

# NOTES FROM THE BACKPACK

A PTA Podcast

## 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 30-minute episode gives listeners real-life advice and ideas on supporting 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 40 countries** who have described the show as engaging, empowering and useful.



### IMPACT

1M

Reach on Social Media

1K

Average Downloads per Episode

13K

Downloads of Season 1 Episodes

### *Engaging Podcast!*

"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!"

### *Meeting the needs of the busy parents!*

"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."

### *Amazing New Podcast.*

"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!"

## TRENDING TOPICS

Notes from the Backpack launched in September 2019 and Season 2 will debut in spring 2020. Season 1 includes 12 episodes of real conversations on trending issues in education and raising children. The highest performing episodes are:

- ▶ **Middle School: What Every Parent Should Know**
- ▶ **The Myth of the Uninvolved Parent**
- ▶ **How to Raise Confident Kids**
- ▶ **Recess: Is it Just for Play?**
- ▶ **Beyond Academics: Preparing Your Kids for Life**

Learn more at [PTA.org/BackpackNotes](https://PTA.org/BackpackNotes) and download and listen on Spotify, Apple Podcasts and Google Play.

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