



## 2023 Breakout Session Selected

*Subject to change*

[See the conference schedule for more information](#)

# Live Breakout Session: 60 minutes hybrid

Sessions will be LIVE in-person AND virtual Zoom interaction simultaneously.

## **Adding the “A” to your DEI Program: Improving the Accessibility of your Organization**

Many are familiar with DEI as it relates to race, ethnicity, gender, and sexuality; but people with disabilities—the nation’s largest minority group—are often left out of the conversation altogether. At GBH, we have enjoyed a long history of making media accessible for people with disabilities and, in 2021, the creation and support of a dedicated senior Accessibility position significantly improved the culture of accessibility and inclusion within GBH, allowing us to better serve our employees, members, and viewers, increasing a sense of belonging while reducing organizational risk.

### **Key Insights:**

During this session, participants will learn:

1. You will learn what accessibility means, how to be respectful and inclusive of people of all abilities, and why it's important for technology and materials to be accessible to everyone.
2. Taking the first steps toward creating a Culture of Accessibility for your Organization
3. Using Inclusive Language and other welcoming practices

### **What would you like participants to know before coming to this session:**

That disability (and chronic illness, included among non-apparent disabilities) affect many station employees, viewers, and members. Building a consideration of their needs into your organization’s culture is rewarding in anticipated and unanticipated ways. There are free and cost-effective ways to begin, and peers within the system who are willing to help and to share knowledge and resources. Increased audience engagement, better staff morale, improved SEO and reduced compliance risk are only some of the positive benefits of incorporating accessibility into your DEI initiatives and day-to-day operations.

### **How will Diversity, Equity, Inclusion, Belonging and Accessibility impact your session:**

This proposed session is the result of multiple conversations with leadership at GBH and various PBS stations and follows an ongoing conversation with CPB leadership about improving accessibility across the public broadcasting system. As the former head of GBH's National Center for Accessible Media, I have 15+ years of experience in managing accessible media projects and supporting a wide range of clients who have been affected by Web Accessibility and ADA-related litigation. That expertise made me uniquely suitable to help create the position I now hold at GBH, and I'd like to share what I have learned about managing an employee Disability/Accessibility ERG, centralizing accessibility accommodations for events, improving the delivery of accessible content through the expansive distribution channels we all now manage, ensuring accurate and realistic representation of people with disabilities in our print and online media, and--often my favorite part of my job--supporting viewers who write or call in to ask for help about how to access their favorite programs with closed captioning or audio description. DEIA & B is my job. It is relevant in my personal/family life as a mother of a child with multiple disabilities. And it will be the central focus of my session.

### **Who would benefit most from your breakout session:**

DEI professionals, Content Creators/Producers, Event Managers, Marketing and Communications staff, HR representatives, Legal representatives, Social Media managers, Executive Leaders, Digital Teams, News teams

### **Learning Tracks:**

Community Engagement, Content, Education, Marketing/Communications, Professional Growth & Station Innovation

### **Session Speakers:**

Donna Danielewski, WGBH Educational Foundation

### **Advancing DEI Through Multi-Station Collaboration**

In this session participants will learn about how to work collaboratively across similarly structured stations to attract, develop and retain a more diverse and highly-skilled workforce and improve inclusion and belonging in the workplace. Started organically in 2019 and with \$450,000 in funding from the Corporation for Public Broadcasting in 2021, the Public Media Workforce Collaborative\* (PMWC) is modeling a DEI-focused management training program, a marketing campaign to attract more diverse job applicants and a human-centered staff engagement process that results in more inclusive policies and practices. Come learn about how to advance DEI in ways no one station could resource or implement alone. \*Buffalo Toronto Public Media, Detroit Public Television, Ideastream Public Media (Cleveland) and WQED (Pittsburgh)

### **Key Insights:**

During this session, participants will learn:

1. How to form a collaborative that pools resources (staff + money) to advance similar DEI and workplace culture issues and opportunities.
2. How to develop and implement a DEI-focused leadership development program, including curriculum design, participant selection, participant assessment and real-world application at your station.
3. How to create and execute a marketing campaign that tests different types of messaging to attract more diverse candidates to job openings at your station

### **What would you like participants to know before coming to this session:**

Collaboration is often a difficult endeavor. Yet, given the rapidly changing nature of the public media workforce and the new demands being placed on stations to accommodate new sensibilities, collaboration can help stations tackle common challenges, pool resources and take on more strategic-level HR initiatives in ways no one station could achieve alone. Since its inception in 2019, the Public Media Workforce Collaborative has demonstrated the value and impact that is possible for public media stations when they join forces to address complex and expensive issues.

### **How will Diversity, Equity, Inclusion, Belonging and Accessibility impact your session:**

The entire session is rooted in multiple stations advancing their DEI efforts to the work of their collaborative. Initiatives include a DEI-focused leadership development program, a human-centered design employee engagement project and a marketing research project on how to attract more diverse candidates to open job positions.

### **Who would benefit most from your breakout session:**

General Managers, HR professionals, DEI practitioners

### **Learning Tracks:**

Professional Growth & Station Innovation

### **Session Speakers:**

1. Mike Shafarenko, Ideastream Public Media
2. Ladonne Montelione, Ideastream Public Media

### **American Graduate Jobs Explained: The Station Journey to the 'Missing Middle'**

At this breakout session, we will layout the concrete steps that stations can take to engage young people (ages 13-18) through social media video and community engagement. WNET staff will share lessons learned from their work on the American Graduate: Jobs Explained project, which is focused on connecting with young people through jobs-oriented vertical video on social media platforms. Together with station leads from across the country, we will investigate the journey stations are undertaking to reach the 'Missing Middle', including hiring a social video producer, understanding the content creation process and best practices, engaging with community through youth advisory boards and using data to shape future programming. Attendees will leave the session with clear steps on how to start building a youth audience and strategies for taking their youth engagement projects to the next level.

### **Key Insights:**

During this session, participants will learn:

1. Attendees to this session can expect to learn what teen and young adult audiences value in their media and key content planning methods that align with the fast pace of social media.
2. Attendees to this session can expect to learn how to rethink recruitment practices for social media specialists and ways to harness existing relationships to keep the voice of your content fresh.
3. Attendees to this session can expect to learn how to use data to analyze engagement and how to plan an effective strategy that builds on station and community strengths.

### **What would you like participants to know before coming to this session:**

Audiences should be aware of social media platforms and video content, though they don't need to be experts. Coming to our session with questions and concerns is the best way to enter into the space of learning that we are hoping to create. Audiences will be asked to use their personal smartphones if they have them, or else partner with others who do have them. Even for casual attendees, there will be an invitation to participate and share your feedback.

