

Public Media, Teens, and Tweens: Where are Opportunities for Strategic Impact?

In considering new efforts around teens and tweens, public media stations should consider the intersections between their values and strengths, where they're aiming to grow, and the needs of today's young people. Through research with tweens and teens and collaboration with public media leaders, Next Gen Public Media has identified a range of opportunities for stations to have strategic impact.

While station strategies can focus on multiple areas of opportunity and impact, it's critically important for station leaders to be intentional and targeted when it comes to the impacts they value most as they develop new lines of work around tweens and teens. Consider the areas of possible strategic impact below, and to support planning conversations with your colleagues, check out our resource on [Setting the Right Teen and Tween Strategy for Your Station](#).

Platforming Youth Civic Voices for Impact	New kinds of stories are possible when youth perspectives are elevated, and public media stations can work to platform youth in ways that support contribution to broader civic and community conversations.
Advancing Media Literacy and Fluency	Public media professionals are positioned to support tweens and teens as they navigate complex new media landscapes where they contend with issues of content credibility, online privacy, and evolving technologies that shape social life.
Providing Entry Points into News and Media Careers	Active involvement with public media stations can play an important role in youths' professional pathways, offering an entrypoint into news and media careers, especially in communities that typically don't see themselves in these professions.
Addressing Inequities in Media	Public media's mission of universal service and, especially, its focus on underserved communities, can lead to new work addressing current inequities in media representation and participation for tweens and teens.
Creating Media Content Addressing Youth Development Needs and Interests	Tweens and teens have an expansive set of developmental, social, and civic needs that are under-served by current media content. Public media stations can develop novel media content, shared on platforms where youth spend their time, that speaks to their unique needs and interests.
Building Station Connections to Local Communities	Active work with tweens and teens can provide important opportunities for stations to become more actively connected to, and fully serve, their local communities, especially parts of their community that are not typically connected to public media.
Advancing Station Innovation	Bringing in new voices and perspectives from young people can actively support stations to innovate as they evolve to work in new media formats, genres, and platforms.



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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.

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