2025 NETA Conference

2025 Breakout Session Proposals

NETA Member Voting Open
June 25 – July 2, 2025

SURVEY LINK HERE

Alma's Way in the Classroom

Join Fred Rogers Productions for a session on ah-maz-ing resources for the classroom and informal education space engagements with Alma's Way. Hear how Fred Rogers Productions works with teachers to create these turn-key resources and participate in group conversations about ways YOU can use these resources with educators in your community. Lisa (Arizona PBS) and (educator) will highlight Alma's Way station-hosted engagements and classroom activations. Also hear about exciting new ways FRP plans to work with educators from across the country from stations like you! We hope you can join us, Neighbors!

Learning Objectives:

1. Participants will learn how FRP works with teachers and learn about a new initiative to work with more teachers with help from local stations.
2. Participants will walk away with new ideas for sharing resources with formal and informal educators in their communities
3. Participants will share ideas with each other and learn how to connect with FRP. *FRP will share an overview of what is happening in the Neighborhood of Make Believe :)

What would you like your audience to know before coming to your session?
This session will be an interactive session where participants will engage in conversations

Who would benefit most from your breakout session?
All will benefit. Those in Educational outreach in particular. Family engagement and PD as well. All are welcome though!

Would this session be beneficial for radio only stations?
Maybe

Learning Tracks:
Community Engagement, Education

Speakers:

1. Mallory Mbalia, Fred Rogers Productions
2. Lisa Sepulveda, Arizona PBS

Authenticity on Air: What Public Media Can Learn from Social Media Influencers

What happens when public media meets the influencer generation? In this Mini-INPUT session, we'll screen a powerful 20-minute episode from Finland's public broadcaster, Yleisradio, that showcases how they're collaborating with social media creators to reach younger, more diverse audiences, without compromising mission or trust.
Following the screening, we'll host a live talk-back with the show's producer to unpack the creative strategy, editorial guardrails, and impact of working with influencer voices in public service content.

Then, we'll open the floor for a deeper discussion: Can U.S. public media do the same? How do you balance authenticity, reach, and integrity in the age of TikTok and creator culture? This session invites attendees to re-imagine what influence looks like in the next era of public media.

Learning Objectives:

1. Develop strategies to identify, vet, and work with influencer to grow trust and engagement across platforms.
2. Understand the editorial, production, and ethical considerations involved in collaborating with content creators.
3. Explore international models for integrating influencer voices into public media programming with mission-aligned storytelling.

What would you like your audience to know before coming to your session?
You don't need to be a social media expert. This session is designed for anyone interested in how social trust, mission alignment, and new storytelling formats are evolving.

Who would benefit most from your breakout session?
Anyone: content creators looking for non-traditional models, development staff seeking to reach younger audiences, GMs and strategic decision-makers interested in innovation.

Would this session be beneficial for radio only stations?
No

Learning Tracks:
Content

Speakers:

1. Tabitha Safdi, SCETV

Beyond the Colonies: Revolutionary without the Redcoats

Arizona and the US Southwest don't immediately come to mind at the mention of the Revolutionary War. But while angry colonists in New England were dumping tea into the Boston Harbor, what was happening in what is now America's great Southwest? Joined by Arizona Secretary of State Adrian Fontes, Indigenous community leaders, and historians, Arizona PBS leads a thoughtful discussion on the unique history, impact, and legacy of the Revolutionary War era in the 48th state and the Southwest. Panelists will also provide perspective into the current climate of being an American living in Arizona, particularly for Indigenous and Hispanic community members. Did the ideals of our founding fathers extend to all citizens then? And what about now? Attendees will hear how Arizona PBS is embracing these difficult questions by partnering with a variety of local and state organizations, including the Gila River Broadcast Corporation, to authentically share the often-untold history of this region.

Learning Objectives:

1. This will provide historical context for the past and political context for the present when it comes to the uniqueness of Arizona and America's Southwest.
2. Forging partnerships to co-create authentic and engaging historical content.
3. Engaging attendees with unknown historical info and Arizona and Southwest trivia with prizes for correct answers!

What would you like your audience to know before coming to your session?
This will provide historical context for the past and political context for the present when it comes to the uniqueness of Arizona and America's Southwest. We will incorporate Arizona and US Southwest historical trivia throughout and award prizes. The panel will incorporate trivia questions that pertain to US Southwest history from the Revolutionary War era into the session. Attendees correct answers will win PBS, American Revolution, or Arizona PBS swag items.

Who would benefit most from your breakout session?
Stations of all sizes - particularly those that are not in one of the 13 original colonial states and is struggling to determine how to create content around America 250.

Would this session be beneficial for radio only stations?
No

Learning Tracks:
Community Engagement, Content, Education

Speakers:

1. Carol Yancho, Arizona PBS
2. Adrian Fontes, State of Arizona
3. Alyse Marrietta, Gila River Broadcast Corporation
4. Candace Hamana, Arizona State University

Beyond the Screen: Sparking Lasting Engagement

This session explores how to deepen audience engagement after the credits roll, through traveling, workshops, pop-up events, and community expos. These experiences, beyond a screening and discussion, enhance the impact of our programming, localize national content, and promote lifelong learning. Discover how MPT has developed innovative experiences that promote collaboration, spark curiosity, connect attendees with practical resources, and drive meaningful change in the communities we serve. Plus, you might get a few ideas to steal!

Learning Objectives:

1. Explore successful models for engagement, including travel, workshops, and resource fairs or expos.
2. Learn strategies for expanding your team through community partnerships.
3. Maximize audience retention.

What would you like your audience to know before coming to your session?
Attendees should come with an open mind; no team is too big or too small to make these nuggets of information work for them. We'd love for attendees to leave the session with a few concrete ideas for enhancing engagement at their station. As such, our presentation will be informative and interactive.

Who would benefit most from your breakout session?
Any size station could take the tips and tricks learned in the session and run with them. We think outside the box to stretch a budget and balance workload. As the saying goes…work smarter, not harder! This philosophy is a must for stations producing 1-100 events per year.

Would this session be beneficial for radio only stations?
Maybe

Learning Tracks:
Community Engagement

Speakers:

1. Jessica Campbell, Maryland Public Television (MPT)
2. Hannah Berman, Maryland Public Television
3. Kristen Penczek, Maryland Public Television

Bridging Divides Within Communities

Story Corp's One Small Step initiative brings strangers with different political beliefs together for a conversation—not to debate politics—but to get to know each other as people.

In this session, you'll hear from public radio station KRCB-FM, a hub station for Story Corps' One Small Step initiative, on how they successfully bridged divides between local members of their community as a result of the training and resources provide through One Small Step. Station Manager Kathryn Nelson will share insights from KRCB's experience, including community feedback, memorable conversation highlights, and the ongoing integration of One Small Step into the station's programming.

Following Kathryn, Melissa Velasquez, Radio Relations Manager for One Small Step, will provide a comprehensive overview of the initiative. She will discuss how the program operates, the content available for stations, DIY resources, and partnership opportunities that extend beyond the grant-funded phase.

This session aims to inspire and equip participants with tools to foster dialogue and understanding within their own communities.

Learning Objectives:

1. Applicable to television, radio, and digital media, participants will learn how structured conversations can bridge divides and foster understanding among community members with opposing viewpoints.
2. Attendees will gain insights into the resources and content available through the One Small Step initiative, including how to effectively utilize them in their own programming.
3. Participants will discover strategies for establishing collaborations and partnerships that can enhance dialogue.

What would you like your audience to know before coming to your session?
Participants are encouraged to connect with each other after the session, fostering ongoing dialogue and collaboration around the concept of bridging divides within communities.

Who would benefit most from your breakout session?
Stations seeking to enhance community engagement who are looking for innovative ways to promote understanding and collaboration.

Would this session be beneficial for radio only stations?
Yes

Learning Tracks:
Community Engagement, Content, Education, Professional Growth & Station Innovation

Speakers:

1. Kathryn Nelson, NorCal Public Media
2. Melissa Velasquez, One Small Step, One Small Step

Bringing Revolutionary Era History to Life in the Classroom through THE AMERICAN REVOLUTION

This session offers resources and strategies to engage local classrooms around themes from THE AMERICAN REVOLUTION, a new documentary series from Ken Burns, Sarah Botstein, and David Schmidt, which explores the country's founding struggle and its eight year War for Independence.

PBS LearningMedia, member stations, and collaborative partners are developing media-rich classroom resources and teacher professional learning opportunities across the country, all of which will dive into key themes from the film, focus on local stories, and make history relevant for today's youth. They will also highlight unique opportunities like The American Revolution Youth Media Challenge, in which students create media projects that connect their lives with the democratic ideals central to the American Revolution.

In this session, participants will brainstorm their own plans to engage educators and showcase THE AMERICAN REVOLUTION in ways that are meaningful to their communities.

Learning Objectives:

1. This panel will share successes, challenges, and opportunities experienced in their work sharing the history of the American Revolution with their communities through content creation & events.
2. Learn about New Ken Burns in the Classroom Collection for THE AMERICAN REVOLUTION; Materials Created by Stations, In-Person and Virtual Teacher Events; American Revolution Youth Media Challenge
3. Participants can ask questions, brainstorm ideas for engagement, and explore potential collaborations. This session will provide examples and strategies that can be replicated by stations.

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

THE AMERICAN REVOLUTION, a new six-part, 12-hour documentary series that explores the country's founding struggle and its eight-year War for Independence, will premiere on Sunday, November 16 on PBS. The much-anticipated series, which has been in production for eight years, is directed and produced by Ken Burns, Sarah Botstein and David Schmidt and written by long-time collaborator Geoffrey C. Ward. THE AMERICAN REVOLUTION examines how America's founding turned the world upside-down. Thirteen British colonies on the Atlantic Coast rose in rebellion, won their independence, and established a new form of government that radically reshaped the continent and inspired centuries of democratic movements around the globe. PBS LearningMedia, working with station partners and national and local organizations, will lead classroom outreach and develop digital resources and professional learning opportunities for educators and students in grades 3-12. These classroom resources and events will delve into the themes of the film, providing teaching tips, discussion questions, activity suggestions and digital content to enrich student learning and elevate teacher effectiveness and student achievement. As part of this work, WETA, the producing station and station engagement partner for THE

AMERICAN REVOLUTION, will provide stations with toolkits to help plan events and to ensure they are well-equipped with clip reels, discussion guides and customized print and digital assets. National and local partners will help to further expand the impact of the project.

Who would benefit most from your breakout session?
Any station interested in engaging with THE AMERICAN REVOLUTION through opportunities to connect with students and teachers locally will benefit from this session.

