



Selected Breakout Sessions

**Subject to change*

**Not all sessions will be available for virtual, but will be recorded for later viewing*

Live Breakout Session (60 minutes)

Build and Leverage Educational Relationships in Your Community

Teachers want to use awesome content, but often don't have enough hours in their day to search for new resources. How can you produce content that is useful and valuable for them to use? How can you ensure that they find it? Come join Iowa PBS as we share how we have been able to identify specific classroom needs and establish community partnerships to help produce local, relevant, and standards aligned resources that benefit the classroom and partners alike.

Key Insights:

During this session, participants will learn

1. Participants will know where to look to find education-focused partners
2. Participants will be able to identify the educational needs of their community
3. Participants will be able to identify standards to link to content topics

What would you like your audience to know before coming to your session:

That they would have a desire to reach educators or parents in their region/community.

Learning Tracks:

Community Engagement, Content, Education

Who would benefit from your session:

Education department staff or staff tasked with creating content for educators.

Session Speakers:

1. Cody Smith

Live Breakout Session (60 minutes)

Building Social-Emotional Learning through Children's Media: A Conversation with Fred Rogers Productions

Hear from Fred Rogers Productions' Supervising Producers Kristin DiQuollo ("Donkey Hodie"), Chris Loggins ("Daniel Tiger's Neighborhood") and Olubunmi Mia Olufemi ("Alma's Way") as they discuss how FRP's programming provides a well-rounded, social-emotional curriculum for children from ages 2 to 6; how learning goals have been seamlessly incorporated into the series' engaging stories; and how that learning is extended to children's classrooms, homes, and beyond via free and accessible games, activities, and more.

Key Insights:

During this session, participants will learn

1. Get a behind-the-scenes look at how core messages inform creative decisions.
2. How are producers working with advisors to take the core messages off broadcast and into actionable community events and school settings.

What would you like your audience to know before coming to your session:

We are excited to share how social-emotional life lessons are woven into our series and inform how a child can grow and thrive from preschool to early grades.

Learning Tracks:

Content, Education

Who would benefit from your session:

Content creators, outreach/engagement staff, digital producers

Session Speakers:

1. Chris Loggins
2. Kristin DiQuollo
3. Olubunmi Mia Olufemi

Live Breakout Session (60 minutes)

It Takes TWO To Make A Thing Go Right

"Teamwork makes the dream work." Each community is unique in the way it operates, how it is funded, and its engagement and services. This session will address the importance of partnering with families to increase engagement and increase sustainability. It will also provide strategies that successfully connect with communities, educators, and families and for assessing assets and needs as well as using the findings to leverage PBS KIDS resources. These insights have in turn informed a strategic focus and tailored approach to education services that meet the needs of communities, educators, and families.

Key Insights:

During this session, participants will learn

1. Participants will gain knowledge of factors to consider for effective collaboration with community partners.
2. Participants will gain knowledge of effective strategies to understand working and planning together.
3. Participants will gain knowledge to effective strategies to address increased family capacity and sustainability.

What would you like your audience to know before coming to your session:

Family engagement is possible when a partnership has been developed. Let me provide you will strategies to guide the partnership.

Learning Tracks:

Community Engagement

Who would benefit from your session:

Station leaders, educators, community leaders.

Session Speakers:

TBD

Live Breakout Session (60 minutes)

Leveraging the Family and Community Learning Framework

Building upon the family engagement model developed by PBS Kids, CPB and Ready to Learn stations, the WQED Education team will facilitate a hands-on interactive session that encourages station staff to work in collaboration with community partners to create engaging workshops for families that reflect the strengths and needs of the communities they serve. WQED will explore the framework of the FCL model and how simple modifications can allow stations to customize these experiences to resonate with local families and educators. WQED will share examples of station created FCL's and lessons learned through evaluation.

