



## Breakout Session Schedule

*Conference breakout sessions will be delivered virtually in live scheduled sessions, along with on demand pre-recorded and poster sessions. Access breakout sessions through the conference platform.*

Tuesday, January 25, 2022 | 4:00-5:00pm ET

### **Create More Inclusive and Accessible PBS LearningMedia Resources: Working Session**

Want your PBS LearningMedia content to be more inclusive, accessible, and culturally responsive, but not sure where to start? Come learn practical tips and practice them with one of your own PBS LearningMedia resources. Over the past few years, the WNET Group and GBH have deeply engaged in efforts to make content development more inclusive, accessible, and responsive to diverse learners. At the 2020 NETA conference, we presented Access for All: Designing for Inclusion, a session focused on the challenges faced by individuals with disabilities when accessing PBS LearningMedia content. This session will extend beyond accessibility to provide specific, practical tips on how to make your math, science, history, and ELA resources inclusive and culturally responsive. Participants should come prepared with a PBSLM resource they would like to workshop. GBH will share examples from [Math at the Core](#). WNET will share insights from [American Masters: Becoming Helen Keller](#) and [It's Lit](#).

***Participants should come prepared with a PBS LearningMedia resource they would like to workshop***

#### **Key Insights:**

Participants will:

1. Become familiar with media design principles and guidelines that support inclusion, accessibility and cultural responsiveness.
2. Analyze and improve upon one of their own resources during the session

#### **Session Speakers:**

1. Sandy Goldberg, Education Director, The WNET Group
2. Kristina Kirtley, Senior Producer, Content and Youth Engagement, The WNET Group
3. April Bo Wang, Director of Strategic Development, GBH

**Session Producer:** Sandy Goldberg, WNET

**Learning Track:** Education

### **Expand Your Digital Audience: Scaling New Models of National-Local Collaboration**

Groups across the country of all sizes are re-envisioning how to discover, reach, and engage with audiences across digital platforms. The PBS science series NOVA is underway on a grant from CPB enabling the series and five local station partners to produce and distribute short-form digital videos on content at the intersection of science and society. In this session, learn best practices for digital production and distribution, and discover how national series producers and local stations can work together to develop new audiences.

#### **Key Insights:**

1. Best practices for digital video production and social media distribution
2. Techniques and opportunities for digital audience growth and diversification through national and local partnerships
3. Methods for deeper audience engagement around public media science content How will this be engaging: NOVA will poll participants regarding their current digital platforms utilized, content genres, and audience demographics.

#### **Session Speakers:**

1. Ari Daniel, GBH
2. Eric Martin, Nebraska Public Media
3. Carol Yancho, WKAR
4. Julia Cort, GBH
5. Sukee Bennett, GBH

**Session Producer:** Maggie Stevenson, GBH

**Learning Track:** Content

### **Gwen Ifill Fellows: Forging inclusive paths for young professionals at local stations**

After the death of beloved NewsHour managing editor and co-anchor Gwen Ifill in 2016, Student Reporting Labs created the Gwen Ifill Legacy Fellowship in honor of the late, trailblazing journalist. SRL has provided more than a dozen young media professionals with paid summer fellowships at local stations, most recently at South Florida PBS, Detroit Public Television and WQED. Open to young people of color in SRL's national student journalism network, the fellowship creates tangible opportunities for high schoolers or graduating seniors to work and train in local public media newsrooms. The only one of its kind in public media, the fellowship program helps young people tell the stories that matter to them while exploring a potential career path. Join SRL to hear from some of its Gwen Ifill Fellows about their experience, ideas to engage more young people in public media, and how stations can consider bringing this fellowship to their own newsrooms.

#### **Key Insights:**

1. Engage young people in public media career paths
2. Leverage up and coming talent to improve outreach to younger audiences
3. Create inclusive paths for the next generation of media professionals

#### **Session Speakers:**

1. Leah Clapman, PBS NewsHour
2. Micah Martin, Senior, Frederick V Pankow Center, Michigan
3. Angeline Abrera, Senior, University of Houston, Texas
4. Corie McCowin, Freshman, University of Nebraska, Nebraska

**Session Producer:** Elis Estrada, PBS NewsHour Student Report Labs

**Learning Tracks:** Content, Education, Engagement, Station Culture & Management

### **PBS KIDS' Strategy Content: New Voices, New Approaches Online**

Come learn about PBS KIDS' content strategy, focused on making sure every child can see themselves reflected in our media and educational materials, experimenting with new formats and platforms, and expanding Spanish-language resources to reach them. Attendees will also get an overview of the "Learning for All: Inclusive & Equitable Facilitation" course, developed through CPB's Ready to Learn grant. This self-paced learning course is designed for stations and partners engaged in community-based learning to explore and learn effective practices for equitable, inclusive, and culturally responsive facilitation through readings, videos, and workbook reflection activities.