### **How will Diversity, Equity, Inclusion, Belonging and Accessibility impact your session:**

The Jobs Explained project aims to break down the barriers for young people of diverse backgrounds to access meaningful content about their careers and work futures. Embedded in this approach is the proposition that when we acknowledge where young people are consuming media, when we ask them directly what they want and when we see the data about their viewing habits, we must in turn listen to what they say and what their behavior indicates. Creating cycles of trust in this way increases the sense of belonging among young audiences-their ideas and selves are present in the media they are consuming. We also prioritize a focus on local communities and issues, because when stations are serious about DEI work, they need to start at home, thinking about who is in their service area and how to ensure that these audiences are engaged fully. Social Media video is also a terrific place to work on accessibility, given the numerous tools that creators have at their disposal to create captioning, text and image descriptions and multiple avenues for commenting and engagement.

### **Who would benefit most from your breakout session:**

Our breakout session is aimed at any sized station that has an authentic interest in reaching young audiences through social media. Station leaders as well as programmatic teams will equally be engaged in the big questions about the best ways to build and sustain robust connections with young people.

### **Learning Tracks:**

Community Engagement, Content, Education, Marketing/Communications, Professional Growth & Station Innovation

### **Session Speakers:**

1. Aaron Siegel, WNET
2. Darrell Strong, OETA
3. Eric STarzynski, WQED
4. Linda Wei, Alaska Public Media

### **Coming Together: Engaging Educators and Station Staff to Build Classroom-Ready Content**

In partnership with PBS member stations and PreK educators, PBS KIDS has implemented a process to build high quality early learning content that utilizes an iterative design process. With support from the PNC Foundation, the project aligns PBS KIDS media properties with selected lessons from the PNC Grow Up Great Lesson Center— building an expanded library of bilingual content for the PBS LearningMedia library.

By elevating teachers' voices and engaging station partners, we are performing field tests of the lesson plans (adapting content based on educator feedback), developing a playbook of co-design best practices, and building the infrastructure to grow and sustain communications, relationships, and support with local educators beyond the scope of the project.

In this session, you will hear from peers about their experience recruiting, engaging, and growing relationships with local educators— sharing both the successes and the challenges. And, you will learn more about the co-design process— engaging educators, producers, and external content contributors, to build early learning resources.

### **Key Insights:**

During this session, participants will learn:

1. Learn how to identify and deepen relationships with local early childhood educators.
2. Learn how to replicate the process for building meaningful content informed and inspired by the targeted audience.
3. Connect with PBS member stations and PBS KIDS representatives to exchange ideas about implementing the co-design process to build classroom-ready content.

### **What would you like participants to know before coming to this session:**

PBS KIDS content helps educators to become more knowledgeable about subject matter, more able to integrate technology, more adept at introducing instructional approaches tied to best practices, and more confident teachers. Our educator strategy involves an expansion of tools and bilingual resources from trusted PBS KIDS properties and partners so we can continue responding to the growing demand for content to educate the youngest learners across settings.

### **How will Diversity, Equity, Inclusion, Belonging and Accessibility impact your session:**

Through this project, we are growing the catalog of bilingual educator resources available on PBS LearningMedia; by Fall 2024, 118 lesson plans will be available in both English and Spanish. To do so, we have engaged PBS member stations and more than 70 educators from seven communities (Kentucky Educational Television, Detroit Public TV, WUCF- Central Florida, Twin Cities PBS, NinePBS- St. Louis, KLRN- South Central Texas, and PBS Western Reserve). Within each cohort, Spanish-speaking educators as well as educators from public school settings, Head Start settings, and registered homes have reviewed the content.

### **Who would benefit most from your breakout session:**

PBS Member Station Representatives (who are working with or are interested in working with educators to build media-rich content for educator-use)

### **Learning Tracks:**

Community Engagement, Content, Education

### **Session Speakers:**

1. Maricella Borroel, PBS KIDS
2. Amanda Wright, PBS
3. Elisa Resendiz, KLRN
4. Patty Jaramillo, PBS

### **Creating Meaningful Community Partnerships**

During this session, participants will have the opportunity to explore and learn about meaningful ways to engage with partners in their community. Drawing from the best practices and experiences gathered at WQED, we will delve into a range of projects that have proven to be successful and effective.

The showcased projects have been carefully selected for their ease of implementation, ensuring that participants can take back valuable insights and practical strategies to their own stations. These projects have been designed with simplicity in mind, allowing attendees to start implementing them right away without the need for extensive resources..

By leveraging partnerships within the community, WQED has successfully identified and implemented initiatives that not only fulfill their mission but also generate revenue. Participants will discover innovative ways to collaborate with local businesses, organizations, and individuals to create mutually beneficial partnerships that support their community and the station's goals while generating additional funding opportunities.

Throughout the session, participants will have the chance to engage in interactive discussions that will delve into the practical aspects of each project. They will gain insights into the specific strategies employed by WQED, including how to identify potential partners, establish meaningful connections, and collaborate on projects that resonate with the community.

### **Key Insights:**

During this session, participants will learn:

1. Explore effective methods for identifying potential partners within the community, understanding their needs and interests, and developing strong relationships built on mutual trust and shared goals.
2. Understand the importance of creating mutually beneficial partnerships, and explore innovative ways to collaborate with community stakeholders.
3. Learn strategies for actively engaging with the community and maximizing the impact of your projects.

### **What would you like participants to know before coming to this session:**

Participants should know that collaborating with community partners can be a seamless and manageable process, not a daunting task, and that positioning their station as a community convener strengthens relationships and demonstrates commitment to serving the community's needs.

### **How will Diversity, Equity, Inclusion, Belonging and Accessibility impact your session:**

By giving the partners ownership of community events, it celebrates the diversity and strengths of each community in a beautifully representative manner.

### **Who would benefit most from your breakout session:**

Anyone trying to build community partnerships!

### **Learning Tracks:**

Community Engagement, Education

### **Session Speakers:**

1. Cathy Cook, WQED
2. Denice Pazuchanics, WQED
3. Gina Masciola, WQED

### **Creating Sustainable and Co-Collaborative Partnerships with Indigenous Communities**

This fall PBS will premiere THE AMERICAN BUFFALO in October, and NATIVE AMERICA Season 2 in November. These programs present an opportunity for stations to collaborate with Native leaders and communities to celebrate Indigenous cultures and histories, worldviews and contemporary Native life.

This session will address successful experiences and the arising opportunities of working with Indigenous communities, and provide stations with best practices for relationship building. Attendees will gain tangible takeaway practices to forge sustainable partnerships with Indigenous communities via panel discussion and Q&A.

### **Key Insights:**

During this session, participants will learn:

1. Learn best practices for how to reach out to Indigenous communities and build sustainable partnerships.
2. Learn local story angles, engagement co-collaborations developing now, and opportunities for THE AMERICAN BUFFALO and NATIVE AMERICA SEASON 2.
3. Learn how Vision Maker Media is a resource and opportunities for stations to partner.

