

WPSU Outreach and Engagement Projects Related to COVID-19

May 20, 2020

Radio

- 90 COVID-19 related news stories between February 18 and May 18
- Provided USB mics to radio staff for remote recording
- Health Minute – four episodes
 - *Handwashing*
 - *Staying Connected*
 - *Social Distancing*
 - *Mental Health*
- Take Note
 - Penn State Prof. Erika Saunders On Mental Health Effects of the COVID-19 Pandemic
 - Dr. Matthew Ferrari, Penn State associate professor of Biology, Huck Institutes of the Life Sciences
 - Dr. Nirmal Joshi chief medical officer, Mount Nittany Health
 - Dr. Bernice Hausman, Professor, Public Health Sciences, Penn State College of Medicine
- Democracy Works Podcast
 - *A Roadmap to A More Equitable Democracy*
 - *COVID-19 Exposes Democracy's Tensions*
 - *Will COVID-19 Create a One Issue Campaign?*
 - *Give Me Liberty or Give Me COVID-19?*
 - *Polling in a Polarized World*
 - *COVID-19: Human Movement & Behavior*
 - *COVID-19: Spillover*
- NPR and National Programming
 - Daily stories from NPR
 - *COVID-19: Hard Questions, Real Answers*
 - *Coronavirus—A Weekly Report from NPR News*
 - *The National Conversation with All Things Considered* weeknights (ending May 29)
 - PA Department of Health PSA on the spread of COVID-19 on WPSU-TV and FM

Television

- Instructional Television
 - WPSU programming changes for grades PreK-12, noon–5:00 p.m.
 - *The WORLD* programming changes for grades 6–12, noon–5:00 p.m.
 - *New Learning from Home* spot starts May 6
 - New “*Robot Doctor*” (8) - shared PA PTV stations STEM program, Thursdays at 5:00 p.m.
 - New *Meet the Helpers* series

- *Daniel Tigers' Germs, Germs, Go Away* interstitial
- *Science-U@Home* promos airing on 3.1 and 3.4 channels
- Remote Productions
 - *Conversations Live: Speaking Grief* – May 21
 - *Conversations Live: Get your Garden On* – April 30
 - *The Investment 2020* will be produced remotely for online video and broadcast
 - *Weather World* – produced from home. WPSU helped to build infrastructure to move to remote delivery from staff's homes.
- PBS Programming
 - *NOVA: Decoding COVID-19* May 20
 - *American Portrait: COVID-19 Special*
 - *Frontline: Inside Italy's COVID War*
 - *Global Agenda: World Lockdown - Battling the Pandemic*
 - *Speaking Grief* premiere on May 5 (website, radio)

Digital Initiative COVID-19 stories

- *Metronome from Home* (4) – May 11 first stream on Facebook Live
- “Show us your mugs” social distancing and connecting
- “Teddy Bears and Rainbows” neighborhood scavenger hunt

Community Engagement and Education Outreach

- Serving 105 school districts in 24 counties
- “Summer of Adventure” backpack fundraising and free community outreach program
- Op-Eds from 8 board members published in regional newspapers
- New education website launched May 11
- PA Department of Education/PA Public Television Stations collaboration “[Learning at Home](#)” launched new daytime instructional television.
 - TV schedule is coordinated with online learning activities/lesson plans. Schedule and activities change every Saturday. (through June 30)
 - Two new programs: *Robot Doctor* (6-12 grades) and *Into the Outdoors*.
 - Weekly “Learning Families” email to 1,050 subscribers. Contains TV programs and features lessons for the week
 - Handouts distributed by Altoona School District (1,200 families)
 - Handouts distributed by YMCA of Clearfield and Centre (10K meals/week)
 - Eight-week schedule of outdoor and STEM-themed learning at home activities (links to PDFs and videos)
 - Planning weekly Facebook Live explore the outdoor do-together activities
 - Meetings with STEM educators in IUs and PDE and stations – ideas around social and emotional learning discussed.
 - Possible Interstitial with teachers - Relationship with PSEA
 - Coordinating awareness communication through PSEA

Membership

- June TV and FM pledge 7-day pledge and social distancing changes
- “143 Day” Fred Rogers campaign May 1–18 goodwill and light fundraising \$3,983 from 65 donors
- COVID-19 donor stewardship spots for TV and FM
- Gift acknowledgement emails and letters
- Challenge donors: Make their gift they would have made during radio drive
- Membership testimonial project: Keystone Society and select donors to tell us “Why I love WPSU”

Development

- Business support for *Metronome* Facebook Live concert
- Morgan Stanley Business Support
- Bi-weekly emails to business supporters
- Business Support spots—support local businesses who support TV and FM

Marketing

- High school senior congratulations TV promo
- “Learning at Home” initiative –newspaper ads in 6 papers continue next week.
- [#HowWeEndure](#) social media engagement
- *Metronome from Home* Facebook concert series
- *American Portrait COVID-19* special
- *Meet the Helpers* social media

Creative Services– University Collaborations

- Administration
 - Penn State virtual spring commencement – over 100,000 people from 100 countries
 - Penn State President Barron studio recording/Penn State Health
 - Penn State Town Hall - March 2020 and May 2020
 - Penn State Board of Trustees audio call/web stream
 - Penn State New Student Orientation web welcome & orientation events
 - Class of 2024-Virtual Welcome to Penn State Family
- Colleges and Centers
 - Penn State Global Programs Town Hall
 - Penn State Graduate School Town Hall
 - Penn State Arts and Architecture Musical Theatre virtual performances
 - Penn State World Campus three web streams: Chella Man, Reema Zaman, Eileen Collins, Saquon Barkley (in partnership with SPA)
 - Shavers Creek web stream (May 2020)
 - Penn State Law virtual commencement 2020
 - Penn State Schreyer Honors College – Medals Ceremony
- Online Course Design
 - Penn State Huck Institutes of the Life Sciences 3-part COVID-19 MOOC
 - Penn State Justice and Safety Institute classroom to online course
 - Penn State Schuylkill online courses
 - Penn State Center for Science and the Schools COVID course