#### **Key Insights:**

1. Learn ideas for creating inclusive content
2. Gain ideas for experimenting with new formats and platforms
3. Preview of self-paced learning course, "Learning for All: Inclusive & Equitable Facilitation"

#### **Session Speakers:**

1. Maricella Borroel, PBS
2. Natalie Engel, PBS
3. Lavanya Mohan, PBS
4. Maria Vera Whelan, PBS

**Session Producer:** Marla Krueger, PBS

**Learning Track:** Content

### **Returning to the Workplace: Supporting the Mental Health & Well-being of Employees Through the Transition and Beyond**

The world is changing, and mental health is on center stage. Employers see rates of anxiety, depression, substance use, and other mental health conditions rising. Uncertainty is rising too with growing concern over the continuing impact of the pandemic. At the same time, many employers are asking employees to return to work. There are many issues arising like how to manage uncertainty and unpredictability while supporting employee mental health and well-being. Join us as we discuss these and issues related to how employers can best support employees and their families through transition and these uncertain times.

#### **Key Insights:**

1. Learn strategies to support your mental health
2. Learn strategies to support your co-worker's mental health

**Session Speaker:** Darcy Gruttadaro, APA Foundation

**Session Producer:** Darcy Gruttadaro

**Learning Track:** Station Culture & Management

Wednesday, January 26, 2022 | 2:15-3:45pm ET

**Building Station-Connected Teacher Communities: Scaling for Time, Budget, and Bandwidth**

Station-connected teacher communities can inform and enhance a station's educational content development, programming, and overall connection to educators in the station's constituency. Stations across the country have approached creating these communities in different ways depending on their station goals, budgets and bandwidths. This session will present different case studies from stations illustrating how they developed teacher communities. The most important component of this session will be the exchange of ideas for creating communities and bringing teachers into the station fold regardless of budget, structure, or content focus (i.e., PBS LearningMedia and/or other initiatives). Panelists from four stations will begin the session by sharing examples of strategies and projects that have created doorways to teacher engagement. The examples vary in scale and are intended to spark ideas as attendees brainstorm, share, and develop further ideas for their own stations.

**Key Insights:**

1. Hear from stations about various models for developing teacher communities
2. Brainstorm and crowdsource ideas for developing teacher communities or onboarding individual teachers as partners and advocates \*If desired, outline a plan or project they will implement or adapt through 2021/2022 for engaging teachers that fits with their budget, bandwidth, and station goals, and report on their subsequent experiences at NETA fall 2022

**Session Speakers:**

1. Carolyn Jacobs, GBH
2. Tracey Wiley, GPB
3. Jen Kobilecky, PBS Wisconsin
4. Brian Spellman, KET

**Session Producer:** Denise Olson, GBH and Carolyn Jacobs, GBH

**Learning Track:** Education

**How the Michigan Learning Channel successfully created a Statewide Engagement Team**

The Michigan Learning Channel launched in Jan. 2021 as a statewide public television partnership offering instructional content to support the education of students and provide alternative resources for families and teachers. Come join the Michigan Learning Channel team, including the General Manager from WGVU, to learn about how we created a new, statewide, cross-station PBS channel and a team of coordinators to promote localized community engagement. Two Michigan Learning Channel engagement coordinators will discuss how they connect learners in their local communities to the content and resources available on the MLC. Be inspired by this 6-station team as you learn how they work together to ensure that every student in Michigan has equitable access to high-quality learning content via their local PBS station.

**Key Insights:**

1. Navigating a statewide network: Learn how 6 PBS stations worked together to create a new learning channel and how they continue to balance collaborative statewide engagement efforts with the engagement already underway at their own station.
2. Tools for success: Learn how the Michigan Learning Channel created a statewide engagement team and how they use "turn key" engagement plans to promote the channel in each region of the state.
2. Engaging Learners: Learn how the MLC engagement coordinators work with schools, teachers, community organizations, libraries, and more as a way of increasing MLC visibility and thus connecting more learners to the content available on the MLC.