Would this session be beneficial for radio only stations?
No

Learning Tracks:
Education

Speakers:

1. Samantha Hunter-Gibbs, PBS LearningMedia
2. Almetria Vaba, KQED

Building a Sustainable Education Outreach Program: A Cyclical Model for Growth

Is your station looking to create an education outreach program that drives community impact, supports organizational growth, and secures long-term resources? Join station education outreach leaders for a deep dive into a cyclical model that integrates funding, content development, training, data analysis, community engagement, and continuous improvement. This session will highlight strategies for creating sustainable outreach initiatives that benefit both educators and families while also securing resources for ongoing success. You'll leave with actionable insights to apply at any station size—whether you're just starting or looking to enhance an existing program.

Learning Objectives:

1. Build a Sustainable Outreach Program: Learn how featured stations have developed successful outreach initiatives that align with their mission, support educators, and impact families.
2. Create Collaborative Models: Explore ways to build partnerships that maximize resources, create mentoring opportunities, and foster engagement.
3. Leverage Data for Growth: Use data to guide decisions, shape proposals, and show impact for communities, educators, and families.

What would you like your audience to know before coming to your session?
This session offers a comprehensive approach to building a sustainable education outreach program, combining practical insights with strategic planning relevant to any public media station. Whether you're just getting started or looking to take your program to the next level, this session will provide you with the tools and knowledge to drive long-term impact.

Who would benefit most from your breakout session?
All of the above

Would this session be beneficial for radio only stations?
Maybe

Learning Tracks:
Community Engagement, Content, Education, Marketing & Communications, Professional Growth & Station Innovation, Youth Media

Speakers:

1. Tracey Wiley, Georgia Public Broadcasting

Changing Social Media Minds

Social Media video remains the fastest growing area for public to reach new and younger audiences. Yet, many stations throughout the system continue to struggle with articulating the value and power of quick, phone-based production techniques to create meaningful content. Over the past three years, stations across the country have worked as part of the CPB-funded American Graduate: Jobs Explained community to develop new social media content around workforce development. A major biproduct of these efforts has been the transformation of station production practices to include phone-based recording and editing workflows. This transformation has broken with long-standing and established production practices, and also yielded powerful new viewership results. In this session, a panel of past and current Jobs Explained station administrators share their experiences on the front line of this important sea change. Attendees at this session will walk away with strategic approaches to integrating social media video into station workflows and programming.

Learning Objectives:

1. To understand the impact of a significant social media initiative on station culture.
2. To explore social media video as a potential pathway to process and production shifts.
3. To inspire stations to consider making changes to their internal processes and procedures to thrive as creators of social media video content.

What would you like your audience to know before coming to your session?
Though this session will use American Graduate: Jobs Explained as an example, we will share best practices and strategies applicable to any station/any community.

Who would benefit most from your breakout session?
The session should be valuable for stations of all sizes and types.

Would this session be beneficial for radio only stations?
Maybe

Learning Tracks:
Community Engagement, Content, Marketing & Communications, Professional Growth & Station Innovation

Speakers:

1. Christopher Czajka, The WNET Group
2. Carol Yancho, Arizona PBS

Community Voices: How to Produce the Stories of Your Community

Easily amplify the voices of your community by creating audio Postcards! Everyday happenings can be turned into engaging audio stories that resonate with listeners and strengthen local connections.

In a time of funding constraints, audio 'Postcards' can be created with no increase to staff or budget. Capture local events and unique neighborhood finds and turn them into engaging audio stories that resonate with listeners and strengthen local connections. Participants will be empowered to produce short audio segments that lift up diverse voices and stories from their communities.

Learning Objectives:

1. Stations will be inspired to identify and highlight local stories that may not typically receive airtime.
2. Attendees will leave with a clear understanding of how to create and air their own audio Postcards.
3. Promote community engagement in content creation through audience submissions.

What would you like your audience to know before coming to your session?
Giving voice to your community can be easier than you think.

Who would benefit most from your breakout session?
Station managers, producers, and content creators interested in community engagement and storytelling.

Would this session be beneficial for radio only stations?
Yes

Learning Tracks:
Community Engagement, Content

Speakers:

1. Kathryn Nelson, NorCal Public Media
2. Kelly Olsen, NorCal Public Media

Connecting Families Where They Are: Leveraging WIC Sites to Promote the Importance of Early Brain Development and School Readiness

In this session, participants will learn how VPM and Thrive Birth to Five partnered to bring relevant, brain-building resources directly to families through all WIC offices in Virginia's Central Ready Region. Through intentional collaboration and resource bundling — including The Basics, Sesame Street materials, the CDC's Learn the Signs. Act Early and VPM's When, Then, 90by5 messaging campaign — the initiative ensures that even the most under-resourced families have access to tools that support early brain development. Attendees will gain insights into replicating similar models in their own regions and learn strategies for embedding early childhood resources in nontraditional yet high-impact spaces that help promote school readiness for long-term success.

Learning Objectives:

1. Discover how WIC offices can be early learning, brain-building hubs.
2. Understand the power of cross-sector partnerships (public media, early childhood systems and public health) in advancing likeminded mission and values.
3. Explore strategies for measuring reach, engagement and impact. Receive a replicable model for outreach that can be adapted in rural, suburban or urban contexts.

What would you like your audience to know before coming to your session?
This session is designed for those interested in community-based outreach, family engagement and school readiness, particularly in under-resourced or overlooked populations. Attendees do not need prior experience with The Basics, WIC systems or the When, Then 90by5 messaging campaign — just a willingness to think creatively about access and impact.

Who would benefit most from your breakout session?
Small and large station licensees looking to deepen community engagement University licensees exploring public health partnerships Stations working within the Early Childhood Education system. Stations working with organizations connected to health, housing or nutrition that looking to embed early childhood resources into their services Anyone working at the intersection of media, child development and public health.

Would this session be beneficial for radio only stations?
Maybe

Learning Tracks:
Community Engagement, Content, Education

Speakers:

1. Mary Jo Grieve, VPM

Content Craft Lab: Peer Review Workshop for Short-Form Digital Media

Step into an interactive workshop where content creation meets collaborative critique. This hands-on session flips the traditional presentation format to focus on what content creators rarely get to explore together: the actual craft, technique, and storytelling impact of our digital content. Participants will share their short-form content (videos, podcasts, social posts, etc.) for constructive peer review in a supportive, structured environment. After a brief overview of effective feedback frameworks, the session becomes participant driven as we collectively analyze, discuss, and refine each other's work. Come ready to share, learn, and leave with actionable insights to elevate your content creation skills.

Learning Objectives:

1. Apply structured feedback frameworks to evaluate digital content for craft, technique, and impact
2. Demonstrate improved content creation skills through peer collaboration and real-time iteration based on group feedback
3. Develop a critical eye for content analysis by practicing constructive critique techniques with colleagues' work

What would you like your audience to know before coming to your session?
This is a hands-on, participant-driven workshop - active participation expected, bring 1-2 pieces of short-form content to share, come prepared to give and receive constructive feedback in a supportive environment.

Who would benefit most from your breakout session?

1. Anyone wanting to elevate their feedback communication skills to improve technical craft and narrative impact.
2. Creators working in video, podcasts, or social media content looking to refine their multimedia storytelling.

Would this session be beneficial for radio only stations?
Maybe

Learning Tracks:
Content

Speakers:

1. Tabitha Safdi, SCETV

Creating & Implementing Compliance Programs Within Business Operations

Public broadcasters must comply with even more legal requirements than other broadcasters. But how do protect yourself to make sure you comply with these rules and regulations and additionally prove it? Your organization must establish and incorporate a consistent compliance program as part of your ongoing business processes. This session will cover ways to create and implement an effective compliance program to help ensure your station meets can document legal obligations. It will also cover strategies for using your compliance program to prepare for audits or investigations. It will also include examples regarding frequent compliance issues faced by stations and discuss how an effective compliance program can mitigate potential vulnerability to adverse findings and consequences.

Learning Objectives:

1. Participants will learn about internal practices to help ensure compliance with legal obligations. Participants will also be taught how to adopt a compliance plan to assist with good governance.
2. Participants will learn about what stations can do to prevent negative investigation results. Similarly, attendees will hear observations about audits and implementing an internal compliance program.
3. Participants will hear direct answers to frequently asked compliance questions and have an opportunity to ask specific questions about compliance issues at their stations.

What would you like your audience to know before coming to your session?
No prerequisite knowledge is needed

Who would benefit most from your breakout session?
All stations would benefit

Would this session be beneficial for radio only stations?
Yes

Learning Tracks:
Professional Growth & Station Innovation

Speakers:

1. Robert Winteringham, Public Media Consulting Group

Creating Connections One Story at a Time: Community-Based Storytelling in the Digital Age

Today's media landscape can be dominated by disasters, divisive politics and uncertainty. Arizona Illustrated is a half hour magazine program that is dedicated to telling stories that build empathy in our community and showcase people in their full humanity. We have not succumbed to trend of short quippy storytelling but have instead remained dedicated to immersive, photography-forward documentary productions with fully realized characters. We do not shy away from difficult subjects, but we also highlight things that make our region unique and strive to enrich the experience of belonging to a place. The characters we feature are often uplifting and motivated by their dedication to commonality and community. Each of the last 4 years our show has won more Edward R. Murrow awards for excellence in broadcast journalism than any public media television station in the country and this year we won more than all others combined.

Arizona Illustrated producers, photographers will break down how we create the show from our pitch process to digital distribution. Our we do 4K raw digital acquisition and run every story thought color correction and stereo audio mastering. While we realize this extensive process might not be possible for all stations, we hope to showcase how the right approach to storytelling can enhance the viewer's experience and create an avid fanbase.

What Attendees Will Experience:

- Live showcase of practical interview setups that will make your shots look better even if you're only using a phone.
- Discussion about how to find a story. It's not just about finding an interesting character; you also want to document a critical moment in their life.
- Building a digital audience. Arizona Illustrated has engaged an online audience that is roughly 30 years younger than its over-the-air audience by repackaging and presenting stories online and creating an engaged audience.
- Innovating on a tight budget. Arizona Illustrated has found innovative ways to incorporate students to create animations for our program and get the bulk of our stories translated into the Spanish Language by creating mutually beneficial relationships with departments at the University of Arizona.

Learning Objectives:

1. Build community through storytelling. Those featured in the show become fans. Use digital and social media channels to reinforce relationships and become a vital force in the community.
2. Think visually. Our program is visual forward and immerses the audience through breathtaking photography and editing.
3. Tell good stories across a variety of topics. Find the humanity and commonality across beats like arts, culture, science, nature, education, mental health, politics, and community issues.

What would you like your audience to know before coming to your session?
With the collapse of local media in general, there is a lack of community-based storytelling that enriches the lives of residents. Many people who dedicate their lives to others in the community can go unnoticed and unappreciated. Contradicting popular narratives of division and showcasing people in their complexity and humanity is one of the most important things public media can provide at this time.

