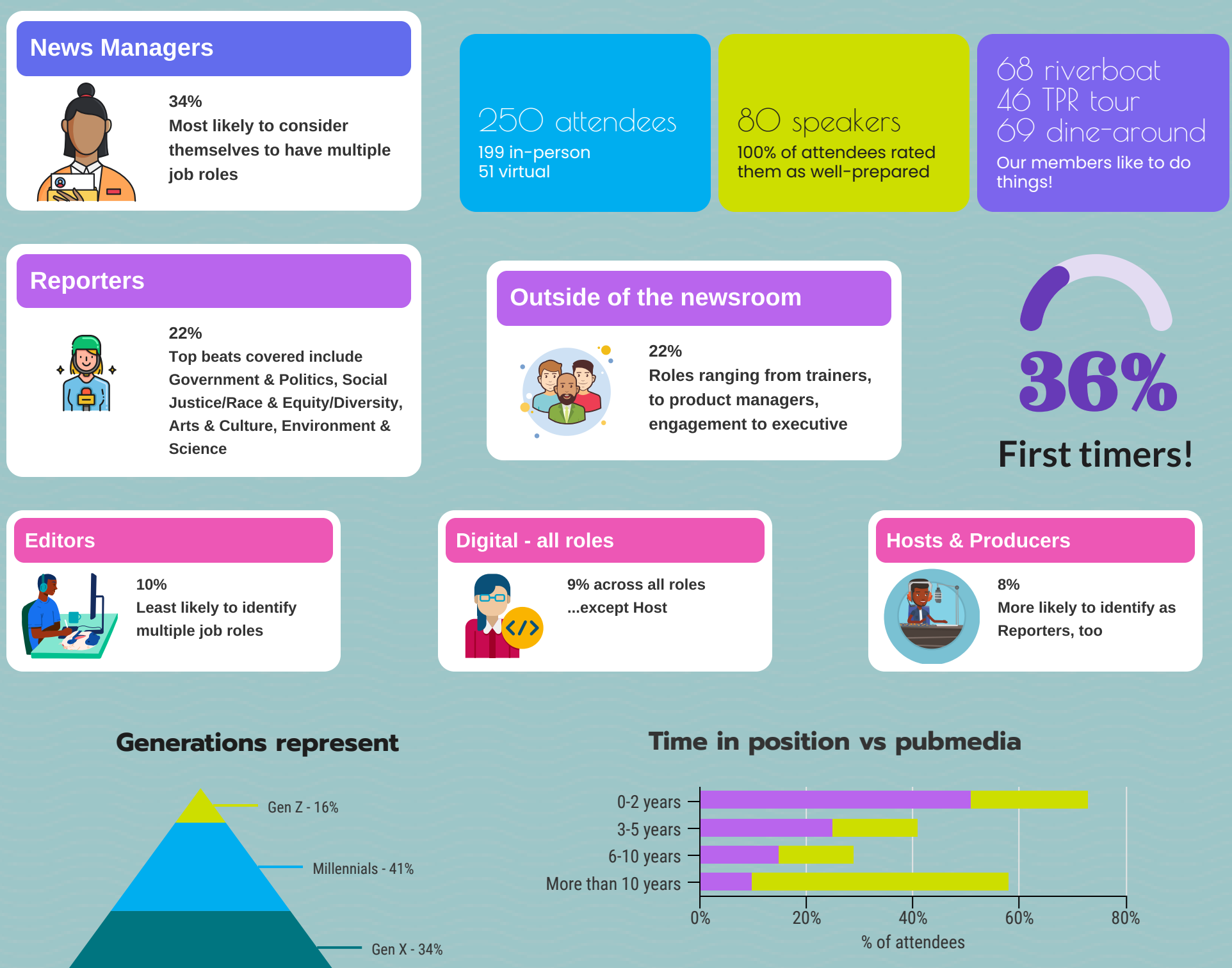


Who attended #PMJA2023?



General Sessions & Breakouts

Collaboration Quick Talks
Rating: 4.7

- "It was cool to hear the experiences and takeaways from so many different leaders"
- "Loved the quick format and questions"
- "Made me think about ways collaboration could strengthen news ecosystems in our state."
- "I found the session a bit dry overall. The session went on too long for me."

