

CPB/Public Media Newsletter

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Wed 3/25/2020 1:50 PM

From Pat Harrison, president & CEO, Corporation for Public Broadcasting:

This is an unprecedented time for all Americans. A time when we are physically distancing ourselves from one another but staying connected as never before. Public media has become that vital connection. You are connecting to your communities from your homes to our homes. You are informing, educating, entertaining and giving us hope. It turns out the old adage is true: if you have seen one public media station – you have seen one public media station. Every day there are new stories about how each of you are finding innovative ways to serve your communities. You are not only keeping us informed with information we can trust and educating our children, you are keeping America safe.

I was always proud of you guys, but now more than ever before. I am also proud of the partnership that CPB has with PBS, NPR, and APTS. We are in constant communication with each other and with station leaders in order to determine the best ways to help stations continue to provide essential services to the American public while ensuring the health and safety of all involved.

Information, education, safety and inspiration. Thank you!

Stations across America are stepping up to support their communities. Here is a partial list:

Public Media Stations Delivering Educational Content to Families at Home

- [Alabama Public Television](#) (Birmingham, Alabama) is providing interstitial messages identifying broadcast and online resources. It will also broadcast a selection of its award-winning [Learning Adventures](#).
- [Alaska Public Media](#) is offering interactive, ready to assign lessons for teachers and other PBS educational resources.
- [KBRW-AM/FM](#) (Utqiagvik, AK) is collaborating with its local school district to provide audio-based educational programming.
- [Arizona PBS/Phoenix and Arizona Public Media/Tucson](#) have partnered on Arizona At Home Learning, airing educational programming and providing free digital resources aligned with state curriculum standards.
- Arkansas Department of Education has arranged for Arkansas PBS to develop K-8 lessons and resources ([Arkansas Democrat Gazette](#)).
- California public television stations, including PBS SoCal, KCET and KLCS in Los Angeles, and KQED, in partnership with the Los Angeles Unified School District, launched [At-Home Learning](#) – A California Public Education Partnership offering broadcast programming and digital resources that adhere to California's state curriculum. In addition, the stations are offering educational bumpers, wraps and interstitials available to PBS stations nationally in English and Spanish to complement their own at home learning programs. This material is available on [Wavelength](#). KQED and PBS SoCal are also collaborating on a bilingual resource with curated PBS LearningMedia videos available in Spanish and English for grades K-5.
- [KPBS](#) (San Diego, CA) has adapted the At-Home Learning site for local use in partnership with the San Diego County Office of Education and the San Diego Unified School District. It has adapted a print ad for local use based on one originally created by WHYY (Philadelphia).
- [WFSU](#) (Tallahassee, FL) and Florida PBS stations will begin airing a weekday schedule of

education programs aligned to state standards, following the lead of California stations KQED, KOCE and KCET.