### **What would you like participants to know before coming to this session:**

Any promotional information on American Buffalo and Native America Season 2 that is available.

### **How will Diversity, Equity, Inclusion, Belonging and Accessibility impact your session:**

WETA and Vision Maker Media are partnering on this session, which is focused on providing PBS stations with insights and resources to connect with Native communities. The intended goal of the session is to provide stations with knowledge to engage more deeply with local Indigenous communities via inclusive and sustainable partnerships. This will be achieved through involvement of local PBS stations who will add their experiences and insights to the discussion, as well as a highlight of Vision Maker Media's content and resources for stations. Any clips shown will have open captions to ensure all audience members can participate.

### **Who would benefit most from your breakout session:**

All stations from every state, whether three tribes or 30+ tribes are located in their state, would benefit. This session will assist stations hoping to take the first step in creating more inclusive engagement and content.

### **Learning Tracks:**

Community Engagement

### **Session Speakers:**

1. Chloe Kougias, WETA
2. Francene Blythe-Lewis, Nebraska Public Media

### **Family-Centered Research: Using feedback to shape and modify family programs**

Colleagues from The WNET Group and Education Development Center (EDC) will discuss how they incorporated feedback from parents-- with a special focus on Latino and Spanish-speaking audiences--to guide content development for the Cyberchase Mobile Adventures in STEM bilingual family learning program. Representatives from other PBS stations will share how they have used formative research to guide and enhance their programs.

Panelists will describe how they specifically sought feedback from communities they are trying to reach through their programs. They will share how feedback produced unexpected findings that helped them add new features to their programs, including visual and language supports, social media features, and specific content that fit families' needs and interests. The session will also explore the following: How to build in time for research in the project timeline; Ways to use feedback from focus groups to shape new programs and modify existing educational initiatives; How to decide what feedback/suggestions to incorporate. The panelists will also share insights about the challenges of recruitment and how to make sure there is a diverse and representative sample. The team will share how online focus groups can be used to gather feedback in a cost-effective manner and highlight strategies to help parents/caregivers feel comfortable sharing feedback.

During the session, there will be opportunities (in the full group and in small discussion groups) for participants to ask questions and share their own experiences with formative research.

### **Key Insights:**

During this session, participants will learn:

1. How to lead focus groups & observation sessions with parents and families to test program materials in development.
2. How to use feedback to make changes to existing programs.
3. How to solicit and incorporate feedback throughout the life of a project.

### **What would you like participants to know before coming to this session:**

The session will include easy-to-implement strategies that any station can implement regardless of budget. The session will highlight techniques that stations can use to gather feedback from families and best practices for using that feedback to help develop and modify family programs.

### **How will Diversity, Equity, Inclusion, Belonging and Accessibility impact your session:**

The session will include best practices for providing programs that meet the needs and interests of diverse audiences. The session will provide specific examples of how the Cyberchase Mobile Adventures in STEM team solicited feedback from Spanish-speaking families to guide the creation and modification of their bilingual family program.

### **Who would benefit most from your breakout session:**

Anyone who works at a station that conducts family programs and is interested in making sure the programs meet the needs and interests of their target audiences.

### **Learning Tracks:**

Community Engagement, Education

### **Session Speakers:**

1. Janice Fuld, The WNET Group
2. Noah Goodman, Education Development Center



## **Happy and Healthy, Inside and Out: Sesame Street Resources for Whole Child Wellness**

Every day, you make a difference by helping kids and families grow smarter, stronger, and kinder. Public Media and your role in it unites communities, fosters families' and kids' resilience, nurtures their physical and mental health, and provides critical early learning opportunities. You're an important part of the "circle of care" that surrounds the families and kids who need it most. In response to the growing mental health crisis, Sesame Workshop is supporting the emotional and physical well-being of young children and families through research-based resources and engaging content designed for the whole family. Our approach offers strategies to support all families – from celebrating joyful everyday moments to teaching children the essential skills they need to understand and manage their feelings to helping parents and community providers recognize the signs of more serious health challenges. Dive deep into the ways to use our free, bilingual resources in early learning spaces with children and families. In the workshop Happy and Healthy, Inside and Out, we'll provide an overview of our newest resources devoted to whole child wellness, and plan ways to embed these activities in your work and play with children and families!

### **Key Insights:**

During this session, participants will learn:

1. Engage with our newest resources connected to emotional well-being and eating well
2. Explore the new digital website [sesameworkshop.org](https://sesameworkshop.org)
3. Encourage children and the adults in their circle of care to be healthy on the inside and out

### **What would you like participants to know before coming to this session:**

No prior knowledge is needed

### **How will Diversity, Equity, Inclusion, Belonging and Accessibility impact your session:**

To improve health outcomes for children and families it is important we understand the multitude of factors impacting their healthy growth and development.

When we address social determinants of health, we reduce health disparities and work towards health equity.

There are social conditions, called the social determinants of health (SDOH) that directly impact health outcomes. These conditions include:

- Education access and quality, health care access and quality, economic stability, social/community context, neighborhood and built environment,
- And structural and systemic racism and other forms of oppression.

These differences in conditions result in health disparities or differences in health outcomes among groups of people.

Health disparities are the metric we use to measure progress toward health equity.

Our resources are designed to help adults working with children and families reduce health disparities, eliminate barriers and provide a healthy foundation to ensure children enter school ready to succeed.

### **Who would benefit most from your breakout session:**

Community outreach and education folks

### **Learning Tracks:**

Community Engagement, Content, Education, Professional Growth & Station Innovation

### **Session Speakers:**

Jenna Fishner, Sesame Workshop

### **Inclusive Local Content as a Vehicle for Empathy and Cultural Literacy**

In this session, we will delve into the vital skill of identifying underrepresented stories within communities. As public media professionals, it is crucial to practice inclusive storytelling that amplifies the voices of underserved populations and provides audiences with new perspectives. Our mission is to serve and educate, and by partnering with diverse communities, we can share authentic experiences that foster empathy and cultural literacy. During the session, you will discover effective strategies to identify and collaborate with a keen eye for diversity and inclusion. We will explore how to lift up the narratives that often go unheard, such as those featured in the impactful programs "My Home," "Visibly Speaking," and "Black Issues Forum." Additionally, we will discuss ways to partner with marketing teams to showcase the tangible impact and engagement that these programs generate. Join us as we learn and grow together, using inclusive local content as a powerful tool for promoting empathy and cultural understanding.

### **Key Insights:**

During this session, participants will learn:

1. Develop the skill of identifying underrepresented stories: Participants will learn techniques and strategies to effectively identify stories that are often overlooked or marginalized.
2. Learn approaches for building meaningful partnerships that honor and uplift underserved voices, fostering a deeper connection and understanding.
3. Explore methods for measuring and showcasing the outcomes of inclusive storytelling, highlighting the value of empathy and cultural literacy in public media.