**Session Speakers:**

1. Tara Hardy, Detroit Public Television

2. Jim Rademaker, WGVU Public Media
3. Summer Godette, WKAR
4. Ellen Doan, WNMU

**Session Producer:** Olivia Misterovich, Michigan Learning Channel

**Learning Track:** Engagement

### **Keep Calm and Put Your Lab Coat On! Captivating Young Audiences Through DIY STEAM Programming**

Have you ever wondered what happens to water after it flushes down your drains? Maybe you've heard the word *polymer* but aren't sure what it means? Alabama Public Television and Vegas PBS's new children's science programs can help solve these mysteries! APT's broadcast series, ***DIY Science Time (Grades 4-6)***, invites kids and their families to join Mister C and his science crew to investigate the world through fun DIY science experiments using household materials, reminding everyone that science is wherever you are! ***Vegas PBS STEAM Camp (Grades 2-5)*** is a multi-platform, Emmy-award winning series that explores real-life applications of STEAM in Southern Nevada, demonstrating how it helps improve our lives and community! These innovative science programs target children at an age when their interest in STEAM is largely formed. Learn how these two different approaches facilitate confidence, encourage critical thinking, and allow students and families to bond while learning together.

We encourage you to turn on your cameras and bring a few sheets of paper, a pencil, scissors, and an index card with you, to fully participate in this interactive session!

#### **Key Insights:**

1. Engaging children with innovative and forward-thinking approaches to science programming.
2. Using animation and editing techniques to add visual appeal to young children.
3. Tips for creating additional educational resources and diving into curriculum development.
4. Community engagement ideas (i.e.: working with afterschool and summer programs to incorporate programming into their curriculum).

#### **Session Speakers:**

1. Jessica Russell, Vegas PBS
2. Jeremy Helal, Vegas PBS
3. Heather Daniels-Whitson, Alabama Public Television
4. Mister C (Kevin Cornell), DIY Science Time

**Session Producer:** Jessica Russell, Vegas PBS

**Learning Tracks:** Content, Education, Engagement

### **Leveraging Public Media's Collective Intelligence to Improve How We Reach Teens and Tweens**

Teens and tweens represent a new audience for most of the public media community, but efforts in this area are growing. How can we leverage our collective intelligence to better understand key challenges to reaching youth? Join staff from the Joan Ganz Cooney Center's Next Gen Public Media initiative, along with leaders from across the field, for an interactive session where we go deep to identify key problems of practice around youth-facing public media work. Participants will be invited to join targeted discussions focusing on specific youth-facing priorities: -Promoting youth voice and power within/through public media -Innovating platforms/media formats to more effectively reach youth -Rethinking public media content to promote youth well-being and civic identity -Advancing youth media fluency and literacy Attendees will become connected to a larger community of public media professionals that are working to reach the next generation of public media audiences.

**Key Insights:**

As a participatory session, attendees will have the opportunity both to learn from their colleagues in the public media community and to collaboratively generate new insights around teen and tween media engagement.

They can expect to learn more about the challenges associated with:

1. Effectively and equitably structuring opportunities for youth to collaborate with public media professionals
2. Platforming youth perspectives within public media content
3. Experimenting with new technologies, online platforms, and media formats that promote youth engagement
4. Creating content that addresses youth developmental needs and health, and their civic identities
5. Increasing youth capacity to navigate (mis)information, fragmented media ecologies, and online privacy

**Session Speakers:**

1. Colin Angevine, Joan Ganz Cooney Center
2. Rafi Santo, Joan Ganz Cooney Center
3. Michael Preston, Joan Ganz Cooney Center

**Session Producer:** Catherine Jhee, Joan Ganz Cooney Center at Sesame Workshop

**Learning Track:** Education

**What is the Future of Digital Learning?**

Join us for a provocative, moderated discussion on the future of education and digital learning. Our panel will discuss recent trends in technology and instruction and how EdTech products can meet the evolving needs of students and teachers, address issues of equity and access in digital learning, and explore the role PBS LearningMedia can play in the evolving landscape.