- WUCF (Orlando, FL), creators of [Meet the Helpers](#), have produced two new videos that stations can co-brand on how to talk to kids about the coronavirus. Future “Meet the Helpers” videos will focus on topics including social distancing, and the role of epidemiologists. A Meet the Helpers collection is also available on [PBS LearningMedia](#).
- [Georgia Public Broadcasting](#) has created [Georgia Home Classroom](#) in partnership with the Georgia Department of Education to offer broadcast programming and digital resources that adhere to Georgia’s state standards to provide at-home learning. Students in Pre-K through 12th grade will have access to free, educational public media programming designed for each grade level on GPB-TV. Programs are also available for streaming on gpb.org or the free PBS Video App as well as the PBS KIDS App. In addition, Georgia students and educators can access an online library of free educational resources from GPB Education, PBS LearningMedia and other sources, including videos, activities and associated lesson plans for teachers.
- Iowa PBS has created a [Virtual Learning Camp](#) – a Facebook event for four weeks of guided online learning in math and reading for kids 5-8. In addition, the station is compiling resources on healthy habits and well-being.
- [Kentucky Educational Television](#) (Lexington, KY) is providing curated resources for early childhood, K-12, and adult education, as well as links to PBS LearningMedia resources to support distance learning and KET-produced adult education programs, Fast Forward (high school equivalency) and Workplace Essential Skills.
- LPB (Louisiana Public Broadcasting), in partnership with the Louisiana Department of Education, and in collaboration with PBS stations nationwide has launched a [Learning at Home](#) site to provide teachers, parents, caregivers and students with resources to continue learning at home. The site includes Louisiana History resources, PBS KIDS resources for kids ages 2-8, PBS Digital Studios resources.
- WGBH/Boston and WGBY/Springfield are partnering with the Massachusetts Department of Elementary and Secondary Education to provide [distance learning via broadcast and digital platforms](#) for grades Pre K-12. Content will air on the WORLD Channel from noon-5 pm. WGBH is also compiling a list of Spanish language resources available in NASA’s “Bringing the Universe to America’s Classrooms” collection.
- [Detroit Public TV](#) (Detroit, MI) is working with educators across the state to provide free programming and digital resources that adhere to Michigan’s state curriculum to facilitate at-home learning across all grade levels. The digital resources include a daily newsletter, and distance learning for teachers and others.
- [Nine Network](#) (St. Louis, MO) created an Educator and [Caregiver Toolkit](#) based on needs identified by area superintendents to ensure that Pre K-4 educators, learners and parents have the resources needed to ensure continued quality instruction and learning.
- [Montana PBS](#) compiled a list of virtual and professional development assets for educators, as well as a list of educational resources for all grade levels.
- [Vegas PBS](#) (Las Vegas, NV) has created [three portals](#) (elementary, middle, and high school) for use in the entire state of Nevada with instructional resources for extended home schooling. Vegas PBS is also supporting continued teacher professional development needs.
- [PBS Reno](#) (Reno, Nevada) has created an interactive, at-home “camp” based around our PBS KIDS educational programming to help parents and caregivers navigate new issues regarding their children’s educational needs.
- WNET ([Buffalo Toronto Public Media](#)) is broadcasting a “Learn at Home” schedule weekdays from 6 am through 6 pm on WNET PBS KIDS. Videos and activities for teachers and families will be posted on their website, social media platforms and on PBS LearningMedia. The station is also posting daily learning resources in their WNET PBS Parents & Teachers Group on

Facebook. The broadcast programming and accompanying digital resources adheres to New York's state curriculum to provide continued at home learning.

- [WNET/New York](#) is creating and sharing multiple resources for local use and for other stations to use, including: a [Pre K-12 collection of digital learning resources](#) for remote learning in conjunction with PBS LearningMedia; co-brandable versions of WNET's elementary and secondary viewing guides – Tips for Enhancing TV Learning Experiences and Taking TV Time to the Next Level: A PBS Viewing Guide for 7th-12th graders; Parenting Minutes (short videos on key topics related to early childhood learning and raising children, including several applicable to the current situation) available on WNET's YouTube channel in multiple languages including English, Spanish, Mandarin and Bengali.
- [WXXI/Rochester](#) (Rochester, NY) is broadcasting a grade level "Learn at Home" schedule from 6 am to 6 pm weekdays. WXXI Education has curated and created resources, virtual events and hands on activities in support of educators, students and families posted on their website, in social media and in e-newsletters.
- [WCNY/Syracuse](#) (Syracuse, NY) is partnering with local school districts and arts organizations to ensure the continuation of learning, music and art. The station is working with local school districts to produce special educational broadcastings on WCNY-TV in order to provide continued learning opportunities for students of all ages at home.
- [WOUB](#) (Athens, Ohio) announced that Ohio PBS stations have collaborated to produce an [Online Teaching and Learning Resources Playlist](#) on YouTube.
- [OETA](#) (OKC, OK) is working with the Oklahoma State Department of Education to provide PBS LearningMedia and other distance learning resources to educators and parents statewide, together with information on the coronavirus and steps to mitigate infection.
- [WHYY](#) (Philadelphia, PA) is working with the School District of Philadelphia on a broadcast schedule to be shown on one of the station's secondary channels from 9 am -3 pm weekdays – 2 hours for grades 3-5, 2 hours for 6-8 and 2 hours for 9-12. WHYY shared sample schedules and promotional material for other stations to use linking back to PBS LearningMedia pages.
- [WLVT](#) (Bethlehem, Pennsylvania) announced that [Lehigh Valley Learns](#) will air over PBS39's channels each weekday morning starting March 30.
- [WQED](#) (Pittsburgh, PA) has curated content and resources for at-home learning on their education website.
[South Carolina ETV](#), in partnership with the South Carolina Department of Education is offering broadcast, curriculum-based programming for the state's Pre-K through 12th grade students. The content aligns with state and federal standards. SCETV is modifying regularly scheduled programming three days each week to offer specific Pre-K-12 resources between the hours of 8 am and 6 pm. Educators and parents will have access to supplemental lesson plans and curriculum materials.
- [KERA](#) (Dallas, TX) created a webpage with curated educational resources for North Texas families for learning at home.
- Utah Education Network (UEN) has created [Learn@Home](#), a comprehensive website providing educational resources for teachers, students and parents to help learning continue beyond in person classroom.
- [WETA](#) (Arlington, VA) has assembled a "[Stuck at Home Survival Guide](#)" for parents and caregivers home with their house-bound children. The guide includes online educational options and parenting advice.
- [WHRO](#) (Norfolk, VA) is offering free high school [Digital Learning courses](#) to the entire state of Virginia in subjects such as algebra, chemistry, world history and English. WHRO is also making available state standard aligned digital media content through [eMediaVA](#).
- PBS Wisconsin is offering [content and resources](#) to families through broadcast and web. They are also providing virtual training to help teachers and parents access and use online learning