Key Insights:

During this session, participants will learn

1. Participants will become familiar with the Family and Community Learning Model.
2. Using the Family and Community Learning model participants will explore ways to create engaging experiences for families.
3. Participants will be able to create their own Family and Community Engagement Workshops using the presented frameworks.
4. Participants will explore tools to facilitate conversations with community partners. These tools will help to create Family and Community Learning Workshops that on build on strengths and assess current needs.

What would you like your audience to know before coming to your session:

Family engagement is possible when a partnership has been developed. Let me provide you will strategies to guide the partnership.

Learning Tracks:

Community Engagement

Who would benefit from your session:

Station leaders, educators, community leaders.

Session Speakers:

1. Cathy Cook
2. Gina Masciola
3. Denice Pazuchanics
4. Liz Kostandinou
5. Shelly Schmidt

Live Breakout Session (60 minutes)

Refreshing the PBS KIDS Logo for a Multiplatform Media Environment

After over 20 years as the symbol of our iconic children's brand, the PBS KIDS logo is getting an update! Join us for an in-depth look at the new design, how it works with the existing expanded brand package, and new station architecture. We'll explore how the logo "travels" across a range of dynamic multiplatform environments and provides continuity for our audience, no matter where they watch, play and learn. The discussion will include a detailed review of the logo roll-out plan and relevant tools your station can use to maximize brand equity at the local level.

Key Insights:

During this session, participants will learn

1. Gain context around the PBS KIDS logo refresh. This includes a look at audience research and samples of the logo "in action" across a wide range of platforms.
2. Explore the recently expanded PBS KIDS brand package and see how it reflects a deep commitment to diversity, equity, and inclusion.
3. Explore the new station logo architecture and discover the range of tools available to apply the logo to locally-branded content. This includes information on station grants.

What would you like your audience to know before coming to your session:

This session will offer those that missed the PBS Annual Meeting presentation another chance to learn about updates to the PBS KIDS logo, brand package, and recommended station logo architecture. We anticipate added information about station grants.

Learning Tracks:

Marketing & Communications

Who would benefit from your session:

Station representatives working on marketing, communications, and creative/design teams.

Session Speakers:

1. Andrea Iezzi
2. Maria Vera Whelan
1. Sharon Philippart

Live Breakout Session (60 minutes)

Yes You CANA: Community Assets and Needs Assessment to Build Stronger Engagement Projects from the Beginning

As part of the 2020-25 Ready To Learn initiative, CPB and PBS, with support from research partners EDC and SRI, developed the Community Assets and Needs Assessment (CANA). This tool was developed to help stations design and implement equitable, inclusive, and culturally responsive community engagement in highly collaborative ways.

This session will introduce the CANA, with a focus on its initial design, goals, and evolution. Learning Neighborhood stations Vegas PBS and WXXI will share how they've utilized the CANA to design their RTL project and how it continues to support their Learning Neighborhoods. Attendees will then practice using elements of the CANA with each other. Finally, CPB and PBS will share plans to broaden access to the CANA as part of a comprehensive resource on NETA's Public Media Learns platform.

Key Insights:

During this session, participants will learn

1. Why conducting an assets and needs assessment is a critical first step in developing a community engagement project, especially in RTL
2. How RTL Learning Neighborhood stations have utilized the CANA toolkit to develop their projects, and how other stations can incorporate the CANA into their engagement practices
3. Plans for evolving the CANA for use by all public media stations through NETA's Public Media Learns platform

What would you like your audience to know before coming to your session:

While this session will provide a brief introduction to the priorities of Ready To Learn, specifically the 2020-25 round, it would be helpful for attendees to have some familiarity with the RTL initiative, or other education and engagement practices with children ages 2-8, their families, and caregivers/educators.

Learning Tracks:

Community Engagement, Education

Who would benefit from your session:

Any station that engages in community engagement, especially related to early childhood, will benefit from this session.