**Key Insights:**

Attendees will walk away with insight into the following questions: How does media and digital learning fit into the future classroom? What are the latest trends in technology and instruction and where is the industry headed? What role will culturally responsive teaching play in the future, and what are the promises and pitfalls of edtech as related to equity, inclusion, and accessibility? How can we prepare the next generation of public media creators? Stations will have the opportunity to break into small groups for targeted discussions around these topics, with ample time for discussion about the future of PBS LearningMedia in their communities.

**Session Speaker:**

1. Lori Brittain, PBS LearningMedia
2. Seeta Pai, GBH
3. Cameron White, New Schools Venture Fund
4. Julia Torres, Denver Public Schools

**Session Producer:** Kristin Lehner, PBS Education

**Learning Track:** Education

Wednesday, January 26, 2022 | 4:00-5:00pm ET

**Designing Programs for Teachers: A Needs Based Approach**

As the pandemic continues to shape the way teachers engage their students, PBS stations are in a unique position to support them in their work by providing access to high quality digital resources, customized professional development and unique opportunities for peer collaboration. If you are interested in improving educator engagement at your station and aim to build strong relationships with teachers in your community this is the session for you! Using a blended learning model starting in January at the virtual conference, continuing online on Public Media learns and wrapping up at the hybrid event in the fall, we will guide you through the process of surveying the needs of teachers in your community, developing programs that are customized to meet their needs and interests and developing a plan for sustainability so that you can continue to build strong connections with local teachers.

**Key Insights:**

1. Participants will learn key strategies for assessing the needs of local teachers.
2. Participants will learn about research based models for professional learning that can be facilitated by PBS Education staff.
3. Participants will create, implement, and evaluate a professional learning program for teachers in their community over the course of this three-part blended course.

**Session Speakers:**

1. Nikki Vradenburg, Montana PBS
2. Kari Wardle, Idaho Public Television
3. Ben Garcia, Southern Oregon PBS

**Session Producer:** Nikki Vradenburg

**Learning Track:** Education

**Hindsight is 20/20: How We Built a Pipeline for Diverse Content**

This panel will review *Hindsight* - a pilot multi-platform public media content initiative and filmmaker support program aimed at storytellers of color from around the American South working to chronicle the cultural shifts, community ingenuity, and pivotal conversations defining this moment in America. Southern stations, independent filmmakers and media arts organizations that collaborated on *Hindsight* will discuss how the pilot played out in its entirety. Using evaluation data and survey results, we will review best practices and feedback for strengthening this model. *Hindsight* which spanned 2019 through 2021 created a new collaboration model to fund, produce, mentor and distribute films by BIPOC makers connected to their local communities via the region-focused strand *Reel South* and the WORLD channel both online and on air. We will explore how this model creates an ideal ecosystem to nurture, amplify diverse independent producers and local stories. Based on the Southern pilot, partners have created a Midwest pipeline.

**Key Insights:**

1. What does it take to start a pilot project between a strand, stations, media organizations that support independent producers and continue partnership throughout the process from inception to broadcast/streaming.
2. What were the pain points and learnings throughout the collaborative process? Starting with soliciting proposals from makers through research & development, production, and distribution as part curator, nominator, advisor, and/or local liaison.
3. What did we learn from each constituency in the collaboration about what worked and what could be improved.
4. How do we measure success, impact and engagement.

5. How did the promotion and distribution strategies of these digital native shorts through online public media spaces and other media outlets engage a younger, more diverse audience that reflects the current demographics of the regional South and the country.

**Session Speakers:**

1. Chloe Walters Wallace, Firelight Media
2. Rachel Raney, PBS North Carolina & Reel South
3. Sapana Sakya, Center for Asian American Media
4. Station Representative TBD

**Session Producer:** Sapana Sakya, Center for Asian American Media

**Learning Track:** Content

**Leaning Into Early Childhood Racial Equity Work**

Early Childhood Education (ECE) has been steeped in disparaging workforce practices rooted in systemic racism. As leaders in early education supports, public media has a responsibility to lean into understanding the historical, structural, and marginalized impacts of the early childhood education system to eliminate barriers and sustain equitable engagement practices.