### **What would you like participants to know before coming to this session:**

Our session will be focused on content creation.

### **How will Diversity, Equity, Inclusion, Belonging and Accessibility impact your session:**

Our session explore strategies for partnering with diverse communities: Participants will understand the importance of actively collaborating with diverse communities to share authentic experiences. They will learn approaches for building meaningful partnerships that honor and uplift underserved voices, fostering a deeper connection and understanding between public media organizations and the communities they serve.

### **Who would benefit most from your breakout session:**

Producers and Content Directors

### **Learning Tracks:**

Content

### **Session Speakers:**

1. Heather Burgiss, PBS North Carolina
2. Deborah Holt-Noel, PBS North Carolina
3. Rebecca Ward, PBS North Carolina

### **Library Alchemy: Unleashing the Magic of PBS KIDS to Transform Scaling Engagement with Libraries**

Libraries and public media stations tend to be strongly aligned in service to communities. This session will explore the powerful impact of building relationships with libraries to foster deep engagement through virtual and in-person engagement efforts. Attendees will learn from four different PBS stations on models they have used to enhance community involvement, strengthen partnerships, and leverage PBS KIDS resources on local and statewide levels. Participants will gain insights into practical strategies and best practices for successfully stewarding library relationships, empowering them to create vibrant and inclusive library ecosystems that drive meaningful connections and transformative learning experiences for all.

#### **Key Insights:**

During this session, participants will learn:

1. Explore PBS tools, curriculum and resources that are ideal for engaging and empowering library educators.
2. Develop an understanding of best practices for establishing and nurturing relationships with library partners, both at the local and statewide level.
3. Explore innovative strategies for expanding PBS KIDS' reach and maximizing the impact of public media in community service, literacy, and education.

#### **What would you like participants to know before coming to this session:**

Libraries are an ideal partner for expanding PBS KIDS' reach. They are often the cornerstones of their communities and offer multiple, free programs that are multi-generational.

#### **How will Diversity, Equity, Inclusion, Belonging and Accessibility impact your session:**

Do you mean how will DEIBA inform our session? If I'm understanding the question correctly, these concepts are at the heart of the services we hope to offer through libraries. They are best situated to understand the unique needs of the community when it comes to DEIBA, and with support from PBS on free, accessible resources, can truly help enhance learning outcomes for all children.

#### **Who would benefit most from your breakout session:**

Engagement specialists, program coordinators, early learning directors, early learning coordinators, etc.

#### **Learning Tracks:**

Community Engagement, Education, Professional Growth & Station Innovation

#### **Session Speakers:**

1. Mouna Algahaithi, PBS Wisconsin
2. Alex Stallings, Nine PBS
3. Amanda Wright, KET
4. Krista Respass, Maryland Public Television

## **Mistakes Required – Authenticity, Diversity and Computational Thinking in Work It Out Wombats! and Lyla in the Loop.**

Work It Out Wombats! and Lyla in the Loop are the first public media series that teach preschool and early elementary school-aged children “computational thinking” – a set of flexible problem solving skills that may, at first, sound unfamiliar to families and educators alike, but are broadly useful in everyday life.

In addition to introducing CT skills, a central goal of both of Work It Out Wombats! and Lyla in the Loop is to tell stories that authentically represent the broad range of identities that make up our viewing audience, with special attention to those cultural identities that are historically underrepresented in STEM fields. And critically, to match that diversity on screen with a diverse team behind the scenes at all levels of production.

In this session, creative team members behind these PBS KIDS series will lead an honest and interactive conversation about lessons learned (and mistakes made) through the production process including team building, script writing, design and animation, digital production and community engagement.

### **Key Insights:**

During this session, participants will learn:

1. Share lessons learned from the production of Work It Out Wombats! and Lyla in the Loop, including how we: create content that reflects diversity of our audience’s lived experiences in a joyful
2. Share lessons learned from the production of Work It Out Wombats! and Lyla in the Loop, including how we: build a team and work toward a shared understanding of the series culture and inclusion goals
3. Share lessons learned from the production of Work It Out Wombats! and Lyla in the Loop, including how we: demystify computational thinking so stations can share messaging with families, educators

### **What would you like participants to know before coming to this session:**

This session is for those who are willing to share and discuss relevant experiences they may have related to the learning objectives for the session. We hope that attendees will leave feeling encouraged and energized.

### **How will Diversity, Equity, Inclusion, Belonging and Accessibility impact your session:**

To achieve the objectives outlined above, both Work It Out Wombats! and Lyla in the Loop showcase a wide array of characters, personality types, and family structures, who are relatable and reflect the diverse PBS KIDS audience.

During this session, we will provide a behind-the-scenes look at how content is developed and how decisions are made to ensure that we are promoting the message that EVERYONE has creative problem solving abilities that are valuable across many career pathways, and in everyday life.

### **Who would benefit most from your breakout session:**

Staff who focus on:

Content (programming, production, digital), Education (early learning, K-2), Community Engagement, Marketing & Communications (event promotion, OTT promotion, public relations, internal and external communications)

### **Learning Tracks:**

Community Engagement, Content, Education, Marketing/Communications

### **Session Speakers:**

1. Marisa Wolsky, GBH
2. Dave Peth, Mighty Picnic
3. Nneka Bolden, Mighty Picnic

### **Music & Art for Young Children - PBS Has the Super Power of Engaging Education for Those that Need Us the Most!**

Exposing young children to different artists and styles of art and music is critical for their cultural understanding, creativity, critical thinking skills, historical awareness, cognitive and motor development, emotional growth, and career exploration. Music and Art enriches their lives, expands their worldview, and fosters their overall development as well rounded individuals.

To help young children develop into well rounded individuals with age-appropriate exposure to art and music education, South Florida PBS partnered with local organizations, the New World Symphony, the University of Miami Frost School of Music, and the Perez Art Museum Miami. Together with the help and leadership of these partners we developed and presented KidVision Music Time and KidVision Art Room interstitials to air during PBS Kids programming. Three sets of interstitials were created, each with 12 one-minute segments. A new segment is released each month of the year to keep content ever changing, interesting and varied. One KidVision Music Time interstitial series is dedicated to 12 different instruments played in an orchestra. The other KidVision Music Time series is dedicated to presenting 12 different music genres. And KidVision Art Room is focused on presenting a diverse group of 12 artists, each with an art activity that kids can do at home.

South Florida PBS KidVision is proud of our endeavor to open the door for children to be exposed to age appropriate music and art education in their own living rooms. It is particularly important as public schools close down arts learning opportunities, that we focus on them to fill the gap.