resources.

Education Resources for Stations

- PBS has created multiple resources for teachers, parents, students and stations to use. In addition, PBS offers the PBS KIDS 24/7 channel, the PBS KIDS Video app for mobile, tablet and connected TV devices, the PBS KIDS Games app with nearly 200 educational games, and [PBS KIDS for Parents](#). Specifically, resources include:
 - [A PreK-12 Resources for Emergency Closings Collection on PBS LearningMedia](#) – a special collection of resources organized by grade and subject area, including videos, lesson plans and activities that support learning at home. Featured lessons plans contain full contextualization for the media they include. Lessons can be planned and adapted using the Lesson Builder tool, Google Classroom, Remind, and other tools. For early educators, PBS has assembled packets of printable activities to download and share with parents and students.
 - Professional learning webinars for PreK-12 educators including tips and techniques to support distance instruction.
 - An education resources page for COVID-19 distance learning solutions for stations on the HUB (login required). Includes links to the California At-Home Learning project, other station examples, press clips, the full list of programs used by the California initiative, and a link for stations to request a waiver for the National Program Service programming requirement.
 - Customizable PBS LearningMedia (PBSLM) Distance Learning One-Sheet and a PBSLM toolkit including a print ad, one sheet and digital assets.
 - A social media calendar with links and resources to promos and other digital content.
 - A Spanish-language Collection on PBS LearningMedia is under development with input from local stations.
- Sesame Workshop has launched a variety of free resources to help children and families during the coronavirus pandemic. Sesame's [Caring for Each Other](#) initiative features resources designed to help parents provide comfort and manage anxiety, as well as help with creating routines, fostering playful learning at home, and staying physically and mentally healthy. The site will be regularly updated to meet the needs of families as the situation evolves.
- WNET's content sharing platform [Wavelength](#) is offering a playlist of coronavirus content from public media stations around the country as well as links to the California At-Home Learning materials (educational bumpers, wraps and interstitials in both English and Spanish).
- [NPR's Life Kit](#) series reporter spoke with a handful of child development experts about what parents, teachers and other caregivers can do to help prepare and protect kids from all the scary news out there, whether it's fighting overseas, a school shooting or a devastating wildfire ([What To Say To Kids When The News Is Scary](#)). NPR also paired up to create an amazing comic, [Just For Kids: A Comic Exploring The New Coronavirus](#), by NPR's Malaka Gharib. The free, open-source comic is being read by kids around the world. It can also be printed and folded to make a Zine.
- [The74Million](#) published a database compiled by the Center on Reinventing Public Education on what school districts across the country are doing to transition to distance learning.

