SCHEDULE

For updates, download the 2020 NETA Conference app at guidebook.com/g/2020netaconference/.

Sunday, January 26, 2020

11:00 am – 6:00 pm  Registration Open (Arlington Ballroom Foyer)

1:00 pm – 4:00 pm  Pre-Conference Sessions (Descriptions: annualnetaconference.org/schedule/sessions/)
The Handy How-To Roadmap for Achieving Community Impact (Arlington Salon I)
Reality Check - Getting Started in 360/VR/AR (Arlington Salon V)
Supporting Media Literacy in Your Community (Arlington Salon II)

4:30 pm – 5:30 pm  NETA Peer Learning Community Meet-Ups
(Descriptions: annualnetaconference.org/schedule/sessions/)
Open to all attendees
Community Engagement (Grand Salon K)
Content (Arlington Salon I)
Education (Arlington Salon II)
Marketing & Communications (Grand Salon A)

6:00 pm – 6:30 pm  Mentor/Mentee & Newcomer Reception (Arlington Salon V & VI)
If this is your first time at the NETA conference or you signed up to be connected to a mentor/mentee, this reception is for you!

6:30 pm – 7:30 pm  NETA Awards Reception (Arlington Salon V & VI)
Join your colleagues to toast the NETA Awards finalist!

7:30 pm – 9:30 pm  NETA Awards Gala and Dinner (Arlington Ballroom)
Black Tie Preferred
A special evening celebrating the best of the best in public media. The NETA Awards, first organized in 1968, honors our members' finest work in content, community engagement, education, and marketing and communications.
Monday, January 27, 2020

CPB Public Media Thought Leader Forum at the 2020 NETA Conference
New Audiences @ New Intersections
Insights, Ideas, Innovations

7:30 am – 6:00 pm  Registration Open (Arlington Ballroom Foyer)

8:00 am – 6:00 pm  Exhibitor Hall Open (Arlington Ballroom Foyer & Grand Ballroom Foyer)

7:45 am – 8:15 am  Breakfast (Arlington Ballroom)
Meal service ends promptly at 8:15 am.

8:15 am – 8:45 am  Opening Remarks with Patricia Harrison, CPB President and CEO (Arlington Ballroom)
With special guest Jason Reynolds, author of *Ghost* and *Look Both Ways*.

9:00 am – 10:00 am  Morning Keynote: Creative Is Not a Noun! (Grand Ballroom)
Writer and artist Austin Kleon (New York Times bestselling author of the creative trilogy *Steal Like An Artist, Show Your Work!* and *Keep Going*) will jump start the morning with 10 principles to help anyone — regardless of their job title! — do more creative work in the digital world. We will learn to think of new ideas as mashups or remixes of previous ideas, how sharing builds a more innovative culture, and how to stay focused and productive throughout your career. Attendees will be encouraged to tap into the “collective genius” of the room throughout the Thought Leader Forum and to steal an idea from every speaker, transform it to reflect your own viewpoint, and share it with others.

10:00 am – 11:00 am  General Session: Understanding New Audiences (Grand Ballroom)
Kim Parker, a leading researcher from Pew will discuss the latest data and trends on the generations that are driving media and culture today – from Boomers all the way to Generation Z. Then, learn about society’s understanding of adolescence, and the role that public media can play in communicating with, and about, every generation, from Nat Kendall-Taylor.

    Speakers:
    Nat Kendall-Taylor, Chief Executive Officer, Frameworks Institute
    Kim Parker, Director, Social Trends Research, Pew Research

11:00 am – 11:15 am  Break

11:15 am – 12:00 pm  General Session: New Intersections for Public Media (Grand Ballroom)
Industry professionals will share their experiences and creative inspiration to reach new audiences on emerging media platforms with content to inspire learning.

    Speakers:
    Brian Alspach, Executive Vice President, e-line Media
    Brandon Arolfo, Head of PBS Digital Studios
    Kerri Hoffman, CEO, PRX
12:15 pm – 1:45 pm  **Lunch: Twitch Meets Public Media** (Arlington Ballroom)

A rising star in STEM education and advocacy, Justin J. Shaifer is a LinkedIn Top Voice in Technology and popular science communicator with a talent for understanding and inspiring GenZ.

