Teamwork Creates Partnerships That Benefit All

2018 PBS Development
Corporate Support Award

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Discussion Points

- Recap of a few of the partnerships described in application form
- Details about the STEM Education partnerships
- Details about Newport Aquarium partnership
- Lessons learned from the year

Partnerships Recap

Mr. Rogers Sweater Drive and Be My Neighbor Day Event

PBS KIDS Backyard with Coney Island Amusement Park

BLINK with the Cincinnati USA Regional Chamber

Bob Ross Bobblehead promotion with the Cincinnati Reds

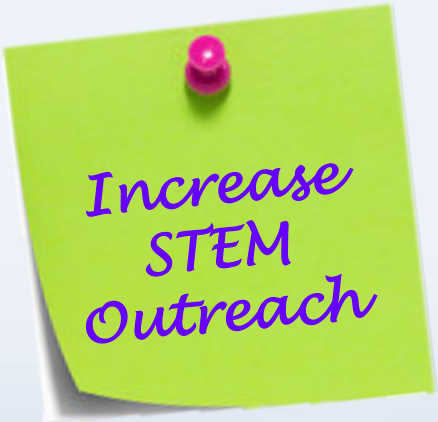
TEAMWORK CREATES PARTNERSHIPS THAT BENEFIT ALL

NEED IDENTIFICATION

STEM Community Outreach

Ed Services Collaboration with Corporate Support

- Increasing our engagement and outreach efforts around STEM
- Adding to the bottom line
- Resources?
  - Use PBS national resources
  - Build on local partnerships



In the beginning….

- Community focused on building a STEM pipeline
- Challenges for ThinkTV:
  - Ed services: Focused on STEM content
  - Corporate Support: Corporations wanted to become involved in STEM education and creating a STEM culture

Folding STEM outreach into Corporate Support

Getting Started:

1. Build a portfolio of STEM education/outreach efforts using national PBS resources.

Example: hold a Sid the Science Kid station event with STEM -related hands-on activities.

Family Events: More Ideas

- Math and Science Night
- STEM Family Film Series

TIP:

- Create a PBS Kids STEM EVENT-IN-A-BOX
  - Games, Interactives, Handouts, Signage, Giveaways

TIP:

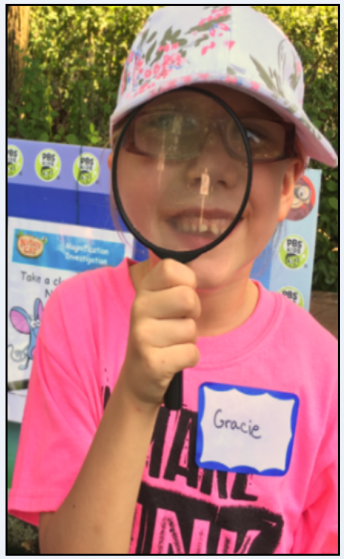
- Create a Student Ambassador Program
  - Train local high school students who can work at events and gain community service credits

Underwriting: Add STEM Activities

- Elevate client's brand and visibility by incorporating STEM outreach
- Don't just look for "sales;", look for partnerships
- Change mindset from "sales" to consulting
    - Do a needs analysis to discover what they are lacking or what they would like to be doing, e.g. having an impact on students

Example: LM&M Railroad

- Wanted to make their historic train rides more educational
- ThinkTV developed five PBS-related train rides that revolve around STEM
  - Includes PBS characters
  - Hands-on activities
  - Activity books to take home

