

**From: Pat Harrison**

**President & CEO**

**Corporation for Public Broadcasting:**

*As we near two months of teleworking and social-distancing, it's important to look back and see how far we have come and how much we have accomplished. There is no question that the days are long, and the working conditions are hard, but I continue to be amazed by the commitment and ingenuity our system tirelessly displays, day in and day out. The American people are taking notice and I believe that on the other side of this pandemic, the true value of public media will be apparent to all.*

*So many of you are doing more with less, so I'm pleased to announce that the emergency funds that CPB was granted in the CARES Act were received from Treasury on Monday and that our team quickly moved to ensure every dollar was distributed as efficiently as possible. My thanks again to the extraordinary advisory group who offered their time and wisdom to ensure a truly equitable disbursement plan. And I want to recognize the CPB Board for their leadership during this time when stations are reimagining what it means to serve their community in this season of disruption and transformation.*

*Below you will find more best practices and resources that I hope will be of benefit to you all. As mentioned in the previous message, this information is being placed on our website, and we will continue to add more examples as we learn of them. We have also created a COVID-19 landing page that will help direct the public to the local stations that are working to provide content that educates and informs, meeting the needs on the ground as only public media can. We will launch these new pages next week, so stay tuned.*

*And finally, with a hat tip to one of your fellow GMs:*

*Does your state have a High School Graduation Day? If so, have you thought of offering the Governor the opportunity to give the commencement address using your airwaves?*

*Thank you and please continue to stay safe!*

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**

- [KUAC TV](#) (Fairbanks, AK), in partnership with the Fairbanks North Star Borough School District, is offering five hours a day of At Home Learning for sixth through 12th graders on its WORLD Channel. The station is also offering 10.5 hours of PBS Kids programming on its primary channel for kindergartners through fifth graders and 24/7/365 children's programming on its PBS Kids Channel. KUAC set up a [Homeschool Resource Guide](#) on its website and, in conjunction with the school district, invited teachers to attend a live history night with Ken Burns on April 29.

- Connecticut Public’s TV and digital platforms are delivering up to [75 hours per week](#) of accessible educational programming that is free to students, parents and teachers throughout Connecticut. These resources include WORLD At-Home Learning, CPTV/PBS Kids TV Programming, Thinkalong - Current Events for the Curious Classroom, a ‘Learn At Home’ Newsletter from Connecticut Public, and Extending Educational Opportunities to the Workforce - Making the Future and Getting to Work.
- Florida PBS stations were among the first in the country to launch special programming and online educational resources to help with distance learning. Their new content includes: [WEDU PBS At-Home Learning with Dalia Colon](#) (Tampa/St. Petersburg); [Bright Ideas for At Home Learning](#) (WSRE/Pensacola); [Virtual Workshop Series for Early Childhood Education Providers](#) (WFSU/Tallahassee); and [KidVision Pre-K Virtual Field Trips](#)(WPBT/Miami). In addition, South Florida PBS held a virtual screening of [Changing Seas](#) and [Kid Stew’s Season 3](#) premiere.
- Idaho Public Television released a new [American Graduate video](#), championing the efforts of healthcare professionals in the battle against COVID-19.
- WTTW is teaming up with Chicago mayor Lori Lightfoot and Citadel on [STAY HOME. HIT PLAY](#). This is a new series of behind the scenes “virtual field trips” at the city’s museums and cultural institutions that families can enjoy while staying at home. These will air on WTTW on Fridays and Mondays beginning May 1. In the first episode, Mayor Lightfoot takes audiences inside the Shedd Aquarium.
- WGBH is partnering with the Massachusetts Department of Early Education and Care to launch the Family Activity Initiative, a series of weekly activity resources featuring a carefully curated collection of videos to watch, free online educational games and apps to play, and non-digital hands-on activities for young children.
- WKAR (Michigan State University) launched [Mrs. Pizzo’s Workshop](#), where parents can contact Robin M. Pizzo, M.Ed., the Director of Education at WKAR Public Media and ask education-related questions.
- The 10 stations WNET manages for the Sesame Street in Communities Rural Station Initiative trained 1,223 early childhood educators and childcare providers in rural areas on Sesame Street in Communities; provided 11,768 rural community members with their own Sesame Street Hometown Celebration; and directly reached an estimated 32,012 parents, caregivers and children—over 5 times the initiative goal of reaching 5,000 rural families – providing critical resources for early learners and their families during the pandemic.
- Nine Network (St. Louis, MO) created an [informational page](#) on how to talk to kids about Coronavirus. Nine Network is offering a block of time on their main channel from 12:30 to 2:30pm throughout the summer where teachers will provide instruction, focusing on K-4 math and literacy. In addition, every PBS Kids program on Nine’s main channel and on its PBS Kids channel is [preceded by a message](#) outlining the learning goals and curricular area.
- WKNO in Memphis partnered with the Tennessee Department of Education and Shelby County Schools to provide at home instructional content for Mid-South Students during

school closures. WKNO is providing five hours of at home learning programming per weekday, and the local NBC affiliate is airing the same content in the mornings on their secondary channel. WKNO is also broadcasting PBS Teaches Tennessee, a statewide broadcast of two hours of programming with high-quality instructional content from 10am to 12pm. Resource guides for the broadcasts are available [online](#). For families without internet access, the guides are available at YMCA Meal Distribution Sites.

