



**Media Contact**

Lachelle Metcalf

American School Counselor Association

571-329-4199

[E-mail](#)

**For immediate release – May 21, 2018**

**American School Counselor Association Launches “I Hear You Say” Podcast  
Featuring a Conversation with Brian Yorkey**

*Creator of the popular Netflix series “13 Reasons Why” gives exclusive interview to new podcast show.*

ALEXANDRIA, VA. – The American School Counselor Association (ASCA) announces the launch of “I Hear You Say,” a podcast for school counselors and other leaders in education. The biweekly show will feature conversations on school counseling hot topics, practical tips, legal and ethical considerations and other themes relevant to school counselors.

For the debut episode, ASCA’s Jen Walsh, director of education and training, leads a candid conversation with Brian Yorkey, creator of the popular Netflix series “13 Reasons Why.” Their dialogue touches on the creation of the series, the power of storytelling and how it can serve as an impetus for significant conversation and the creative foundation for season two of “13 Reasons Why.”

When discussing the conception of “I Hear You Say,” Walsh said, “In today’s multimedia environment, ASCA felt it was important to provide relevant content in a method that was approachable and meaningful. It’s our hope that this show will offer well-timed topics and discussions relevant to the work of school counselors and other educators.”

"I Hear You Say" podcast is available via the ASCA On Air website ([www.schoolcounselor.org/asca-on-air](http://www.schoolcounselor.org/asca-on-air)), [iTunes](#), Google Play, Stitcher and Android. New episodes will be released biweekly.

###

### **About the American School Counselor Association**

The American School Counselor Association (ASCA) is a nonprofit, 501(c)(3) professional organization based in Alexandria, Va. ASCA promotes student success by expanding the image and influence of school counseling through leadership, advocacy, collaboration and systemic change. ASCA helps school counselors guide their students toward academic achievement, career planning and social/emotional development to help today's students become tomorrow's productive, contributing members of society. Founded in 1952, ASCA has a network of 51 state associations and a membership of more than 32,000 school counseling professionals. For additional information on the American School Counselor Association, visit [www.schoolcounselor.org](http://www.schoolcounselor.org).