

**OUTREACH INITIATIVES**  
**WEDU PBS-TV/WEDQ PBS-TV**  
**OCTOBER 1, 2019 TO SEPTEMBER 29, 2020**

WEDU/WEDQ PBS maintains a strong internship program, offering opportunities to students wishing to learn about careers in public television, and television broadcasting in general. Internships are also available in non-broadcasting areas, such as accounting and special events. Students can choose from various options that best match their interests. Internships are available throughout the year.

As of this report, six internships have been or are being completed (with the exception of those unable to be completed at this time due to Covid 19) in the following areas:

1. Academy Prep Media Club Intern, Fall 2019, 2014 Graduate, Broadcast Journalism, University of Kentucky, Lexington, KY
2. Production Intern, Fall 2019, Junior, Digital TV & Multimedia, Hillsborough Community College, Tampa, FL
3. Production Intern, Winter 2020, Junior, Mass Communications, University of South Florida, Tampa, FL
4. Academy Prep Media Club Intern, Winter 2020, Senior, Journalism and Media Studies, University of South Florida, Tampa, FL
5. Production Intern, Spring 2020, Sophomore, Digital TV and Multimedia, Hillsborough Community College, Tampa, FL (Internship cut short due to Covid 19 restrictions)
6. Production Intern, Spring 2020, Freshman, Digital TV and Multimedia, Hillsborough Community College, Tampa, FL (Internship cut short due to Covid 19 restrictions)

WEDU/WEDQ PBS gives tours of its facilities to schools and other organizations. During this past year, the following tours were conducted: Patricia K Sullivan Elementary morning show crew visited following a staff visit to see the morning show earlier in the week, Pinellas Park Middle School journalism class and morning news crew, Memorial Middle School-Seminole school TV morning show students, Brews and Tunes event winner, Robert Jordan & Teresa Rodriguez toured the studios as event winners, Homeschooled Students scheduled for April 2020 were cancelled due to Covid 19 shutdown of the studios to outsiders. WEDU/WEDQ PBS has been unable to hold additional tours in 2020 due to Covid 19 restrictions.

One employee attended the Sykes Schools of Business Leadership Summit. Received acknowledgement for participating on behalf of WEDU who received numerous mentions throughout the event, Attended Congresswoman Kathy Castor's Black History Month program at Middleton High School, Attended the Bank of Tampa Women Connected event held at the Tampa Museum of Art, Attended the Tampa Theatre Limelight opening night series featuring Shawn White. WEDU received acknowledgement for its continued partnership of the series, a WEDU employee is a member and former board member of the Florida Diversity Council. WEDU PBS education staff hosts Children's Board Free Tuesday family engagement events in partnership with Glazer Children's Museum and supported by The Children's Board of Hillsborough County. These bi-monthly events serve more than 12,000 diverse, low-income and underserved families annually.

Oct 12 Live at the MET Opera Series Promote WEDU Great Performances, Oct 16, 2019 Disabilities Mentoring Day at WEDU ( 6 students from Pepin Academy-Brandon Campus), Oct 16 University of Tampa /Arts & Fellows Presented WEDU programming partnership opportunities, Oct 23.2019 Tampa Bay Lightning Game WEDU received the Community Heroes Grant in the amount of \$ 10,000 Check from Cathy Valdez for NOPE Campaign, Nov 13, 2019 Tampa Kiwanis Meeting - an employee was their Keynote speaker... Presented WEDU PowerPoint and answered questions about the station, ,Nov 14, 2019 Attendance at Tampa Bay Black Journalists - Griot Drum Awards - (Our employee was a 2018 Legacy Award Recipient) WEDU was a sponsor of 2019 event, Nov 18, 2019 Rev Leon Lowry Tribute held at the Roberts Saunders Library - Employees were on the program to Introduce the WEDU documentary film Extraordinary Grace which is the story of Rev Leon Lowry, Nov 21, 2019 Great American Teach In - Edison Elementary School - Presented WEDU Education curriculum to eight (8) 2nd - 5th grade classes, Feb 24, 2020 Attended Congresswoman Kathy Castor's Black History Month program at Middleton High School.