Come and learn how South Florida PBS KidVision partnered with local organizations to create art and music interstitials that are engaging, interactive, and educational.

#### **Key Insights:**

During this session, participants will learn:

1. Early childhood is the opportune time to introduce Music & Art Education
2. Public television is the premier source of entertaining education for young children in low social-economic conditions
3. Creating professional partnerships is key to creating valuable content

#### **What would you like participants to know before coming to this session:**

BS Kids programming makes a difference. We are the teachers. Learning about art and music at an early age is critical to helping children become well rounded adults.

#### **How will Diversity, Equity, Inclusion, Belonging and Accessibility impact your session:**

Early childhood is a unique time in a person's life where art and music exposure and education can make a difference in how the world is perceived. Young children love music and adults are eager for children to listen to and move to music and to express themselves through art. It is a time to foster imagination and creativity and a time of adults approving and encouraging that interaction. In later years the focus shifts to academics, but in early childhood art and music take center stage. Art and music is inclusive to all people. It is sought by all and shines a light for diversity, equity, inclusion, belonging and accessibility.

#### **Who would benefit most from your breakout session:**

PBS Staff that are creating or are looking for Art and Music content for young children. Interstitials that will make an impact on the well rounded education of young children.

#### **Learning Tracks:**

Community Engagement, Content, Education

#### **Session Speakers:**

1. Penny Bernath, South Florida PBS
2. Jeneissy Azcuy, South Florida PBS
3. Joyce Belloise, South Florida PBS

**NETA Education PLC Presents: Steal This Idea!**

Join the executive board of the NETA Education PLC for a fun and inspiring Steal this Idea session! In this session we will foster a culture of collaboration and sharing, as we aim to inspire station education colleagues to embrace new approaches, techniques, and strategies that can enhance learning and engagement in your community. Learn from Education leaders from stations all over the state and different sizes about how you can build stronger partnerships with communities, evaluate programs, support educators and families and produce digital content for teachers.

**Key Insights:**

During this session, participants will learn:

1. Participants will learn from the Education PLC Executive board members about specific initiatives that are successful in their communities.
2. Participants will discover new ideas to take back to their community.
3. Participants will engage in rich discussion with their peers about new ideas for supporting education work at their station

**What would you like participants to know before coming to this session:**

The NETA Education PLC Executive Board is made up of Education leaders from all over the US who have experienced great success engaging their communities. They are excited to share their work with the participants who attend this session.

**How will Diversity, Equity, Inclusion, Belonging and Accessibility impact your session:**

Our group is comprised of a diverse group of women from stations of all sizes representing states all across the US.

**Who would benefit most from your breakout session:**

Anyone who finds themselves engaging with their communities and supporting the education mission of public media

**Learning Tracks:**

Education

**Session Speakers:**

1. Nikki Vradenburg, Montana PBS
2. Arionna Ralleigh, Nine PBS
3. Cathy Cook, WQED
4. Laura Evans, GPB

### **Oh, Happy Day! Engaging Communities and Educators with GOSPEL**

There Is A Fountain of engagement and education opportunity for public media stations and local communities to use for the upcoming GOSPEL documentary from Henry Louis Gates, Jr. Premiering in February 2024, the new four-hour film series will dig deep into the origin story of Black gospel music that blended the sacred spirituals with the blues tradition and soared to new heights during the Great Migration. In this lively and informative session, we'll share a sneak peek of the film along with engagement timelines and useful resources you can use Down By The Riverside or Up To The Mountain. The Best Is Yet To Come because we'll also share our plans for teacher materials and student activities. Wanna Be Happy? Then Move On Up A Little Higher to also hear from other stations who had success with past projects including The Black Church and Making Black America. After this session, you'll have the whole world in your hands.

### **Key Insights:**

During this session, participants will learn:

1. Attendees will have a sneak peek at the upcoming documentary from Henry Louis Gates, Jr. and learn more about the themes and topics presented in the film.
2. Attendees will learn about the free resources available for community engagement activities including ways to engage with public media radio stations and HBCUs
3. Attendees will understand how to effectively engage with their local education community and about the resources in development for PBS LearningMedia

### **What would you like participants to know before coming to this session:**

Gospel will premiere in February 2024

### **How will Diversity, Equity, Inclusion, Belonging and Accessibility impact your session:**

A primary factor in all of our engagement and education work in the National Programming department at WETA is to "engage diverse perspectives." Our projects are developed to provide stations and their communities with resources and national partnership connections that support local activities designed reach new audiences and drive thoughtful dialogue across cultures, generations and levels of accessibility. The Gospel project will be no different.

### **Who would benefit most from your breakout session:**

Engagement, Education and Communications professionals

### **Learning Tracks:**

Community Engagement, Education

### **Session Speakers:**

1. STATION TBD
2. Julia Greenwald, WETA
3. Martin Fischhoff, Detroit Public Television
4. STATION TBD

### **Peg + Cat + Family Math = Learning Fun!**

Peg + Cat is turning 10! Celebrate this totally AMAZING anniversary as we share mathtastic ways to engage with your communities. Hear from Fred Rogers Productions, PBS SoCal, and stations about the free Family Math resources and available opportunities. These robust offerings feature Peg + Cat and hands-on learning activities that put math concepts into context. During this session, we will also dive into an Family and Community Learning (FCL) activity. Using Family Math allows families to practice math skills with their young learners in tangible, engaging, and relevant ways! From FCL's to printables, there are many exciting opportunities to bring the Family Math movement to your station and communities. So join Peg, Cat, and a whole lot of friends as together we'll have a whole lot of fun with math!

### **Key Insights:**

During this session, participants will learn:

1. Participants will learn about Family Math
2. Participants will learn about resources and opportunities available to them
3. Participants will walk away with inspiring new ways to engage with their communities

### **What would you like participants to know before coming to this session:**

That Family Math is big right now especially in light of the pandemic and math test scores being low. The resources available high quality and free.

### **How will Diversity, Equity, Inclusion, Belonging and Accessibility impact your session:**

This session is for everyone. Unfortunately often the impact of lower math performance and other academic areas highly affects marginalized groups. All students deserve to learn concepts in a way that works for them. On top of that Family Math empowers families (all families) to see how they can help support math learning in their homes. An authentic double dose of math practice at home and school can help students to grow their proficiency in math concepts. Strong math learning opportunities in the early years build strong foundational skills for math learning throughout the years.

### **Who would benefit most from your breakout session:**

Education and Outreach

### **Learning Tracks:**

Community Engagement, Education

### **Session Speakers:**

1. Mallory Mbalia, Fred Rogers Productions
2. Benjamin Kramer, Austin PBS
3. Kimberly Flack, Arizona PBS
4. Rosemary Miller, PBS SoCal



### **The New Audience Survey: Measure Your Impact While Listening to Your Community**

Audience surveys don't just measure impact; they can also engage your community. That's a win-win scenario, since it's time to shift the narrative away from attendance and viewership numbers and focus on how well public media is educating, inspiring, and connecting people.

