

Setting the Right Teen and Tween Strategy for Your Station

*“We need to develop teen and tween projects
in order to...”*

How does your station complete this sentence? Over the course of years of research and engagement with stations, the Cooney Center has heard dozens of answers. No single answer is the “right” one. Instead, what’s most important is for your station to have a coherent rationale for their tween/teen work, and for that rationale to be the basis for an aligned set of efforts at your station.

Use this activity to develop the strategy for tween/teen work that’s right for your station, first by surfacing your underlying values and then coming to consensus on priorities moving forward. After completing this activity, you’ll be ready to move from strategy to designing an aligned implementation. See our resource on Linking Goals and Approach in Youth Initiatives to think through how rationales can align to program models.

What is this resource?

- Use this activity with decision-makers at your public media station to inform station-level strategy and ground the development of new projects teens and tweens.
- This activity will support a productive conversation about your values and priorities in this work.
- After completing this activity, we encourage you to browse the Next Gen Public Media project database for inspiration and examples of what this work looks like at other stations around the country.

How do I use this resource?

- Print + cut the cards on the pages below. Use the cards in a meeting with decision-makers at your station (example agenda below).

Sample meeting agenda

- 5' - Welcome, introductions, purpose
- 10' - Everyone in the meeting takes time to read all of the cards, listed below, and selects 5 that they believe are most important to them.
- 10' - Everyone in the room shares what they selected and why. A notetaker keeps track of the selections, especially of any overlap.
- 30' - The group opens discussion:
 - Which of these cards is most aligned with our values and broader strategy as a station?
 - Which of these cards is most aligned with our strengths?
 - If we could only select 5 cards, collectively, which would they be? Can we achieve consensus on them?
- 5' - Plan next steps
 - Who else should participate in this activity?
 - What other steps can help the station move toward broad consensus?
 - Up next: browse the Next Gen Public Media project database to identify examples of projects that align with our stations top values + priorities, and review the Linking Goals and Approach in Youth Initiatives resource to think through how rationales can align to program models.

Increase media literacy among youth	Support youth to not just be consumers of media, but producers of it	Support youth voice and power their community and in society more broadly
Cultivate youth civic engagement	Support positive youth development	Support youth's navigation into postsecondary and career pathways
Address current youth digital media divides that affect disinvested and nondominant communities	Increase youth trust in news and media	Support youth to be more informed on local, domestic and global issues
Support youth around issues specific to them (e.g. relationships, wellness, privacy, etc.)	Increase youth connection to and positive relationships with public media	Grow public media's membership base and financial sustainability
Bring youth energy to the public media field	Diversify the public media workforce	Promote public media stations' relationships to their local communities

Support youth media work to become a viable professional career path in public media	Transform stations from 'legacy' to '21st century' approaches in terms of content, community connections, and digital platform engagement	Spur station innovation around digital content, platforms, and strategy
Ensure that public media reflects our local community — including our youth	Bring youth perspectives and insights to existing audiences	Help existing public media audiences understand youth culture
Educate adults to act on youth issues	Support parents to understand the lives and teens and tweens	Inform policymakers and the general public about current issues facing teens and tweens
Report novel stories that draw on unique perspectives and insights of teens and tweens	Promote interdisciplinary teaching and learning in schools	Shift curricula to increase engagement for disengaged students
Bring public media content into the education system	Give teachers skills to teach media production and journalism	Increase youth academic engagement and excitement to learn

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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