

Speaker 1 ([00:04](#)):

Welcome to "Prep Talk," the Emergency Management podcast, find out what you need to know about preparedness, get all the latest tips from experts in the field and learn what to do before the next disaster strikes. From the Emergency Management Department in the city that never sleeps, here are your hosts, Omar Bourne and Allison Pennisi.

Omar Bourne ([00:27](#)):

Hello everyone. Thank you for listening. I am Omar Bourne.

Allison Pennisi ([00:30](#)):

And I'm Alison Pennisi and you are our listeners and as always we thank you for joining us. We want you to come back as often as you can so feel free to listen to "Prep Talk" on your favorite podcast provider. You can also follow us on social media, on our Twitter at nycemergencymgt, Facebook, Instagram and much more.

Omar Bourne ([00:49](#)):

March is women's history month and we're going to be joined by Dana Golub, vice president for programs management at PBS, Public Broadcasting Service.

Allison Pennisi ([00:59](#)):

That's right, Omar. In her role, Dana Golub represents PBS and its member stations in all public safety initiatives including overseeing PBS Warn, which ensures meeting the federal communication commission's mandates to improve wireless emergency alert system capabilities.

Omar Bourne ([01:15](#)):

Thank you Alison. We are looking forward to hearing from Ms. Golub, but first you know what time it is. Let's get you up to date on the latest news in the emergency management field.

Speaker 1 ([01:27](#)):

Here's your "Prep Talk" Situation Report.

Allison Pennisi ([01:32](#)):

All right, this is the situation report. Let's get started. A nine day heat wave scorched Antarctica's Northern tip in early February. Nearly a quarter of the island snow cover melted in that time and by the end of the nine day heat event, much of the land beneath the island's ice cap was exposed and pools of melt water opened up on its surface. Now during that time, it also experienced its hottest day on record peaking at 64.9 degrees Fahrenheit. And for our listeners some context, Los Angeles, California had measured the exact same temperature that day.

Omar Bourne ([02:03](#)):

From Antarctica to New York City. And Alison, I have a question for you. Where's all the snow?

Allison Pennisi ([02:11](#)):

I thought you wouldn't be complaining about where all the snow is.

Omar Bourne ([02:13](#)):

I'm definitely not complaining. Nevertheless, I digress. So far this winter, not a single winter storm warning has been issued for the five boroughs here in New York City. In fact, the city has only had a trace of snow for the month of February. This is only the sixth time in history that New York City has had a trace or less of snow in the month of February, which is typically the snowiest month. Now in total, Central Park has only measured 4.8 inches of snow all season, just over a foot below average and the least snowy season in 13 years. Much of the Northeast has been experienced in a warmer or less snowy winter, which as you know I have no problem with. But remember winter is not over and we've been known to have some big snow storms in the month of March.

Allison Pennisi ([03:12](#)):

Winter's not over yet.

Omar Bourne ([03:14](#)):

We'll be prepared.

Allison Pennisi ([03:15](#)):

We will be prepared. So are you a graduate student looking for a career in emergency management? Well, New York City Emergency Management and the John D. Solomon Fellowship for Public Service may be the right place for you. So the John D. Solomon Fellowship for Public Service is the first student fellowship with the city devoted specifically to emergency management. Now each year the program provides 10 graduate students in the New York city area the opportunity to complete a nine month paid fellowship in a New York City government agency or nonprofit organization. To learn more about the program and apply, please visit [NYC.gov/johndsolomonfellowship](http://NYC.gov/johndsolomonfellowship).

Allison Pennisi ([03:51](#)):

And that is the situation report. Still to come, we will be speaking with Dana Golub from PBS, but first here is a public service announcement from New York City Emergency Management and the Ad Council.