Session Speakers:

1. Cara Rager
2. Jessica Russell
3. Kea Anderson
4. Megan Kuensting

Live (60 mins) & Public Media Learns, Live & Pre-Recorded
Session LIVE at the conference and a pre-recorded version of session.
Separate dedicated time frame to answer any questions from virtual attendees.

Bringing Broadcast Segments into the Classroom: Expanding the Reach and Relevance of PBS Content

PBS NC has produced "Keeping Water Renewable," an inquiry-based blended lesson that mixes animations, hands-on projects, and PBS NC broadcast segments. The full lesson, to be posted on PBS Learning Media, aligns to state and national middle and high school science standards, and contains up to 10 days of classroom-ready content.

Key Insights:

During this session, participants will learn

1. Present state of the art online lessons that align to standards and engage students
2. Discuss ways in which the Keeping Water Renewable lesson adheres to DEI policies and aspires to give Gen Z students opportunities to become climate activists
3. Present an example of ways in which PBS-produced educational content can extend reach and relevance of content originally produced for broadcast or digital general audiences.

What would you like your audience to know before coming to your session:

We'd like them to consider the potential that originally produced, online educational content, posted on the national and heavily trafficked educational platform PBS Learning Media, has in increasing funding, relevance, and overall impact of PBS general audience content.

Learning Tracks:

Content, Education

Who would benefit from your session:

Broadcast and digital-content (ie general audience) producers who want to increase funding and relevance potential of their content.

Session Speakers:

1. Beth Harris
2. Frank Graff

Live (60 mins) & Public Media Learns

SRL StoryMaker

StoryMaker is a free learning platform developed by PBS NewsHour Student Reporting Lab. It's your one-stop shop for projects, tutorials, and lesson plans connected to media making, digital journalism, and public broadcasting. Beyond hubbing a robust library chock full of activities, videos, tutorials and worksheets, it features teacher resources, an educator directory, as well as offers several community building opportunities. Sounds awesome, right? Buy hey: we know getting started with such awesomeness can be overwhelming. Join this hands-on workshop and not only learn the basics of StoryMaker, but create your own zine that will serve as a pocket-sized roadmap of how you can integrate StoryMaker within your community.

What's a zine?

A zine is a mini-magazine-of-sorts that is independently made. What accumulates in a zine can represent a particular moment in time, poetry, artwork, doodles or simply a collection of ideas. The SRL twist: creating zines that can enforce information that might otherwise be known as a menu, curriculum map or informational guide.

Key Insights:

During this session, participants will learn

1. Participants will learn how to holistically integrate a free learning platform within their station's programs making the process more efficient and fun
2. Participants will be given a hands-on opportunity to process and figure out how to apply resources in a highly creative format
3. Participants will be connected with PBS Student Reporting Lab youth media and broadcast specials for your station's platforms

What would you like your audience to know before coming to your session:

We're going to get crafty: if you like to color, cut + paste: this workshop is for you. If you don't: you should still attend and get in on some arts-based learning.

Learning Tracks:

Community Engagement, Content, Education

Who would benefit from your session:

Teachers, educators + station community engagement staff looking to elevate student voices or build their curriculum with a free learning platform

Session Speakers:

1. Emily Hope Dobkin

Live (60 mins) & Public Media Learns

The Project Life Cycle: Sharing Multi-Station Case Studies for Success

We've all heard the public media joke? You know, the one about how one person wears many hats? The one that makes you laugh and cry on the inside at the same time? Well, grab your project management hat(s) and join this project life-cycle session to learn how you can make the juice worth the squeeze without losing your mind or your cool. In this session, three stations will walk you through their tried and true methods for project management highlighting collaboration, funding mechanisms, partnerships, strategies and communication, closing with effective measurement and planning for future projects. Hear case studies of what went well - and what didn't - as defined by each station success metric.

Key Insights:

During this session, participants will learn

1. Building and following through with a project-based strategic plan.
2. Life hack: Building a culture of collaboration.
3. Measuring and growing your audience.

