A PODCAST FOR PARENTS, BY PARENTS

Notes from the Backpack is a PTA podcast designed for millions of parents and the decision-makers they influence. Through the unique combination of expert, parent and educator guests, each 25-minute episode gives listeners real-life advice and ideas on how to support a child's learning and development—all in parent-friendly language.

WHAT OUR LISTENERS ARE SAYING...

We have listeners across all 50 states and in over 55 countries who have described the show as engaging, empowering and useful.

“I'm a former teacher and parent of a toddler, and this work is really fascinating. I am so glad the National PTA is helping parents understand how to maneuver different parts of their child's school life!”

“Kudos to PTA for entering the podcast world. I love the on-demand access to great tips and topics that meet a variety of needs of parents and families.”

“I love this resource! The episodes are packed with great new ideas and wonderful reminders about ways we can be the best parents possible. It is going to be a great resource for all parents!”

Notes from the Backpack: A PTA Podcast is made possible by funding from the Carnegie Corporation.

IMPACT

| 2M | Impressions on Social Media |
| 1K | Average Downloads per Episode |
| 25K | Downloads of Season 1-2 Episodes |

TRENDING TOPICS

Notes from the Backpack launched in September 2019 and has produced two seasons. Season 3 will debut in fall 2020. Each episode features real conversations with real parents and experts discussing trending issues in education and raising children in today’s world. Episodes from past season’s include:

- COVID-19 & Back to School
- Growing Great Readers
- How to Raise Confident Kids
- Beyond Academics: Preparing Your Kids for Life
- Middle School: What Every Parent Should Know

Learn more at PTA.org/BackpackNotes and download and listen on Spotify, Apple Podcasts and Google Podcasts.