Who would benefit most from your breakout session?
Both small and large stations, including university and community licensees

Would this session be beneficial for radio only stations?
Yes

Learning Tracks:
Community Engagement, Content, Education, Professional Growth & Station Innovation

Speakers:

1. Jack Gibson, AZPM
2. Andrew Brown, AZPM
3. John DeSoto, AZPM
4. Özlem Özgür, AZPM

Creative Hustle: A Workshop on Purpose, Practice, and Public Media Innovation

In this interactive pre-keynote session, Olatunde Sobomehin and sam seidel—co-authors of Creative Hustle and nationally recognized thought leaders on creativity, education, and equity—will guide participants through key themes from their book, including purpose-driven work, creative practice, and collaborative innovation. Designed as a dynamic workshop, this session will give attendees the opportunity to explore ideas that will be further developed in the conference keynote, while grounding the conversation in public media-specific challenges and opportunities. Attendees will engage in hands-on activities and ideation frameworks that have been used with organizations helping to translate big-picture thinking into actionable insights for mission-driven media professionals.

Learning Objectives:

1. Apply tools and practices from the Stanford d.school to generate ideas and solve challenges specific to public media contexts.
2. Identify personal and organizational creative strengths and learn how to channel them into collaborative innovation.
3. Develop actionable strategies to amplify creativity and audience impact across content creation, community engagement, and internal workflows.

What would you like your audience to know before coming to your session?
N/A

Who would benefit most from your breakout session?
General audience

Would this session be beneficial for radio only stations?
Yes

Learning Tracks:
Professional Growth & Station Innovation

Speakers:

1. David Huppert, PBS North Carolina

CTRL+ALT+IMAGINE: Using GenAI to Power Learning & Creativity

Generative AI has arrived! And it has a tendency to cause anxiety and overwhelm – especially in our education systems. How might we guide educators in its ethical and responsible use, and how might we use it internally in our teams to be more creative and effective? KQED spent the past year determining how we might meet this moment within our media literacy efforts. We will share the guidelines we've created for students using GenAI tools to create media, as well as the other resources we've developed and shared with educators. We'll also share how we've built a culture of learning, curiosity and play within our own daily work at KQED to be effective and creative in both mundane tasks and bigger projects. Then we'll invite attendees to share what they're trying and exploring in their own stations' work so we can all learn and inspire one another – making connections that can be continued long after we all return home. We'll also start the session off with a fun hands-on activity to help get everyone more comfortable and confident using these tools – you won't want to miss it!

Learning Objectives:

1. Learn about responsible and ethical ways to create media using GenAI tools, as well as resources you can share with your own audiences.
2. Practice using GenAI tools to increase your own comfort and learn ways to build a culture of learning, curiosity and play within your station's use of GenAI tools.
3. Learn from other stations about ways they're using GenAI internally and externally.

What would you like your audience to know before coming to your session?
Learning about and using new technologies can be hard, but it's important to bring everyone along and to meet them where they are. This session will help with ideas for how to do that. Educators are also feeling anxiety about how to handle the arrival of this new technology, and we can help them navigate this new landscape with increasing confidence.

Who would benefit most from your breakout session?
It will most benefit any station staff working with educators, no matter the station size or licensee. But it will also benefit anyone looking to shift culture and comfort exploring how and when GenAI tools might benefit their work, regardless of where their work in the station is.

Would this session be beneficial for radio only stations?
Maybe

Learning Tracks:
Education, Professional Growth & Station Innovation, Youth Media

Speakers:

1. Michelle Parker, KQED
2. Almetria Vaba, KQED

Designing Public Media Workspaces

Before design work on AZPM's new facility even started, AZPM staff, architects, contractor, and University reps visited six facilities including three newly constructed public media facilities to see what worked, what didn't, and what those organizations wished they had done differently.

Join AZPM CEO Jack Gibson and panelists to learn from their experience in designing new facility workspaces and determine the best workspace designs for your facility – whether your current facility or a future one.

Learning Objectives:

1. Workspace Design to Maximize Productivity & Collaboration Explore efficient uses of space and focus your resources to optimize collaboration and productivity to benefit your community.
2. Acoustic Considerations: Broadcast facilities must be specially constructed to maintain acoustical integrity. Learn what specific steps ensure the best acoustical outcome.
3. Special Design Considerations for Future-Proof Technology Technological infrastructures may become obsolete sooner than you think. Learn how to prepare your new facility for the future.

What would you like your audience to know before coming to your session?
Learn from the experience of others. Whether constructing from scratch or renovating an existing space, committing time and resources to the planning and design phase will save headaches down the road.

Who would benefit most from your breakout session?
Both small and large stations will benefit from learning how we designed for maximum spatial efficiency and productivity.

Would this session be beneficial for radio only stations?
Yes

Learning Tracks:
Community Engagement, Professional Growth & Station Innovation

Speakers:

1. Jack Gibson, AZPM
2. Ian MacSpadden, AZPM
3. Phil Swaim, Swaim Associates
4. Richard Schrag, Russ Berger Design Group

Digital Well-Being with Sesame Street

Just like family dinners or a trip to the supermarket; digital media is a part of our everyday lives—and we might find ourselves asking more questions and making more decisions about how to use this technology.

In our ever-changing world, there are always new opportunities to use digital media in healthy, balanced ways as you connect, play, learn, and relax. Join your friends at Sesame Street in an interactive presentation to explore ways to help children build healthy media habits.

Learning Objectives:

1. Explore the digital platform www.sesameworkshop.org
2. Dive into the newest suite of resource connected to digital well-being
3. Strategize about ways to embed these playful tools into the fold of your work with children and families

What would you like your audience to know before coming to your session?
n/a

Who would benefit most from your breakout session?
Small stations

Would this session be beneficial for radio only stations?
No

Learning Tracks:
Content, Education

Speakers:

1. Antonio Freitas, Sesame Workshop

Empowering Public Media Through Localism: A Live Demonstration and Case Study From AZPM

In an era where trust in media is paramount and community needs are evolving, localism has never been more essential to public media's mission. This session will demonstrate how public television and radio stations—regardless of size—can leverage localism to deepen their relevance, foster civic engagement, and strengthen democracy in the communities they serve.

In an immersive session in front of NETA attendees, AZPM will produce a live, half-hour episode of THE PRESS ROOM, its signature weekly news and public affairs series. Launched in fall 2024, THE PRESS ROOM exemplifies the power of local storytelling by bringing together veteran journalist Steve Goldstein and four local journalists to discuss the week's top Arizona and national topics. The show is produced as a radio program, television broadcast, online event, and podcast, reaching audiences across multiple platforms.

Why This Matters:
Public media's commitment to localism is not just about content—it's about ensuring that every community has access to information that directly impacts their lives. By embracing localism, public stations can differentiate themselves, engage audiences, and fulfill their vital role in a healthy democracy.

Learning Objectives:

1. The Value of Localism: Understand why localism is a critical tool for public media to demonstrate its unique value and build trust in an increasingly fragmented media landscape.
2. The Value of Localism: Understand why localism is a critical tool for public media to demonstrate its unique value and build trust in an increasingly fragmented media landscape.
3. Impact on Democracy: See how grounded, unbiased local journalism fosters informed citizenry, holds institutions accountable, and drives positive change in communities.

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

- Live Production Demonstration: Witness the process of creating THE PRESS ROOM, (which is normally taped in a converted conference room using PTZ cameras and a small, cost-effective crew.)
- Best Practices for Local Storytelling: Learn how AZPM identifies, covers, and amplifies local stories that resonate with and reflect the diversity of its community.
- Technical and Operational Insights: After the live show, AZPM's Chief Technology Officer Ian MacSpadden and AZPM Production Manager Shawn Teague will share a how-to explanation of THE PRESS ROOM technical operation. AZPM web developer AC Swedbergh will explain how the program becomes a podcast, radio program, YouTube event, and broadcast program within hours after the show tapes. AZPM

News Reporter-Producers Hannah Cree and Paola Rodriguez will talk about the editorial elements of the program that includes weekly social media and podcast components. (Handouts detailing the specific PTZ cameras and audio setup will be provided to attendees.)

- Student Engagement: Discover how a four-person University of Arizona student team contributes to the production, offering a model for workforce development and community connection.

Who would benefit most from your breakout session?
Stations of all sizes, including university and community licensees, would all benefit

Would this session be beneficial for radio only stations?
Yes

Learning Tracks:
Community Engagement, Content, Professional Growth & Station Innovation

Speakers:

1. Jack Gibson, AZPM
2. Bohdan Zachary, AZPM
3. Ian MacSpadden, AZPM
4. Shawn Teague, AZPM

Feeling Our Way Forward: Transforming Kids' Content Through Social-Emotional Learning

How can public media create content that supports both emotional growth and early learning? WKAR's I Feel series for kids ages 4–8 offers a transformative example. Produced in partnership between the station's production and education teams, each 30-second short features a child naming an emotion and an expert defining it in simple, age-appropriate terms. Paired with classroom-ready workbooks and a recorded community panel, the series reached new audiences and created authentic co-viewing moments between kids, caregivers, and teachers. It also showcased a meaningful collaboration between WKAR's production and education teams—working together from the start to align creative storytelling with community-focused educational goals. This session will explore how cross-department partnerships can strengthen local impact, support content strategy, and inspire new ways to serve young audiences.

Learning Objectives:

1. Learn how to repurpose kids' content effectively across platforms.
2. Explore ways to expand reach through school and mental health partnerships.
3. Discover low-cost strategies for aligning production, education, and outreach from the start.

What would you like your audience to know before coming to your session?
This session is for anyone curious about building smarter partnerships and fostering collaboration between education and production teams. Whether you're working in content, outreach, or education, you'll gain practical ideas for aligning efforts and expanding community impact.

Who would benefit most from your breakout session?
Education teams, content producers, and outreach staff at small to mid-size stations—especially those looking to collaborate more effectively or build early-learning and community-based content.

Would this session be beneficial for radio only stations?
Maybe

Learning Tracks:
Community Engagement, Content, Education, Youth Media

Speakers:

1. Nicole Zaremba, WKAR
2. Ashlee Smith, WKAR
3. Robin Pizzo, WKAR

From Data and Organization Intentions to Implementation: Transforming Culture

What happens when a public media station commits to creating a data-driven culture but needs a roadmap to actually make it happen? And how do you bring different departments together to embrace project management tools to make this new culture work? It can be challenging to transform organizational culture from intention to implementation.

This session will offer practical strategies for breaking down departmental silos, creating meaningful metrics, and aligning teams around shared goals. Hear examples of station work in building a collaborative, data-focused environment and how to implement project management evolution. Attendees will leave empowered with tools to enhance your station's work around data, project management, and collaborative culture change.

Learning Objectives:

1. Attendees will learn strategies for developing meaningful, actionable key performance indicators.
2. Attendees will learn strategies for creating cross-departmental alignment in data-centered conversations.
3. Attendees will learn ways of managing the implementation of a project management solution, incorporating multiple departments and areas.