**Speakers:**
Jon Abbott, President and CEO, WGBH
Justin Shaifer, Science Educator and Host of Escape Lab

Following his keynote, Justin will moderate a panel about the possibilities for entertaining and educating on interactive digital platforms, with insights from producers and creators working in this space.

**Panelists:**
Tory Starr, Director of Social Media, WGBH Emerging Platforms Lab
John “Das” Galloway, Creator, Kerbal Space Academy
Camille Johnson, YouTube Personality and Host of “Career Hacks”
Hillary Wells, Director of Youth Media, WGBH

2:00 pm – 3:00 pm  **Breakout Sessions: Deeper Dive Discussions**

**Audience with Nat Kendall-Taylor and Kim Parker** (Arlington Salon I)
**Content and Platforms with Kerri Hoffman, Brian Alspach, and Brandon Arolfo** (Arlington Salon II)
**Hang Out and Get Creative with Austin Kleon** (Arlington Salon V)

3:00 pm – 3:15 pm  **Break**

3:15 pm – 4:15 pm  **Afternoon Keynote: Diverse Ideas Drive Innovation** (Grand Ballroom)

Frans Johansson, author and entrepreneur, will lead a high-energy, interactive session that will inspire attendees to learn and innovate together. Johansson will use core approaches from his two books *The Medici Effect* and *Click Moment* that will help you explore new, diverse idea combinations based on your existing resources and unexpected inspiration. You will walk away with new skills and new tools to take back to your station!

4:30 pm – 5:00 pm  **Closing Announcements** (Grand Ballroom)

5:00 pm – 6:00 pm  **Networking & Exhibitor Break** (Arlington Ballroom Foyer & Grand Ballroom Foyer)

6:00 pm – 6:45 pm  **Reception** (Arlington Salon V & VI)

6:45 pm – 9:00 pm  **Dinner: The Power of Podcasts @ Bringing in New Audiences** (Arlington Ballroom)

TRAX, the new podcast network for tweens from PRX will host a live showcase featuring Tai Poole, a twelve-year old wrestling with life’s big questions followed by a live game show with a special guest. TRAX is aimed at a notoriously challenging and underserved audience, preteens! Come and hear from the next generation of producers.

**Speakers:**
Sean Rameswaram, PRX
Tai Poole, host of “Tai Asks Why”
“Pants on Fire” Podcast Game Show
Tuesday, January 28, 2020

7:30 am – 6:00 pm  **Registration Open** (Arlington Ballroom Foyer)

8:00 am – 6:00 pm  **Exhibitor Hall Open** (Arlington Ballroom Foyer & Grand Ballroom Foyer)

8:00 am – 9:15 am  **Breakfast: PBS KIDS Presents: ELINOR WONDERS WHY and HERO ELEMENTARY**  
(Arlington Ballroom)  
Start your day with an update on PBS' Children's Media & Education strategy, along with a  
behind-the-scenes look at two upcoming PBS KIDS series, ELINOR WONDERS WHY and HERO  
ELEMENTARY.

ELINOR WONDERS WHY aims to encourage children to follow their curiosity, ask questions and  
seek answers using science inquiry skills. The main character Elinor, the most observant and  
curious bunny rabbit in Animal Town, will introduce kids ages 3-5 to science, nature, and  
community through adventures with her friends. This new multiplatform series, created by  
Jorge Cham and Daniel Whiteson and produced in partnership with Pipeline Studios, premieres  
on Labor Day 2020. ELINOR is part of the CPB-PBS Ready To Learn Initiative.

HERO ELEMENTARY is a school for budding superheroes, where kids learn to master their innate  
powers, like flying and teleportation, while exploring science along the way. The series aims to  
give children ages 4 to 7 the tools to solve problems by thinking and acting like scientists and  
igniting their natural curiosity and empathy. Co-produced by Twin Cities PBS and Portfolio  
Entertainment, HERO ELEMENTARY will debut in summer 2020.

Both series are made possible with support from the U.S. Department of Education.