- Following the successful launch of the “VA TV Classroom” initiative, WHRO Public Media (Norfolk, VA) along with its sister public media partners announced the program offering is expanding an additional hour to include grades 4-7 in partnership with the Virginia Department of Education. Beginning the week of May 4, Continue to Know with WHRO will air SOL-aligned lessons led by teachers for grades 4-7 across the state. The expanded “VA TV Classroom” will air instructional content from 1-4 p.m., Monday through Friday.

### **Education Resources for Stations**

- NETA Webinar | [Producing Content While Social Distancing](#)
- To help support parents and caregivers of young children during the COVID-19 pandemic, Bright by Text (BBT) is allowing PBS member stations to participate in their service, waiving the standard organization participation fee through December 31, 2020. Stations interested in exploring this offer can find out more at "BBT National Offer Memo and FAQ - April 17 2020.pdf" available on the [Source](#) (search BBT).

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

- [FRONTLINE PBS aired its first major documentary on COVID-19](#) this week. It achieved Frontline’s highest overnight rating since 2017. Fueled in part by a 7 p.m. early release on the PBS digital app, the film demolished the series’ “First Day” streaming record on PBS platforms with over 100,000 views (35 times the normal average), plus an additional 100,000+ views on YouTube. In the show, veteran science reporter Miles O’Brien traced the different preparations and responses by the federal government and by Washington State, where the first known U.S. case of COVID-19 was identified in January. Further, Frontline’s “Covering Coronavirus” podcasts—a series of six releases to date—have been downloaded over 430,000 times.
- NPR reports its daily program to update listeners on the coronavirus, [The National Conversation with ATC, is now carried on more than 420 stations across the country](#). The program feeds live each weeknight at 9 PM ET. NPR also reported that its program, *Coronavirus -- A Weekly Report from NPR News*, is being carried on nearly 460 stations nationwide.
- KUAC FM (Fairbanks, AK) provides locally produced daily newscast reports on the pandemic, along with PSAs on safety and hygiene and State of Alaska Health Mandates.

The locally produced programs "[Northern Soundings](#)" and "Northern Soundbites" feature longer, in-depth conversations with experts about these tumultuous times.

- KXRN-LP (Laguna Beach, CA) has been covering COVID-19 live everyday, featuring critical interviews with ER doctors, infected individuals, the mayor, the police department and much more. KXRN has also partnered with the City of Laguna Beach to broadcast city council meetings that can no longer be attended by the public.
- WUSF Public Media (Tampa) and 90.7 WMFE (Orlando) teamed up to produce a weekly Facebook Live show to directly connect with people in the Central Florida and Tampa Bay regions. "The State We're In" on the WMFE and WUSF Facebook pages will offer news and information about the COVID-19 public health crisis and its impact on Florida and local communities.
- WUSF Public Media also announced the second season of "[The Zest](#)," a weekly podcast exploring the unique food, chefs, culinary culture and restaurants of Florida. With COVID-19 upending daily life, listeners will hear "Extra Zest" bonus episodes about timely topics such as how to stock an emergency pantry, plus interviews with restaurant owners finding new ways to stay open, serve customers and keep their contributions to Florida cuisine alive.
- Floridians rely on [The Florida Channel](#) (headquartered at WFSU-FM/TV - Tallahassee) to bring them live broadcasts of important meetings, hearings and events in Tallahassee. One of the most valuable services The Florida Channel provides is live feeds of Governor DeSantis' COVID-19 briefings and press availabilities. The briefings are broadcast and carried on Facebook.
- WGCU-FM/TV (Ft. Myers/Naples, FL) is offering regular and live updates from the local hospitals during its [Gulf Coast Life](#) program.
- WUFT-FM/TV (Gainesville/Ocala) launched a new podcast - [From the Front Lines](#) – which provides an update on Florida's response to coronavirus, with a particular focus on north central Florida.
- WTTW's digital series, [FIRSTHAND: Coronavirus](#), explores the firsthand, personal perspectives of people whose lives have been upended by the coronavirus in Chicago. A [60-minute compilation special](#) of the series will premiere on WTTW on Monday, May 18 at 9pm. For [WTTW News/Chicago Tonight](#), correspondent/producer Paris Schutz has been traveling to a different Chicago neighborhood or nearby area to deliver on-the-ground reporting as to how the coronavirus pandemic has affected everyday life for local residents, highlighting their challenges and discussing solutions.
- WDET – Detroit Public Radio's weekday show, Detroit Today with Stephen Henderson explores the larger societal impact of COVID-19 with civic leaders, psychologists and others. Additional air time is spent with medical doctors and subject experts, answering questions about health and safety. WDET's digital team encourages audience members to submit questions and provide feedback about COVID-19 to shape editorial coverage and programming.