What would you like your audience to know before coming to your session:

The presenters are from large, medium and super small stations. We want to help you create solutions and culture changes that can work at any station with the understanding that many folks at PBS stations are teams of one.

Learning Tracks:

Content, Marketing & Communications, Station Culture & Management

Who would benefit from your session:

We will focus heavily - although not entirely - on digital projects. Anyone in campaign building, from content to development to digital, could benefit from this session. We will also include examples with educational services elements.

Session Speakers:

1. Alyson Trevino
2. Tabitha Safdi

Live (60 mins) & Public Media Learns

Virtual Tours - A New Tool for Educational Content

The 2020s will be the decade that public media fully embraces 3D interactive content, as hardware costs drop and 3D content creation skills become ubiquitous. Learning how to harness 3D space for storytelling will take experimentation and practice, and a good first step for stations is the creation of virtual tours. Probably most associated with real estate, virtual tours can also be a great educational tool for capturing cultural spaces and can provide increased accessibility. Even better, a station can get started in this type of production for as little as \$1,000. A small group of stations has crossed this threshold and found success on the other side. Join Georgia PBS, Nebraska Public Media and PBS Wisconsin to hear their different approaches to virtual tours. In this session, you will learn what hardware and software you need to get started so you can jump into this space as well. To help demonstrate the technology, PBS North Carolina will create a small virtual tour in Charlotte during the course of the conference and discuss the experience as a part of the panel.

Key Insights:

During this session, participants will learn

1. Session attendees will gain an understanding of virtual tours and their real-world application by PBS stations.
2. Session attendees will gain a familiarity with different types of virtual tour software hardware and the costs associated with each.
3. Session attendees will emerge with knowledge of the human resource needed and workflow used to create virtual tours.

What would you like your audience to know before coming to your session:

Prior production experience isn't necessarily required to make this content.

Learning Tracks:

Content

Who would benefit from your session:

Education staff looking for new ways to present content and producers looking for innovative ways to tell stories.

Session Speakers:

1. Amber Samdahl
2. David Huppert
3. Laura Evans

Live (60 mins) & Public Media Learns

We Are Well Beings: The Importance of Mental Health Resources in Schools

In June 2022, the film *Hiding in Plain Sight: Youth Mental Illness* executive produced by Ken Burns and directed by Erik and Christopher Loren Ewers premiered. WETA, the producing PBS Station for *Hiding in Plain Sight* and the Well Beings initiative, is developing a host of supplemental materials for adults seeking mental health resources to support the young people in their lives. The Mental Health Language Guide is designed to equip adults, regardless of their experience, with the language tools that they need to discuss mental health concerns with youth. The Well Beings Educator Toolkit is a comprehensive educational resource collection for use by educators, administrators, school support staff, counselors, social workers and first responders who work directly with, and for, young people. This interactive session, will share the research that guided the curation of the language guide and toolkit, explain the benefits of including mental health resources in school curriculum, and lead attendees in sample dialogues and hands-on exercises directly from the resources.

Key Insights:

During this session, participants will learn

1. Attendees will learn the leading mental health concerns of students
2. Attendees will actively engage with language tools and resources found in the Well Beings Mental Health Language Guide and Well Beings Educator Toolkit
3. Attendees will understand how to effectively engage with their local education community about mental health in education

What would you like your audience to know before coming to your session:

The Well Beings Educator Toolkit will live on <https://wellbeings.org/education/>

The Well Beings Mental Health Language Guide lives on wellbeings.org/languageguide

Learning Tracks:

Community Engagement, Education

Who would benefit from your session:

Public media education and community engagement staff

Session Speakers:

2. Amy Labenski

Live Breakout Session (60 minutes) In-Person Only
Session LIVE at the conference. There will be no virtual or pre-recorded aspect of session.
Session will be recorded and added to Public Media Learns.

