SESAME WORKSHOP
Joan Ganz Cooney Center

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PUBLIC MEDIA
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Linking Goals and Approach in Youth-focused Public Media Projects

While youth-focused efforts at public media stations can serve different goals (and may even support multiple aims simultaneously), **the strongest youth initiatives clearly link to a prioritized station strategy.**

Station leaders, funders, and other stakeholders should be able to see and articulate how the youth initiative supports a broader station strategy, what kinds of specific outcomes should be expected from the work, and what indicators of success would be. One way to map out your internal logic is to use a structure called a logic model that could look like this:

Our station has a strategic focus on...	Therefore we will...	So that...	As measured by...
<STATION STRATEGY>	<INITIATIVE APPROACH>	<INTENDED OUTCOMES>	<METRICS FOR SUCCESS>

A Tip!
The structure of the logic model provided below isn't the only way to organize your approach. Your team should use a structure that works for you! The purpose is to generate discussion and create alignment.

Also, funders often ask for logic models or evaluate applications with this lens, so having clear logic will support your sustainability efforts!

In this resource, we offer a template **logic model** and three example logic models based on varying approaches to youth engagement and collaboration. Each example is followed by a description of a youth-focused station effort drawn from the 2022 Next Gen Public Media Accelerator.

Building Your Logic Model

These example logic models are not meant to be roadmaps. Instead, they offer a way to focus and articulate what matters most in your work. Linking your approach, both upstream to a station strategy and downstream to initiative outcomes and measures for success, can lead to greater alignment and commitment to initiative.

Blank Template for Your Station to Use

STATION-LEVEL STRATEGY →	INITIATIVE APPROACH →	INTENDED OUTCOMES →	METRICS FOR SUCCESS

Example 1: Including Youth Perspectives in Reporting

STATION-LEVEL STRATEGY →	INITIATIVE APPROACH→	INTENDED OUTCOMES→	METRICS FOR SUCCESS
Ensure that news coverage to our general audience represents the diversity of our community and includes stories, issues, and experiences of people often left out of media coverage	Train newsroom staff to work more effectively and respectfully with young people, especially under-represented youth, and develop systems to include youth perspectives on important issues	Reporters have skills and connections needed to include young people as sources in news stories	Every story that has a youth angle is informed by insights of diverse young people, and every relevant piece of reporting incorporates youth voice and perspective

Station Case Example: WFPL

Like many stations across the nation, **WFPL** In Louisville has recognized that they have stronger relationships in some communities than they do in others. These relationships influence their news coverage. Additionally, while education reporters have experience in and skill with talking to young people, reporters in other areas would benefit from developing their skills engaging with young people. Garnering trust and soliciting young people's perspectives is seen as key to the station's ability to meet its mission to represent and provide coverage of its whole community.

To address this, they worked with editors across the station to establish expectations for engaging young people as sources—focusing on how to be approachable, how to clearly communicate about process and consent, and how to talk simply without talking down to young people. They added a tracking system for sources that includes source ages to keep track of the number of young people whose perspectives were included in reporting over time. And their weekly program, In Conversation, worked to explicitly cover youth issues, centering young people's perspectives in the reporting.

> *[When you're trying to make the case to involve youth in a news station, reporters] are like, we already have a job, and we have a lot of asks on our time. Why should I do this? And so I think it's being able to answer the why, which is, our work is not wholly accurate. If our mission is to serve the whole community, which it is, we're not doing that if we're not reflecting youth-- in our sourcing, in our storytelling, in our audience.*
>
> — Rebecca Feldhaus Adams, WFPL News Director