What would you like your audience to know before coming to your session?
We want our audience to know that this conversation will be applicable for stations at any stage of incorporating a data-centric culture. This session does not endorse any particular project management solution. The conversation will focus on the general benefits and address the challenges of implementation.

Who would benefit most from your breakout session?
This session will benefit all licensee and station types. Ideally, this session targets executive or senior-level staff with interest in strategic planning, audience development, and/or building a culture of data-driven decision making. Additionally, the session will be beneficial for programming staff seeking ways to increase data-driven decision making.

Would this session be beneficial for radio only stations?
Yes

Learning Tracks:
Content, Professional Growth & Station Innovation

Speakers:

1. Kellie May, Tailwind Collective
2. Linda Wei, Alaska Public Media
3. Stephanie Cook, SCE-TV

From Neighborhoods to Numbers: Community-Inspired Family Math Across Three States

Early math experiences have the power to shape children's trajectories in school and life. Family Math is a bilingual, research-based family engagement program designed to build math confidence, positivity, and knowledge of foundational skills for families with children 2-5 years-old. This session will provide attendees with the opportunity to experience how a family engagement model can be adapted and transformed to meet their unique community needs along with the tools to get started tomorrow. Attendees will hear from three stations – a community licensee, a university licensee, and a statewide network – about how they innovatively implemented Family Math with families and educators across Southern California, Arizona, and Alabama. Each station serves geographically and demographically diverse communities, providing recommendations for station implementation, scale, and impact nationwide. We will also share fundraising strategies to support program sustainability.

Learning Objectives:

1. Understand the Importance of Early Math and Explore the Family Math Program Model
2. Gain Tools for Community Adaptation and Learn from Real-World Implementations
3. Consider Program Scalability and Impact

What would you like your audience to know before coming to your session?
Whether you have been working with families in your community for years or are just beginning your community engagement work, this session is for you. At a time when our system needs innovative thinking the most, join us to see how three stations did what local stations do best – taking a model and creatively transforming it to have local resonance and impact.

Who would benefit most from your breakout session?
Our session would be most beneficial for stations that have on-the-ground community engagement initiatives for children and families or are looking to start similar programs. The presenters of this session are from three different station types: community licensee, university licensee, and statewide network, demonstrating that the takeaways from this session will be applicable to a wide range of station types. Stations of any size would benefit from the breakout session.

Would this session be beneficial for radio only stations?
Maybe

Learning Tracks:
Community Engagement, Education

Speakers:

1. Rosemary Miller, PBS SoCal
2. Kimberly Flack, Arizona PBS

3. Rebecca Binford, Alabama Public Television
4. Tiffany Armstrong, Alabama Public Television

From Playful Patterns to Professional Pathways: Computational Thinking and the World of Work for All Ages

Computational thinking is something that can be nurtured at a young age and further developed as children grow and it extends all the way to adulthood. By aligning PBS KIDS resources with local Nebraska Public Media content, we aim to meet this need with engaging, hands-on experiences that will help prepare children for the classroom and the careers of the future.

Building on partnerships established through a former Learning Neighborhood initiative, we sustained and expanded our efforts beyond the initial funding period. By leveraging previously developed Ready to Learn resources, we launched a series of intergenerational family engagement events aimed at our youngest learners, introducing concepts related to the world of work and computational thinking. These foundational experiences laid the groundwork for a broader impact, as we scaled the initiative to include innovator makerspaces designed for upper elementary through high school students using media from Nebraska Public Media's What If...? Innovator Insights series. Throughout this process, we deepened our collaboration with community partners, creating a more integrated and lasting model of engagement and learning.

In this session we will share examples, challenges and strategies used to create a vertical alignment of computational thinking and world of work concepts from PBS KIDS to local properties at Nebraska Public Media. You will leave the session with ideas on how to utilize your local content to scaffold learning for your community.

Learning Objectives:

1. Participants will explore the vertical alignment of computational thinking and world of work properties.
2. Participants will expand on depth of knowledge of computational thinking, world of work, and media literacy.
3. Participants will brainstorm flexible strategies to scaffold curriculum using local and national content to empower and amplify the voices of children and communities.

What would you like your audience to know before coming to your session?
Baseline understanding of the concepts of world of work and computational thinking.
Awareness of how your station supports all learners through community and family engagement and working with learners of all ages.

Who would benefit most from your breakout session?
Stations who are either doing or interested in exploring community and family engagement.

Would this session be beneficial for radio only stations?
Maybe

Learning Tracks:

Community Engagement, Education, Youth Media

Speakers:

1. Amy Cassner, Nebraska Public Media
2. Matt Heusman, Nebraska Public Media

Funding Education Without RTL: What's Next?

With the end of the Ready To Learn program at the U.S. Department of Education, many stations are facing sudden funding gaps for summer education initiatives and beyond. Identifying new, sustainable funding sources is more critical than ever.

This session begins with the Grant Center for Public Media sharing 2025 funding trends and strategies for approaching foundations, including key early education funders. Then, we'll hear a case study from Arizona PBS, where Development Director Robyn Nebrich-Duda acted quickly to secure alternative funding for their summer camps. She'll share how she did it - and how others can apply similar tactics.

To engage both in-person and remote attendees, the session will begin with a quick icebreaker: attendees will respond to a live poll asking, "What percentage of your education funding came from RTL last year?" and "What's your biggest funding challenge now?" Results will be shared in real time to establish common ground and spark discussion.

Following the Grant Center's insights and the Arizona PBS case study, participants will join small groups - via breakout rooms for virtual attendees and table groups in the room - to brainstorm funding strategies specific to their station's situation. Each group will share one actionable idea back with the larger audience, helping build a collaborative list of real-time funding solutions. Live polling and chat-based Q&A will support hybrid engagement throughout.

We'll close with an interactive, hybrid-friendly group activity - brainstorming actionable strategies for replacing lost education funding at your station, with takeaways you can start using right away.

Learning Objectives:

1. Learn how to identify and approach foundation funders that support early education initiatives.
2. Understand how to pivot quickly and effectively when a major education funding source falls through.
3. Gain actionable strategies for securing new or supplemental education funding within the next year.

What would you like your audience to know before coming to your session?
Grants are an area of growth - foundation giving to media has doubled since 2020. Grants can be paired with other fundraising strategies for maximum success, but Development teams need to learn how to use them strategically to avoid mission creep.

Who would benefit most from your breakout session?
This session is especially relevant for TV and joint-license stations that previously relied on Ready To Learn funding to support their education initiatives. It is designed for education

staff, development professionals, and station leaders navigating the loss of RTL funds and seeking practical, sustainable funding solutions. Stations that deliver summer or school-year learning programs - or who are building partnerships with local education providers - will gain the most from this session.

Would this session be beneficial for radio only stations?
No

Learning Tracks:
Education, Professional Growth & Station Innovation

Speakers:

1. Meegan White, America's Public Television Stations
2. Robyn Nebrich-Duda, Arizona PBS

Future-Forward: Building Sustainable Education Strategies in Public Media

What's your moonshot? What bold, visionary idea could take your education work to the next level—meeting the needs of your audience while securing a strong, sustainable future? That's the kind of big thinking Maryland Public Television (MPT) and Alabama Public Television (APT have embraced. Each station took a deep look at their communities and asked: What do people truly need? The answers sparked fresh, original approaches that are already shaping meaningful, lasting impact.

For MPT, that meant reimagining their entire education strategy. The result? The creation of the Maryland Center for Media Literacy & Education—a new identity with a powerful purpose. From curious kids to savvy seniors, the Center equips Marylanders with the media literacy skills they need to thrive in today's digital world.

APT focused on understanding their community's unique challenges and building strong, strategic partnerships. Their work has led to a clear, inspiring message of service to both educators, students, and families—a blueprint for public media at its best. Their newest initiative, Student Voices, will set Alabama up for now and the future.

Learning Objectives:

1. Explore the concept of "moonshot thinking" and how it can inspire bold, innovative approaches to educational outreach within public media.
2. Understand how stations like MPT and APT assessed community needs and used that insight to design strategic, sustainable education initiatives.
3. Identify actionable strategies for building partnerships and tailoring services to better serve educators, families, and lifelong learners in your own community.

What would you like your audience to know before coming to your session?
Come with an open mind and can-do attitude. We will be providing examples of stations who are acting on an innovative vision and look forward to exploring and discussing other fresh possibilities with participants.

Who would benefit most from your breakout session?
All stations could benefit. Statewide broadcasters may find it most relatable.

Would this session be beneficial for radio only stations?
Maybe

Learning Tracks:
Community Engagement, Education

Speakers:

1. Betsy Peisach, Maryland Public Television
2. Briana Morton, Alabama Public Television

Getting Started on Substack

In this session, we'll look at Substack, one of the newest digital content / social media platforms on the Internet. Substack currently has incredible growth and the audiences who access Substack are seeking deeper dives into subject matter than what normally exists on more traditional social media platforms. Because the platform encourages engagement around these deeper dives, it can be a great place to house original / local PBS content. Because Substack is also more focused on community building, it is also a great platform for PBS stations to engage with.

Currently, Substack houses newspapers and independent journalists, many who have migrated to this platform from traditional media and now use it to host video and newsletters on the platform. The Washington Post is also now in talks to work with Substack to aggregate its columns and opinion writers directly from the platform. The platform is ripe for journalism, original documentaries / docuseries, as well as podcasts.

Attendees will come away with some Substack strategies and tactics that work. They will also understand the platform, what it offers, and how it can be used to reach new audiences. We'll examine the Vegas All In Substack, which is Vegas PBS's original docuseries about the city of Las Vegas, what has worked for our station and how we're strategically planning to grow on the platform. We'll also look at other ways to use Substack, including podcasts, videos, chats and Substack Notes.

This session will be focused on a presentation with stacked presenters along with a Q&A.

Learning Objectives:

1. Substack 101: What is Substack and How Does It Work
2. Tips on finding your audience for your content. Learn the difference between followers and subscribers. Find out whether going paid on the platform will work for your station.
3. Thinking beyond the broadcast when using Substack. Understanding that audiences on Substack are drawn to topics / content and aren't necessary regionally based.

What would you like your audience to know before coming to your session?
This session is an introduction to Substack to provide insight on how to use the platform and how to build a strategy that works for each station.

Who would benefit most from your breakout session?
This breakout session is beneficial for all PBS stations, whether small, large or university licensees. This station will benefit content / marketing / communications, and community engagement teams.

Would this session be beneficial for radio only stations?
Yes

Learning Tracks:
Community Engagement, Content, Marketing & Communications, Professional Growth & Station Innovation

Speakers:

1. Autumn Widdoes, Vegas PBS

How I Did This: Student Reporters on Covering Youth-Issue Stories

When students are the reporters, they learn about everything that goes into a well-reported story: research, fact-checking, interviews, editing, and more. And when stations amplify and collaborate with student reporters, they can tell more nuanced, complete, and compelling stories that resonate with younger audiences. How does it work? Join PBS News Student Reporting Labs and student journalists as they share how they're covering critical issues from their unique perspectives.