  Speakers:
  Jorge Cham, Co-Creator, Elinor Wonders Why  
  Carol-Lynn Parente, Co-Creator, Hero Elementary  
  Lesli Rotenberg, Chief Programming Executive & GM, Children's Media & Education, PBS  
  Debra Sanchez, Senior Vice President, Education and Children's Content Operations, CPB  
  Daniel Whiteson, Co-Creator, Elinor Wonders Why

9:30 am – 10:00 am  **General Session: The Future of Education and Media** (Grand Ballroom)  
Hear from NETA President, Eric Hyyppa, on how NETA is thinking about the future of education  
and media. Then, learn about a brand new public media professional development platform  
from NETA Vice President of Education, Timothy Eernisse.

10:00 am – 10:45 am  **General Session: Year of the Student Journalist** (Grand Ballroom)  
The Student Press Law Center and the Freedom Forum Institute declared 2019 the year of the  
student journalist to honor the critical role student reporters play in keeping their communities  
informed. NETA recognizes the incredible work of teen journalists who are a part of PBS  
NewsHour Student Reporting Labs (SRL). From immigration and education to climate change and  
gun violence, middle and high school students around the country work year-round to produce  
original video journalism pieces about relevant issues affecting their communities for your local  
PBS stations and the PBS NewsHour. To honor their great work, NETA and SRL have selected
four stellar student journalists from different regions who embody the mission of public media and lead our work in the youth journalism space.

Speakers:
Amy Burkett, General Manager, WTVI PBS Charlotte
Leah Clapman, Managing Editor of Education, PBS NewsHour
Victor Fernandez, Video Editor, PBS NewsHour
Erica Starke-Knight, Youth Media Producer, (Panel Moderator)

Student Journalists:
Xavier Dominguez, Senior, Las Cruces High School, New Mexico
Karen Ramos, Senior, Dominion High School, Sterling, VA
Kaleb Velez, Senior, Jersey Village High School, Houston, TX
Mary Williams, Sophomore, University of Cincinnati’s College-Conservatory of Music

10:45 am – 11:15 am Networking & Exhibitor Break (Arlington Ballroom Foyer & Grand Ballroom Foyer)

11:15 am – 12:15 pm Breakout Sessions (Descriptions: annualnetaconference.org/schedule/sessions/)

Breaking Youth Mental Health Stigma with Cross-Media Collaboration (Jefferson, Lobby Level)
Building STEM Superheroes in K-2 Learning Spaces (Arlington Salon I)
Connecting Learning Across the Community: Insights & Inspiration (Grand Salon K)
Engage the Power of Student Voice During Election 2020 (Alexandria, 2nd Floor)
Meet the Funders: Station Grant Opportunities from NEH and WETA (Pentagon A/B)
A Partnership for Professional Development: AGC, NETA & PBS (Grand Salon A)

12:30 pm – 1:45 pm Lunch: PBS KIDS Family & Community Learning (Arlington Ballroom)

Join us to learn more about an effective community engagement model designed by and for stations. PBS KIDS Family & Community Learning is a series of workshops that engage families in hands-on learning utilizing PBS KIDS media. Designed for families with children ages 3-8, the workshops use guided play to introduce both kids and grown-ups to digital and tangible tools that support curriculum goals. The workshops aim to foster collaboration, communication, and fun among family members while supporting grown-ups’ confidence in supporting their children’s learning.

Station staff, educators and parents from VegasPBS in Las Vegas, NV, and WQED in Pittsburgh, PA, will share their personal experiences with the workshops, demonstrating how this model works to engage families and community partners around PBS KIDS content. Attendees will walk away inspired to host their own Family & Community Learning workshops locally with materials that are available to all stations.

Speakers:
Marta Castro, Parent, Las Vegas, NV
Cathy Cook, Manager, Education Projects, WQED
Dawn Douds, First Grade Teacher, Lincoln Elementary School, Pittsburgh, PA
Mayte Heredia, Ready To Learn Bilingual Project Facilitator, VegasPBS
Denice Pazuchanics, Librarian, Lincoln Elementary School, Pittsburgh, PA
Sharon Philippart, VP, Strategy & Engagement, Children’s Media & Education, PBS
Jessica Russell, Ready To Learn Coordinator, VegasPBS
Breakout Sessions (Descriptions: annualetaconference.org/schedule/sessions/)