'ON OUR MINDS': HEARING TEEN VOICES ON THE MENTAL HEALTH CRISIS

America's youth are in the midst of a mental health crisis. Seventy percent of teenagers see anxiety and depression as major problems, according to a recent survey by the Pew Research Center. In 2021, PBS NewsHour Student Reporting Labs (SRL) premiered "On Our Minds," a breakthrough podcast on teen mental health. Its success with student creators and audiences prompted Season 2, released in Spring/Summer 2022.

Join SRL to learn about how to get teens, parents, and educators talking about mental health. Audio storytelling helped allow students to be vulnerable as they explored various topics— from unique challenges among LGBTQ+ youth, to immigrant communities, and eating disorders. Attendees will hear from the podcast's teen hosts and SRL youth media producer Briget Ganske. Attendees will leave the session with an understanding of how they can articulate the value of exploring audio storytelling with young people at their station and add a new dimension to youth engagement initiatives.

Key Insights:

During this session, participants will learn

1. Engage middle and high school students in audio production
2. Support teens using SRL resources and program models
3. Explore difficult topics, like youth mental health, in a supportive way

What would you like your audience to know before coming to your session:

America's youth are in the midst of a mental health crisis. Seventy percent of teenagers see anxiety and depression as major problems, according to a recent survey by the Pew Research Center

Learning Tracks:

Community Engagement, Content, Education

Who would benefit from your session:

Public media creators who want to engage teenagers in audio storytelling and/or talking about mental health issues

Session Speakers:

1. Briget Ganske
2. Faiza Ashar
3. Matt Suescun

Live Breakout Session (60 minutes) In-Person Only
Session LIVE at the conference. There will be no virtual or pre-recorded aspect of the session.
Sessions will be recorded and added to Public Media Learns.

Tweens, Teens, and Public Media: State of the Field in 2022

What kinds of work are stations doing when it comes to engaging tween and teen audiences? How common is this work across the system? What are stations' strengths and needs when it comes to engaging this critical audience? Digging into these questions and more, this session will share early results from a 'state of the field' study conducted by Next Gen Public Media, an initiative of the Joan Ganz Cooney Center at Sesame Workshop.

Based on both quantitative and qualitative data gathered from over 200 public media stations, this study aims to create a baseline understanding of where the field is at in 2022 when it comes to tween and teen programs, content, and engagement. Following a presentation of findings from the study, the session will invite participants to think together about its implications: What do they want to see happen to support greater impact when it comes to youth audiences? Where do they think the field should go? And how do they want to be a part of it?

Key Insights:

During this session, participants will learn

1. Participants will have opportunities to better understand the extent and nature of tween and teen work within the public media system
2. Better understand the strengths and needs of stations doing tween and teen work within the public media system
3. Consider implications for themselves, and for the field, based on the study's findings

What would you like your audience to know before coming to your session:

Nothing in particular - just have an interest in thinking together about the field of public media and how it can better engage youth audiences!

Learning Tracks:

Community Engagement, Content, Education

Who would benefit from your session:

Station general managers, directors of education, organizations that partner with and support stations.

Session Speakers:

1. Colin Angevine
2. Michael Preston
3. Rafi Santo

Live (90 mins) & Public Media Learns, Live & Pre-Recorded
Session LIVE at the conference and a pre-recorded version of session.
Separate dedicated time frame to answer any questions from virtual attendees.

All Together Now! - The power of partnerships in Public Media

This session will highlight the power of partnerships when serving communities. PBS NC recently hosted their inaugural Impact Early Childhood Education Summit. The event was successful due to its 35 presenting partner agencies and 10 PBS member stations from across the country. This initiative is Replicable, Scalable and Sustainable. PBS NC staff as well as PBS Charlotte and Alaska Public Media will present. Come hear about how it was developed and the steps to bring it fruition. Participants will walk away with insight on how to leverage their partnerships within their communities in a way that is truly impactful!