Learning Objectives:

1. Learn how local Arizona students on the ground are experiencing and reporting on key issues
2. Leave with fresh strategies about how to approach covering key topics and inspiration to collaborate with students and educators already doing this work.

What would you like your audience to know before coming to your session?
This will be an interactive session - after an initial presentation and panel, we'll facilitate a conversation about covering these stories and participants will work in small groups to brainstorm next steps to engage and amplify diverse youth voice.

Who would benefit most from your breakout session?
This session could benefit stations of any category — but might be particularly interesting to stations that want to report with, build audience and/or engagement with the "missing middle"

Would this session be beneficial for radio only stations?
Yes

Learning Tracks:
Community Engagement, Content, Education, Youth Media

Speakers:

1. Christine Zirneklis, PBS News Student Reporting Labs
2. Aidan Booker, Arizona State University
3. Kate Nakamura, Arizona State University
4. Leah Clapman, PBS News Student Reporting Labs

I Got This! Playing to Learn, Learning to Work: Two Community-Driven Education Initiatives

In this session, we'll showcase two original initiatives—Game Quest (ages 2-12) and Career Explore Northwest (ages 14 - 25) . These programs engage children, families, educators, and local industry partners in a shared mission of learning and opportunity in our viewing and non-viewing area.

Game Quest: Game Quest was created in response to a core question: How can we reach children and families in rural communities? The solution was to build an engaging program on a platform already used by many libraries and schools. KSPS PBS transformed this tool into an interactive, PBS KIDS – themed – Read, Watch, Play! adventure by layering in media-rich activities, local interests and seasonal materials.

What sets Game Quest apart is its sustainability and adaptability. It can be scaled across rural and urban communities, easily customized with new PBS KIDS content or local themes and reused annually with minimal cost. By combining the trusted content of PBS with game-based learning, it provides a powerful model for how stations can build low-barrier, high-impact educational programs rooted in community infrastructure and the joyful spirit of play.

Career Explore Northwest: Providing students unique insight to careers in their own backyard, Career Explore Northwest KSPS PBS's direct response to a community need to showcase the wide variety of opportunities for students in the workforce. Now with over 153 local careers from over 50 local business sponsors, video highlighted with supporting salary data featured on the website, Career Explore Northwest provides a robust resource for teachers and students to explore, learn, and find their path.

To date, over its 6-year life span, Career Explore NW has generated and leveraged $1.4 million dollars for KSPS PBS. It has opened doors for many new corporate and major donor relationships and provided an educational resource for teachers that is now being used in school districts even outside our viewing area. Additionally, it keeps PBS a part of students' lives in those years that we think we "lose them" between 14-25 years old.

We will share with you the process of developing and implementing these community centered programs. Together they represent a learning journey; one that starts with PBS KIDS and literacy and grows into curiosity about the world of work.

Learning Objectives:

1. Participants will learn how to develop a sustainable Game Quest program that can be implemented and run in partnership with libraries, schools and families.
2. Participants will learn how to create a community resource while generating revenue for the station and strengthening partnerships in the community.

What would you like your audience to know before coming to your session?
No prior information is neccessary

Who would benefit most from your breakout session?
Any size station would benefit who would like to connect with their community in unique ways.

Would this session be beneficial for radio only stations?
Maybe, No

Learning Tracks:
Community Engagement, Education

Speakers:

1. Angela Riley, KSPS PBS
2. Jason Miller, KSPS PBS

Inspire Play and Build Resilience with "Daily Donkey"!

Do you play Wordle? Well, there's a new daily puzzle game in the Neighborhood! Join the producers of "Daily Donkey," the first-ever daily puzzle game for PBS KIDS from Fred Rogers Productions, for an interactive session on playful and intentional game design for children and families.

Based on DONKEY HODIE, the Emmy-winning preschool puppet series, "Daily Donkey" promotes resilience, perseverance, and problem solving, and the short daily format is designed to fit flexibly into home routines and classroom settings.

We invite puzzle lovers from all station areas to join us for a peek under the hood of the game, learning about its thoughtful and accessible design and how it builds on the learning goals of the series. Then, hear from Arizona PBS about ways to use "Daily Donkey" in your education and outreach initiatives. Attendees will gain an understanding of Fred Rogers Productions' inclusive approach to game design, how play and joy are building blocks for learning with DONKEY HODIE, and how "Daily Donkey" can help inspire your own work and deepen engagement with your audiences. Plus, see us design a new puzzle live in the room. See you there, puzzlers!

Learning Objectives:

1. Gain an understanding of thoughtful and accessible approaches to game design for children and families.
2. Learn different ways that play helps build resilience, perseverance, and problem-solving skills.
3. Discover practical and flexible models for using a daily puzzle game in your education and community engagement initiatives.

What would you like your audience to know before coming to your session?
No advance info required. (Game will launch Aug 1.)

Who would benefit most from your breakout session?
All stations! Education and community engagement professionals at large and small stations.

Would this session be beneficial for radio only stations?
No

Learning Tracks:
Community Engagement, Content, Education

Speakers:

1. Kristin DiQuollo, Fred Rogers Productions
2. Kimberly Flack, Arizona PBS
3. Rubin Soodak, Fred Rogers Productions

Language and Word Choice Matter. How Can You Get Your Whole Team on the Same Page?

Language and word choice can increase trust in your organization, improve accuracy and reduce the harms that media can cause. But the right choices are not always clear-cut. This session will cover how LAist and USC Annenberg developed style guides and newsroom habits to increase consistency, accuracy and transparency in content published across platforms.

Learning Objectives:

1. Participants will have a framework for developing their organization's own guidelines for particular terms or practices
2. Participants will come away with tools and tips for getting adoption in a newsroom, including research that demonstrates the real-life effects of using ethical and inclusive language
3. Participants will come away with strategies and talking points that solve for pushback against new terminology or practices

What would you like your audience to know before coming to your session?
LAist's style guide, Dialogue, is publicly available and free to access:
https://laist.com/dialogue

Who would benefit most from your breakout session?
Small and large stations

Would this session be beneficial for radio only stations?
Yes

Learning Tracks:
Content, Marketing & Communications, Professional Growth & Station Innovation

Speakers:

1. Laura Davis, Stylebot
2. Cato Hernandez, LAist

Launching a Student Journalism Program: A Transparent Look at GPB's Journey and How You Can Start Your Own

Are you considering launching a student journalism program but feeling uncertain about where to start? Join Georgia Public Broadcasting (GPB) and partners from PBS NewsHour Student Reporting Labs (SRL) as they share their journey in creating the Student Voices Collective (SVC), a statewide youth media initiative. This session will provide a candid look at the challenges, successes, and lessons learned along the way. Hear from GPB educators, SRL mentors, SVC educators, and student journalists about strategies for empowering young storytellers, fostering civic engagement, and building media literacy. Walk away with actionable insights to launch your own program, strengthen community partnerships, and incorporate student-produced content into your station's work.

Learning Objectives:

1. Discover practical steps to start and sustain a student journalism initiative.
2. Explore partnership models that connect stations, schools, and communities.
3. Learn how to feature student-created media across your station's platforms.

What would you like your audience to know before coming to your session?
No prior experience with student journalism is required—just a willingness to learn, collaborate, and explore how youth storytelling can enhance your station's community impact. Come ready to ask questions, share ideas, and consider how a program like this could work in your local context.

Who would benefit most from your breakout session?
All of the above

Would this session be beneficial for radio only stations?
Yes

Learning Tracks:
Community Engagement, Content, Education, Marketing & Communications, Youth Media

Speakers:

1. Tracey Wiley, Georgia Public Broadcasting

Learning with the PBS Digital Production Guidebook: A New Tool from PBS Digital Studios

In this session, PBS Digital Studios and station staff will share highlights from the PBS Digital Production Guidebook — a new comprehensive tool to teach leadership and production teams how to effectively produce a digital series for YouTube. Attendees will receive an overview of the guidebook, hear about stations' real world experiences, and put sample chapters into practice individually and in small groups. Upon completing the workshop, you will be equipped to introduce the guidebook to colleagues and begin integrating its lessons into daily work. This comprehensive guidebook represents over a decade of hard-learned lessons and best practices from the team which has accumulated over 5 billion lifetime views on YouTube.

Learning Objectives:

1. Identify potential uses for the guidebook at your station (e.g. as an onboarding resource for new digital producers).
2. Identify at least one guidebook activity or resource (templates, how-to guides, etc.) to integrate into your station's current production workflows to improve digital projects.
3. Create an audience strategy for a current, upcoming, or hypothetical YouTube series using the guidebook.

What would you like your audience to know before coming to your session?
The guidebook we will be reviewing is the only fully comprehensive resource in public media about best practices for digital transformation at the station level.

Who would benefit most from your breakout session?
This session would be a great fit for any station! Especially digital producers and education staff working in digital spaces who are interested in creating engaging content for the next generation of public media viewers.

Would this session be beneficial for radio only stations?
No

Learning Tracks:
Content, Professional Growth & Station Innovation

Speakers:

1. Elis Estrada, PBS
2. Darren Knabe, PBS Digital Studios, PBS
3. Gabrielle Ewing, PBS Digital Studios, PBS

Lifelong Learning, Lifelong Play: Using Games to Engage Adults

Think games are just for kids? Think again. The average gamer is over 35, and older adults are one of the fastest-growing segments in digital gaming. As public media continues to champion lifelong learning, it's time we embrace lifelong play, especially for the 50+ audiences who are not only game players, but also our members, donors, and lifelong learners.

This session explores how games and game-inspired design are helping stations connect with older audiences in new ways. From civics-based games to collaborative storytelling to interactive learning, we will highlight how public media is experimenting with new formats to deepen engagement and expand our mission. We'll showcase examples from across the system and offer practical ways to start exploring games as a tool for engagement, education, and innovation. Whether you're building your first game or just game-curious, come learn how stations are leveling up to meet audiences where they play.

Learning Objectives:

1. Understand how game formats align with public media's mission to serve lifelong learners, especially audiences aged 50+.
2. Discover examples of game-based projects that engage audience in meaningful, mission-aligned ways.
3. Gain ideas for low-cost, high-impact ways to explore games and interactive content at your station.

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

This session challenges the idea that games are only for kids. Today's gamers span every generation, including the 50+ audience that makes up a large portion of public media's core base. Nearly 30% of U.S. gamers are over 50, and many are playing for mental stimulation, stress relief, and social connection. As gaming becomes one of the most widely shared cultural experiences in America, public media stations have a unique opportunity to use this format for storytelling, civic engagement, and lifelong learning. This session will share how public media can begin to embrace play as a serious tool for impact.