**Key Insights:**

During this session, participants will learn how to

1. Connect with ECE networks and collaborations
2. Identify historical and structural ECE policies rooted in racism and bias
3. Challenge assumptions and cultural prejudice
4. Develop equitable and inclusive support practices

**Session Speakers:**

1. Robin Pizzo, WKAR
2. Ladawn Caldwell, Owner Cradles to Crayons
3. Rita Ndovie, Parent & WKAR Corporate Support Coordinator

**Session Producer:** Robin Pizzo, WKAR

**Learning Tracks:** Education, Engagement

**Facing Suicide: Empowering Stations Around Suicide Prevention**

Twin Cities PBS (TPT) is leading a national initiative, Facing Suicide, to educate the public media audience about suicide and to provide resources to help local stations address the issue in their own communities. Join the conversation and learn how Facing Suicide will empower stations across the system through a station grants program, virtual trainings, digital media toolkits, social media and other assets to activate research and live-saving resources around the national broadcast premiere of a 90-minute feature documentary, in Fall 2022. In the United States, suicide takes more than 45,000 lives annually, or one every 11 minutes. It is the second leading cause of death for people between the ages of 10 and 34. A nationwide effort is underway to understand suicide and find ways to prevent it. Scientists, researchers, and public health experts are creating tools and therapies to detect suicidal thoughts, alleviate suffering before harm occurs, and help patients move past suicidal ideation. This interactive session begins with an overview of the serious public health problem and prepares stations to activate the initiative's powerful content throughout the year. An open discussion concludes the hour.

**Key Insights:**

The goals of The Race to Solve Suicide initiative are to destigmatize suicide and provide best practices around prevention. Participants will gain insights, including the latest research and new developments in our



understanding of the phenomenon. We will discuss how our three national partners; the National Action Alliance for Suicide Prevention; the American Foundation for Suicide Prevention; and the Jed Foundation, are working to educate and empower communities, and what role stations can play.

Participants will learn about engagement resources, including professional development workshops that address suicide prevention and communication practices. TPT will explain the program's impact tracking tools designed to optimize and evaluate station grantees' local engagement efforts. Finally, participants will explore a toolkit of media assets and editorial content that will be provided to all public media professionals, empowering them to offer help and hope around this critical issue.

**Session Speakers:**

1. Ashleigh Rowe, Twin Cities PBS
2. Kim Torguson, Ntl Alliance for Suicide Prevention
3. Amanda Hane, Twin Cities PBS
4. Jennifer Bondy, Twin Cities PBS

**Session Producer:** Ashleigh Rowe, Twin Cities PBS

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

**Sesame Street in Communities: Coming Together Racial Justice Resources in Rural Communities**

During this session, participants will learn about the Sesame Street in Communities (SSIC) "ABC's of Racial Literacy" resources, a part of the Coming Together initiative, Sesame Workshop's ongoing commitment to racial justice. The SSIC racial justice resources help families who are directly affected by racism as well as their allies, helping them to engage honestly and directly with little ones to begin to build racial literacy (the skills needed to talk thoughtfully about race and to identify and respond to racism). Sesame Workshop staff will walk through the resources and how they are designed to develop children's understanding, curiosity, resilience, and empathy—and to prepare for the task of building a better world by standing up, standing tall, and standing together. Station staff who participated in the recent Sesame Street in Communities Public Media Champions initiative will provide case studies on how they implemented SSIC's racial justice resources in rural areas.

**Key Insights:**

Participants will be able to:

1. access and navigate the Sesame Street in Communities website
2. understand what racial justice resources are available on the Sesame Street in Communities website
3. understand best practices for using Sesame Street in Communities racial justice resources in rural settings

**Session Speakers:**

1. Jenna Fishner, Sesame Workshop
2. Halle Sullivan, WQLN PBS NPR
3. Cara Rager, WXXI
4. Misty Stewart, WCTE Central TN PBS

**Session Producer:** Amanda Granger, WNET

**Learning Track:** Education, Engagement

# Poster/Pre-recorded

## **All Write, All Write, All Write! How Vegas PBS and WQED's PBS KIDS Writers Contests Have Evolved and Thrived!** *(pre-recorded)*

While the pandemic brought the world to a halt, the PBS KIDS Writers Contests at WQED and Vegas PBS were still in full swing, becoming an integral component of learn at home efforts. Told through a humorous and entertaining fairytale format, this presentation will share how the stations used creative media to enhance the contest and bring the work of their talented young authors to life. Stations will also share how their local contest has evolved and thrived through unique partnerships, COVID-related adaptations, major donor cultivation and engagement, web-based community involvement, and more! This session will leave you inspired with innovative ideas to enhance or reignite your local competitions.