Re-Imagining the Network: Roadmap for a Collaboration-based Future
Rating: 3.9

- "I would love to learn more about how to get the regional editors to actually use our stuff"
- "We've heard a variation of this presentation many times. It was just platitudes with no fresh plans."

PMJA Editor Corps - A Case Study in Collaboration
Rating: 3.2

- "Could have been shorter but still useful"
- "Look forward to finding ways to use the service"

Public Media Journalism and the Future
Rating: 4.5

- "It gave me a lot to think about and is an important conversation."
- "Interesting but it gave me no concrete steps for addressing problems they mentioned even after I asked."

Well attended & loved
Intentional Engagement With Your Audiences
"It was the best, because they gave specific examples of action items that I could take back to my station. Our community engagement efforts will improve as a result of my attendance at this session."

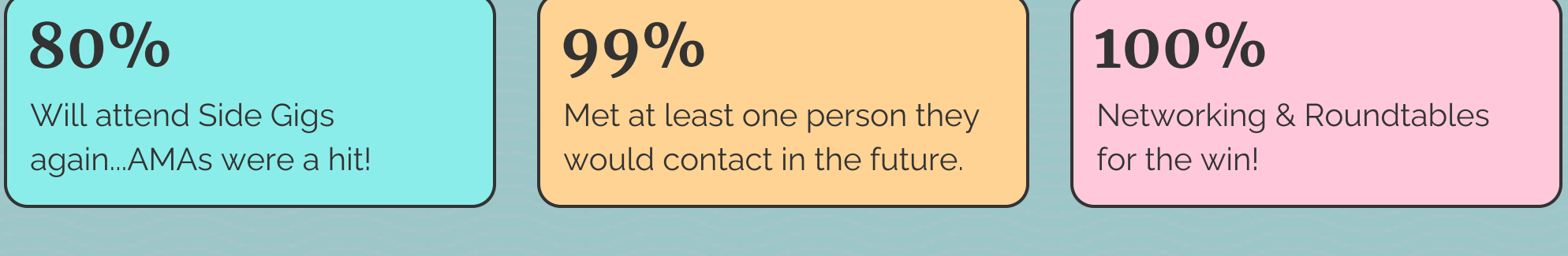
Well attended & meh
How to Train Your Team
"Seemed very narrowly focused for the largest of the large stations. Was hoping for more relevant tools to use for one-on-one training, rather than things like how to coordinate meetings with large groups of people."

Surprising sentiments
Real Talk with White Leaders
"The conversation in this session didn't lead me anywhere; was just sort of ponderous. As a white leader, it's hard to know if I'm safe/respectful putting all my stuff out there, and bringing my questions. So how do we create a safe session where people can ask about the stuff they're struggling with, without being judged as clueless or behind the times?"

100% of attendees agree!

