

OUTREACH INITIATIVES

WEDU PBS PBS-TV/WEDQ PBS-TV

OCTOBER 1, 2022 TO SEPTEMBER 29, 2020

WEDU PBS/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, four internships have been or are being completed in the following areas:

1. Production Intern, Summer/Fall 2023, Junior, Digital TV & Multimedia, Hillsborough Community College, Tampa, FL
2. Production Intern, Summer/Fall 2023, Sophomore, Digital TV and Multimedia, Hillsborough Community College, Tampa, FL
3. Production Intern, Summer/Fall 2023, Junior, Digital TV and Multimedia, Hillsborough Community College, Tampa, FL
4. Corporate Work Study Program Production/Education intern, Fall 2023, Freshman. Cristo Rey Tampa-Salesian High School, Tampa FL

WEDU PBS/WEDQ PBS gives tours of its facilities to schools and other organizations. During this past year, the following tours were conducted: Dec. 22, International Journalist Tour & Discussion, 15 journalists and 4 interpreters from various countries (State Dept.). Dec. 22, Sullivan Partnership School, 27 students and 4 adults, Education presentation in Studio 2 with Content recording a B roll of event. April 2023, International Journalist Tour & Discussion, 25 journalists and 4 interpreters from various countries (State Dept.). April 2023, Tampa Palms Elementary, Morning TV Crew, 10 students, 2 adults. April 2023 Romanian Delegation Visitors, 10 journalists and 4 interpreters. May 2023, International Journalist Tour & Discussion, 10 journalists and 4 interpreters from various countries (State Dept.). July 2023, Career Focus, 2 students Summer program. July 2023, Freedom Village, 22 adults, Senior Community. July 2023, General Interest. 4 students and 1 adult, Education Dept. August 2023, International Journalist Tour & Discussion, 17 journalists and 4 interpreters from various countries (State Dept.). August 2023, 2 separate tours, MacDill AFT Home School students, 26 students and 4 adults.

As part of an Early Childhood Learning training at the University Area CDC Head Start program, WEDU PBS PBS offered its first bilingual training in Spanish and English for 30 parents, who joined the two-part workshop online.

October 5 – Soar in 4 family engagement event at The Bishop Museum, Bradenton

350 attendees – Rosie’s Rules screening

October 25 – “Everyday Early Literacy and Math, Part 1” Early Childhood Learning (for parents, online) –

Class offered in English and Spanish – 30 parents – University Area CDC Head Start

October 27 – Read for the Record – online event – 572 views, 13 likes, 2 comments, 16 shares

November 8 – Hillsborough Early Learning Coalition, Traumatic Experiences – 5 early learning providers

November 12 – Saturday Fun Day – 196 kids -- Wilkinson Elementary School, Sarasota

November 16 – Great American Teach-In – 30 classrooms in Gulf Coast region

November 19 – “Soul Food Sunday” Read With Friends Online Event – 10 families

November 29 – “Everyday Early Literacy and Math, Part 2” Early Childhood Learning (for parents, online) – Class offered in English and Spanish -- 30 parents – University Area CDC Head Start

December 6 – Hillsborough County Early Learning Coalition, Preschool Social Emotional Growth – 12 early childhood providers

December 7 – Soar in 4 family engagement event at The Bishop Museum, Bradenton
718 attendees – Arthur’s podcasts features

December 23 – Sarasota Principal Luncheon – 85 Pinkalicious & Peterrific coloring sheets, coloring pencils and sticker set giveaway as well as Greater Sarasota and Arts Plus promotion

January 14-15 – Black Heritage Festival – Curtis Hixon Park, Tampa – Xavier Riddle and African- American astronauts featured

January 21 – Kings Kids Preschool – Preschool Social Emotional Growth Training – 15 early learning providers

January 24 – Sulphur Springs Elementary School – Literacy Week Promotion with Splash and Bubbles – 20 students

January 24 – Pinellas County ELC – WEDU PBS Services Offered Overview - 1 ELC staff

February 7 – Hillsborough ELC- virtual – STEM for Early Learners – 25 Early Learning Providers

February 21 – Manatee Early Learning Coalition – WEDU PBS Services overview (potential partner meeting) – 1 staff

February 21 – Chiaramonte Elementary School – African American Heritage Read-In & Elinor Wonders Why promotion – 40 Students

February 22 – Kingswood, Brandon – African American Heritage Read-In & Elinor Wonder’s Why and Xavier Riddle promotions + Xavier Riddle – 80 Students

February 23 – Pinellas Technical Education Center, St. Pete – 13th Annual Baby Talk Workshop and Parent Connection – Elmo/Sesame Street Promotion – 100 Families

