity to redesign planning approach

Location & format decisions

Informed by 2025 hybrid success and member feedback

Improve presenter communication

Consistent messaging, resource tracking, and support from confirmation through event

Streamline logistics communication

Standardized times, earlier venue details, daily menus for better attendee planning