Speaker 5 ([04:02](#)):

Your daughter doesn't want to talk about why her room is a horrible mess. Your son doesn't want to talk about why he's wearing mismatched socks. Your spouse doesn't want to talk about their bad haircut. Families don't have to talk about everything, but they should talk to plan for an emergency. Pack basic supplies in a go bag, water, canned food, flashlights, batteries, medical supplies, IDs, and some cash. Talk about where you'll meet in case you lose one another. And of course, don't forget to pack the dog treats. Talk to your family and make an emergency plan. Go to [NYC.gov/readyny](http://NYC.gov/readyny) or call 311 to make your family's emergency plan. Brought to you by New York city emergency management and the ad council.

Speaker 1 ([04:58](#)):

You are listening to "Prep Talk," the Emergency Eanagement podcast.

Omar Bourne ([05:09](#)):

You are listening to "Prep Talk" and we are back. Let us welcome our special guest to the show, Dana Golub, vice president for programs management at PBS. Dana, welcome.

Dana Golub ([05:21](#)):

Thank you.

Omar Bourne ([05:22](#)):

Thank you for joining us. Let's get right into it. For listeners, can you describe PBS for anyone who may not have heard about the Public Broadcasting Service?

Dana Golub ([05:33](#)):

Absolutely happy to. So I'm assuming that most of your listening audience has heard of PBS, but you may not know some of the more specific details of how PBS functions. So PBS is not a network the way you would traditionally think of a commercial broadcaster. We are a member organization and each of our member stations are individually owned and operated. So they may be a state-owned entity where the state owns the broadcaster and they are operated from perhaps a central point in the state. They may be a community licensee or they may be owned by a school board or an individual entity effectively.

Dana Golub ([06:15](#)):

But the unique aspect of public broadcasting that is really why we're such a natural partner with public safety is A, we're mission driven and B, we're local, in some cases hyperlocal that your general manager who's making decisions for your station lives there and is also a community member. So that combination is really what makes public broadcasting unique. And, in my opinion, having worked there for a long time, really special.

Allison Pennisi ([06:49](#)):

So in November, 2019, PBS celebrated its 50th anniversary. So happy anniversary. And we know it as America's largest classroom. It uses media to educate and inspire. So you have more than 330 PBS member stations across all 50 states, which is incredibly impressive. Talk to us about the organization's mission.

Dana Golub ([07:10](#)):

Absolutely. So we're celebrating our 50th all year, which has been fun. And our mission is exactly as you said, it's to use the airwaves to engage and educate and inspire from birth all the way through your life, there's something for everyone. On public television ... we are a multi-platform organization so we are not any more just something you see on TV, you can find us online, you can find us streaming, you can access us through social media. And then we also do quite a bit that you don't see, including some of our public safety applications. But our mission is really to take the access we have to our community and use it in their best interest. So we get like 120 million viewers every month and I think like 26 million online touch-points with our viewers or users if you want to call them that.

Dana Golub ([08:15](#)):

And so we really try to make every touch point something that is educational, inspirational and to their benefit. So we are not a commercial entity, we are a nonprofit. We are not trying to get the most eyeballs to sell advertising. We are trying to serve our public service mission. So some of that is providing them content that is going to enrich their lives. For our kids particularly, we focus on content that increases literacy, improves their math skills, improves their social and emotional development.

And then we also each of our individual members stations and as an organization we look at opportunities to use our broadcast airwaves in a manner that is going to improve their lives beyond enriching but also keeping them safe.

Omar Bourne ([09:10](#)):

And we're going to get into that portion of it later on in the conversation. And I liked the fact that you said that PBS is local because I think when you look at emergency management and public safety, why working with and having a connection with PBS works so well is because we're all looking to connect with our local audiences and the people within our communities.

Dana Golub ([09:31](#)):

That's exactly right. I think for you know, New York City, WNET is an active partner in the lives of many of the same people that you're helping to keep safe. And then you look at other areas of the country and there are community events where the public broadcaster is there bringing literacy and math to kids and helping support and make sure that arts and culture stays an active part of the community.