Key Insights:

During this session, participants will learn

1. How to maximize partnerships
2. Member station collaborations
3. Sustainability

What would you like your audience to know before coming to your session:

This session will offer a strategy for collaboration and educator engagement.

Learning Tracks:

Community Engagement, Education, Marketing & Communications

Who would benefit from your session:

Education divisions

Session Speakers:

1. Kathleen Kramer
2. Lauren McDowell
3. Toye Watson
4. Stephanie McFadden
5. Mallory Mbal

Live (90 mins) & Public Media Learns

Access and Equity in Digital Media Education

In the field of digital media, a person often needs experience in order to get their first job. But how do they get that initial experience? And how do public media stations connect these dots to access this more diverse pool of trained content creators? This is where WQED Film Academy comes in.

Description Bullet Points:

WQED Film Academy:

- Three levels of programming for high school students hosted at WQED Multimedia
- Third level students in the program are paid to create content for WQED.
- Across entire state of Pennsylvania, looking to expand.
- Virtual option created in 2021 in response to growing demand for digital education.
- Scholarships, college fairs, and professional development opportunities for all participating students. Events such as college fairs made open to the public.
- Programming will continue to serve filmmakers after they have graduated from the program.
- Staff overlap between station content creators and teaching artists.
- Continued expansion, both virtually and in person.

Access, Equity, Inclusion in the digital media industry:

- Elevating voices in underserved or underrepresented communities.
- Build professional pathways that lead to employment and career opportunities.
- Creating digital media literacy for students in ever growing digital world.
- Hard technical skills, but also soft transferable skills.
- Virtual includes a “film at home kit,” for students to keep, helping to close the digital divide and reaching the rural population of students.
- Opportunities for stations to vet and source future talent and create a more diverse workforce.

Testimonials:

JD Smith, Reach Cyber Charter School:

- Explaining what a partnership with Film Academy looks like.
- What WQED Film Academy has done in/for their school.
- How Film Academy has enriched their students’ educational experiences.
- Future opportunities and growth.

Former/Current Student:

- Explaining their experience, sharing anecdotes, and screening content they created as part of WQED Film Academy.
- How Film Academy prepared them for their next steps.
- How will Film Academy support their future career.

Key Insights:

During this session, participants will learn

1. Best practices for how to provide greater access to film/broadcast/media education to students in underserved or underrepresented communities.
2. How to partner with educational institutions and community organizations to create digital media education programs for the children of their communities.
3. How to create access in order to pave the way for a more equitable industry.

What would you like your audience to know before coming to your session:

WQED Film Academy is a part of WQED Multimedia, birthplace of Mr. Rogers' Neighborhood, in Pittsburgh, PA. Recently acquired, WQED Film Academy (formerly Steeltown Entertainment Project), has served the Greater Pittsburgh community for over 20 years.

Learning Tracks:

Community Engagement, Education

Who would benefit from your session:

- Educators, public media stations, and community members trying to build a youth video program for their school, station, or region.
- Educators interested in creating career pathways for underrepresented students in their communities.
- Stations looking for sustainable pathways for prospective future employees

Session Speakers:

1. JD Smith
2. Mary Ann McBride-Tackett

Live (90 mins) & Public Media Learns

Co-Designing Multi-Platform Family Engagement Programs

This session will explore how co-design can be used to develop a family engagement program that spans digital content, in-person activations, virtual workshops, broadcast opportunities, and much more. The development of PBS SoCal's Family Math initiative serves as a model for ongoing collaboration and co-development between public media and local families as well as across departments within a public media organization. We will explore best practices for co-design and provide resources for stations eager to pursue this type of program development.

Key Insights:

During this session, participants will learn

1. Identify opportunities for co-design in existing and new initiatives
2. Explore how to amplify the voices of families through co-creation and co-design to address their digital content needs
3. Learn how to leverage cross-departmental collaboration for effective co-design and implementation

What would you like your audience to know before coming to your session:

There are countless opportunities for co-design within communities and our organizations! We are excited to explore possibilities with you. You will have time to collaborate and brainstorm in-session.