Example 2: Engaging Youth in Civic Dialogue

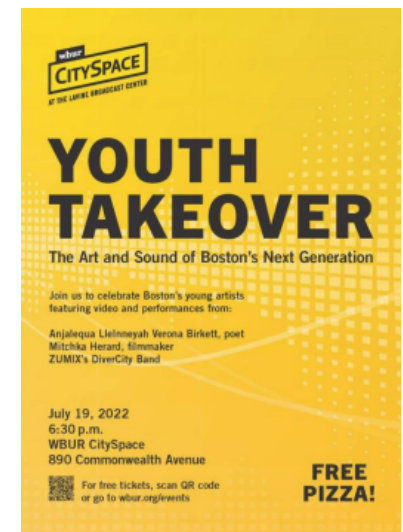| STATION STRATEGY →	INITIATIVE APPROACH →	INTENDED OUTCOMES →	METRICS FOR SUCCESS
Serving as a hub of community and civic engagement	Create youth-produced and hosted live events at your station on topics that are meaningful to them	Young people activate your space with lively conversation and come to see public media as a key convener and resource for civic dialogue	Attendance and engagement at live events Traction on social media following up to and after an event

Station Case Example: WBUR

WBUR in Boston describes its CitySpace as a "state-of-the-art live event venue for cutting-edge conversations, adventurous art and innovative ideas." Seeking to activate the space with young audiences, in their Youth Takeover project WBUR hired a college student to co-produce, in partnership with CitySpace professional journalists, a series of events featuring young people and aimed at a young, diverse audience. The content of the events was recorded with the goal of platforming young people in broadcast segments on air.

For one event, WBUR engaged featured diverse young artists—a local band, a filmmaker, and Boston's youth poet laureate—in conversation about their art making. Aiming to both expand the communities connected to their station and elevate youth voices, they were able to offer their platform (literally speaking) to young artists from across the city and work to expand the kinds of audiences they engaged with locally:.

> *Many of the creatives in our Greater Boston community are young people who are making incredible, impactful art that tackles important issues in their lives. WBUR brought people together in-person at CitySpace to celebrate several of these artists and explore their artistic process.*
>
> — [WBUR Youth Takeover teaser](#)

Example 3: Filling an Unmet Curricular Need in Schools

STATION STRATEGY →	INITIATIVE APPROACH →	INTENDED OUTCOMES →	METRICS FOR SUCCESS
Providing schools with resources and services that strengthen learning outcomes	Recruit a cohort of young people and work with them intensively to co-create content for use in formal education	Teachers report that resources prompt meaningful dialogue and contribute to students' understanding and competency development	Page views and downloads Percentage of teachers surveyed who intend to use the resources in subsequent years

Station Case Example: SCETV

Education station leaders at **SCETV**, in South Carolina, recognized a critical gap in educational resources available to teachers in their state: there were not enough positive representations of Black female excellence. Working in close partnership with a group of young Black women, they set out to change that through an animated series, [Conversations with Crescent](#), that would model courageous conversations and promote social awareness and competency. Distributed to teachers through the station's educational resource repository, KnowItAll.Org, the program includes curricula aligned to English Language Arts and Social Studies standards.

While the focus of **SCETV's** project was the creation of curricular content that teachers would choose to show to young people, the staff knew that centering youth voices, particularly given the ways that young Black girls feel misrepresented in media, was critical to meeting their goals.

> *[Conversations with Crescent] is intended for educational use. We want teachers to want to select these videos to use to support instruction... We invited the young people to the table as stakeholders to get their perspective about the curriculum materials that are used in a classroom. And more often than not, what the black girls are saying is that they do not see themselves reflected back accurately. They see representation. But it doesn't necessarily reflect them... And so that's also the goal, to reflect Black girlhood in such a way that Black girls see it, and it's clearly celebration or celebratory.*
>
> — Dr. Salandra Bowman, South Carolina ETV Chief Learning Officer

The Joan Ganz Cooney Center at Sesame Workshop is a nonprofit research and innovation lab that focuses on the challenges of fostering smarter, stronger, and kinder children in a rapidly changing media landscape. We conduct original research on emerging learning technologies and collaborate with educators and media producers to put this research into action. We also aim to inform the national conversation on media and education by working with policymakers and investors.

For further resources and the full toolkit, visit **toolkit.nextgenpublicmedia.org.**

Corporation for Public Broadcasting

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