

PMJA 2022 Conference Report

Planning for the future by examining outcomes and perceptions of the 2022 conference.

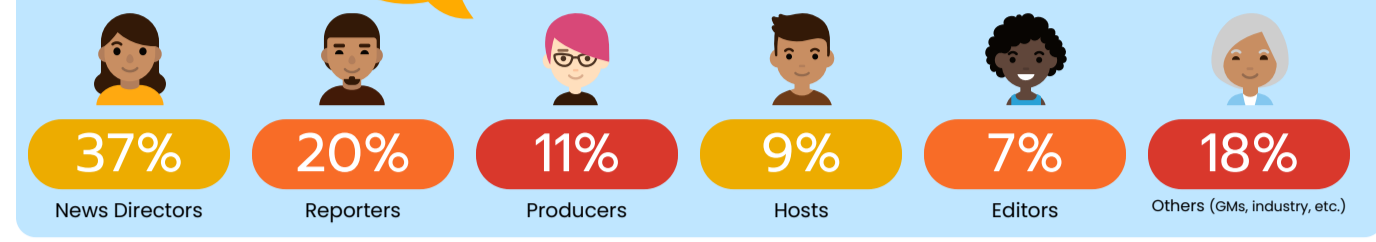
Data comes from conference evaluations, registration and metrics reports.

295 ATTENDEES

56%
first time attendees

69 speakers
to engage and educate

47% virtual
15% in-person also viewed virtual sessions in real-time



GENERAL SESSIONS

Attendees rating session as "excellent" or "very good"

npr Opening remarks from John Lansing

25%

"I think the audience questions were great and gave the NPR reps a real taste for the frustrations that station-based reporters have when they pitch to NPR editors"

cpb Stepping up to fill the gap

37%

"Stepping Up to Fill the Gap was filled with important information!"

npr Standards & Practices guide

34%

"Very helpful and super interesting."

Be Inclusive! It's the Right Thing To Do

45%

"It was an interesting and well-moderated conversation"

IN-PERSON BREAKOUTS

MOST ATTENDED:

- Pub Media Journalists, Trust and Democracy: Findings from the 2022 American Journalist Study
- Localizing Climate Change
- Strengthening the Bond: Audience Engagement During News Coverage

CROWD PLEASERS:

- Project Management and Journalism Can Be Friends
- Managing for Wellness

24
BREAKOUT
SESSIONS

VIRTUAL BREAKOUTS

MOST ATTENDED:

- How to Get the Audience to Talk to You
- Tips for turning radio stories that sing into digital masterpieces
- Your Pitch Process Is Biased. Let's Talk

CROWD PLEASERS:

- Your Pitch Process Is Biased. Let's Talk
- How to Get the Audience to Talk to You

NETWORKING

53%

DINE-AROUNDS

36%

MENTORING

30%

AFFINITY GROUPS

Would you participate again?

44%

WALKING TOURS

33%

VIRTUAL GAME

0%

ROOM SHARING

FUTURE FEATURES

75%
said they would not attend a one-day conference.

Neutral
People were generally unconcerned about:

- Free time
- Venue
- # of sessions

72%

want hands-on skill training

59%

want more networking opportunities

34%

want a keynote speaker

26%

want more general sessions

32%

want more big-picture sessions

OTHER TAKEAWAYS

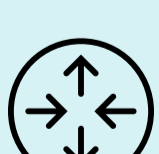


Peer-to-Peer experiences

Attendees are looking for opportunities to get feedback from peers to hone their skills.

Consider future session ideas like:

- Listening sessions
- Pitching workshops
- Career advice



Core constituencies

Feedback frequently referenced frustration about session expectations or lack of appropriate content.

Focus on serving audiences and communicating clearly to meet the needs of core constituencies:

- Small station staff
- Early career
- Newsroom roles



Staying connected

Attendees were thrilled to have more opportunities to network with peers and want the conversations to continue.

Consider how to support ongoing relationship building through affinity groups and other year-round digital forums.