### **Key Insights:**

1. Innovative ideas for using media to enhance the contest, including animation and editing techniques used to add visual appeal to young children. (i.e.: Vegas PBS' animated Writers Contest award ceremony broadcast special).
2. Tips for donor cultivation and engagement (i.e.: Vegas PBS' \$100,000 endowment from a major donor).
3. Partnership development (i.e.: WQED's partnerships with Saturday Light Brigade to create story videos and Pittsburgh Puppet Works to create the musical puppet show).
4. Community engagement ideas (i.e.: WQED's Readers Choice Award, where the general audience can go online and listen to all of the finalist stories and vote for their favorite).
5. How each station measures the impact of their contest.

### **Session Speakers:**

1. Jessica Russell, Vegas PBS
2. Jeremy Helal, Vegas PBS
3. Shelley Schmidt, WQED Writers Contest
4. Michelle Imfer, WQED Ready To Learn

**Session Producer:** Jessica Russell, Vegas PBS

**Learning Tracks:** Content, Education, Engagement

## **The Future is Now: How Young Storytellers Are Building a Stronger, More Diverse Media Industry** *(pre-recorded)*

As our country continues to reckon with racial injustices, many industries are reevaluating their Diversity, Equity, and Inclusion practices, including in journalism and media. Only 38% of newsrooms have made diversity gains in the last 15 years, according to the American Society of News Editors. PBS NewsHour Student Reporting Labs (SRL), a youth media organization invested in the next generation of storytellers, is creating pathways for young journalists from historically underrepresented communities to pursue careers in media. Attendees will hear from early career professionals who got their start in high school when SRL opened the door for their voices to be heard and how they are rethinking the future of journalism.

### **Key Insights:**

1. Attendees will understand how media training programs can create access to underrepresented young people unlike other traditional educational programs.
2. Attendees will learn how media making projects can help build trust between creators and consumers of information.
3. Attendees will understand the barriers facing underrepresented groups trying to enter the media industry and learn about resources to help break down those barriers.

**Session Speakers:**

1. Malick Mercier, Next-Gen Storyteller and Student Journalist, Ithaca College
2. Victoria Hodge, Student Reporting Labs Alumni and News Associate at NBC News
3. Angeline Abrera, Student, University of Houston
4. Fernando Cienfuegos, Student Journalist, University of Southern California

**Session Producer:** Elis Estrada, PBS NewsHour Student Reporting Labs

**Learning Tracks:** Education, Engagement, Station Culture & Management

**Reach Out and Touch: Connecting High-Quality Education Resources for Rural Students** *(poster)*

In response to a call to support those reeling from the learning loss and social-emotional traumas from the pandemic year of school interruptions, Arkansas PBS partnered with the Department of Education to support kids and families through the Rise and Shine Summer Learning Program. Consisting of more than 100 hours of high-quality programming including mini lessons from Arkansas Teachers of the Year, “Rise and Shine” segments are grounded in the learning targets provided by the Arkansas Department of Education’s Division of Elementary and Secondary Education. With over 15 original songs, five original digital shorts, more than 30 field trip segments and dozens of mini-lesson segments featuring Arkansas teachers, much of “Rise and Shine” was locally produced in a crash production period of six weeks. In support of our programming, weekly supplemental home activities, packaged in colorful, professionally designed “Power Packets,” were published and distributed to families and student.

**Key Insights:**

Participants will learn strategies to approach content that applies to local communities but that resonates with all demographics within a state. Strategies will include:

1. Using plain language application to content (both video and print),
2. Establishing new partnerships and leveraging existing ones to distribute content.
3. Removing social barriers for rural areas with high percentages of poverty and applying solutions that work.

**Session Speakers:**

1. Sajni Kumpuris, Arkansas PBS
2. Levi Agee, Arkansas PBS
3. Elizabeth Rollans, Arkansas PBS
4. Karen Walker, Arkansas PBS
5. Jamie Walters, Arkansas PBS
6. Stacy Pendergrast, Arkansas PBS

**Session Producer:** Sajni Kumpuris, Arkansas PBS

**Learning Tracks:** Education, Engagement, Marketing & Communications