- Lehigh Valley Public Media/PBS39 and WLVR (Bethlehem, PA) team up at 3pm each day for [Community Update on Coronavirus](#). Health professionals, business leaders, and a variety of other experts come together to answer questions live on-air, providing local and regional coronavirus information that concerns the community.
- KUT (Austin, TX) recently launched a [Spanish news section on their website](#), and the station is partnering with the local Univision station to publish each other's content. That is in addition to the more than 200 stories about the COVID-19 crisis in central Texas, and a daily newsletter about what Austin-area residents need to know about the pandemic.

### **Public Media Stations Newsrooms Strengthening COVID-19 Coverage through Collaboration**

- America Amplified launched a six-week pilot of a two-hour live call-in show called [America Amplified: Life, Community and COVID-19](#) with two stations co-hosting across the nation. Each weekend, two different stations will host the show. The content/topics will be selected from those communities and resonate nationwide. The first show on April 25 was co-hosted by KQED in San Francisco and WABE in Atlanta.
- WAMU's national talk show "1A" continues to work with stations across the country to facilitate a national conversation around COVID-19. The show recently teamed up with KUNC in Colorado and Michigan Radio to highlight the voices of small business owners trying to stay afloat. 1A also partnered with MPR in St. Paul Minnesota and Michigan Radio to explore how religious congregations are adapting to shelter-in-place orders and staying connected.
- Station-based reporters working with [Harvest Public Media](#), [Ohio Valley ReSource](#), [Kansas News Service](#) and [Side Effects](#) are among the many public media journalists reporting on COVID-19 outbreaks at food processing plants. Many of these stories have been translated into Spanish.
- Ohio Valley ReSource is helping area residents navigate new voting procedures in Kentucky, Ohio, and West Virginia [by collecting and answering audience-submitted questions](#). Ohio Valley ReSource and America Amplified partnered together to create "[A Pandemic Voter Guide for Ohio's 2020 Primary](#)," as [deadlines for mail-in voting approached in Ohio](#).
- Side Effects Public Media teamed up with IPB News to hold a Facebook Live about COVID-19, which they turned into a digital story about why the virus is having such a [disproportionate impact on the black community](#). Side Effects is partnering with local ethnic news organizations like "Hola Bloomington," "New America Indianapolis," and "The Indianapolis Recorder" to strengthen their service to minority communities.
- [Wyoming Public Media and the Mountain West Bureau hosted a Facebook live Q&A](#) with a public health expert to answer questions about COVID-19. Queries ranged from should you wear masks to the accuracy of antibody tests.

- In collaboration with Blue Ridge Public Radio, WFDD, WHQR, and WUNC, WFAE broadcast a [statewide special on the impact of the coronavirus in North Carolina](#) that featured Governor Roy Cooper, Secretary of the North Carolina Department of Health and Human Services Dr. Mandy Cohen, and North Carolina Representative Craig Horn.

### **Journalism Resources for Stations**

- The Public Media Journalists Association (PMJA) launched an Editor Corps to help stations that are facing increased workloads related to the current COVID-19 pandemic. The [PMJA Editor Corps](#) will match experienced public media editors with stations on an hourly basis, free of charge, to relieve station editing staff who may be overworked due to covering the COVID-19 story.
- The [PBS Editorial Standards Webinar: Covering COVID-19](#) will take place Thursday, May 7, from 2pm to 3:15pm ET, where public media leaders such as Dana Roberson, executive producer of NewsHour Weekend; Tory Starr, director of social media at WGBH; and Annelise Wunderlich, executive producer of education at KQED will share best practices for accurately, fairly and inclusively covering the COVID-19 crisis.
- On April 29, the Center for Health Journalism and [Ashley Alvarado of KPCC & LAist presented the "Engaged on COVID-19" webinar](#). Alvarado shared ideas on how media outlets of all sizes can better serve the needs of their audiences with innovative methods for listening and generating story ideas.
- Kaiser Health News' data editor Liz Lucas is walking reporters through [key data sources on COVID-19 every reporter should know about](#), in a May 6 webinar by the Center for Health Journalism.
- Here's a helpful guide for newsroom executives and managers on "[Managers: Ways to Uphold Your Diversity and Inclusivity Values During COVID-19](#)," from Sisi Wei, director of programs at OpenNews.

