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MEDIA CONTACT: Allison Alvarez Hedrick
Vice President of Communications
P: 800.354.9338 ext. 2240
E: ahedrick@wedu.org

***WEDU ANNOUNCES LAND O' LAKES TEACHER SELECTED AS PART OF
INAUGURAL PBS DIGITAL INNOVATOR ALL-STAR PROGRAM***

**Bobbi Starling recognized by WEDU as leader in the Land O' Lakes
education community**

Tampa, FL — Today, WEDU announced Bobbi Starling from Pasco County Schools as one of 30 educators from across the country for the first PBS Digital Innovator All-Star Program. Each of the Digital Innovator All-Stars was selected from a cohort of extraordinary educators who are doing innovative work in their schools and districts, and were previously recognized as part of the [PBS Digital Innovator Program](#), which began in 2013. The PBS Digital Innovator All-Star program expands on this influential work, deepening these educators' roles as leaders in integrating technology and digital media into the classroom —supporting students' learning through increasingly important media literacy skills.

Educator, engineer wannabe, lover of STEM, and technology, life learner, her name is Bobbi Starling. She always knew she wanted to be a teacher, starting her first job at Centennial Elementary School upon graduating from the University of South Florida. She has been an educator for 25 years finding each and every day rewarding. Her experience includes all grades in elementary, middle school science, gifted, and her current position as the magnet schools program coordinator for Pasco County Schools. Throughout her teaching career it became more and more evident teaching in rural, title 1 schools, that these kids needed digital innovation. Technology became the great equalizer providing experiences and opportunities these kids were missing and need to compete globally. She became a Lead PBS Digital Innovator in 2015. She constantly looks for innovative ideas for engaging students in the 21st century. She is beyond thrilled and honored to be a PBS Digital All-Star!

WEDU is thrilled to celebrate our local PBS LearningMedia Digital Innovator, and we invite you to join us in congratulating them on this great achievement.

In partnership with WEDU, Bobbi Starling will spend the 2018-2019 school year deepening engagement among students, families, educators, schools and WEDU. As an exclusive part of the program, she will have access to virtual and in-person events, including the PBS Digital Innovator All-Star Summit, to connect and learn with peers and station representatives from across the country.

The PBS Digital Innovator All-Stars were chosen based on a variety of criteria, including passion for their role as an educator, outcomes from their time as PBS Digital Innovators, connections to their communities and service to under-resourced families.

The full list of the 2018 PBS Digital Innovator All-Stars, their profiles and photographs can be found [here](#).

About PBS

[PBS](#), with nearly 350 member stations, offers all Americans the opportunity to explore new ideas and new worlds through television and digital content. Each month, PBS reaches nearly 100 million people through television and nearly 28 million people online, inviting them to experience the worlds of science, history, nature and public affairs; to hear diverse viewpoints; and to take front row seats to world-class drama and performances. PBS' broad array of programs has been consistently honored by the industry's most coveted award competitions. Teachers of children from pre-K through 12th grade turn to PBS for digital content and services that help bring classroom lessons to life. Decades of research confirms that PBS' premier children's media service, PBS KIDS, helps children build critical literacy, math and social-emotional skills, enabling them to find success in school and life. Delivered through member stations, PBS KIDS offers high-quality educational content on TV – including a new 24/7 channel, online at [pbskids.org](#), via an array of mobile apps and in communities across America. More information about PBS is available at [www.pbs.org](#), one of the leading dot-org websites on the internet, or by following [PBS on Twitter](#), [Facebook](#) or through our [apps for mobile and connected devices](#). Specific program information and updates for press are available at [pbs.org/pressroom](#) or by following [PBS Pressroom on Twitter](#).

About WEDU PBS

WEDU is West Central Florida's leading PBS station reaching 16 counties through media platforms including on-air programming and online experiences that broaden horizons, transport and transform and open gateways to new ideas and new worlds. Financially supported by the community, the organization offers a wealth of award-winning inspirational, educational and enlightening content over a variety of multi-media platforms including: television programming, station website, [www.wedu.org](#) and various social media platforms, monthly member magazine Premiere, educational outreach activities and a myriad of special events. WEDU's focus on the local community has resulted in the station being regarded as a beacon of trust for men, women and children of every walk of life no matter their age, ethnicity or socio-economic status. WEDU is a treasured community resource; a window to the world for the homebound and a vital educational source for the youngest members of society. WEDU prides itself on its position in the Tampa Bay community as a leader, partner, informed citizen and a member of PBS, the most trusted institution in America (ORC International's DualFrame CARAVAN, January 2017). For more information, program schedules or to support WEDU visit [www.wedu.org](#); WEDU Public Media on Facebook and Twitter (@wedupbs) or call (813) 254-9338.

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