

NEXT LEVEL LEADERSHIP

2024 - 2025

NETA

PUBLIC
MEDIA
LEARNS

WORKSHOP OF WHY

TUESDAY, AUGUST 6, 2024 | 3–4:30 PM ET

The Workshop of Why will create a shared foundation for those participating in Next Level Leadership.

Simon Sinek's book "Start With Why" inspired millions around purpose, both for organizations and individually. During this course we will delve into tools that will challenge you to embrace your why, and that of your organization, in new ways. We will come together around our unique shared values and purpose – why we do what we do.

Key Takeaways:

- Empathy
- Creative exploration
- Prioritization
- Breakthrough brainstorming

Led by Timothy Eernisse, NETA Vice President of Education, Public Media Diversity Fellow

HIGH-PERFORMANCE MINDSET

TUESDAY, SEPTEMBER 10, 2024 | 3–4:30 PM ET

In this virtual ignite session, participants will have the opportunity to hear from USA Olympic coach Chris Brown on what it takes to develop a high-performance mindset. Key characteristics, attributes, efforts, and commitments are required to be on the path to sustained high-performance. Here's a hint, it's mostly mental...and it's up to you.

Attendees will have a micro "playbook" on how to develop or enhance their high-performance mindset to influence their performance as an individual and as a teammate of others.

Led by Chris Brown, Managing Director, Victory Strategies

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Open only to NETA Member Stations. \$1,200 per person.
To enroll, contact [Tim Eernisse](#) by August 1, 2024.

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NEXT LEVEL LEADERSHIP

LEADING REMOTELY

TUESDAY, OCTOBER 1, 2024 | 3–4:30 PM ET

Throughout this virtual ignite session, participants will have the opportunity to gain an understanding of how to effectively lead self and others remotely. Team member Matt Weinschel will share personal experiences based on lived examples of leading remote teams, discussing the obstacles and advantages that come with it. Following practitioner context, participants will then engage in collaboration and discussion on the topic so that they can take the "what" of the discussion and convert it into the "how."

Attendees will have a micro "playbook" on how to be better leaders of self and others remotely, as well as three identified action items they can immediately apply in their personal and professional remote environments.

Led by Matt Weinschel, Managing Director, Victory Strategies

BOSS VS. LEADER & ACCOUNTABILITY

TUESDAY, NOVEMBER 5, 2024 | 3–4:30 PM ET

As leader you, either make yourself accountable or you will be made accountable by your circumstances. Accountability is the glue that ties commitment to the result. A boss has the title and a leader has the people. A boss says GO and a leader says let's go!

Led by Amy Burkett, PBS Charlotte General Manager, John Maxwell Certified Instructor, Public Media Diversity Fellow

“ A boss says 'GO'
and a leader
says 'let's go!' ”

NEXT LEVEL LEADERSHIP

LEADER AS COACH

TUESDAY, DECEMBER 3, 2024 | 3–4:30 PM ET

Coaching is the universal language of change and learning. Coaching isn't therapy. It's product development with YOU as the product. A good coach can change an outcome. Great coaches change lives. A great coach not only inspires but supports and encourages others to get results.

Led by Amy Burkett, PBS Charlotte General Manager, John Maxwell Certified Instructor, Public Media Diversity Fellow

COACHING PRACTICUM

ASYNCHRONOUS

Coaching is a universal language of change and learning, which is why we're excited to offer participants this opportunity to put into practice what they've learned over these classes. We get better at things through doing. This four-week self-guided project allows participants to apply what they've learned about empathy, inclusive leadership, coaching, and accountability. Each person will choose a person in their organization to practice their coaching strategies with for 30 minutes once per week for three weeks. These should be real world conversations about the work that needs to be done in their organization. After each coaching session, they will set a time to virtually meet with their assigned peer group partner for a 30-minute session to discuss how each meeting went

and collaborate on how to create a strategy to continue progress for the following week's session. After the third peer strategy session, each participant will write a one-page reflection detailing their hits, misses, and home runs of the project, and share what they found most useful as well as identify the value of the sessions with their peer partners and where they feel they need more help.

Led by Amy Burkett, PBS Charlotte General Manager, John Maxwell Certified Instructor, Public Media Diversity Fellow, and Timothy Eernisse, NETA Vice President of Education, Public Media Diversity Fellow

“A boss has the title.
A leader has the people.”

NEXT LEVEL LEADERSHIP

CHANGE MANAGEMENT

TUESDAY, FEBRUARY 11, 2025 | 3–4:30 PM ET

The only constant in life is CHANGE and our industry is experiencing huge change right now. Join multi-Emy-winning journalist, Certified Maxwell Leadership Trainer, speaker, executive coach, and PBS Charlotte general manager Amy Burkett for a compelling exploration on how to do it well and not get left behind.