Learning Tracks:

Community Engagement, Content, Education

Who would benefit from your session:

Employees of public media stations interested in collaboration and co-design to impact their communities and expand the assets they produce.

Session Speakers:

1. Carla Pineda
2. Frances Zazueta
3. Henry Cram

Live (90 mins) & Public Media Learns

Embracing Differences, Finding Strengths: A Public Media Model for Autism Inclusion in the Workplace

Embracing Differences, Finding Strengths will present a sample inclusive work environment for those diagnosed with Autism Spectrum Disorder. WKU PBS will share their data, keys to success, toolkit, and strategic partnership experience to aid stations considering targeting this workforce for employment.

Key Insights:

1. Understanding the Five Keys to Success with employees on the autistic spectrum
2. Leave with an employment toolkit for your station
3. Understand the availability of strategic partnerships in your service areas

What would you like your audience to know before coming to your session:

Persons diagnosed with ASD represent the most under and unemployed disability group in the US

Learning Tracks:

Station Culture & Management

Who would benefit from your session:

University Licensees, Joint-Licensees

Session Speaker:

1. Molly Swietek

Live (90 mins) & Public Media Learns

Make it Phenomenal!

Want to showcase user-generated content but not sure how to address editorial challenges? Looking for new strategies to grow your classroom/community partnerships? Wondering how you can use data to highlight the impact of locally-created educational resources but not sure where to start? This course is for you!

In 2018 Iowa PBS launched the user-generated website and service, Iowa Science Phenomena, and continues to grow this free, community-vetted online resource FOR K-12 science teachers, BY science teachers. During this hybrid course Iowa PBS Education staff will share experiences, lessons learned and allow participants to collaborate around topics including: work flows for moderating/scaling user-generated content; and strategies for building and sustaining robust community/classroom engagement; effectively telling your stories; and strategies for gathering and using project and program data. Bring your questions and ideas to share!

Key Insights:

1. Proven strategies for design and curation of web-based student and teacher resources
2. Scalable workflows for vetting and moderating user-generated content
3. Strategies for building and sustaining partnerships with local educators, statewide education agencies, outdoor/informal educators, higher education and beyond
4. Methods for conducting formal and informal research and evaluation, along with strategies for communicating impact to stakeholders, public, and potential partners/funders

Learning Tracks:

Education, content

Who would benefit from your session:

Educators

Session Speaker:

1. Tiffany Morgan
2. Cody Smith

Live (90 mins) & Public Media Learns

Responding to Community Needs - Gathering Data and Designing Resources

This roundtable discussion will bring to light ways that stations have focused on community needs during our pandemic era, with a focus on assessing community needs and interests as a precursor to disseminating resources and offering support. Austin PBS will bring two assets to share: Kinder Cards, a set of activity cards designed to bolster school readiness in anticipation of a full return to school in Fall 2022; and "If You Like...", a media campaign that connects areas of interest to compelling youth literature. Both of these items can currently be found at austinpbs.org/summer

Key Insights:

During this session, participants will learn

1. Participants will think about and discuss ways that they gauge community needs and interests, then apply or design public media resources to address community needs and interests
2. Participants will brainstorm avenues for potential inquiry about needs and interests within their communities
3. Participants will share or design approaches to addressing community needs and interests that hold true to the core values of PBS educational media - safe, engaging, fun, and educational

What would you like your audience to know before coming to your session:

to think about how the pandemic has thrown us curveballs and the creative ways that we all have responded

Learning Tracks:

Community Engagement, Content, Education

Who would benefit from your session:

education staff, development staff, station leadership

Session Speakers:

TBD

Live Breakout Session (90 minutes), In-Person Only
Session LIVE at the conference. There will be no virtual or pre-recorded aspect of session.
Sessions will be recorded and added to Public Media Learns.