PBS Business Intelligence has embarked on a program to measure more of what matters, and we'd like to share our learnings about survey methodology and uses. Recent advances have made it easier to establish a consistent survey workflow across events, online content, and community listening, and the results are a powerful way to tell your organization's story and identify areas for improvement. At the same time, surveys can spark valuable dialogue and build community connections if you're able to both listen and respond.

As part of this session, you'll be proposing survey questions, taking different kinds of surveys, and viewing real-time responses. Virtual attendees taking digital surveys will compare their experience with those of in-person attendees filling out paper surveys, and we'll demonstrate ways to combine data sets. Though this RFP does not currently list co-speakers, it's our intention that at least one or two stations will participate as co-speakers to share their real-world experiences with the benefits and challenges of surveys.

### **Key Insights:**

During this session, participants will learn:

1. Practical: Discover platforms and processes that can help you automate surveys, get more responses, and easily tabulate results.
2. Strategic: Learn how stations are using surveys to build community relationships, as well as how to create double-duty surveys that are both content-specific and interchangeable.
3. Collaborative: Explore ways to leverage survey results across departments while honoring your respondents' non-transactional investment in your organization.

### **What would you like participants to know before coming to this session:**

Surveys -- and shared best practices around surveys -- are a missed opportunity for public media.

### **How will Diversity, Equity, Inclusion, Belonging and Accessibility impact your session:**

We'll discuss ways to make sure your survey reaches and can be completed by everyone, regardless of ability, location, or access to technology.

### **Who would benefit most from your breakout session:**

Anyone who has heard that their work didn't have an impact because "not enough people showed up" or "it didn't have enough views."

### **Learning Tracks:**

Community Engagement

### **Session Speakers:**

Katie Koskenmaki, PBS

### **The Power of an Interdepartmental Audience Data Team**

Recognizing the importance of audience data in decision making is crucial in today's media landscape. How are you able to best serve your audiences? What kind of data will help you tailor your content, your programs and your strategy to maximize reach and engagement? Knowing your audience can help everyone at your station make better informed decisions, and local data can show you where your audience's habits differ from the national trends.

In this session, Iowa PBS will provide a blueprint for your station to build out your own data team. The discussion will include how to get station leadership to buy into the importance of centralized data collection, reviewing available data sources and identifying ways to collect data, and showcasing how that data can then be used to benefit your station teams.

### **Key Insights:**

During this session, participants will learn:

1. Identifying the key players on a data team
2. Understanding the importance of audience data analysis
3. Interpreting and using the data once collected

### **What would you like participants to know before coming to this session:**

Stations with small staff or limited budgets can still find value in data. This session will provide the framework for station staff to collaborate across departments and identify data sets that will help drive decisions, set benchmarks to measure against, and help to set realistic goals.

### **How will Diversity, Equity, Inclusion, Belonging and Accessibility impact your session:**

The session will teach participants to collect and analyze local audience demographic data to better inform programming and event decisions and more effectively target specific audience segments.

### **Who would benefit most from your breakout session:**

This session is developed for those who are looking to collaborate across departments at their station and to make data-driven decisions in their work.

### **Learning Tracks:**

Community Engagement, Content, Education, Marketing/Communications, Professional Growth & Station Innovation

### **Session Speakers:**

1. Caryline Clark, Iowa PBS
2. Taylor Shore, Iowa PBS

### **Tying Community Engagement and Digital Together**

Representation in media is not only important but it is vital. It is important for us to tell our community stories. VPM commissioned local artists from varying backgrounds. The task? To illustrate a national month or holiday that is important to them and capture the artist's unique perspective. We asked the artist to write a description of the piece as well as we did a video recap interview with them. This is a great campaign to highlight your community, educate the audience and share across the digital platforms.

### **Key Insights:**

During this session, participants will learn:

1. How to engage with your audience and tell their stories
2. Increase brand awareness and followers for social platforms
3. Turn those who may be unfamiliar with the brand into raving fans

### **What would you like participants to know before coming to this session:**

How to connect community engagement and digital together

### **How will Diversity, Equity, Inclusion, Belonging and Accessibility impact your session:**

This is all about diversity because we highlight artists from various backgrounds.

### **Who would benefit most from your breakout session:**

social media managers, content producers, community engagement

### **Learning Tracks:**

Community Engagement, Content

### **Session Speakers:**

Jamila Walker, VPM

### **Unlocking the Power of Partnerships in Youth Media Education**

WQED in Pittsburgh and WHYY in Philadelphia are joining forces to share (by example) how partnerships, in all of their many iterations, have helped their respective youth programs develop, grow, and thrive, in the public media space.

Exploration of each stations' programming (WQED Film Academy; WHYY Media Labs) will reveal the integral role of partnerships both internal (across departments and across stations) and external (community, schools, and individual) on funding, expansion, and equity in youth media education.

The four facets of mutually beneficial partnerships will be reviewed in detail: resources, revenue, reach, and reciprocity. Resources include field trips, guest speakers, venues for screening/exposure for student-led content, paid internships, etc. that can be tapped in to enhance programming and experiences for students. Revenue will explore how partners can seek joint funding or how provided programming can generate income. Reach will discuss how these partnerships can tap into previously unknown or inaccessible pools of students and serve as a feeder and diversify programming. Finally, reciprocity will cover the importance of returning the support received in order to maintain and grow a long-term partnership.

Recent questions around funding youth media work will fuel the conversation as we explore how to prepare youth for media careers by leaning into partnerships. We'll navigate strategizing funding via collaborative grant applications, sharing resources to reach those in rural, underrepresented or inaccessible areas, and helping to spread awareness of programming to increase revenue streams. Both stations will share their challenges and successes in these areas.

Finally, we will come together as public media stations for an interactive group conversation around what a unified public media credential may look like for youth media. Attendees will leave with a refreshed understanding and many new ideas to help catapult their youth media initiatives to the next level.

### **Key Insights:**

During this session, participants will learn:

1. Explore different types of partnerships available to enhance programming. Some of these will include community centers, industry businesses, unions, networking groups, school and government agencies.
2. The four facets of mutually beneficial partnerships will be reviewed in detail: resources, revenue, reach, and reciprocity.
3. How to breach other departments within stations to invest and participate in youth programming, as well as working with other stations both within your state or region and beyond.

### **What would you like participants to know before coming to this session:**

WQED Film Academy is a part of WQED Multimedia, birthplace of Mr. Rogers' Neighborhood, in Pittsburgh, PA. Acquired in 2022 by WQED, Film Academy (formerly Steeltown Entertainment Project), has served the Greater Pittsburgh community for over 20 years. Offering programming in schools, after school and in community centers, as well as educational field trips, workshops, and professional development, WFA also hosts middle and high school teens at their station throughout the year. High school students are given the opportunity to work up to a paid, content creating position as part of WQED's Teen Film Crew. WFA has served thousands of students throughout the region and created concrete career pathways for hundreds of highly engaged WFA teens.