Research shows 50 percent of all organizational change fails.

Key takeaways:

- Learn techniques to navigate the people side of change
- Discover the differences between adaptive and transformational change
- Develop a road map to create a culture of change

Led by Amy Burkett, PBS Charlotte General Manager, John Maxwell Certified Instructor, Public Media Diversity Fellow

CURATING CULTURES WHERE TALENT THRIVES

MONDAY, MARCH 24, 2025 | 3–4:30 PM ET

What has the Great Resignation taught us about leading teams in the post-COVID era? What factors contribute to a healthy workplace culture?

Developing team culture is one of the most important skill sets a leader must practice daily in their efforts to recruit and retain talent.

Led by Erica Curry Van Ee, Urban Curry Consulting LLC

This interactive workshop will:

- Define the key features of great organizational cultures
- Explore the relationship between toxic culture and psychological safety
- Provide leaders with actionable strategies to assess and improve their workplace culture
- Equip the Next Level Leadership cohort with a practicum opportunity to implement in 2025

NEXT LEVEL LEADERSHIP

DEVELOPING YOUR TEAM

TUESDAY, APRIL 8, 2025 | 3–4:30 PM ET

Throughout this virtual ignite session, participants will have the opportunity to collaborate and learn from retired USAF fighter pilot and 2-Star General on what it takes to assemble and develop your team. Hear thoughts, considerations, mistakes, and blind spots to be conscious of before continuing to develop a team of your own.

Attendees will have a thorough understanding of considerations and a "tool kit" on methodically developing their own team.

Led by Chris Craige, Managing Director, Victory Strategies

LEADERSHIP GROWTH IN ACTION

TUESDAY, MAY 20, 2025 | 3–4:30 PM ET

A 2018 *Harvard Business Review* article describes it best – *Learning is a Learned Behavior*. Here is a quick excerpt from the article, "A growing body of research is making it clear that learners are made, not born. Through the deliberate use of practice and dedicated strategies to improve our ability to learn, we can all develop expertise faster and more effectively. In short, we can all get better at getting better."

Join us for a dialogue on activating your personal growth. Following the dialogue with Lesli and Jacob, we want to hear from you. What goals have you set for your own professional growth? Can you share any strategies that are working for you to carve out time to focus on yourself?

Led by Lesli Rotenberg, Executive Leadership Guide, Public Media Veteran, and Jacob Werksman, Founder & CEO of Victory Strategies

“Through the deliberate use of practice and dedicated strategies to improve our ability to learn, we can all develop expertise faster and more effectively.”

– Ulrich Boser, *Harvard Business Review*

NEXT LEVEL LEADERSHIP

EXISTENTIAL LEADERSHIP

TUESDAY, JUNE 10, 2025 | 3–4:30 PM ET

As a leader, you face a multitude of opportunities and challenges. Join NETA President Eric Hyyppa and other system leaders as we look toward the future through an existential lens. We will focus on what our system's future looks like around education and journalism, and

how your leadership skills are essential to ensuring our system is strong.

Led by Eric Hyyppa, President of NETA, Public Media Diversity Fellow

LEADERSHIP CAPSTONE

TUESDAY, JULY 8, 2025 | 3–4:30 PM ET

The capstone course will challenge participants to put lessons learned into action. Leveraging the Workshop of Why, teams will work together around a shared challenge to develop solutions utilizing the skills learned in Next Level Leadership. Projects will have set parameters and be presented to system leaders for feedback and potential implementation.

Partnership groups and foundational work will commence on the day of the course with an expected completion date of 30 days after the course date. Outside course work will be subject to group coordination.

Led by Timothy Eernisse, NETA Vice President of Education, Public Media Diversity Fellow; Todd Hoskins, Consultant, Canopy Gap; and Milton Clipper, Founder, Clipper & Company

LEADERS AMONG US

ASYNCHRONOUS

This is your chance to dive deeper and gain knowledge from a wealth of leaders across multiple sectors. Hear leadership lessons from colleagues within and outside of public media. View one per day or all at once. This is for you to build your leadership acumen.

Featuring Rich Homberg, Detroit PBS; Darren LaShelle, NorCal Public Media; Mark Jahnke, South Carolina ETV; Amy Burkett, PBS Charlotte; Todd Hoskins, Canopy Gap; Jennifer Cook, WUCF; Leslie Lynch, GVSU Seidman College of Business; and Diane Beecher, The Brand Consultancy

*Individual classes and instructors subject to change.



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