### **Public Media Stations Providing Content to Address the Impact of Social Isolation**

- Arkansas PBS joined with other organizations to create a [Shelter in Place Virtual Film Series](#), which will air PBS Frontline's award-winning documentary For Sama on May 3 and other public media produced films. The weekly series of curated inspirational documentary films is designed to bring together home audiences, students, subject experts, and special guests for community-building conversations around a diverse set of topics, chosen by a different host organization each week. The screening platform allows viewers to ask questions of panelists and engage in a moderated discussion through live chats and polls.

- KQED launched the [Homemade Film Festival](#), encouraging filmmakers, artists, and anyone obsessed with a good story to submit a homemade film which captures this unique moment in history. The KQED Homemade Film Festival will culminate in a week-long online broadcast on KQED's Main YouTube channel.
- Colorado Public Radio's classical stations simulcast Beethoven's Ninth Symphony (Ode to Joy) on April 24 to honor healthcare workers and first responders.
- The [Longmont Public Library in Boulder, Colorado will use StoryCorps Connect](#) to record and upload oral histories about the pandemic. Residents are invited to tell how it is affecting them through "#StrongmontStories, Sharing in Place." The oral histories will be accessible on the StoryCorps Community Page and archived at the Library of Congress.
- Florida's classical radio station WSMR teamed up with The Florida Orchestra and the Sarasota Orchestra to broadcast twice weekly live recorded performances from Florida's classical music ensembles. The exclusive broadcasts are just one way the station and its parent organization, WUSF Public Media, are reaching out to listeners as orchestras across the country are not able to hold live performances out of health concerns.
- WJCT-FM/TV (Jacksonville, FL) started hosting virtual sessions of their program [Jacksonville Music Experience](#) on their Facebook group page, providing live experiences for listeners stuck at home.
- WDET – Detroit Public Radio hosts “The Family Dance Party” every day – a quick lesson on a danceable genre of music and three songs to get quarantined families up and moving. They also host a Facebook group – Doing Our Best: Parenting in the Age of COVID-19 – which provides a social space for parents to exchange information and tips.

WDET also just launched a new photo diary series named [COVID Diaries: Stories of Resilience](#), featuring six photo journalists. Each week they will have a new "theme" that will be displayed as photos with a supporting audio narrative track. The photos will be on WDET.org and audio featured on midday show CultureShift.

- Detroit Public Television and Detroit Free Press are partnering to support both media entities' commitment to arts and culture in the Detroit region. The Free Press will support DPTV and WRCJ's arts and culture initiative to showcase performances, and DPTV arts experts will be featured in the Free Press, which will take a deep look at how social distancing is affecting the way movies and television series are consumed and what the future might look like once a new normal is reached.
- WOSU Public Media (Columbus, OH) has launched a news series called [Letters from Home](#), that collects stories via Google Forms about day-to-day life during the coronavirus pandemic.

- Virginia Public Media launched a new podcast called [Social Distance Assistance](#), featuring host Kelly Jones and her daughter, June, who set out to find brave, creative problem solvers who are supporting their communities in the era of social distancing.
- KNKX in Seattle has launched a youth-focused COVID-19 initiative called “[Take the Mic](#)” -- an effort giving the “microphone” to kids and teens so they can share their thoughts and feelings with the public. The station offers coronavirus-related question prompts for young people to answer and encourages them to submit their voice memos to the station.
- Pacific Islanders in Communications created a playlist called [Community](#), for people sheltering in place, social distancing, “keeping your keiki engaged” while schools are shut down, or just adjusting to the new normal.

### **Other Resources for Stations**

- The National Endowment for the Arts has posted applications guidelines for Coronavirus Aid, Relief, and Economic Security (CARES) Act. The [application guidelines](#) can be found on the National Endowment for the Arts website.
- For stations using MetaPub, PRSS has made available images that stations can use with information being broadcast about the pandemic. These images are optimized for HD transmission and may be downloaded from the ContentDepot portal.
- APTS hosted member stations to an [Education and Telemedicine Datacasting Webinar](#) on April 30. The CARES Act includes funding for several education and telemedicine programs that may be opportunities for stations to offer datacasting services to support education and telemedicine work in their communities and states.

### **Resources Focused on Fundraising/Revenue Challenges**

- Membership Fundraising During COVID-19: What Should I Do? - Webinars, slide decks, a checklist to keep you on track and focused, messaging language and tactics can be found in Our Neighborhood's Main Street Library and on [the HUB](#).
- [June Pledge, PBS Content Appeals & #GivingTuesdayNow Launch](#) - April 28th and [Sustainer Coaching Lab: Digital Techniques](#) - May 5th, 2pm ET
- AIR’s Freelance Audio Fund is now open to all audio freelance professionals at [FreelanceAudio.Fund](#).

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