Who would benefit most from your breakout session?

This session is designed for stations of all sizes and types, but will be especially useful for content creators, community engagement teams, education staff, and anyone exploring new formats to reach older or underserved audiences. Both small and large stations will find value in the examples and frameworks shared.

Would this session be beneficial for radio only stations?

Yes

Learning Tracks:

Content, Professional Growth & Station Innovation

Speakers:

1. Amber Samdahl, PBS Wisconsin

Make It Work: Building Meaningful Engagements with the Local Business Community

Every station has connections to local businesses and business leaders, but are those relationships working as well as they could be? Are business partners truly invested in partnership with stations? Are they prepared to support stations' work as part of their commitment? WNET will lead a panel of partner stations from its CPB-funded American Graduate: Jobs Explained initiative to explore the best ways to forge deeper, more meaningful engagements with local business community leaders. Through Jobs Explained, stations across the country have been building relationships with local business leaders and together we have discovered a wealth of information about how to engage and collaborate with these key stakeholders. Attendees will walk away from the panel with new ideas and strategies for these important relationships.

Learning Objectives:

1. How to identify potential business partner relationships and evaluate them for deeper engagement.
2. How to use information from business partners to impact on station activities and programming.
3. How to steward current business partners towards funding opportunities.

What would you like your audience to know before coming to your session?
Though this session will use American Graduate: Jobs Explained as an example, we will share best practices and strategies applicable to any station/any community.

Who would benefit most from your breakout session?
The session should be valuable for stations of all sizes and types.

Would this session be beneficial for radio only stations?
Maybe

Learning Tracks:
Community Engagement, Education, Marketing & Communications

Speakers:

1. Christopher Czajka, The WNET Group
2. Carol Yancho, Arizona PBS

Making Compromise Cool, Again

If we start with the premise that every U.S. taxpayer is a PBS member, it stands to reason that all voices should be heard on public media. Perceived bias can be rooted in a sense of lack of representation. This session looks at how our newest public affairs show (which will have launched nationally on the WORLD channel the Friday before this conference) – "Balancing Act with John Katko" – facilitates conversation aimed at achieving a bipartisan approach to solving problems dividing America. Meet the host, a former moderate Republican congressman from a swing district. Hear from station partners, and show producers dedicated to an open and civil discourse committed to helping make compromise cool, again. See how the issues important to your viewers can be represented on the show.

Learning Objectives:

1. Achieving broad representation of issues and points of view
2. How a new show will reflect perspectives your viewers care about
3. Learn how to become a Balancing Act station partners

What would you like your audience to know before coming to your session?
There are ways public media can disarm perceptions of bias.

Who would benefit most from your breakout session?
All stations interested in dynamic, informative public affairs programming.

Would this session be beneficial for radio only stations?
Yes

Learning Tracks:
Community Engagement, Content, Education, Marketing & Communications

Speakers:

1. Mitch Gelman, WCNY
2. Joe Lee, NJPBS, NYPBS
3. John Katko, WCNY

Measuring What Matters

Join PBS and a working group of stations for an overview of tools and resources that can help you measure your station's impact. Most of us are used to reporting our success in terms of quantity, like the number of viewers or programs or events, but public media's value lies in its quality, and its ability to educate and enlighten and empower. Starting with the assumption that capturing this impact is important (we hope you'll agree), we'll go beyond "why" and instead focus on "how." After over a year of research and collaboration, our working group is excited to share a suite of tools that includes a measurement framework, DIY worksheets, a catalog of survey questions, and ways to implement processes at your station. At this session and beyond, we hope to help stations routinely and reliably sum up the quality and meaningful nature of their work.

Learning Objectives:

1. Find out how to develop a measurement strategy that's tailored to your specific project goals
2. Discover how open-ended survey responses can yield both qualitative impact stories and quantitative "at a glance" statistics
3. Learn how to take informal "anecdata" and turn it into a systematic approach

What would you like your audience to know before coming to your session?
Learning to measure impact can help stations tell their local story while also helping public media demonstrate its national value.

Who would benefit most from your breakout session?
Anyone who wants to tell their station's story, demonstrate ROI, or track improvement and growth.

Would this session be beneficial for radio only stations?
Yes

Learning Tracks:
Community Engagement, Content, Education, Professional Growth & Station Innovation

Speakers:

1. Katie Koskenmaki, PBS
2. Amanda Hane, Twin Cities PBS
3. Grace Anglin, ITVS
4. Karen Haynes, WETA

More Than a Test: Extending EAS Beyond Broadcast – SMS, Email, and Online Integration at Wyoming PBS

In an effort to better serve rural and underserved communities, Wyoming PBS developed a fully integrated Emergency Alert System (EAS) that extends alerts beyond traditional broadcasts. This session explores how we built a real-time messaging system delivering county-specific EAS alerts via SMS and email through a user-friendly opt-in platform. We'll showcase our public-facing webpage explaining the end-to-end alert process, from origination to delivery. The session covers technical design, implementation hurdles, privacy considerations, and includes a live demo. We'll also highlight how community engagement and targeted marketing drove adoption. This cost-effective solution is adaptable for any public media outlet seeking to enhance emergency communications and audience transparency.

Learning Objectives:

1. Understand how to bridge EAS infrastructure with SMS and email platforms.
2. Learn how to build and manage an opt-in subscription model by location.
3. Explore strategies for creating a public-facing site to explain your alert system.

What would you like your audience to know before coming to your session?
A basic understanding of how the Emergency Alert System (EAS) works within public broadcasting. This session is designed for both technical and non-technical staff interested in expanding their station's role in community safety through direct-to-consumer alerting.

Who would benefit most from your breakout session?
Broadcast engineers, operations managers, IT staff, general managers, and public media professionals interested in emergency communications.

Would this session be beneficial for radio only stations?
Yes

Learning Tracks:
Community Engagement, Marketing & Communications, Professional Growth & Station Innovation

Speakers:

1. Joshua Williams, Wyoming PBS/Central Wyoming College
2. Antoine Day, Wyoming PBS/Central Wyoming College
3. Joanna Kail, Wyoming PBS, Wyoming PBS/Central Wyoming College

Next Gen Media Makers: How Stations are Partnering to Empower Young Storytellers through Youth Media Challenges

Across the country, public media stations are teaming up to elevate and equip the next generation of storytellers through engaging youth media challenges. In this session, learn how GBH and other partner stations, in collaboration with KQED, are using the KQED Youth Media Challenge platform to engage middle and high school students in creating powerful media projects that amplify youth voices.

Using examples like GBH's "Nuclear Weapons and Security Policy" challenge, we'll explore how stations are working with KQED to guide students to express their perspectives through audio, video, and visual storytelling. Learn how these collaborations are fostering media literacy, building community connections, and giving students an authentic platform to share their ideas with local and national audiences.

Whether you're a station looking to launch your own media challenge or just eager to connect students with real-world media opportunities, this session will offer practical tools, partnership strategies, and inspiration to help you elevate youth voices in your community.

Learning Objectives:

1. Identify effective strategies for engaging youth in media production through collaborative public media partnerships.
2. Explore how youth media challenges, like the "Nuclear Weapons and Security Policy" project, can align with educational standards and promote content learning.
3. Get ideas from the KQED Youth Media Challenge platform and resources to design youth-centered media initiatives in your community.

What would you like your audience to know before coming to your session?
Audiences should explore the KQED Youth Media Challenge platform and see some of the amazing student work available for viewing.

Who would benefit most from your breakout session?
Stations working with middle and high school classrooms, education teams.

Would this session be beneficial for radio only stations?
No

Learning Tracks:
Community Engagement, Education, Youth Media

Speakers:

1. Nicki Sirianni, GBH
2. Almetria Vaba, KQED
3. Elizabeth Gardner, GBH

One Series, Many Touchpoints: Turning an Emmy Award-Winning Series into a Statewide Education Strategy

What happens when a compelling program sparks something bigger than its original vision?

In this session, SCETV will share how one Emmy Award-winning media series evolved from a stand-alone production into a statewide educational resource—used in classrooms, teacher training, interactive field trips, and curriculum-aligned lessons. We'll show how the show's success laid the foundation for collaboration between education and digital teams, eventually driving new revenue opportunities, strengthening community partnerships, and deepening educational engagement across South Carolina.

Learning Objectives:

1. Describe how a single media series can evolve into a multi-use educational resource—supporting curriculum, teacher training, student engagement, and public outreach.
2. Identify effective models for collaborative content development across education, digital, and production teams—starting from early concept and script review through launch.
3. Explore scalable strategies for maximizing the value of media content through educational engagement, resource development, and diversified funding opportunities.

What would you like your audience to know before coming to your session?
We'll share how SCETV's digital series What's Wild became a statewide education initiative through cross-team collaboration. Come ready for a practical, open conversation—bring your questions and ideas.

Who would benefit most from your breakout session?
Stations of all sizes and university licensees will benefit—any team interested in maximizing content impact through education, collaboration, and engagement.

Would this session be beneficial for radio only stations?
Maybe

Learning Tracks:
Content, Education

Speakers:

1. Samantha Reynolds, SCETV
2. Brooke Weekes, SCETV
3. Charles Dymock, SCETV

One Story. Nine Minutes. One Shot. Making the Horse Hotel "Oner"

The creative team for Nebraska Public Media's award-winning "What If..." series had an idea. Can we tell the story of three young entrepreneurs who created a business for horses and their owners to stay while traveling...in one continuous shot? It's sometimes done in movies and scripted television. But in a series telling real stories about innovation, creativity and entrepreneurship? Producer/host Mike Tobias and Videographer/editor/co-producer Justin Cheney take you behind the scenes of this very unique production that will hopefully inspire others to push the boundaries of traditional production.

Learning Objectives:

1. Show how this was created from concept to finished product
2. Show new tools and techniques used for this shoot
3. Discuss the importance of challenging yourself to think differently about visual storytelling

What would you like your audience to know before coming to your session?
The Horse Hotel one shot story was produced for "What If..." which is a Nebraska Public Media series about innovation, creativity and entrepreneurship.

Who would benefit most from your breakout session?
Any content creators

Would this session be beneficial for radio only stations?
Maybe

Learning Tracks:
Content

Speakers:

1. Mike Tobias, Nebraska Public Media
2. Justin Cheney, Nebraska Public Media

Playing with a Hire Purpose: Leveling Up Workforce Readiness Through Career Video Games

What if career exploration felt more like play than pressure? In this session, learn how Skillionaire Games—a suite of workforce video games developed by Skillsgapp, powered by South Carolina ETV—helps youth and young adults "level up" their knowledge of life sciences, cybersecurity, manufacturing, and healthcare careers. Designed to meet learners where they are, these games spark curiosity during passive learning windows—advisory periods, career days, after school time, or digital enrichment blocks. The games are also powerful tool for engaging rural communities, underserved communities and undiscovered affinity groups. Presenters will share how games can support future-ready teaching and career-connected learning while building school-to-career pipelines with industry and postsecondary partners. Presenters will also showcase the rich data on learner engagement, in-game assessments, and career interest trends generated from the games —all of which inform station impact strategies and community reporting.