Omar Bourne ([10:01](#)):

I want to switch gears a little to you. You've been with PBS now for nearly two decades. Can you talk to us about your career path and what led you to your current role as VP for programs management?

Dana Golub ([10:14](#)):

Absolutely. So because we're in New York, I will reveal that I was born and raised in Manhattan.

Omar Bourne ([10:19](#)):

Wonderful, we love it.

Dana Golub ([10:22](#)):

And I went to college in Washington DC, I went to Georgetown and worked for five years at TimeLife Music after college doing a combination of product development and some marketing and then was living at the time in Arlington, Virginia and knew that public broadcasting was there. So, didn't quite happen into a job, but really kind of laser focused on this as an organization where I would like to work. I believe in their mission. I grew up watching "Sesame Street" and "Mr. Rogers." And to me it was really a desirable thing to take the time I was going to commit to working and do something that felt enriching for myself and then also beneficial hopefully to the community.

Dana Golub ([11:09](#)):

So I was fortunate enough to find a job at PBS in 2002 and what I started doing there were grants for stations. So, the first thing I did, we were converting from analog to digital as part of the nationwide conversion, which was a mandated conversion. So I assisted stations in getting funding that was provided by the government to convert their broadcast facilities from analog to digital and really just lit a fire under the infrastructure part of public broadcasting for me that I understood when you're a nonprofit things are tight and it's hard and any assistance you can get is really valuable. And then also it just helped me learn about what a national, universal service means both organizationally to be able to say we reach 95% of all Americans with our broadcast signal. I really learned a lot about ... one of the values of broadcasting specifically is it's high power, high tower.

Dana Golub ([12:23](#)):

So there's a tremendous amount of resiliency that you don't see with other entities. Learning that by helping stations with their transmitter build out was really helpful for me when we started to get into the public safety space. So we have always been pioneers. What I'm told and I don't have, they didn't keep a lot of records but the original EBS, the emergency broadcast system, PBS participated actively in developing the standards. We have looked always as just a natural inclination to help, that we have looked at opportunities to keep the public safe at a local station nationally. So in 2006 though the Warn Act was authorized by Congress and it set forth the wireless merge, the alert system and public broadcasting was part of it. And for me career wise, that opened an opportunity where there was a new program being initiated that was going to develop using public broadcasting's infrastructure to build out the wireless emergency alert system.

Dana Golub ([13:33](#)):

So I was really fortunate, some of it was hard work and a lot of it was right place right time and was really fortunate to become the executive director of the PBS Warn program. And so that was my first foray into public safety and executing that project soup to nuts. So figuring out some very smart engineers said this is what we would need to do this. And then figuring out the realities of getting it done. Now to their great credit, they were really spot on in a lot of their ... what they told me after, it was kind of back of the envelope figurines, but so much of what they suggested we would need to do to develop a backup to the nationwide wireless emergency alert system. They were right. So, they gave me a pretty easy gig right out of the gate.

Dana Golub ([14:25](#)):

Some of them were harder than others, but it allowed me to build a team bigger than the team that I was currently managing. It allowed me to enter the public safety space. And then from there that just lit a fire to figure out we weren't just an organization that did one thing in public safety. We were going to be an organization that became a partner to public safety. So that has been my passion and something that I've been working on since 2010.

Allison Pennisi ([14:51](#)):

It goes back to what we say sometimes about the emergency management field. It's sometimes it's a small agency with a big mission and I feel that PBS has sort of taken on that role with PBS Warn. And you know you talked about it leveraging the wireless emergency alert system, so for our listeners, wireless emergency alerts, or WEAs is the loud tone you might hear on your cell phone during an emergency.

Allison Pennisi ([15:14](#)):

It's something that provides critical safety information to all of us. And the FCC has actually acknowledged the utility of the PBS Warn system in a report on WEA's security. The FCC said that PBS Warn can limit the impact of a cybersecurity event by ensuring uninterrupted delivery of wireless emergency alerts or WEAs, and it certainly provides redundancy within the system. So I'm really glad that you were able to bring this up and share this with our listeners. What are some other ways that PBS works to educate and protect communities nationwide?