### **How will Diversity, Equity, Inclusion, Belonging and Accessibility impact your session:**

The session will discuss providing access points for students of various backgrounds by leaning into partnerships with organizations that serve underrepresented populations in both rural and urban communities. Consideration will also be given to the benefits of engaging a diverse pool of partners across a wide range of communities served to broaden and enrich the programming provided and enhancing students' experiences and exposure to their world.

### **Who would benefit most from your breakout session:**

- Stations wanting to explore or grow their youth media programming
- Educators interested in creating career pathways for underrepresented students in their communities
- Stations looking for sustainable pathways for prospective future employees

**Learning Tracks:**

Community Engagement, Content, Education

**Session Speakers:**

1. Mary Ann McBride-Tackett, WQED Multimedia
2. Ian Altenbaugh, WQED
3. Lisa Wilk, WHY?

## **"You Got Peanut Butter in My Chocolate" - How to Build Strong Partnerships to Create Engaging Education Content**

We hear it all the time..."Our station doesn't have the capacity to create local education content" or "Our producers are busy working on local content for broadcast or streaming and often don't prioritize education content." It's not a new problem, but there is a solution...partnerships! In 2021, on the heels of COVID-19 restrictions, Wyoming PBS partnered with "Science Kids," a local science camp that had similar goals, objectives and challenges: how to reach more kids across the state with high quality educational content while dealing with limited staff, budget, and expertise. In this session we'll explore how these two organizations were able to meld the best of what they both had to offer to reach their shared goal of increasing engagement and outreach within their communities.

### **Key Insights:**

During this session, participants will learn:

1. We will explore best practices in engaging other non-profits with similar missions.
2. Like peanut butter and chocolate, we'll discuss ways in which both organizations can contribute equally with their specific areas of expertise to create an even better product.
3. We will share successes and challenges in sharing and promoting content within our community (and we might do one of the simple activities from the videos if time and circumstances allow!)

### **What would you like participants to know before coming to this session:**

That being a small station or having a small staff doesn't always have to limit your production outcome if you're willing to think creatively!

### **How will Diversity, Equity, Inclusion, Belonging and Accessibility impact your session:**

DEI was critical in the development of our lessons. We wanted to make sure every lesson we created would be accessible for all, regardless of social or financial circumstances, race or culture. This was a benchmark we held up to every module, because every module had lesson plans aligned to state and national standards as well as a separate 'activity guide' specifically designed for parents and caregivers to use with their kiddos in their own backyards, whatever that might look like!

### **Who would benefit most from your breakout session:**

Small stations, stations with small education departments, stations who outsource education

### **Learning Tracks:**

Education

### **Session Speakers:**

1. Jennifer Amenda, Wyoming PBS
2. Julie Rieder, Science Kids

## Live Breakout Session: 90 minutes hybrid

Sessions will be LIVE in-person AND virtual Zoom interaction simultaneously.

### **Bridging Neighborhoods: Expansion of Ready to Learn with State-Level Partners**

Thanks to increased support from Congress and the U.S. Department of Education, the CPB-PBS Ready To Learn Initiative is building on our local community engagement efforts to attain broader impact at the state-level. Six RTL-funded stations - Austin PBS, Maryland Public Television, PBS SoCal, PBS Wisconsin, WFSU (FL), and WXXI (NY) - will be on hand to discuss their strategies for scaling this work to help close the achievement gap for children ages 2 to 8 from low-income families, through partnerships with state-level organizations and agencies, such as libraries, workforce commissions, NAEYC affiliates, and Preschool Development Grant recipients. The stations will also highlight their early progress on co-designing new hybrid professional learning experiences, which combine asynchronous PBS KIDS Self-Paced Learning content and local professional development resources with synchronous educator workshops. CPB and PBS will also highlight an opportunity for public media stations to apply for funding to join this state-level work in 2024.

### **Key Insights:**

During this session, participants will learn:

1. Attendees will learn about strategies for identifying and collaborating with state-level partners to increase the scope of their engagement with RTL families, educators, and stakeholders
2. Attendees will learn how PBS KIDS Self-Paced Learning content can be integrated with local education resources to support hybrid professional development with early childhood educators
3. Attendees will learn about an upcoming competitive solicitation to identify 15 additional stations to receive funding to develop and implement a state-level engagement plan utilizing RTL content

### **What would you like participants to know before coming to this session:**

The Ready To Learn Initiative is a cooperative agreement funded and managed by the U.S. Department of Education's Office of Elementary and Secondary Education (OESE). It supports the development of innovative educational television and digital media targeted to preschool and early elementary school children and their families. Its general goal is to promote early learning and school readiness, with a particular interest in reaching children living in low-income households. In addition to creating television and other media products, the program supports activities intended to promote national distribution of the programming, effective educational uses of the programming, community-based outreach, and research on educational effectiveness.

Under the 2020-25 Ready To Learn grant, CPB and PBS are working with early learning experts to create experiences that expose young children to career and workforce options and help them to build vital functional literacy, critical thinking, collaboration, and "world of work" skills and knowledge. This effort will also empower and equip parents, caregivers, and communities to support children's learning and growth in these areas to put children on a path to lifetime success. This grant is funding new multi-platform television series and connected digital experiences, short-form video series, podcasts for children and families, and digital and real-world hybrid learning experiences that support intergenerational and family learning at home, in virtual spaces, and in the community.

### **How will Diversity, Equity, Inclusion, Belonging and Accessibility impact your session:**

Diversity, Equity, Inclusion, Belonging, and Accessibility are essential to the work of Ready To Learn, which supports children ages 2 to 8 from low-income communities, their families, and educators. RTL recognizes that systemic barriers and historical injustices have perpetuated economic inequities, resulting in a disproportionate number of individuals from BIPOC communities with incomes lower than their white peers, and with higher rates of generational poverty. With this in mind, RTL has incorporated multiple efforts to improve DEIBA in our work, including the inclusion of DEIBA-focused members on our advisory board, DEIBA training for all stations participating in community engagement work, and an inclusive co-design process that strengthens the voice of communities in the development of RTL resources.

**Who would benefit most from your breakout session:**

Station education and engagement staff who are interested in scaling their early-childhood work through state-level partnerships, especially in support of families from low-income households and educators who work in low-income communities.