Public Media Stations Delivering Vital News & Information on COVID-19

- [Alabama Public Radio](#) (Tuscaloosa) is partnering with a commercial television newsroom (WVUA23-TV) and the University of Alabama's Center for Public Television to form a joint

COVID-19 coverage unit.

- KJZZ (Tempe, AZ) is hosting the [Latest News on Coronavirus Disease](#), which includes a U.S. map and state case updates, an updated list of statewide school closures, government response and more.
- KPCC's (Southern California Public Radio) LAist is continuing to update its "[No Panic Guide to the Coronavirus in LA](#)," which provides a place for sharing experiences via social media. Forums include "[A No-Panic Support Group for Living Through Coronavirus in L.A](#)" Facebook group, and posts offer [Here's Your Quick, to the Point, Coronavirus Prep List](#) and [How To Talk To Your Little Kids About Coronavirus](#).
- KQED (Northern CA) has a dedicated web page for [Coronavirus in California](#) with official announcements from across the Bay Area, running totals of confirmed cases, and state and national resources.
- KRCB and KPJK offer [Northern California Public Media Coronavirus Updates](#), and have held a town hall streaming on demand in both English and Spanish with FAQs and resource links.
- Connecticut Public has a dedicated page, [What Connecticut Needs to Know about the Coronavirus](#), updated with guidance on symptoms and resources and an interactive map of New England's confirmed cases.
- South Florida PBS's [Health Channel](#), created in partnership with Baptist Health, features an interactive dashboard from the Johns Hopkins Center that tracks the global expansion of the virus in real time, prevention resources and fact sheets in English and Spanish.
- WLRN's [Coronavirus Live Updates](#) blog provides the latest information on COVID-19 in South Florida with links to the Florida Department of Health and the CDC.
- Georgia Public Broadcasting offers [Coronavirus \(COVID-19\) News and Resources](#) page with resources from the Centers for Disease Control and Prevention in Atlanta, the World Health Organization, Georgia Department of Health; news updates from GPB and NPR; and resources for kids and families, including PBS KIDS video clips and advice from PBS Parents.
- KET's (Lexington, KY) [Coronavirus COVID-19 News & Resources](#) page offers an on-demand video of a KET Forum with Dr. Wayne Tuckson of KET's Kentucky Health, along with state, national and international resources, content for kids and families, and news updates.
- [WFPL](#) (Louisville, KY) has a live blog covering coronavirus that is updated regularly with new cases in both Kentucky and Indiana, recent closings and government actions
- Maine Public is updating a live blog [What Mainers Need to Know about the Coronavirus](#), which includes news updates, recommendations for protecting yourself, and other information.
- WBUR (Boston, MA) has a [coronavirus live updates](#) blog with news, updated case numbers, what to know, and what to read. Listeners can [sign up for email alerts](#) for coronavirus stories from WBUR and NPR.
- [Twin Cities PBS](#) (Minneapolis, MN) is providing information on COVID-19 and its impact on its Next Avenue website and through regular newsletters. The reporting is geared to keep readers – many of whom are caregivers for the most vulnerable — informed, safe and prepared.
- Minnesota Public Radio's [COVID-19](#) webpage is updating statewide cases and features a live blog in which experts answer people's questions, along with a mix of local, state and national articles and advice, including the non-profit Sahan Journal's [What You Need to Know About the Coronavirus](#), also available in Spanish, Somali and Hmong.
- New Hampshire PBS and New Hampshire Public Radio are collaborating with 20 organizations in the state on a coronavirus initiative called, "Live Free and Thrive" ([Granite State News](#)

[Collaborative](#)). New Hampshire Public Radio [Coronavirus coverage](#) page includes statewide and national news updates, FAQs, a link to submit questions, state recommendations, and a link to the New Hampshire Department of Health and Human Services.