Learning Objectives:

1. Learn strategies for integrating games into in-school and out-of-school contexts to activate passive learning time.
2. Learn how public media stations can use game analytics—such as career interest tracking, in-game assessments, and pathway click-throughs—to strengthen reporting, engagement, and partnership metrics.
3. Learn how to use workforce gaming as a platform to attract sponsorships and underwriting from industry, education, and workforce partners seeking to engage future talent.

What would you like your audience to know before coming to your session?
The SC Skillionaires approach to gaming and workforce readiness is transferrable across states and stations.

Who would benefit most from your breakout session?
Stations interested in understanding the connective tissue between media, education, and workforce ecosystems, enabling public media to play a leading role in career-connected learning initiatives.

Would this session be beneficial for radio only stations?
No

Learning Tracks:
Community Engagement, Education, Marketing & Communications, Youth Media

Speakers:

1. Salandra Bowman, SCETV
2. Stephanie Cook, SCETV
3. Tina Zwolinski, Skillsgapp

Power in Partnership: How PBS Stations Are Fueling Education Through Community Collaboration

Across the PBS system, community partnerships are unlocking new opportunities for innovation, relevance, and impact in education. In this dynamic, team-led session, staff from Public Media Connect – ThinkTV | CET will showcase how strategic collaborations with local organizations, schools, libraries, and nonprofits are fueling projects that engage learners and extend the PBS mission beyond the screen. You'll hear how a future-forward approach—grounded in authentic relationships—is already delivering results, and how these models can be adapted across diverse communities.

Participants will take part in hands-on activities tied to real PBS-supported initiatives and walk away with replicable ideas, practical tools, and inspiration to activate their own local networks. This session is designed for all PBS education teams looking to strengthen their station's community footprint and amplify educational impact through partnership.

Learning Objectives:

1. Identify key strategies for building and sustaining effective community partnerships that enhance educational programming and align with the PBS mission.
2. Analyze real-world examples of collaborative education initiatives led by Public Media Connect – ThinkTV | CET to understand how local partnerships can drive innovation and measurable impact.
3. Apply practical tools and replicable models from the session to develop or strengthen participants' own station-based community education initiatives.

What would you like your audience to know before coming to your session?
Oline participants: a list of simple materials/handouts to bring to the session for hands-on participation.

Who would benefit most from your breakout session?
This session is designed for all PBS education teams looking to strengthen their station's community footprint and amplify educational impact through partnership.

Would this session be beneficial for radio only stations?
Yes

Learning Tracks:
Community Engagement, Education

Speakers:

1. Diane Kroplin, Public Media Connect - ThinkTV | CET
2. Deb Tschirhart, Public Media Connect - ThinkTV | CET
3. Lisa Sensale Yazdian, Public Media Connect - ThinkTV | CET

Powwow Bound: Developing an Indigenous Video Game for Public Media

What can happen when two public media stations collaborate to create a culturally grounded, story-driven video game? Powwow Bound: A Menominee Homecoming is the first-ever video game created through a partnership between two public media stations — PBS Wisconsin and Nebraska Public Media — and the first game ever supported by Vision Maker Media. This session explores how the project developed through immersive game design, cross-station innovation, and a collaborative partnership with Menominee Nation members.

Participants will learn how a shared vision for inclusive storytelling evolved into a game that depicts the traditions, language, and culture of the Menominee people. Attendees will leave inspired to think beyond broadcast and consider games as powerful tools for storytelling, education, and audience engagement.

Learning Objectives:

1. Gain a behind-the-scenes look at the game development process through the lens of public media and discover the successes and challenges that can emerge during culturally rooted game creation
2. Uncover how this cross-station partnership broke new ground and how its lessons can be applied to other media projects
3. Learn how games can align with public media's values and storytelling mission to serve as powerful platforms for storytelling, engagement, and education for new and underserved audiences

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

Video games are a major part of American culture. More than 190 million people in the U.S. play video games and 29% of players are over the age of 50. Public media has a tremendous opportunity to engage this broad, multigenerational audience with values-driven, community-centered content. This session will show what that can look like in practice. No prior experience with video games is needed. This session is for anyone curious about new ways to tell stories and connect with communities. Come ready to explore a culturally rooted interactive experience and think creatively about how your station could experiment with emerging media and new storytelling formats. If you have a laptop, we encourage you to bring it for an optional hands-on playthrough of the game.

Who would benefit most from your breakout session?

This session is ideal for public media professionals interested in innovation, audience engagement, education, and inclusive content creation. It will be especially relevant to those working in content production, digital strategy, education, or community engagement, as well as those exploring new interactive platforms, storytelling tools, or cultural partnerships. Creators developing media centered on Indigenous communities will also find valuable insights and approaches they can apply to their own work.

Would this session be beneficial for radio only stations?
Yes

Learning Tracks:
Content, Professional Growth & Station Innovation

Speakers:

1. Angelina Shi, PBS Wisconsin
2. Amber Samdahl, PBS Wisconsin
3. Chad Davis, Nebraska Public Media
4. Jacob Schwitzer, Nebraska Public Media

Public Safety and Emergency Messaging as a Foundation for Public Media's Future

While many feel airing the required EAS alerts fulfills a requirement, the real opportunity for public media lies in establishing itself as a true partner to public safety and emergency management at the local, state and federal levels. Success stories abound in Florida and South Carolina where an efficient, effective and public media culture-friendly model has operated with success since 2013. With a value proposition focused on public safety and information during times of disaster, public media in these states have found enhanced support and funding. It has also recast the way public media is viewed during highly partisan times. Learn more about the successes in Florida and South Carolina, including awards from TaxWatch organizations, and see how participating in a similar fashion is much easier (and less expensive!) than you might think, while enhancing your mission and local brand.

Learning Objectives:

1. How public safety and emergency alerting can integrate into the culture of public media and is doing so successfully in markets small and large.
2. How to engage public safety and emergency management agencies in your market highlighting your unique work in alerting.
3. Learn how Florida and South Carolina's operational model works for both individual and state network licensees.

What would you like your audience to know before coming to your session?
Cast aside any preconceived notions about what public media does...and doesn't do!

Who would benefit most from your breakout session?
Leadership in all public media operations, large and small, regardless of type of licensee.

Would this session be beneficial for radio only stations?
Yes

Learning Tracks:
Community Engagement, Content, Professional Growth & Station Innovation

Speakers:

1. Randy Wright, WUFT-TV/FM - FPREN - Beacon

Reconnecting From Every Angle: Donor Cultivation Meets Neighborhood Outreach
KUAF is transforming how public radio connects with its community through an innovative dual-track engagement strategy. While maintaining strong relationships with major supporters through a newly launching Friends of KUAF program, we're simultaneously launching an ambitious effort to recruit Community Connectors & fashion a Neighborhood Outreach Model that puts trusted community members at the heart of grassroots engagement.

This session will explore how we're leveraging our flagship program "Ozarks At Large" as more than just a radio show—it's become a community catalyst that extends into live events and neighborhood connections. We'll share practical strategies for balancing traditional donor stewardship with authentic grassroots relationship-building, demonstrating how public radio stations can serve as both media outlets and community connectors.

Attendees will learn how to identify and empower community connectors, create programming that translates into live community experiences, and measure success across both donor relations and neighborhood engagement initiatives.

Learning Objectives:

1. Develop a dual-track audience engagement strategy that balances major donor cultivation with grassroots community outreach
2. Identify and recruit effective community connectors who can facilitate authentic neighborhood-level relationships
3. Create programming extensions through live events that deepen listener connections and community impact

What would you like your audience to know before coming to your session?
Come prepared to think strategically about your station's community relationships. Bring your current audience engagement challenges and be ready to discuss what "community connector" roles might look like in your market. We'll be sharing models and practical grassroots tools you can adapt immediately.

Who would benefit most from your breakout session?
This session is designed for stations of all sizes but will be especially valuable for small to medium stations looking to maximize limited resources through strategic community partnerships. University licensees and stations in diverse markets will find particular value in the community connector model, as it leverages existing campus and community networks.

Would this session be beneficial for radio only stations?
Yes

Learning Tracks:
Community Engagement, Professional Growth & Station Innovation

Speakers:

1. Clint Schaff, KUAF Public Radio 91.3 FM NPR
2. Jasper Logan, KUAF Public Radio 91.3 FM NPR

Rural Roots, Bold Solutions – Transforming Education With Community Power

This session explores how four public media stations (AKPM, Arizona PBS, GBH, and SCETV) support early learning through real-world, culturally grounded activities that build content knowledge, strengthen comprehension skills, and celebrate identity and place-based engagement with a focus on playful learning, this session introduces PBS KIDS activities that support young children's flexible thinking, empathy, and collaboration—especially in classrooms, camps, and homes where technology may be limited. This session demonstrates how learning models incorporating popular PBS KIDS characters can be used to strengthen children's learning beyond the screen and help educators and community partners co-create strategies to build local relevance, host events, and send learning home.

Learning Objectives:

1. Build strategies for culturally responsive teaching and use storytelling as a tool for science learning
2. Receive early childhood STEM activities for classroom or home and learn strategies for modeling problem-solving
3. Receive a framework for rural family engagement using PBS KIDS tools and network with peers implementing similar models

What would you like your audience to know before coming to your session?
There will be a breakout session with hands-on participant-centered learning that reflects the core values of PBS KIDS programming: inquiry, exploration, creativity and community connection. The hands-on activities will be low tech activities that station outreach staff, parents and educators can replicate in their own rural settings: Hands-on Activities Molly of Denali: Session participants will participate in the Salmon Life Cycle Role-Play Activity by listening to a story about a salmon's journey and acting out the stages of their life cycle. Lyla in the Loop: Session participants will build real-world prototypes (e.g. a mail carrier problem" solution) using simple craft materials.

Who would benefit most from your breakout session?
Stations that work with Urban and Rural Communities with limited technology. Stations wanting to co design with community partners and stations that want to partner with other PBS stations.

Would this session be beneficial for radio only stations?
No

Learning Tracks:
Community Engagement, Education

Speakers:

1. Stephanie McFadden-Evans, Alaska Public Media
2. Mary Haggerty, GBH

3. Misty Standerford, Arizona PBS
4. Salandra Bowman, SCETV

Sidekicks, Synthetic Media and SEO - The Latest on AI for Public Media

Another year on the human calendar means another 20 years in the world of AI. Join us for a level set on the state of AI built around the most pressing developments in AI for public media. We'll discuss agentic AI and how it can assist in station operations (and how you should update your station's AI policy to accommodate it). We'll talk about how AI is going to upend search engine optimization, and why the future will require us to market our content to bots. We'll talk about the latest in synthetic media (especially generative video) and any other late-breaking trends in AI that could redefine what it means to make and market media in the public interest.