Beyond the Diploma: What Skills and Education Are Needed for the Future of Work? (Pentagon A/B)
Building a Case for Support: Telling Your Story (Arlington Salon II)
Creating Content That Moves the Needle - What It Takes & How We Know! (Jefferson, Lobby Level)
Elevating the Hidden History of American Women (Arlington Salon I)
How to Engage Gen Z: Best Practices From Eight Public Media Stations (Alexandria, 2nd Floor)
Little Fish in a Big Pond (Grand Salon A)
Neighborhood Stories: Fostering Powerful Community Engagement (Grand Salon K)

Networking & Exhibitor Break (Arlington Ballroom Foyer & Grand Ballroom Foyer)

Breakout Sessions (Descriptions: annualetaconference.org/schedule/sessions/)

Anytime Learning: Using Texting to Engage New Audiences (Arlington Salon I)
Building a Case for Support: Finding Funders (Arlington Salon II)
Connect! Engage! Inspire! - Introducing a Younger Audience to Public Media (Alexandria, 2nd Floor)
Everyone’s a Media-Maker: Content Literacy in the Age of Democratized Media (Pentagon A/B)
The Rising Tide of Emerging Media - Stations Reckoning with a Fluid Media Ecosystem (Grand Salon A)
Shaping Narratives – Elevating Minority Storytellers (Jefferson, Lobby Level)
Think Outside the City: Co-Creating MOLLY OF DENALI Engagement Materials for Rural Communities (Grand Salon K)

General Session: State of NETA (Grand Ballroom)
Join NETA Board of Directors Chair Vickie Lawson, General Manager, East Tennessee PBS to hear a recap of the past year at NETA.

General Session: Celebrating THIS OLD HOUSE (Grand Ballroom)
Host Kevin O’Connor from THIS OLD HOUSE shares stories from their upcoming project pipeline and discusses THIS OLD HOUSE community initiatives, training the next generation, and celebrating 40 years on public television.

Failure Lab Reception (Arlington Salon V & VI)

Failure Lab - Changing the Conversation Around Failure (Arlington Ballroom)
With a refreshing environment of openness, Failure Lab helps pave the way for change by crushing the isolation and stigma around failure. Failure then takes its rightful place as the crucial first step to the next big thing. Embrace it, learn from it, build on it. We’ll hear from three speakers, interwoven with four dynamic music performers.

Speakers:
Amy Burkett, General Manager, PBS Charlotte
Sara DeWitt, VP, PBS KIDS Digital
Sarah Lynch, Managing Partner, Baja Bean Co
Wednesday, January 29, 2020

7:30 am – 1:00 pm  **Registration Open** (Arlington Ballroom Foyer)

8:00 am – 1:00 pm  **Exhibitor Hall Open** (Arlington Ballroom Foyer & Grand Ballroom Foyer)

8:00 am – 9:15 am  **Breakfast: WETA Presents THE GENE: An Intimate Breakfast** (Arlington Ballroom)

Science, social history, and personal stories weave together for a historical biography of the human genome that explores the stunning breakthroughs in understanding the impact genes play on heredity, disease and behavior in Ken Burns Presents THE GENE: An Intimate History. Join the film’s senior producer and writer Barak Goodman, director Christopher Durrance, and special guests Dr. Eric Green and Dr. Carla Easter from the National Human Genome Research Institute (NHGRI), and geneticist Dr. Wendy Chung for breakfast and conversation about the new two-part, four-hour limited series premiering in April 2020.

Speakers:
- Wendy K. Chung, MD, PhD, Kennedy Family Professor of Pediatrics and Medicine, Columbia University
- Christopher Durrance, Director, Ark Media
- Carla Easter, PhD, Education & Community Involvement Branch Chief, NHGRI (Panel Moderator)
- Barak Goodman, Senior Producer, Writer, Ark Media
- Eric Green, MD, PhD, Director, NHGRI

9:30 am – 10:30 am  **Breakout Sessions** (Descriptions: [annualnetaconference.org/schedule/sessions/](annualnetaconference.org/schedule/sessions/))

