

NETA  
Conference



2024

# BREAKOUT SESSIONS REQUEST FOR PROPOSALS



September 15 - 18, 2024 | Pittsburgh, PA  
Hybrid (In-Person & Virtual)

*“Often when you think you’re at the end of something,  
you’re at the beginning of something else.”*

*– Fred Rogers*

We believe equipping individuals with professional growth opportunities leads to thriving stations creating a stronger foundation for a sustainable public media system.

We are looking for proposals that embody transformation. *How is your station moving towards the future?* We want you to help your fellow colleagues grow through connections and extended learning opportunities.

Please join us for a meeting to ask questions and get best practices on how to engage with the virtual audience: **Thursday, May 30 at 1PM ET**. [Register for the meeting here.](#)



2024 Conference Theme  
***Elevating Voices, Inspiring Change***

**NETA**  
Conference  
2024



**CPB**  
Public Media  
Thought Leader  
Forum

## REQUEST FOR PROPOSALS: BREAKOUT SESSIONS

NETA is pleased to announce a request for breakout session proposals for the 2024 NETA Conference, September 15-18. The conference will be held in person in Pittsburgh, PA, and virtually.

The online proposal form will be open **Tuesday, May 21 through Friday, June 7**. Voting opens the week of June 17.

The NETA Conference is dedicated to providing public media professionals with meaningful and relevant connections to the people and ideas that are at the heart of our mission to educate, engage, and entertain. It's a time to get energized with new ideas, deeper insights, and connections.

Breakout sessions are one of the highlights of the conference and we want to ensure everyone has meaningful, relevant, and interactive learning opportunities. All sessions will be in a hybrid environment with live, in-person presenters. Our platform allows for live Q&A from our virtual audience, and we will have a moderator to help you navigate those virtual attendees.

**Before submitting a proposal, please carefully read through the following information.**

### QUESTIONS?

Contact Maria Rodillo at [mrodillo@netaonline.org](mailto:mrodillo@netaonline.org) or 803.977.0676.



## REQUEST FOR PROPOSALS: BREAKOUT SESSIONS

### SESSION FOCUS

NETA invites our members and public media organizations to submit breakout session proposals for consideration.

While proposals on all relevant areas to public media are welcome, we are seeking to offer sessions produced by NETA Members that are innovative and forward thinking, share new opportunities, demonstrate impact and how it was measured, and engage diverse, underserved audiences. NETA is committed to cultivating Diversity, Equity, Inclusion, Belonging, and Accessibility in public media and all areas of our work. We hope you will highlight these values in any and all ways that are relevant to your presentation topic.

#### Suggested interactive learning format:

- Opening activity/question
- Presentation
- Q&A break
- Share ideas/challenges

#### Core focus areas for the conference include one or more of the following:

- Content (production & programming)
- Education (early learning, K-12, youth media, lifelong learning)
- Community Engagement
- Marketing & Communications
- Professional Growth & Station Innovation (strategy, team growth)

### SESSION FORMAT

All sessions are scheduled to be hybrid and 60 or 90 minutes in length. Every speaker must be in-person. **We will not be accepting virtual presenters and speakers at this year's conference.**

As you develop your session ideas, think about how you can incorporate attendee participation and active engagement – both for in-person and virtual participants.



## REQUEST FOR PROPOSALS: BREAKOUT SESSIONS

### SESSION SCHEDULE

There will be space for up to 25 live breakout sessions scheduled (Eastern Time) on September 17 and 18. *Subject to change.*

### RESPONSIBILITIES

**Primary Producer:** NETA requests that one primary producer is identified for each session. The primary producer is the main point of contact for NETA and responsible for organizing session content, speakers, and other logistics. The primary producer is responsible for meeting all conference deadlines to ensure the session is included in the conference.

**Registration:** All accepted primary producers are responsible for registering and attending the in-person conference. The primary producer of the session is responsible for coordinating these details with each of the session speakers. Additional speakers are responsible for in-person registration. All speakers must be registered by August 5, 2024. There are no discounts for speakers or presenters.

**Sharing Resources:** The primary producers will be responsible for uploading session resources (deck, documents, etc.) based on the breakout session timelines. These resources will be shared with conference attendees and NETA membership following the conference. If your proposal is selected, you will be provided with instructions on uploading your presentation materials.

### SELECTION PROCESS

Session proposals will be selected through a review process that includes systemwide online voting, review by the NETA Peer Learning Communities Executive Committees, NETA Board, and NETA staff.