Dana Golub ([15:45](#)):

So what's interesting is when we completed our wireless emergency alert system backup project, that PBS Warn system, to give you a little more detail on that ... the easy shorthand that I describe what PBS's role is in the wireless emergency alert system is we are the batteries in a plug-in alarm clock.

Dana Golub ([16:04](#)):

So we are a second source of the message. It is always on, it's not a, "Oh, we're offline. We need to call PBS" ... every box at a carrier site has two inputs. One is their primary connection to FEMA, which is VPN over internet. Their second is a broadcast base that comes from their local public television station. And so in developing that, I had one enterprising station call me maybe a month after we'd started the project and said, okay, well what else are we going to do now that you have this? So I said, Oh, well let me try to figure that out. I mean, let me make this work first, please. But also, let me try to figure that out. And when I started calling around to stations to say, what do you do in public safety? The first response was typically, well, we try to use our airways to the best of our ability, but I don't really know.

Dana Golub ([16:54](#)):

But I guess we relay the governor's message every time there's a state of emergency. We use our social media to retweet any emergency messaging. We are initiating a project to send all alerts, all EAs messages over our air. After the tone ends, we rebroadcast them not just in Spanish, but also in the language that's unique to our constituency. So we figured out how to convert alerts to Hmong and Somali. So that's in Minnesota, TPT. But what was so fascinating was that it's such an ingrained ... The desire to help is just so natural that they started relaying the tremendous amount of things that each station was doing to assist their community. They have multi-lingual alerting, they ensure that the governor's message is carried completely and relayed and made available to other broadcasters. We have stations who figure out even not the infrastructure stuff, but the more basic stuff.

Dana Golub ([18:06](#)):

So, using your social media to relay emergency messages actually was a really interesting, I believe it came out of Georgia public broadcasting that told us about that. And it was fascinating to me because it seems so straight forward, but one of the things about PBS specifically is there's a study that's done every year about trusted entities and for 17 years in a row, public broadcasting is the number one trusted entity. So in an emergency situation, who do you look for for lifesaving information? But you go to your trusted source both because you've already probably subscribed to the Twitter or Facebook or other ... showing my age by only knowing those two. But if you've already are online looking towards your local public television station as a source of information, when they take the message from emergency management or state and local police or the governor or other, it really is one of those things where you're going to trust the information that you're getting from them because already, there's a trust relationship built.

Dana Golub ([19:16](#)):

Additionally, in moments of crisis, the content can be a tremendously valuable resource. So we have some programs that stations air specifically for emergencies. Every day I learn something new that a public television station is doing in the public safety space. So there are a new program right now called "Meet The Helpers" where I believe six public television stations are developing content for introducing kids to who the helpers are. I remember going to public school in New York and learning the song about go to the policeman if you're lost. And I was like, okay, so police, fine, but I was speaking to one of our

general managers the other day from Tennessee and she was saying at Tennessee, the biggest helper is the linemen because that's who they're used to seeing. And getting power back up is vital for them.

Dana Golub ([20:12](#)):

So it was really a fascinating thing, going back to the local and in each community there's something unique about how they meet the needs of their customers in public safety. I could probably talk all day about each individual public safety activity or action that a station's doing. And I'm endlessly amazed. I'll end this segment on some of our stations provided these PBS play, like consoles effectively ... we constantly are having hurricanes, but the hurricanes that hit, I believe it was Irma and Maria-

Omar Bourne ([20:54](#)):

2017-

Dana Golub ([20:54](#)):

That's right. So they scout a partner to help fund the cost but sent a bunch of them to the shelters with the idea that the kids really needed to be entertained and somewhat distracted so that their parents could get the information they needed to find them another place to live, to engage with their local emergency management. So what endlessly impresses me about our local stations is that they aren't waiting for a bureaucratic requirement. They're not like, "Look, how am I going to get credit for this first and then I'll do it". If there's something they have that would benefit somebody, they are scrappy and mission-driven about figuring out how to get it to them.