- Bringing State History to Life with Engaging Digital Content (Arlington Salon I)
- Culture Eats Strategy for Breakfast (Pentagon A/B)
- Elevating the Foster Youth Voice: Digital Storytelling with Vulnerable Populations (Arlington Salon VI)
- Engaging Educators Part 1: The 'New' Literacy (Arlington Salon II)
- Maintaining and Building Credibility in These Divided Times: The New PBS Editorial Standards (Arlington Salon V)
- Sesame Street in Communities: Supporting Early Learners in Rural Settings (Grand Salon K)
- What Do Stations Think About the Future of Education? (Grand Salon A)

10:30 am – 11:00 am  **Networking & Exhibitor Break** (Arlington Ballroom & Grand Ballroom Foyer)

11:00 am – 12:00 pm  **Breakout Sessions** (Descriptions: [annualnetaconference.org/schedule/sessions/](annualnetaconference.org/schedule/sessions/))

- Access for All: Designing for Inclusion (Arlington Salon V)
- Building the Next Generation of Media Makers through Youth Media and Career Exposure (Arlington Salon VI)
- Connected Communities (Grand Salon K)
- Engaging Educators Part 2: Not in My Classroom! (Arlington Salon II)
"I Thought You Knew": Improving Internal Communications and Project Management Across Department (Grand Salon A)
View From the Classroom: How Rural Teachers Are Integrating Media and Technology (Arlington Salon I)

12:15 pm – 12:25 pm General Session: NETA Programming - Our Promise for the New Decade (Grand Ballroom)
Hear from NETA’s new Vice President of Content, Angee Simmons, as she shares the vision for the future of NETA’s Program Service, new connections to engagement and education, and opportunities for peer learning and career growth.

12:25 pm – 12:45 pm Listening Post (Grand Ballroom)
Share your thoughts and feedback with NETA President, Eric Hyypa, and hear where the 2021 NETA Conference will be held.

1:00 pm – 4:30 pm NETA PubMedia Camp: Unplugged Conversations With Colleagues (Arlington Ballroom)
Advanced registration required
We frequently hear from conference attendees that they want more time to talk with their colleagues, so we are offering the all new NETA PubMedia Camp experience to provide just a little bit of structure and more time for conversations. Modeled after Edcamp (edcamp.org), a proven professional development approach that builds collaborative peer networks, the afternoon topics of discussion will be decided on-site by participants. It will be a time to unplug and just talk and listen. No presentations, just conversations. The emphasis is on experience, not experts. Use this time to go deeper on topics discussed during the conference or explore topics that weren’t covered.

4:30 pm – 5:30 pm Closing Reception (Arlington Ballroom Foyer)
Join your colleagues for a final toast to the 2020 NETA Conference and CPB Public Media Thought Leader Forum.
Thursday, January 30, 2020

Post-Conference Experiences - Advanced Registration Required

7:30 am – 4:30 pm  
**Education Innovation Field Trip Presented by PBS NewsHour Extra**

*Advanced registration required*

The field trip, led by PBS NewsHour Extra, kicks off at the National Institutes of Health where experts will share some of the top science projects going on in the country, provide a tour and share new grant opportunities. Next up, a visit to the Jefferson Library at the Library of Congress to hear how primary sources are used to engage your audience. The final stop explores the Lemelson Center's Spark Lab at the Smithsonian Museum of American History to learn about the history of invention and innovation in the United States. Before heading back to Arlington, you'll have some free time to explore the museum.

9:00 am – 3:00 pm  
**YoPro DC**

*Advanced registration required*

Join your fellow YoPros for a collaborative and engaging day of professional development. Together attendees will participate in thought-provoking presentations, discussions and tactical and hands-on exercises. The day will cover a range of topics such as, leadership skills, management basics, public media 101, teamwork, project management and so much more. Attendees will leave this workshop with not only resources to help them tackle their next big project and shape their public media career, but also with a new network of public media professionals to give them advice and support throughout their career journey.

The mission of YoPro is to connect and develop professionals who are new to their career or position in public media by empowering and supporting their individual leadership paths. YoPro is open to all ages, positions, lengths in public media and career trajectories. Learn more about YoPro at pbs.org/yopro.

Speakers:
- Holly Dejong, Assistant Director, PBS
- Jennifer Hinders, Director, PBS
- Danielle Iannelli, Coordinator, PBS
- Holly Dejong, Assistant Director, PBS
- Amy Lust, Associate Director, PBS