## BREAKOUT SESSIONS TIMELINE

Tuesday, May 21	Open breakout session RFPs
Thursday, May 30	Breakout session Q&A meeting. <a href="#">Register here.</a>
Friday, June 7	Deadline to submit proposals
Week of June 17	Online voting for Board, PLCs, & Committees
Week of June 17	Online voting opens (closes June 24)
Week of June 24	Review with NETA Leadership and Conference Curriculum Committee
Tuesday, June 25	Conference registration opens (NETA Members only)
Friday, June 28	Notification sent to all session submitters (producers have until Friday, July 12 to confirm acceptance)
Tuesday, July 16	Conference registration opens for everyone
Tuesday, July 16	Announce line-up of sessions
Thursday, August 1	Deadline for all speakers registered for in-person conference
Week of August 5	Strategy meetings with session producers
Tuesday, September 3	Deadline for final session details in conference platform
Monday, September 9	Deadline for final presentations to Maria
September 17 - 18	Hybrid breakout sessions
Friday, September 20	Deadline to submit final deck/materials for Public Media Learns

## PROPOSAL FORM

The online session proposal form will open on Tuesday, May 21 and close on Friday, June 7. To help you prepare, please *review the proposal questions in the appendix.*

**All breakout session proposals must be [submitted online.](#)**



## APPENDIX: SESSION RFP QUESTIONS

The session request for proposal online form will **open on Tuesday, May 21 and close on Friday, June 7**. To help you prepare, we've created a planning guide that includes the questions and information that will be requested. *All session proposals must be submitted through the [online form](#).*

Sections marked with an asterisk (\*) are required.

### Contact Information\*

Provide contact information for the primary producer for this session. This person is the main point of contact for NETA and responsible for organizing session content, speakers, and other logistics.

- First name\*
- Last name\*
- Title\*
- Organization\*
- City\*
- State\*
- Work email\*
- Work phone number\*
- NETA Member, Public Media Partner, or Non-NETA Member

### Diversity

NETA is committed to diversity and providing professional development sessions that offer diverse perspectives and are inclusive. The following questions are optional. If you choose to answer these questions, please do so from the perspective of the primary producer of this session.

Ethnicity - Please select only one

- Indigenous American or Alaska Native
- Asian
- Black or African American
- Hispanic, Latino, or Spanish
- Native Hawaiian or other Pacific Islander
- White
- Two or more races
- Other race, ethnicity, or origin

Gender - Please select only one

- Female
- Male
- Prefer to self-identify



## APPENDIX: SESSION RFP QUESTIONS

### **Session Title\***

The title should be descriptive, but brief. In some cases, attendees will only see the title of your session, so pick one that will help the reader make an informed decision.

### **Session Description\***

The description should briefly share the topic and learning outcomes of this session. What will attendees gain by participating in this session? (1,000 character limit.)

### **Learning Outcomes / Key Insights**

Share what attendees can expect to learn and how they can apply this knowledge in their work, communities, and/or with colleagues. (1,000 character limit.)

### **How will this session be engaging and interactive?**

Share how you plan to organize the session to engage and interact with participants – in-person and virtually. Also, include how the session will be structured, i.e., moderated interviews, debate, stacked presenters, small group discussion, etc.

### **Facilitators / Speakers**

We understand that you may not have confirmed speakers yet. Please fill out as much as possible. If your session is selected, you will need to confirm all speakers by August 5, 2024. Please note that breakout sessions are limited to four speakers.

Speaker 1: First Name, Last Name, Title, Organization\*

Facilitator 1: First Name, Last Name, Title, Organization

Additional Speakers:

Speaker 2: First Name, Last Name, Title, Organization

Speaker 3: First Name, Last Name, Title, Organization

Speaker 4: First Name, Last Name, Title, Organization

### **Voting Category / Track\***

Your colleagues will have an opportunity to vote for their favorite sessions proposals. The following categories will help organize sessions during the voting process and learning tracks during the conference. Select all that apply.

1. Content
2. Community Engagement
3. Education
4. Marketing/Communications
5. Professional Growth & Station Innovation



## APPENDIX: SESSION RFP QUESTIONS

### Format\*

60 minutes      90 minutes

### Public Media Learns\*

If your session is not selected for the conference, would you be willing to share your session on Public Media Learns in webinar or meeting format?

Yes      No      Maybe

### What would you like your audience to know before coming to your session?\*

Please share any other helpful information about your session.

### Who would benefit most from your breakout session?\*

Small station? Large station? University licensee? Who do you think would get the most out of your session?

### Budget, Funding & Grants\*

Will you be prepared to share how your project was funded?

### Agreement\*

By submitting a session proposal, you agree to attend the 2024 NETA Conference in-person, if your session is selected.

### Next Steps

You will receive an email copy of your session proposal once it is submitted. If you don't receive a copy, or if you have any questions, please contact Maria Rodillo at [mrodillo@netaonline.org](mailto:mrodillo@netaonline.org).

Thank you and good luck!

***“Everyone’s job is important. We all help in different ways.”  
– Daniel Tiger***

