

POSITION TITLE	DATE FILLED	RECRUITMENT SOURCES UTILIZED	NUMBER INTERVIEWED	NUMBER HIRED	RECRUITMENT SOURCE FOR THOSE HIRED
VP of Communications	1/4/21	WEDU Internal Posting/Referrals	4	1	WEDU Internal Posting/Referrals
		WEDU.org Website	5		
		Indeed.com	4		
		Current.Org	12		
		NLC	5		
Marketing Assistant	1/25/21	WEDU Internal Posting/Referrals	1		
		WEDU.org Website	5		
		Indeed.com	10	1	Indeed.com
		NLC	1		
Accounting Specialist	2/1/21	WEDU Internal Posting/Referrals	0		
		WEDU.org Website	2		
		AccountAbility	3	1	AccountAbility
		Indeed.com	5		
Producer	5/3/21	WEDU Internal Posting/Referrals	2	1	WEDU Internal Posting/Referrals
		WEDU.org Website	0		
		Current.org	0		
		Indeed.com	6	1	
Broadcast Engineer	6/1/21	WEDU Internal Posting/Referrals	0		
		WEDU.org Website	0		
		SBE JobsOnline	2		
		Indeed.com	5	1	Indeed.com
Sr. Staff Accountant	7/11/21	WEDU Internal Posting/Referrals	0		
		WEDU.org Website	0		
		The Reserves Network	1	1	The Reserves Network
		Indeed.com	4		
Security Officer	9/20/21	WEDU Internal Posting/Referrals	1		
		WEDU.org Website	0		
		Indeed.com	20	1	Indeed.com
Executive Assistant	9/27/21	WEDU Internal Posting/Referrals	0		
		WEDU.org Website	0		
		Indeed.com	10	1	Indeed.com
			108	9	

	RECRUITMENT SOURCE	CONTACT	TOTAL INTERVIEWED	REQUESTED NOTIFICATION
1	WEDU Internal posting, bulletin bds, Referrals	HR Director 813/739-2922	8	
2	WEDU.org Website, 1300 North Blvd. Tampa, FL 33607	HR Director 813/739-2922	12	
3	Nonprofit Leadership Center of Tampa Bay 1401 N. Westshore Blvd, Tampa, FL 33607	Internet Job posting site	6	
4	Indeed.com	Internet job posting site	64	

**OUTREACH INITIATIVES**  
**WEDU PBS-TV/WEDQ PBS-TV**  
**OCTOBER 1, 2020 TO SEPTEMBER 29, 2021**

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, two 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. Production Intern, Summer 2021, Junior, Broadcast Journalism, Hillsborough Community College, Tampa, FL
2. Marketing Intern, Summer 2021, Senior, English Literature, Trinity College Tampa, FL

WEDU/WEDQ PBS normally gives tours of its facilities to schools and other organizations, however this past year due to Covid-19 no tours were conducted.

**Soar in 4** The Soar in 4 community initiative was created in 2017 by community members concerned over the 50 percent of Manatee County students who were reading below grade level and by 2019, more than 30 community organizations had joined the initiative (soarin4.org). The program targets preschool through early elementary students, families, and educators in Title I schools within the Manatee school district. As a Soar in 4 community partner, WEDU hosts monthly family engagement events and provides books and educational materials to participating families. In 2020, as a result of the COVID -19 pandemic, Soar in 4 engagement transitioned from in-person to drive-thru events with PBS Kids character appearances, educational take-home materials, and giveaways. Attendance at each drive-thru Soar in 4 averaged approximately 150 cars per event and served more than 6,500 children and families during this reporting period. **Be My Neighbor Day** Daniel Tiger's Neighborhood Be My Neighbor Day celebrates the caring neighbor spirit by giving back to the community. WEDU in partnership with Glazer Children's Museum distributed 2,000 Daniel Tiger Caring Neighbor Kits at Children's Board Free Tuesday family engagement events on June 1 and August 2. Kits included books, supplies, and PBS materials for at-home learning. The distribution was sponsored by a grant from PNC Bank and also included materials from PNC's Grow Up Great early learning initiative. The Free Tuesday program provides free admission to the Glazer Children's Museum and access to WEDU family engagement events each month. The program is targeted to low-income communities and is supported by the Children's Board of Hillsborough County. WEDU has been providing Free Tuesday engagement since 2012.

**During the reporting period, WEDU presented 18 virtual workshops for more than 350 educators and families.** November 2020-March 2021 -PBS Ready To Learn Family & Community Learning Workshop Series WEDU presented a series of PBS Ready To Learn Family & Community Learning virtual parent/child interactive workshops, based on the PBS Kids series, Ruff Ruffman, and focused on science and engineering concepts for children ages 5-8. WEDU partnered with the Soar in 4 program, a community initiative spearheaded by the Manatee County School District to provide enrichment to families enrolled in district Title I schools. Participating families received Ruff Ruffman kits with all

materials needed for the interactive lessons, plus books and other PBS Kids and WEDU giveaways. Each family completing the series also received a Kindle Fire tablet for use with PBS Kids apps and family passes for a free day at the Bishop Museum in Bradenton and the Ringling Museum in Sarasota. The Family & Community Learning workshops were very popular and a second series of workshops was offered in March 2021. A total of 22 families participated in the two, three-part workshop series. Evaluations of the series were very positive. Comments –

*My son has been loving everything so far! I have to turn off the lights after the meetings because he is still experimenting. Tuesday he said the meeting was, “fun!” Tonight he said the meeting was, “awesome!”*

*He can't wait for the next meeting! He has a count down until Tuesday. Mav has been experimenting all weekend all over our kitchen. I really hope you do something like this again!*

January 2021 –PBS Ready To Learn Educator & Community Learning Workshop Series

The second phase of the PBS Ready To Learn virtual workshop series, the Educator & Community Learning Series included three sessions for educators in grades K-3 associated with Soar in 4 Title I schools. Twelve educators participated in the workshop series which was very well received.

Comment - *I was able to gain a wealth of resources and the hands-on learning activities through a virtual platform were very beneficial!* October 19, 2020 - “PBS Kids Resources for Out-Of-School-

Time” 42 Pasco Public Schools afterschool providers - Pasco Afterschool Conference December 16,

2020 – PBS Kids resources for SWIFF (Stronger With Involved Focused Fathers) 10 staff members -

Reach Up, Tampa March 13, 2021 – “PBS Kids Healthy Teeth” (Parent/child interactive workshop) 10

families – Children’s Board of Hillsborough County – Family Resource Center May 26, 2021 - “PBS

Resources for Dealing with Traumatic Experiences in Children”

25 early learning providers – Hillsborough Early Learning Coalition Institute for Early Childhood Professionals

- June 4, 2021 - “Summer Learning Fun”(Interactive parent/child workshop)  
8 families - Hillsborough Family Resource Center/Town and Country
- June 10, 2021 - “Preschool Social-Emotional Growth”  
25 early learning providers – Hillsborough Early Learning Coalition Institute for Early Childhood Professionals
- July 27, 2021 - “PBS Resources for Dealing with Traumatic Experiences in Children”  
175 early learning providers – Head Start, Hillsborough County
- September 2021 “PBS Resources for Dealing with Traumatic Experiences in Children”  
8 early learning providers - Hillsborough Early Learning Coalition Institute for Early Childhood Professionals
- September 2021 - “PBS LearningMedia for Families Training”  
15 parents/caregivers - Roland Park Elementary School, Tampa