March 8 – Desoto Public Schools (virtual) – WEDU PBS Services overview (potential partner meeting) – 3 admin

March 11 – Land O’ Lakes Library – Healthy Family Day Training – Sesame Street in Communities/PBS resources – 15 Families

March 21 – Hillsborough ELC (virtual) –Traumatic Experiences (Sesame Street in Communities) – 25 providers

March 23 – Largo Community Centers (virtual) – WEDU PBS Services overview (potential partner mtg) – 4 staff/directors attended

March 23 – Pasco Hernando ELC (virtual) – Literacy Resources for Early Learners – 20 providers

April 6 – Philip O’Brien Elementary, Lakeland – Read With Friends Face-to-Face Event (Spring Promotion with Elinor Wonder’s Why Giveaway Items) – 8 Families ~20 children

April 27 – Pasco Hernando ELC- virtual – Math for Early Learners – 20-30 providers

04/06/2023- Read with Friends - Face-to-Face Event 25 families 50 children
Philip O’Brien Elementary - Lakeland, FL

04/29/2023- Booktopia Bradenton Book Fair 400 participants
Bradenton Public Market

Remake Learning with Daniel Tiger-themed giveaways

5/02/2023- Emergency Preparedness 12 participants
Hillsborough Early Learning Coalition – virtual

05/03/2023- Cyber chase celebratory thank you event 10 Families
University Area Community Development Corporation, Tampa Cyber chase promotion - STEM activities

05/05/2023- Family Literacy Event 12 families Starkey Ranch Library

05/05/2023- Cinco de Mayo community event 100 participants
University Area Community Development Corporation Education Department

05/09/2023- Just Elementary, Tampa 45 educators Teacher appreciation lunch

05/18/2023- Integrating the Arts into Early Learning Environments 20 participants
Pasco Hernando Early Learning Coalition - virtual event

05/18/2023- Youth Media Wrap Up
Williams Middle IB School (4 students) | Pace Center for Girls (3 students)

06/03, 07, 16- Health and Wellness FCL series 14 families
 University Area Community Development Corporation
 06/07/2023- Read with Friends 25 students
 Sheehy Elementary, Tampa
 06/10/2023- Summer Kick Off “Day of Play” 300 Participants
 Hillsborough County Early Learning Coalition
 Elinor Wonders Why Promotion - STEM and Nature Learning
 6/13/23- School Preparedness 9 participants
 Hillsborough Early Learning Coalition - virtual
 6/27 - 6/30/2023- Summer Community Learning 22 students
 Molly of Denali Museum Adventures
 The Carter G Woodson African American Museum, St. Petersburg
 6/29/2023- Youth Media Challenge Showcase 20 students, 11 shared media
 YMCA Youth Achievers
 7/12, 19, 26- Family & Community Learning series: 20 families
 Starkey Ranch Library
 07/22/2023- Latin Conservation Week Anticipating: 300 kids
 Bonnet Spring Park, Lakeland
 Cyber chase and Elinor Wonders Why Promotion
 07/29/2023 Alma’s Way Screening Anticipating: 500 participants
 Polk Theatre, Lakeland
 Alma’s Way - Spanish promotion
 7/31- Integrating Art into Diverse Early Learning Settings Anticipating: 300 participants
 Hillsborough County Head Start /Early Head Start Pre-Service
 Summer Community Learning Anticipating: 20 students
 Community Stepping Stones, Tampa
 Molly of Denali Museum Adventures

Ready To Learn Planning Grant

Utilizing the RTL Assets & Needs Assessment toolkit, the team conducted listening sessions with parents and educators to gather feedback to inform a work plan for an RTL grant proposal, which was granted to WEDU PBS. The team collaborated with staff from the Children’s Board of Hillsborough County to accomplish this work, focused on the 33610 zip code of East Tampa. The goal of the Learning Neighborhood will be to foster a community-wide culture that promotes Ready To Learn “Learn Together” theme and empowers children and adults to learn anytime, anywhere – at home, in the neighborhood, and within local systems and spaces.

Cyberchase Mobile Adventures in STEM

WEDU PBS received a \$4,000 grant from WNET in NY to host a series of 6-week texting programs in English and Spanish in which families receive free videos and activities from the PBS KIDS show Cyberchase sent to their phones. Kids and their parents explore math, science and the environment through games, crafts and experiments for kids ages 5-8. The first session is running now, with researchers from EDC coming to Tampa to gather data from participating families the last week of April.

Youth Media Challenge WEDU PBS is currently piloting KQED’s Youth Media Challenge with two partners in Tampa – Williams Middle School and Pace Center for Girls. The goal of the program is to engage middle and high school students in making media to build media literacy and foster civic engagement by creating media.