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NextGen's 2019 Public Media Co-op Meeting is Just Four Weeks Away

BERWYN, Pa. –The 2019 NextGen Public Media Co-op Meeting, the premier invitation-only event for public media fundraisers, is just four weeks away.

This year's Co-op Meeting has the theme "Strategy Drives the Tactics," and takes place at Talking Stick Resort in Scottsdale, Ariz., on October 22-24.

The event will include attendees from stations such as Twin Cities PBS, WGBH, KQED, KVIE, Rocky Mountain Public Media, UNC-TV, KJZZ, and more. Sponsors and support organizations include CDP, PBS Development, ACD Direct, Wiland, Infogroup, and several others.

Special guest presentations at the 2019 event will come from Joe Jestus of the Neuro-Fundraising Lab and Dave Smrek of Ticketmaster's LiveAnalytics.

For more than 25 years, the NextGen Co-op has been one what attendee called "the greatest conversation going in public broadcasting." With a focus on collaborative concepts to address public media fundraising's challenges and opportunities, the NextGen Co-op is a blend of new ideas, a review of tests and trends, and a candid discussion about how to generate more members and more revenue for stations.

"Our team is hard at work putting the final touches on creating what we call 'the magic in the room,' which is the perfect blend of people, presentations, and place," said NextGen CEO Tim Oleary. "We're very excited about this year's Co-op Meeting and cannot wait to welcome people to Arizona and dive into the issues that really affect membership fundraising programs across the system."

"This is the one 'can't miss' meeting for Public Broadcasting each year and we are excited to welcome our clients and guests," said NextGen Vice President Jay Janszen. "As a long time attendee, I know that the NextGen Co-op is always going to give our attendees some action items and lively discussion that doesn't happen anywhere else."

With offices in Philadelphia and San Francisco, NextGen is the premier provider of direct response marketing and strategic fundraising services to mid-sized and regional nonprofit organizations. As a catalyst for change, NextGen helps its clients better connect with their supporters so they may raise the money necessary to deliver on their important missions. NextGen works with organizations in conservation, higher education, Veterans affairs, public media, human welfare, arts and culture, animal shelters, and more.

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