Learning Objectives:

1. Develop an understanding of agentic AI, how it's different than generative AI and how it can impact public media.
2. Learn how search engine optimization professionals are planning for a potential "Google Zero" future.
3. Get up to speed on the latest development in generative AI (especially generative video, music and voice).

What would you like your audience to know before coming to your session?
AI moves pretty fast. If you don't stop and look around once in a while, you could miss it.

Who would benefit most from your breakout session?
The smaller the station, the leaner the operation, the more AI can (and will) impact your business.

Would this session be beneficial for radio only stations?
No

Learning Tracks:
Professional Growth & Station Innovation

Speakers:

1. Chad Davis, Nebraska Public Media

Strategies to Connect with Young People, Innovate Content and Expand Your Audience

In this interactive session, explore opportunities to engage youth and bring their passion, unique perspectives and experiences into your station's storytelling. This opportunity to foster intergenerational connections, increase community representation in your work, and begin growing future public media audiences is essential for all stations, large and small. It is also an attractive area to many funders focused on youth development and civic engagement. The Public Media Youth Media Collective will share how to use ready-made tools and plug into existing national initiatives to engage youth in meaningful ways, and highlight unique local approaches stations are taking across the country to bring youth into programming. Participants will then work in facilitated break-out groups to brainstorm together and plan for next steps to engage and amplify diverse youth voices, in a variety of places this work might be managed at your station – whether that be in production, education, engagement or all three!

**The Public Media Youth Media Collective is a group for community, learning and inspiration for stations interested in or actively producing media for, with and/or by youth. The Collective includes dozens of public media stations. The group began as part of CPB's Next Gen Public Media initiative led by the Joan Ganz Cooney Center, and is now co-led by KQED, PBS News Student Reporting Labs, WHYY, GBH and WMHT.

Learning Objectives:

1. Share ideas, inspiration and strategies from local stations like WHYY and Alabama Public Television on engaging youth around youth media and civics
2. Learn about ready-made, practical approaches for engaging local youth in national initiatives from KQED, PBS News Student Reporting Labs
3. Attendees will leave with new ideas for creative cross-collaboration at stations to engage education, outreach, programming and events teams in dynamic intergenerational conversations

What would you like your audience to know before coming to your session?
This will be an interactive session - after initial information sharing, attendees will work in facilitated break-out groups to brainstorm together and plan for next steps to engage and amplify diverse youth voices, in a variety of places this work might be managed at your station – whether that be in production, education, engagement or all three!

Who would benefit most from your breakout session?
This session could benefit stations of any category — but might be particularly interesting to stations that want to build audience and/or engagement with the "missing middle"

Would this session be beneficial for radio only stations?
Yes

Learning Tracks:
Community Engagement, Content, Education, Youth Media

Speakers:

1. Christine Zirneklis, PBS News Student Reporting Labs
2. Briana Morton, Alabama Public Television
3. Michelle Parker, KQED
4. Steve Dixon, WHYY

Stronger Together: The Power of Sharing Proposals, Reports, and Program Data in Public Media Education

In the ever-evolving landscape of public media education, stations across the country are creating meaningful, community-responsive programs and securing diverse funding streams. However, too often these efforts remain siloed. This session explores how sharing grant proposals, funder language, evaluation data, and impact reports across stations can increase funding success, deepen collective impact, and reduce duplication of effort. Through real-world examples and guided discussion, participants will examine how collaboration in grant-seeking and program evaluation can build capacity across the system—especially for small to mid-sized stations—and position public media as a more unified force in education and equity work.

Learning Objectives:

1. Identify shared challenges and opportunities in educational grant-seeking and reporting within the public media system.
2. Describe the benefits of a collaborative resource-sharing model, including examples of shared language, evaluation tools, and outcome data
3. Apply strategies for initiating or participating in collaborative grant efforts—from co-written proposals to shared logic models and program outcomes.

What would you like your audience to know before coming to your session?
Participants will leave with practical tools, sample language, and new partners—ready to adopt a more cooperative approach to fundraising and impact measurement.

Who would benefit most from your breakout session?
Education directors, grant writers, station leadership, and program managers involved in funding, reporting, or evaluating educational initiatives.

Would this session be beneficial for radio only stations?
No

Learning Tracks:
Community Engagement, Education and Professional Growth & Station Innovation

Speakers:

1. Gina Masciola, WQED

Sustainable Rest

This session will focus on how we can incorporate a working schema for sustainable measures of rest throughout our day to prevent burnout and promote wellness, as well as building a stronger framework for internal communication.

Learning Objectives:

1. Sustainable Rest Framework
2. Team Communication
3. Personal Wellness

What would you like your audience to know before coming to your session?
We will be practicing rest in a hands-on method.

Who would benefit most from your breakout session?
This is helpful for leadership to encourage wellness, and for participating staff to aid in implementing.

Would this session be beneficial for radio only stations?
Yes

Learning Tracks:
Professional Growth & Station Innovation

Speakers:

1. Liz Liano, KRWG

Tell Me What You Want, What You Really, Really Want! Needs Assessments and the Role in PBS LearningMedia Content Creation and Facilitation

We are here to discuss what we have done to refine our data gathering methods surrounding what our communities need. We will work on defining our audiences, what information we hope to gather, how we find our audiences, and what to do with the data once we gather it.

Learning Objectives:

1. Defining our audience
2. Brainstorm strategic tools to gather and analyze data
3. Have a list of questions to jump start possible future needs assessments

What would you like your audience to know before coming to your session?
This will be an open discussion about what has been successful and what has not been for all of us.

Who would benefit most from your breakout session?
PBS Learning Media producers, small teams

Would this session be beneficial for radio only stations?
No

Learning Tracks:
Content, Education

Speakers:

1. Melanie Pehrson-Noyce, PBS Utah
2. Annie Frazier, PBS Utah
3. Kari Wardle, Idaho Public Television

The HEART of PBS KIDS Education Local Events & Initiatives: Healing Communities
Balancing the why, what, and how we do work can be challenging in our work, especially in current financial and political conditions.

As we gather for this session, the PBS Utah team will talk about the process of creating communities of caring through PBS KIDS programming, as well as local initiatives. We will then have a round table discussion with all present about what programs they have found successful and impactful and why. We will refocus on the mission and vision of PBS KIDS and how it relates to education work.

Learning Objectives:

1. Rejuvenation and refocusing on the mission and purpose of PBS station education teams
2. Roundtable discussion touchpoints
3. Come away with practical ideas to bridge political and communal divides through pbs work

What would you like your audience to know before coming to your session?
We are all learn and readjusting together. We will cultivate a place of safety and security when talking together.

Who would benefit most from your breakout session?
Small teams, those looking to refocus and hone their work (including the presenters), anyone

Would this session be beneficial for radio only stations?
Maybe

Learning Tracks:
Education

Speakers:

1. Melanie Pehrson-Noyce, PBS Utah
2. Annie Frazier, PBS Utah

Tips & Tees: Community Engagement PLC Swap & Share

Bring one of your station-branded T-shirts (or 2 or 3) and join the NETA Community Engagement PLC for a fun, fabulous, and fashionable exchange of best practices and station swag! This informal session is all about community, creativity, and sharing what works. Whether you have a brilliant tip, a useful resource, or just want to pick up some new practices, join us for a low-pressure space to connect with peers, swap strategies, swap your T-shirt, and walk away with both inspiration and a new look. No formal presentations—just real talk and real takeaways - literally.

Learning Objectives:

1. Attendees will share and receive some tried-and-true best practices for successful community engagement
2. Attendees will network and connect with system colleagues in a fun, casual, and meaningful exchange
3. Attendees will open their minds to new ideas and innovative best practices to help demonstrate their unique value in their communities

What would you like your audience to know before coming to your session?
Please bring a branded T-shirt from your station to swap at the session.

Who would benefit most from your breakout session?
All stations would benefit from learning/sharing best practices. The more stations, the better, as we can all learn something from each other whether we are alike or different.

Would this session be beneficial for radio only stations?
Maybe

Learning Tracks:
Community Engagement

Speakers:

1. Amy Labenski, WETA
2. Andrea Quijada, NMPBS
3. Caryline Clark, Iowa PBS
4. Darren LaShelle, Northern California Public Media

Tonnage: Measuring Your Total Audience

We all want to understand the size and make up of our audience, but it is difficult and time consuming. Connecticut Public has developed a methodology to understand audience size across all platforms where content is consumed, both linear and digital. This "Tonnage Report" provides amazing insights into trends in content consumption, which allow for data driven strategic decision making. Join us to hear about how this report comes to life each month as well as additional reporting around audience diversity.

Learning Objectives:

1. Develop clear KPIs and audience reporting methodology
2. Track audience size and diversity
3. Identify actionable audience insights and trends

What would you like your audience to know before coming to your session?
An understanding of current analytics at your station and/or tools to measure audience is helpful but not required

Who would benefit most from your breakout session?
This session is designed for any type or size of organization. All departments and roles are also welcome, but those with any data responsibilities or an interest in audience data will particularly find interest in this session.

Would this session be beneficial for radio only stations?
Yes

Learning Tracks:
Professional Growth & Station Innovation

Speakers:

1. Lauren Komrosky, Connecticut Public
2. Susan Bell, Connecticut Public

Turning Crisis into Community Power: How Content/Newsrooms, Engagement, and Fundraising Can Collaborate.

Learn how to transform your audience from passive viewers and listeners to engaged collaborators and donors by leveraging psychographic data, implementing co-creation models, and fostering audience-first storytelling. This moment in our history might present fundraising challenges, but it is also a catalyst for innovation and engagement. Built on the "Communities of Purpose" framework from Exponential Narratives, and drawing from real-world case studies, this session is about moving past reactions and into co-creation. You'll leave with actionable tools to reconnect with your mission, rally support, and build resilience.

Learning Objectives:

1. Identify your most engaged psychographic communities. Go beyond demographics, uncover values-based groups to sustain your content.
2. Launch low-cost, high-trust audience labs that build loyalty and co-create content. Explore ways to streamline content, engagement and fundraising while upholding ethical standards.
3. Break the content, engagement, and fundraising silos while upholding standards. Integrated planning across departments can improve mission alignment, storytelling, and revenue in lean environments.

What would you like your audience to know before coming to your session?
Demographics are no longer your strongest measure. Also, social media isn't on your side.

Who would benefit most from your breakout session?
Teams that are willing to work beyond their silos to foster truly invested audiences.

Would this session be beneficial for radio only stations?
Yes

Learning Tracks:
Community Engagement, Content, Marketing & Communications

Speakers:

1. Mariano Avila, Exponential Narratives
2. Sherisse Szymczak, Exponential Narratives