PMJA

LOCAL NEWS, STRONG DEMOCRACY
JUNE 5-7, 2024

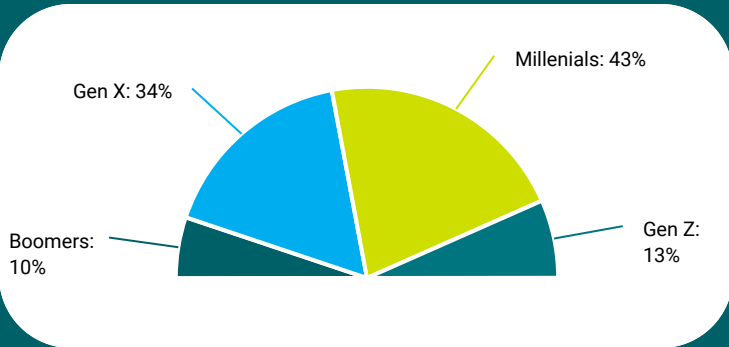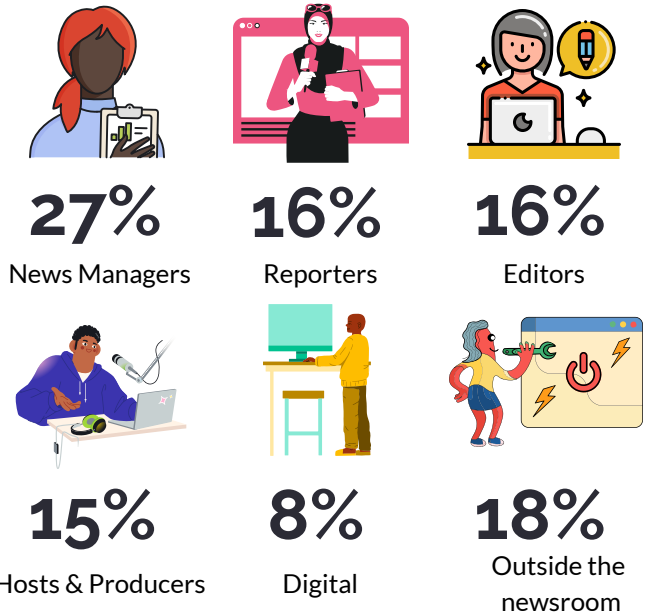# #PMJA2024
Conference Report

Attendees provided details through their registration profiles, session surveys and the conference evaluation. Here is some of what we learned.
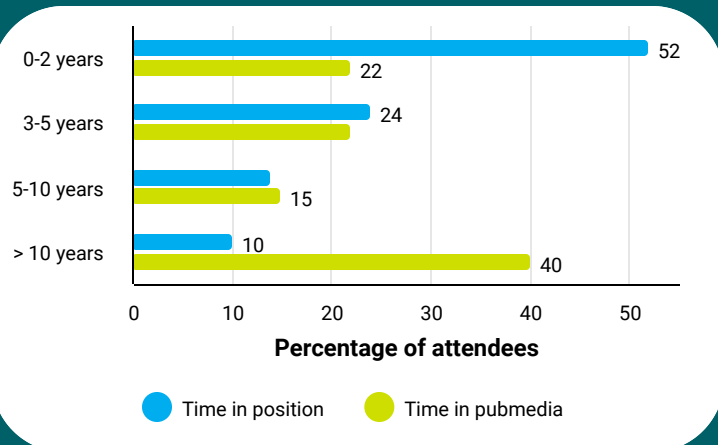
Who attended #PMJA2024

- 513 total from 168 organizations
- 266 @ NPR HQ
- 306 Before the Beltway
- 429 members
- 72 speakers
- 131 first timers

100% of attendees agree!

The conference was worth my time to attend

The topics were timely and relevant

I found information that was applicable to my job

I gathered info I can use in my daily work life

Attendees by job role

27% News Managers

16% Reporters

16% Editors

15% Hosts & Producers

8% Digital

18% Outside the newsroom

Gen X: 34%

Millenials: 43%

Boomers: 10%

Gen Z: 13%

Years	Time in position	Time in pubmedia
0-2 years	52	22
3-5 years	24	24
5-10 years	10	15
> 10 years	10	40

Percentage of attendees

● Time in position ● Time in pubmedia

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GENERAL SESSIONS

Innovation Quick Talks

"The opening was a great, inspiring way to start the conference with specific tips and tools and techniques that local stations are using"

How Google Can Help You Recognize And Combat Misinformation

"It was informative for people of all experience levels with lots of tools"

Press Forward: Raising Money For Local News

"Too long. There was a fire hose of information - though all of it good!"

Off The Ballot, On Our Minds:
Unscheduled Dialogues For Local News & Democracy

☆ ☆ ☆ ☆ ☆

- **Positive**: Encouraged open and collaborative discussions. Participants appreciated minimal moderation.
- **Negative**: Lack of structure and strong initial facilitation led to initial confusion and uncertainty.
- **Suggestions**: A clear explanation of the format and process along with increased agency for participants in topic selection could improve participant preparedness.

BREAKOUT SESSIONS

Fave Sessions

How To Collect Good Audio...

Mindfullness for Journalists

What's your Insta?

Community Engagement Workshop

Meh Sessions

Make Politics Boring Again

Covering Elections And Election Lies

New Suggestion

Nearly 10% of respondents asked to have sessions repeated during conference!

PLANNING FOR 2025

Interactive & Engaging Sessions

- **Prioritize Hands-On Learning**: Encourage proposals that actively involve attendees.
- **Showcase Practical Applications**: Emphasize sessions that demonstrate real-world applications.
- **Technology Integration**: Encourage proposals that incorporate technology to enhance the learning experience (e.g., interactive presentations, online tools).

Addressing Attendee Needs

- **Target Specific Audiences:** Identify different attendee segments (e.g., early career, experienced professionals) and encourage proposals that address their unique needs.
  Balance Theoretical and Practical: Offer a mix of sessions that delve into research and those that focus on practical solutions.

Emerging Trends and Challenges

- **Highlight PubMedia Developments:** Encourage proposals that address the latest trends and challenges in the field.
- **Future-Focused Sessions:** Seek out proposals that explore emerging technologies and their potential impact.
- **Diverse Perspectives:** Continue to cultivate submissions from a variety of perspectives, including different industries, backgrounds, and viewpoints.

Community Building & Networking

- **Collaborative Sessions:** Encourage sessions that foster collaboration and knowledge sharing among attendees.
- **Mentorship Opportunities:** Always a hit, are there other ways to expand?
- **Networking Focus:** Sessions that facilitate networking and relationship building are always in demand.