- WNYC's (NYC, NY) [Gothamist COVID-19 updates](#) live blog offers daily updates, [guidelines for how to prepare](#), and a frequently updated [FAQ page](#).
- [UNC-TV's About Coronavirus Disease 2019 \(COVID-19\)](#) dedicated webpage includes tabs for Latest Updates, What You Should Know, Further Resources & Information, with links to the North Carolina Division of Public Health, CDC, and World Health Organization.
- ideastream (Cleveland, Ohio) has been sharing live briefings from Governor Mike DeWine online and on their broadcast channels, WVIZ/PBS, 90.3 WCPN and The Ohio Channel.
- KOSU (Stillwater, OK) is providing a continuously updated web site with critical public health information; ramping up its production of fact-checked newscast spots and feature stories; engaging listeners through an interactive text service that allows them to ask questions of health officials; repositioning resources to cover rural Oklahoma issues; mounting a volunteer effort to translate all reporting into Spanish; sharing news spots with KCNP, the station licensed by the Chickasaw Nation; and launching a daily news digest for surrounding the Coronavirus.
- WHYY's (Philadelphia, PA) mobile-first site BillyPenn created [Philly's coronavirus response](#), a live blog with email updates on [confirmed cases in the region](#), [what to do if you suspect exposure](#), [where to get tested](#), [insurance](#), [school response](#), [transit](#), [food access](#), and the [economic impact](#).
- Oregon Public Broadcasting (OPB) is providing in depth national, state and local news and information, live updates and FAQs on the coronavirus as well as useful tips for living in the time of the coronavirus.
- PBS39 (WLVT/WLVR-FM) (Lehigh Valley), updates a [39 News Tonight: Coronavirus: Reports & Resources](#) live blog linking to local TV and radio reports, CDC, Pennsylvania and New Jersey Departments of Health, and PBS coverage and resources.
- Radio Bilingue produced a one-hour special on the coronavirus for it Línea Abierta Spanish language talk show, which is broadcast through a network of stations across the United States.
- KUOW (Seattle, WA) launched [a live blog](#) in both [English](#) and [Spanish](#), a daily news podcast, [Seattle Now](#), to keep residents informed about COVID-19, and developed a crisis [guide for coordinating a newsroom](#) when staff is working remotely.
- Wyoming Public Media's [COVID-19 In Wyoming: Resources & News](#) has a dedicated page with statewide news updates, links to the Wyoming Department of Health, CDC, WHO and NPR news updates, and a Twitter widget.

Journalism Resources for Stations

- NPR's [Best Practices for Field Reporting](#)
- NPR Language Guidance: ["Coronavirus" and "COVID-19"](#)
- NPR Language Guidance: [What's the difference between "quarantine" and isolation?](#)
- [Latest Coronavirus Resources for Newsrooms](#) – Knight-Cronkite News Lab
- [How Journalists Can Fight Stress From Covering the Coronavirus](#) - Poynter
- [When Should You Name COVID-19 Patients and Other Ethical Decisions U.S. Newsrooms Will Face this Week](#) - Poynter
- Southern California Public Radio has published a [workflow](#) for handling coronavirus questions

from the public.

- Neiman looks at How journalists are working together to cover the COVID-19 pandemic.
- [How to Prepare for COVID-19 as a Social Media Manager](#) - Current
- [7 Ways to Avoid Misinformation During the Coronavirus Pandemic](#) – Poynter

Other Resources for Stations

Connecting with Community

- Public media leaders are connecting via videos, emails and letters to their communities identifying how they will continue to provide essential services under difficult circumstances. For example, [MPT, WHRO, KQED, and other stations have posted messages from their CEOs, highlighting coronavirus coverage and resources.](#)
- [America Amplified](#), a CPB-funded election project, led by KCUR (Kansas City, Missouri), is focusing resources on the COVID-19 pandemic and how it is affecting people across the nation. Its website, [americaamplified.org](#), includes resources such as “5 tips on how to reach audiences when no gatherings are allowed.” America Amplified editors are available to help edit stories for newsrooms that need support.
- Greater Public posted this primer on how to [serve your audience in the time of COVID-19.](#)

Fundraising

- [Reassuring Your Underwriting Clients During COVID-19](#) – Greater Public
- [Coronavirus and Your 2020 Fundraising Goals: What nonprofits Need to Know](#) - Forbes
- [Fundraising in Tough Times](#) - Stanford Social Innovation Review