Omar Bourne ([21:38](#)):

And I love everything you just said because when you think about emergency management here in New York City our Ready New York For Kids program, we have a superhero Ready Girl who goes out to schools and she teaches kids about emergency preparedness. And she's at community fairs, community centers, schools, you name it. And the kids really gravitate to this. And it's an engaging, fun way to teach not only kids but families about what they should know before an emergency. And it's extremely effective just meeting people where they are on their level and engaging kids. And then, in turn families.

Allison Pennisi ([22:24](#)):

And it goes back to emergencies are always local, whether it's a devastating ... something similar to Hurricane Sandy, which obviously affected all five boroughs here in New York city, almost eight years ago now. But regardless of that, we have things every day that happen. We have water main breaks, we have fires, everything is local. And it's about the community coming together. And like you said before, Dana, that public trust to look to your broadcast. I mean I remember as a kid and even growing up here in New York, you always would turn on the news, you would listen to the radio, you would see what information is out there. You would go to that media source, that trusted media source time and time again. And the fact that PBS has already proactively done this. And even looking at it from the angle of, okay, an emergency has happened, how do we inform the public without frightening them? Making information and tools and resources for children is paramount and going back to Ready New York, it all comes together, it's a shared responsibility.

Omar Bourne ([23:23](#)):

Even when you look from a communication standpoint, you're the director of communications here, I work as the press secretary, we're constantly building relationships prior to the emergency so that

people know who to turn to. New York City emergency management, they know who we are, we're a trusted source, Notify NYC as well and the relationship is built so that when they need to get the information in what we like to call gray skies, before the emergency, they know where to turn.

Allison Pennisi ([23:56](#)):

Right. Absolutely. And it goes back to something else. I remember from PBS, from Mr. Rogers saying, "look to the helpers." If there's an emergency, something bad happens. Always look to the helpers in the fact that there is programming for that I think is wonderful. Just switching gears again.

Omar Bourne ([24:14](#)):

A lot of gears to switch.

Allison Pennisi ([24:16](#)):

A lot of gears to switch, but that's what we do. March is Women's History Month. We look at contributions women make in society, whether it's in the workplace or at home. And it's important to pause and honor the significant roles that women have played throughout history. So as a leader at PBS, I would like to know, do you have one or several female role models that have inspired you in your career?

Dana Golub ([24:38](#)):

Absolutely. So you may know that PBS's CEO is a woman, Paula Kerger, and she is amazing. She really sets a very high bar for how to run a mission-driven organization and is really inspiring both in her accessibility. I mean we have meetings, all staff meetings where she says, "If you need to know more about this or want to know more about this, whatever the topic is, you can call me." And she means it. She is actively involved in engaging women on all levels to help them grow in their careers. And then she can speak eloquently and from the heart about the programming, the content, the mission. And I have been very fortunate to have the access that I've had to a boss like that. And then we also have in our general counsel's office, our general counsel is a woman, Katherine Lauderdale, and inspiring as well.

Dana Golub ([25:37](#)):

I mean one of the things I noticed when I first started working on this project, a lot of lawyers involved when you're making commitments like this. And so what I noticed and have really tried to learn from as I've watched the legal team is how when they bring something to their general counsel, they make sure it's vetted and carefully done, she sets a high bar on work quality, but she's not scary, which is a hard balance to hit. That you don't want to be so casual that somebody is wasting your time by bringing you something that's not ready, but you also don't want to be scary. And so I'm watching these strong women lead an organization like this has just been exceptional for me and real privilege.

Omar Bourne ([26:29](#)):

You guys have been recognized for your programming. For example, PBS Kids recently won the 2020 Kidscreen Awards for Channel Of The Year, second time in a row and has six times since the awards inception in 2011. So you guys are running away with this.