On October 20, WEDU's Education Department hosted the WEDU Kids Zone area of the 60<sup>th</sup> Anniversary Block Party & Open House. Attendees enjoyed visiting with seven different PBS Kids characters, including Daniel Tiger. The WEDU Mobile Lab gave families the opportunity to "test drive" PBS Kids apps. Activity stations provided take-home crafts and each child received a free PBS Kids book and other fun giveaways. October 1 - WEDU PBS and Glazer Children's Museum welcomed the fall season with Jet from the PBS series Ready Jet Go. In addition to a meet and greet, fun themed activities and the Mobile Learning Lab, children also received free Ready Jet Go books and other goodies. Free Tuesday family engagement events are made possible through collaboration between The Children's Board of Hillsborough County, Glazer Children's Museum and WEDU. WEDU helped kick off the new school year with Soar in 4 family engagement events. The events, held in August and October, were free to visitors at the Bishop Museum of Science and Nature in Bradenton and also included pre-event professional development workshops for Manatee teachers. Events included character appearances, educational activities for children and families, take-home materials, free books and more. The mission of the Soar in 4 program is to ensure children from families of all races, ethnicities, incomes, abilities, and languages have the opportunities and support they need for success in school and beyond created through a network of parents, community organizations, and neighborhood businesses that plan and carry out activities and opportunities to support healthy growth, development and school readiness. WEDU partnered with the Bishop Museum of Science and Nature and Manatee County Schools to host the December 21, 2019 Soar in 4 family engagement event. The free events included a meet and greet with Clifford the Big Red Dog as well as educational activities for children and families, take-home materials, free books and more! December 14 – WEDU presented information on PBS educational resources and outreach to a meeting of the Sarasota/Manatee Phi Beta Kappa Association held at The Venetian Golf and River Club in Venice. February 4 - WEDU PBS and visitors to the Glazer Children's Museum celebrated the birthday of Clifford the Big Red Dog. In addition to a meet and greet, fun themed activities and the Mobile Learning Lab, children also received free books and other goodies. Future Free Tuesday events have been canceled and the bi-monthly schedule of events will continue when possible. More than 2,000 children and families attended the 11th annual Storybook Forest family engagement event hosted by the Pasco Hernando Early Learning Coalition on March 7. The outdoor event, held at Crews Lake Park in Spring Hill, featured exhibits from organizations serving children and families in the area. WEDU was a lead sponsor for the event.

Daniel Tiger and Katerina KittyKat from Daniel Tiger's Neighborhood were featured along with other popular storybook characters. WEDU in partnership with the Desoto County Public Library officially opened the latest WEDU PBS Phyllis L. Ensign Library Corner on February 25, 2020.

The library corner, created to honor Mrs. Phyllis L. Ensign a generous WEDU donor, includes a bookshelf with a robust collection of PBS Kids books and DVDs for the library's lending collection, two electronic tablets loaded with PBS Kids apps and much more! Clifford the Big Red Dog dropped by to lend a paw during the ceremony and to greet all his friends. Each child received a Clifford book and other WEDU PBS goodies!

The WEDU PBS At-Home Learning page launched on March 23 as part of a statewide PBS initiative to provide broadcast content for grades PK-12 on WEDU and companion lessons from PBS LearningMedia. Beginning June 15, WEDU has expanded the program into the WEDU PBS At-Home Learning Summer Boost. ([wedu.org/edconnect](http://wedu.org/edconnect))

October 5, 2019 – A workshop was presented to 18 Manatee County Title 1 teachers as a part of the October Soar in 4 program. Resources for elementary science and engineering were highlighted. October 14 – Two workshops were presented to Sarasota County high school teachers as a part of a district professional development day. Both workshops highlighted PBS LearningMedia secondary resources for social-emotional development. The first presentation focused on the “Confronting Bias in the Classroom” collection and the second addressed violence in schools and showcased the “Say Something” curriculum from The Sandy Hook Promise program. October 19 – WEDU presented a professional development session to 13 early learning providers from the Tampa Home Child Care Association during the Pick Up 6 mini-conference in Tampa. October 25 – Early learning resources from Ready To Learn and for social-emotional development were presented to 23 early learning providers at the Florida Association for the Education of Young Children (FLAEYC) state conference in Orlando. November 9 – A workshop focused on gratefulness and sharing was presented for parents and staff with the North Tampa Family Resource Center. This is the first in a series of trainings as a part of a new partnership with The Children's Board Family Resource Centers in Hillsborough County. November 21 – A workshop, “PBS: Helping Young Children Deal with Difficult Times and Events,” was presented to early learning providers in partnership with the Pinellas County Early Learning Coalition. A second training is scheduled for May 2020. January 11 – Three sessions were presented to 45 education majors at the Polk State Educator Preparation (PEP) Rally highlighting PBS LearningMedia and resources for PK-5 instruction. February 1 – WEDU presented a session on PBS resources VPK (Voluntary Pre-Kindergarten) resources at the Hillsborough County Early Learning Coalition's first VPK Conference. The session was attended by approximately 25 early learning professionals. February 29 – A session on PBS Ready To Learn materials available on PBS LearningMedia was presented to 22 early learning providers at the Manatee Early Learning Coalition's Early Learning Conference. March 3 – A workshop was presented for families and staff at the Hillsborough County Children's Board Family Resource Center in Brandon. March 12 – WEDU hosted training for 17 early learning educators at Forty Carrots Family Center in Sarasota. The workshop was well received and the center incorporated information on free PBS resources in At-Home Learning packets that were supplied to the families served by the center. All WEDU training events have been canceled or will be delivered in a virtual format where possible. Since mid-April, WEDU has presented seven professional development workshops for Hillsborough County Public Schools that have served over 500 PK-12 educators and supervisors. Additional weekly trainings are scheduled through June. As a part of a recent Ready To Learn grant award, WEDU education staff is participating in a series of training workshops to assist in the development of Family and Community Learning and/or educator training modules for use in the communities we serve. The anticipated completion date for the project is January 2021.