Let's Talk About It: Supporting Families and Communities Through Difficult Times and Challenging Moments

From scary spiders to community tragedies, children and families discuss a vast array of big feelings on a daily basis. These experiences directly impact mental health, social emotional development, and wellbeing.

This session will explore how public media supports each other and how stations serve communities during difficult times and challenging moments. Presenters will share best practices and lessons learned from the "PBS KIDS Talk About" series, WUCF's "Meet The Helpers" and KLRN's response to the tragedy in Uvalde. Attendees will discover public media resources that help communities process big feelings, cope with adversity, and practice resiliency.

Key Insights:

During this session, participants will learn

1. Attendees will learn how to engage in community dialogue about challenging topics, model conversation starters and learn how to keep the discussion going.
2. Attendees will experience the sense of community within public media and understand how we can support each other.
3. Attendees will leave with content and resources they can use to assist families in their communities.

What would you like your audience to know before coming to your session:

Attendees do not need to have a particular knowledge or background before attending this session. We ask attendees to come with an open heart and an interest in supporting social emotional learning and mental health. We welcome a variety of experiences and perspectives when it comes to supporting families through adverse experiences or promoting resiliency among children.

Learning Tracks:

Community Engagement, Content, Education, Marketing & Communications

Who would benefit from your session:

Our session is specifically designed to serve a variety of stations so every attendee leaves with actionable takeaways that can be implemented in their unique community.

Session Speakers:

1. Marla Krueger
2. Melissa Galvan
3. Veronica Toney

Pre-recorded session without live component

Finding Your Collaborators: National Productions & Local Partners

According to recent articles in TIME and USA TODAY, genealogy is the second-most popular hobby in the U.S., and Ancestry.com states that on average, their website handles over 1 billion searches per month, servicing more than 3 million paying subscribers.

National productions like Finding Your Roots, and the upcoming Ken Burns film The American Revolution, present the perfect opportunity for stations to take part in this burgeoning pastime which lends itself to fostering deep discussions around local connections to historic events explored in national productions.

The national partnerships that WETA cultivates with organizations like PBS Books, the National Genealogical Society (NGS), and the Afro-American Historical and Genealogical Society (AAHGS) are underutilized. This session would seek to provide a workshop for stations to see how connecting with local chapters of these, and other, national organizations can strategically amplify engagement while also prioritizing diversity, equity, and inclusion.

This interactive session will feature presenters on the national and local side explaining how community-based genealogical societies, libraries, and stations can work together to collectively build their networks; create engaging events; and cultivate new members. Attendees will hear success stories from stations and genealogical societies who have worked together across various projects in a variety of ways.

Key Insights:

During this session, participants will learn

1. Attendees will learn of available resources and national partnerships from WETA for upcoming National WETA productions
2. Attendees will learn about genealogical societies and how partnerships can expand audience reach and project impact
3. Attendees will understand how to effectively engage with their local genealogical community

What would you like your audience to know before coming to your session:

WETA can support connections to local genealogical societies and libraries, either directly for National WETA productions, or independently for local station initiatives

Learning Tracks:

Community Engagement, Marketing & Communications

Who would benefit from your session:

Public media education and community engagement staff

Session Speakers:

TBD

Pre-recorded session without live component

Media Integration for Educators

A walk-through guide of examples of how Vegas PBS is training and supporting media integration for the teachers in the 5th largest school district and the state of Nevada. The session will provide take-away templates to use along with examples of how Vegas PBS is leveraging academic supports created by other stations to provide training for educators.

Key Insights:

During this session, participants will learn

1. To provide examples of how Vegas PBS is providing media integration for educators
2. To illustrate how to leverage professional development from other PBS stations

What would you like your audience to know before coming to your session:

Nothing specific

Learning Tracks:

Education

Who would benefit from your session:

Any station member tackling the task to provide media support or professional development for educators

Session Speakers:

TBD