Omar Bourne ([26:49](#)):

I got to stop here because I grew up in Barbados and at the time when I grew up in Barbados, we had one TV station. CBC is what it was called, Caribbean Broadcasting Corporation. And every day at 4:00 PM "Sesame Street" would come on. And so I would remember going home from school, I had to do my homework first, but at four o'clock sunny day sweeping the clouds away we were there, my friends and I, we were there to watch "Sesame Street." Obviously, you learn a lot through that program and other programs that you guys have. So I mean fantastic, spectacular job at winning these awards. As you look ahead to the next decade or so, what is the vision to continue PBS's mission and then the inspirational and educational program, and not only for kids, but for all people.

Dana Golub ([27:46](#)):

What impresses me most about PBS is that they never stopped pushing to deliver content that is high value. And what I have seen is as our audiences move from over the air broadcast to other places, they are figuring out how to reach them. So one of the new programs that we have is American Portrait. I was fortunate enough to see a panel presented yesterday about them and it's a multi-platform program that invites people to share their version of what being American looks like.

Dana Golub ([28:22](#)):

So it is a phenomenal new program that just really hits on all levels and it can be as simple as a tweet that someone shares and it can be as complicated as a video. And it's going to be a collaborative, massive program at every local station that really introduces Americans to each other. You know that you may sound different and you may look different, but you're all Americans and it really looks like it's going to be a beautiful program.

Dana Golub ([28:59](#)):

And then our kids' content as well. A couple of things we've done, in the relative recent past, we have a 24/7 kids channel now that is available online and some of our stations also carry it on a subchannel. So in hospitals before a child is of school age or maybe they're preschool age but don't have access to preschool, knowing that our content is so educationally enriching, it is tremendously valuable that they can get it.

Dana Golub ([29:30](#)):

You know, you envision yourself with a child who might be watching TV several hours a day and you want them watching something that is going to educate them and is not going to be a million fast moving pictures but is really going to have been developed to help grow their brain in a positive way. And then also, we have new kids programming coming out all the time. You know that we partner with the Fred Rogers Company and there's a new show that we just got a little preview of called "Donkey Hodie" and just it comes from a Mr. Rogers character. I believe it's the granddaughter of the original Mr. Rogers character, who now has her own show. She's a donkey. It looks so neat.

Omar Bourne ([30:25](#)):

Now, is this breaking news?

Dana Golub ([30:26](#)):

I hope not, I probably should check, but I don't believe so. I think we've already put out some info on it. If it is, sorry, Paula.

Omar Bourne ([30:41](#)):

No, you've heard here first. That's what we do, we break news, as well.

Dana Golub ([30:41](#)):

It really the idea that we are both innovating in the kids space and tying it back to some of the heart and soul of our origin. It's also Mr. Rogers 50th anniversary and we have "Daniel Tiger" that is a program that was inspired by another Mr. Rogers character and just making sure that what we're developing is being used positively and is being designed and created with a child's best interest in mind is how we stay who we are and stay true to our mission.

Omar Bourne ([31:20](#)):

Wonderful.

Allison Pennisi ([31:21](#)):

So with all of this innovative programming and inspiring others, how can people support their local PBS station?

Dana Golub ([31:28](#)):

Oh, great question. So you can donate if that is something that you're able to do. You should hopefully know your local PBS station. You can also go to [pbs.org](http://pbs.org) and it will localize your experience right away. You can volunteer your time, you can reach out to the station and then also stay engaged. Follow your local public television station on Twitter, on social media, retweet stuff that looks good.

Dana Golub ([31:56](#)):

We have Protect My Public Media that helps encourage federal funding and continued support. Our federal funding is always in question as everybody else's, it's hard times and it's really vital. It's a spark. Depending on the station, it can be a very critical part of your overall operating budget or it might be small depending on who you are. But who we are collectively is a nationwide universal service mission. So to be able to keep everybody alive, we rely on that federal funding.

