

OUTREACH INITIATIVES
WEDU PBS-TV/WEDQ PBS-TV
OCTOBER 1, 2018 TO SEPTEMBER 29, 2019

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, nine internships have been or are being completed in the following areas:

1. Production Intern, Winter 2018/19, Junior, Creative Writing, University of South Florida, Tampa, FL
2. Production Intern, Winter 2018/19, Senior, Mass Communication, University of South Florida, Tampa, FL
3. Production Intern, Winter 2018/19, Senior, Television Journalism, University of South Florida, Tampa, FL
4. Production Intern, Winter 2018/19, Senior, Mass Communications, University of South Florida, Tampa, FL
5. Production/Editing Intern, Spring 2019, Senior (High School) Tampa Preparatory School, Tampa, FL
6. Production Intern, Spring 2019, Freshman, Mass Communications/Broadcasting & Film, Hillsborough Community College, Tampa, FL
7. Academy Prep Media Club, Summer 2019, Senior, University of South Florida, Tampa, FL
8. Academy Prep Media Club, Summer 2019, Senior, University of South Florida, Tampa, FL
9. Production Intern, Fall 2019, Senior, Video Editing and Post Production, Hillsborough Community College, Tampa, FL

WEDU/WEDQ PBS gives tours of its facilities to schools and other organizations. During this past year, the following tours were conducted: Friendship Force of FL Suncoast toured the studio and learned about the direction of WEDU, observed a Florida this Week taping. Career Focus, a group helping special needs students with job placement and interest. Essrig Elementary, TV crew students toured the facility. University of Tampa Communications Dept. students and the Freedom Village Retirement Center residents toured the facility. Boards of Directors of WEDU toured the facility and were given a deep dive to see operations and new equipment. USF OLLI Group, a Lifelong Learning Institute was given a facility tour and the St. Pete College Production Class, they are a group that presents possible contribution to Arts Plus with WEDU Senior Producer and Staff.

One employee participated in the Great American Teach-In in November 2018 to speak to school children about careers in public broadcasting. Staff members hosted six students for job shadowing and career exploration on Disability Mentoring Day in October 2018.

A staff member attended the City of Tampa Mayors Alliance Disabilities Job Fair, providing opportunities for individuals with disabilities to meet and interview potential employers. One employee also serves as a member of the City of Tampa Mayor's Autism Friendly Advisory Committee. One

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. In March 2019, WEDU was a featured partner at the Pasco/Hernando Early Learning Coalition's annual Storybook Forest event. The free, outdoor event features storybook themed exhibits hosted by local organizations serving children and families. WEDU provided PBS characters, activities, take-home educational materials and giveaways. The event served more than 3,500 attendees.

In April 2019, WEDU PBS produced the autism town hall production, "Breakthrough To Hope: Autism and the Media," focused on resources for families and caregivers of individuals with autism. WEDU hosted two family engagement events in observance of the Week of the Young Child, April 2019. Several thousand visitors attended the 39th Annual Children's Festival in Lakeland, Florida. The event, hosted by Explorations V Children's Museum featured creative experiences for children to engage, inform and unite the community for a day of shared playful learning experiences for children and their families. Great Explorations Children's Museum's "Week of the Young Child" celebration in St. Petersburg featured Buddy Dinosaur and was attended by more than 200 children and families.

Over the past year, WEDU has presented more than 40 workshops and conference presentations including the Florida Afterschool Conference, Florida Association for the Education of Young Children Conference and the PLACE Afterschool Conference. Workshops have served nearly 1,000 early learning providers, K-12 educators, families and pre-service teachers. PBS Kids bilingual and autism resources have been highlighted during presentations as appropriate. WEDU Phyllis Ensign Library Corners were placed with several public libraries within the WEDU viewing area. Each corner, focused on PBS Kids characters is made up of a decorative rug, character standee, bookshelf, and banner, electronic tablets filled with PBS Kids apps and take home materials and incentives for families. WEDU also created the WEDU PBS Reading Circle that can be incorporated into existing library youth programs. The Reading Circle is made up of six sessions, each featuring a different PBS Kids character, book, music video, educational/arts and craft activity and virtual field trip supplied through a partnership with WPBT's KidVision program. To qualify for a library corner placement, libraries must work with diverse, underserved populations.

June 2019, WEDU PBS launched a new educational collaboration with the Title 1 program of Manatee County Schools, the Bishop Museum of Science and Nature and Manatee County Public Libraries to provide family engagement events and educator training through the *Soar in 4* program. 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 was the featured partner at three events during the *Soar in 4 Summer Learning Series*. The events were free and featured fun, educational activities for children and families, take-home materials, including PBS summer learning booklets and reading charts and appearances by PBS Kids characters. Following the summer series and throughout the school year, events will be held on a quarterly basis and will incorporate professional development training for teachers. A generous grant from the Manatee Community Foundation will help to offset training costs.