**Learning Tracks:**

Community Engagement, Education

**Session Speakers:**

1. Devon Tutak, Corporation for Public Broadcasting
2. Jen Kobylecky, PBS Wisconsin
3. John Sessler, PBS
4. Miriam Mendoza, Austin PBS



### **It's So Much More than ChatGPT: Leveraging AI for Your Station**

We invite you to explore the expansive landscape of artificial intelligence, with a specific focus on the power and potential of generative AI within the public media ecosystem. Generative AI leverages machine learning to generate new content, optimize workflows, personalize experiences, and enhance creativity.

Our first speaker will offer a comprehensive overview of AI, defining key concepts and providing historical context, including the evolution that has led to systems like ChatGPT and CLIP. We'll learn what sets generative AI apart within the larger AI field and discuss why it's making headlines worldwide. The aim is to provide a clear, accessible understanding of these complex technologies, shedding light on their implications for public media.

The second speaker will delve into practical applications, illustrating how generative AI is already transforming operations within public media stations. We'll examine successful implementations, exploring how AI can enhance audience engagement, content creation, and more. From optimizing metadata to generating video clips and automated content recommendations, generative AI has significant promise for public media.

We'll encourage attendees to share their own experiences with generative AI within their respective stations. There will be time set aside for attendees to tell the group what they're working on, challenges they're facing, and successes they've achieved. This interactive dialogue offers an invaluable opportunity to learn from each other, sparking fresh insights, fostering collaboration, and driving innovation in our field. Join us to shape the conversation on generative AI and the future of public media!

### **Key Insights:**

During this session, participants will learn:

1. To provide a basic understanding of what AI is, what it is not, what it can do, why it's important, success factors for AI adoption, etc.
2. To show relevant examples of how AI could be used in public media / what we could expect to see in AI in public media.
3. To have attendees ask about AI possibilities / share AI initiatives for their respective stations.

### **What would you like participants to know before coming to this session:**

AI has transformative potential for any organization. Recent breakthroughs in AI, called Generative AI (gAI), is a leveling moment in knowledge work and creative work that is on par with the advent of the personal computer in offices during the 1980s. Taking a responsible approach to AI adoption could allow us to do far more with the same human resource, and ensure that public media stays on the right side of the digital divide, which will inevitably stem from the mass adoption of this technology.

### **How will Diversity, Equity, Inclusion, Belonging and Accessibility impact your session:**

During our session, we will address the biases within these AI programs, as there has been a lot of press around this topic. We will discuss the importance of understanding the inherent biases of these LLMs and LMMs, the cultural colonialism that can underpin at least the gAI tools, and the need for us (as pro-social public media employees) to exercise oversight in how we use these tools based in the values of public media.

AI has tremendous potential to impact society and humanity. If used responsibly, it has the potential to be a positive force to bridge the gap; conversely, in the wrong hands it can do real harm by magnifying the disparities that already exist within society. AI is not a creature, but rather a tool, and so it is up to humans how to leverage it for public good.

### **Who would benefit most from your breakout session:**

Anyone who leads within a public media organization will benefit from this session. Whether you are a CEO, GM, a member of Senior Leadership, a department or team manager or a change agent working hard to help your station adapt and thrive, building intuition on AI and understanding the potential for AI is critical to your future.

### **Learning Tracks:**

Professional Growth & Station Innovation

**Session Speakers:**

1. Cari Kozicki, Lehigh Valley Public Media
2. Chad Davis, Nebraska Public Media
3. Laks Srinivasan, ROAI Institute

### **Multi-Generational Family Engagement is Successful When You Invest in the Parents and Educate Their Children**

Family engagement has traditionally engaged families and educators in hands-on learning through creative play in community settings, including childcare centers, libraries, and schools. But with the current influx of refugees and more low-income families needing out of school support, engagement strategies must be adapted to services and engage families over longer periods of time. And there must be an intentional effort to work with multi-generational families.

Join staff from Alaska Public Media, WQED and Arizona PBS to learn about strategies and emerging practices in working with multi-generational families ages 2-60, especially those in under-resourced communities and neighborhoods. Station staff will share stories of success and how they have pivoted with partners to work with multi-generational families.

The goal is to demonstrate how family engagement events can meet and exceed a parents and caregiver's hierarchy of needs while accomplishing the goal of education. Stations need to be able to help parents and caregivers answer the why? Why is it important to be my child's first teacher? Why should I know how to access free educational resources? Why is it important to work and have a job? And Why should I help my child with his math homework?

#### **Key Insights:**

During this session, participants will learn:

1. Participants will see how local communities developed partnership to provide parents resources
2. Participants will learn how to engage multi-generational families, and how to use children as a pathway to engage parents in educational resources
3. Learn ways to work across community organizations and with families to design non-traditional engagement models.

#### **What would you like participants to know before coming to this session:**

Three geographically different Media Stations continue to meet families where they are, regardless of access to internet/technology, income, or language using PBS educational resources and locally sourced resources.

#### **How will Diversity, Equity, Inclusion, Belonging and Accessibility impact your session:**

The stations will share stories about families who are new to the country, families who have recently come from war torn countries, families experiencing trauma, and struggle socially and emotionally. ' Discuss children in School District's with the lowest performing schools with multifaceted learning needs across grade levels and students from different socio-economic backgrounds

#### **Who would benefit most from your breakout session:**

People that work with diverse populations and do community events with families and children

#### **Learning Tracks:**

Community Engagement, Education

#### **Session Speakers:**

1. Stephanie Mcfadden, Alaska Public Media
2. Cathy Cook, WQED
3. Gina Masciola, WQED
4. Kimberly Flack, Arizona PBS
5. Dr. Salandra Bowman, SCETV

### **Your Diversity, Equity, and Inclusion Toolkit**

Join us for a session on the tools that you need to create a more diverse, equitable, and inclusive station, using the PBS Maturity Model for DEI called "B-E-S-T." B-E-S-T focuses on the DEI journey: building the Basic framework; engaging the Essential elements; integrating the Systemic process; and leading the Transformational tasks required for Best Practices. Led by Cecilia Loving, PBS SVP-Head of DEI, this powerful workshop will feature DEI Tools used by PBS, as well as implemented by stations.

### **Key Insights:**

During this session, participants will learn:

1. Learning how to build a basic framework for DEI
2. Learning how to integrate DEI throughout your organization
3. Learning how to cultivate psychological safety in order to build and sustain DEI

### **What would you like participants to know before coming to this session:**

A simple assessment of their DEI needs

### **How will Diversity, Equity, Inclusion, Belonging and Accessibility impact your session:**

It focuses on them all: Equity includes Accessibility and Inclusion includes Belonging

### **Who would benefit most from your breakout session:**

All committed to DEI

### **Learning Tracks:**

Professional Growth & Station Innovation

### **Session Speakers:**

1. Cecilia Loving, PBS
2. Eugenia Harvey, WNET
3. Timothy Russell, WTTW
4. Yemisi Oloruntola-Coates, GBH