Omar Bourne ([32:36](#)):

Any last words for our listeners?

Dana Golub ([32:39](#)):

I did want to talk about one new public safety product that we have, calling it product might not be exactly right, but it's an initiative. So we have discovered through the help of some emergency management offices including yours that one of the things that a service we could provide that is a missing piece in alerting right now is connecting back emergency management offices to the wireless emergency alerts.

Dana Golub ([33:09](#)):

So we put out every single wireless emergency alert over every single public television transmitter and they are broadcast through something called data casting where it goes out over the television transmitter, but it's not seen on air. And what came to us through some emergency management discussions was that many times in emergency management office who might be responsible for a

whole state or a big city, a large area might not know if a wireless emergency alert has been issued because they're not in the actual area where the alert hits their cell phone. And so one of the things that we figured out we could provide is access back to literally see the alert.

Dana Golub ([33:54](#)):

So, it's a relatively small lift. You basically have to have a TV antenna and a receiver and a little piece of software that we've written that's open source, but it allows you to look at the alerts as they're coming in in real time. And we also send all of the detail that an alert originator uses when they issue an alert.

Dana Golub ([34:18](#)):

So beyond the 360 character texts that you might see on your cell phone, there's a lot of content in there that is not seen when the alert is received as a wireless emergency alert. But public television does send all of those. So what's nice about it is if you're sitting in an emergency management office or anywhere where you could see this application being of value, you can know who originated the alert when the alert expires. So it really has opened up a potential to take the infrastructure we've already built and find another value in it. So we have just come up with this idea recently, we're calling it Eyes on iPods. Probably by the time this airs, we've changed the name, but you guys are probably familiar with that. I think WEA used to be called CMAS, so that's what we do. But in terms of the concept is going to stay the same and we're figuring out how to deploy it in a way that's beneficial.

Omar Bourne ([35:16](#)):

Yeah, and we look forward to it and it will add another redundancy obviously to the system.

Dana Golub ([35:21](#)):

Exactly right.

Speaker 1 ([35:24](#)):

If you don't know, now you know. You're listening to "Prep Talk," the emergency management podcast. It's time for "Prep Talk" Rapid Response.

Allison Pennisi ([35:40](#)):

It is Rapid Response time and if you are a first time listener, it's simple. Omar and I will ask questions and our guest will give the first answer that comes to mind. Okay, Dana, first question. What is one emergency item you cannot live without?

Dana Golub ([35:53](#)):

A flashlight.

Omar Bourne ([35:57](#)):

Wonderful. What is the best professional advice you have received?

Dana Golub ([36:00](#)):

Follow your heart. So that has been tremendous to me to do work that is personally satisfying.

Allison Pennisi ([36:07](#)):

Okay, so work-related question. What is your favorite show, PBS or otherwise?

Dana Golub ([36:11](#)):

Well, I am a news junkie, so I love "Newshour." And then kind of the all time favorite show that anytime I see it, I can't turn away from, it would be "Friday Night Lights."

Allison Pennisi ([36:23](#)):

That's a good one.

Omar Bourne ([36:24](#)):

What's on your playlist?

Dana Golub ([36:25](#)):

Oh, Hadestown, we just went and saw the show and can't stop listening to it.

Allison Pennisi ([36:31](#)):

I have to add that to my Broadway list. Last question. Sum up the work you do in one word.

Dana Golub ([36:37](#)):

Fulfilling.

Allison Pennisi ([36:37](#)):

I like that one. Speaking with Dana Golub from PBS on not only inspiring communities across the nation with educational programming for everyone, but also keeping the public safe. So thank you very much for your contributions. For those interested in learning more about PBS and its work, you can visit [pbs.org](http://pbs.org), thank you very much.

Speaker 1 ([37:05](#)):

That's this episode of "Prep Talk." If you like what you heard, you can listen any time online or through your favorite RSS feed. Until next time, stay safe and prepared.