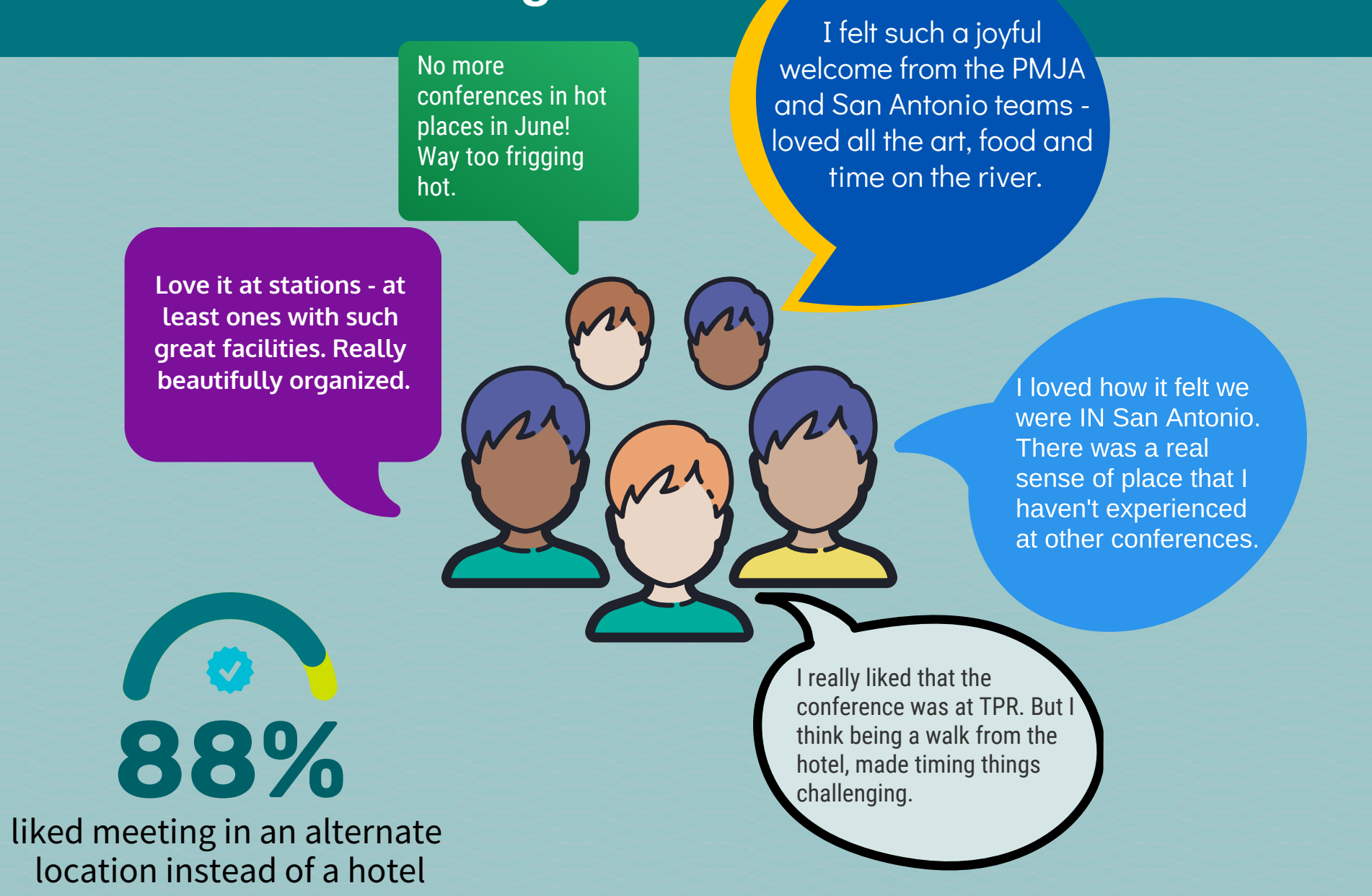
The conference was worth my time to attend
The topics were timely and relevant
I found information that was applicable to my job
I gathered information I can use in my daily work life

Side Gigs & Networking



- Create space to continue conversations after sessions
- Provide more intentional opportunities to share and discuss audio
- Consider how to build on meals & snacks for relationship building

Location Venue & Logistics



But let's not forget...

- Size and roles matter**
Attendees continue to express a desire to have content geared toward their specific needs.
 - Think about how to encourage more presenters from small and medium stations.
 - Consider role-based tracks or at least labeling content during planning to identify gaps.
- Right-sizing the schedule**
Finding the perfect balance of session length, networking time and downtime is like discovering the holy grail. Our ultimate goal is to help our attendees learn new things, build relationships and recharge.
 - Consider how to schedule sessions that provide the right amount of time for the topic. Be Goldilocks.
 - Add more downtime to the schedule - longer breaks and free time.
- Embrace the love**
Find what worked and keep it going. Conference ratings were unanimously positive. We met our #1 goal: Attendees leave with **joy!**
 - "It's the best conference I've ever been to. I learned a ton, made dozens of meaningful connections and new friends, and really felt welcomed into the world of public media. Thank you!"
 - "Board members were really friendly and engaging and understood the most pressing issues in our industry and provided us support through this conference. Thank you for your hard, considerate work!"
 - "The conference planners did an AWESOME job."
 - "This was my first conference, and it made me want to support PMJA in any way I can going forward."