GENERAL SESSIONS

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

First time attendees 56%
69 speakers
15% in-person also viewed virtual sessions in real-time

IN-PERSON BREAKOUTS

To engage and educate

NETWORKING

Future features

Want hands-on skill training 72%
People were generally unconcerned about:
Free time
Venue
# of sessions
Neutral
said they would not attend a one-day conference.

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.

DINE-AROUNDS

36%
MENTORING

30%
AFFINITY GROUPS

44%
ROOM SHARING

0%
VIRTUAL GAME

Would you participate again?

53%
Core values

38%
VIRTUALLY TOGETHER

44%
WALKING TOURS

33%
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:
Project Management and Journalism Can Be Friends
Managing for Wellness

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

Core constituencies:
Audience
Advertising
Production

32%

72%

59%

34%