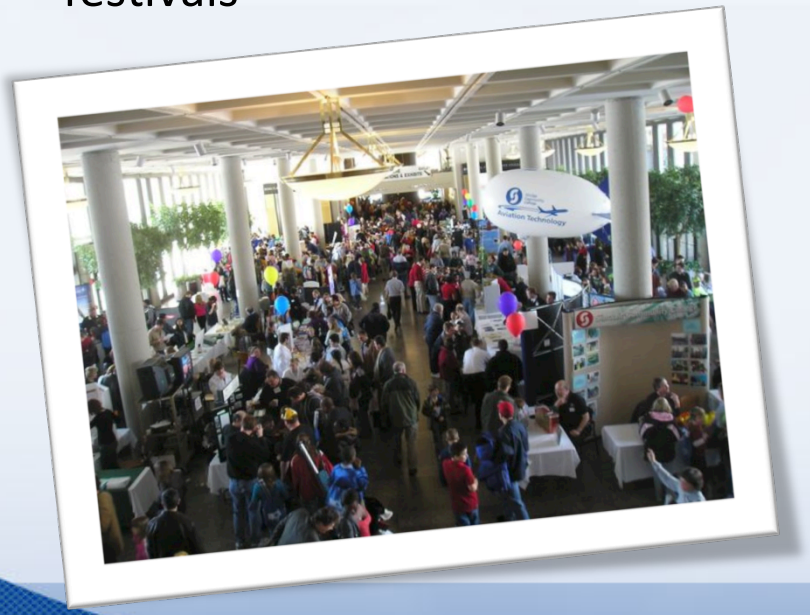


LM&M Railroad – results:

- Increased attendance by 30%
- Increased underwriting from $5,000-$20,000/ year
- Engaged 10,000 kids and parents with PBS STEM resources

Example: Rieck Airflow Management Services

- Funded PBS STEM Event-in-a-Box
- Sponsored Think^{TV}'s participation in many events and festivals



Result?

- Rieck is now identified as a supporter of STEM education
- Rieck is meeting its goal of supporting workforce development
- Increased Think^{TV}'s visibility in community
- Increased underwriting by $10,000 annually

Work with non-profit partners

- Elevate their content with our resources
- Increase their visibility and reach
- Combine underwriting with partner activities

Example: Partnership with Boonshoft Museum of Discovery

- Provided them with One World, One Sky, a Sesame Workshop planetarium experience .

Example: Crayons to Classrooms

- A free store for teachers of under-served children, stocking basic needs such as notebooks, pencils and pens, and art supplies for K-12 classrooms.
- ThinkTV set up a STEM corner in their store featuring PBS Kids educational STEM curriculum and STEM teacher resource guides.

CRAYONS TO CLASSROOMS™
Tools For Teachers, Success For Students

Final Tips:

- Do events quarterly; make a splash
- Create an online STEM presence
  - Start with national content and resources
  - As funds are raised, create local STEM content
    - Example: a local STEM teacher doing wacky experiments
    - Feature local STEM organizations

Final Thoughts:

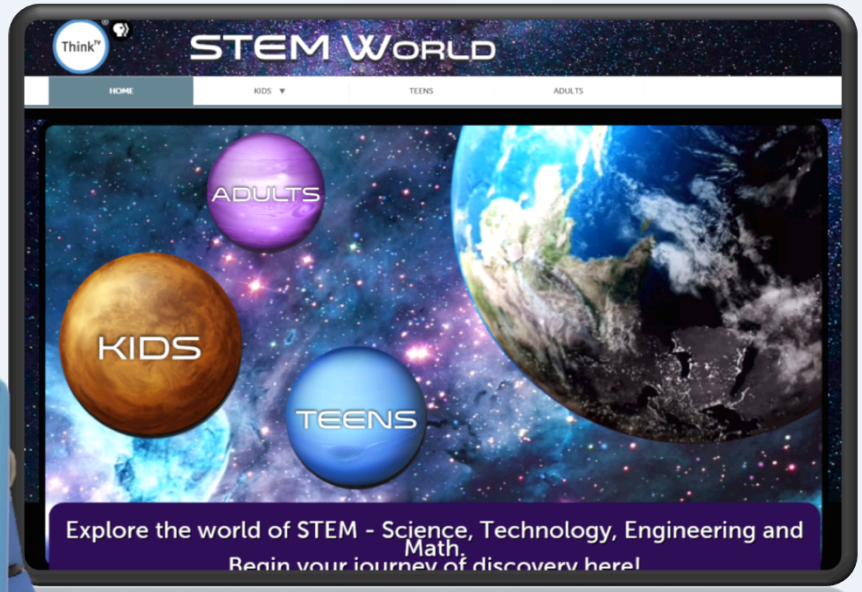
- Creating community outreach opportunities can help increase corporate support.
- Increased corporate support can , in turn, facilitate more community outreach.
- Together they increase station impact-and the bottom line

See Handouts for:

- Creating an online STEM hub
- Creating a STEM event-in-a-box
- Hosting a STEM Family Film Series
- Forming a STEM Student Ambassador Program
- Examples for working with community partners

CREATING AN ONLINE STEM HUB

- Visit the ThinkTV STEM Hub for ideas.
- http://www.thinktv.org/stemworld
- Consider adopting this idea for your market
- To learn how you can copy, localize and make this turn key platform a new revenue generator for your market.
- **Contact Greg Schell for more information**



CREATING A STEM EVENT-IN-A-BOX

A STEM EVENT IN-A- BOX allows you to create a box filled with games, interactives, handouts, giveaways, and signage that you can customize for any STEM kids event.

- Add some standing character cut-outs and you can have a customized STEM event around any of the STEM-based shows by just changing the signage.
- Try sites like www.orientaltrading.com with key words “carnival games”. Get 10-15 games that can be altered with an STEM focus to align with the PBS Kids show you are focusing on.
- Purchase 10-15 acrylic sign holder frames and create signage for each activity , customizing it with interchangeable PBS Kids character art.
- Rent a character costume or print a cut-out for photo ops with event goers.
- Get a video series of the show to play on a big screen.
- Create a game area with laptops from the character’s game page.
- Print off activity sheets from the character’s web page, get colored pencils and crayons and create an activity area for this.
- Make parent information sheets that focus on the importance of STEM Education and your station/ PBS Kids resources.
- It’s easily portable and you don’t have to re-invent the wheel every time.
- Find a community partner to underwrite it and give them signage whenever it is used!

You can do this for about $1,500.

HOSTING A FAMILY FILM SERIES

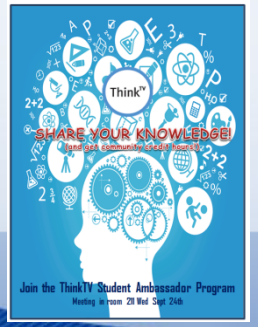
A FAMILY FILM SERIES allows you to create community engagement (without even being there) . More and more small art house movie theatres are going non-profit and are looking for ways to serve their communities. A great opportunity to partner with a PBS station.

- Find a non profit movie theatre that is willing to offer free movies for kids and families one day a week/month.
- Purchase a series of PBS Kids STEM movies or episode collections to supply to the theatre.
- Create a :60 promo spot about your station's STEM outreach for kids and have the theatre play it before each screening.
- Create parent information handouts that connect them with your station and PBS Kids STEM resources.
- Create a lobby display that elevates your station's presence at the event .
- Make available activity sheets that align with the screening to extend the experience at home.
- Elaborate on events with hands on activities, character events, give- aways and more if you have the man power to do it.
- Create a press release for local newspapers and social media to create event buzz.
- Find someone as community partner to underwrite it , produce an underwriting spot to be used at the screening + give them lobby signage whenever it is used.

FORM A STEM STUDENT AMBASSADOR PROGRAM

A STEM STUDENT AMBASSADOR PROGRAM allows you to work with local schools to create a group of educational ambassadors of your station. This group can help to prepare, implement and host your station's STEM events.

- Talk to the community outreach representative for the school district.
- Find out if the Juniors and Seniors are required to have community service hours .
- Create an in-school campaign to promote the Student Ambassador program that includes letters to the teachers, PA announcements and flyers to hang in the halls.
- Set a date to talk to the students about the initiative.
- Have a calendar of events for the year and train the Student Ambassadors to represent your station at the events and deliver the content.
- Make student involvement prestigious with an appreciation lunch (pizza party) and certificate delivery at the end of the year.



Community Partners

STEM Center	A Teacher Institute for Professional Practice in Science, Technology, Engineering, and Math. Implementing a dramatically new approach to teaching and learning..	• On air messaging • Curriculum development • Partner for event
Boonshoft Museum of Discovery	The Boonshoft Museum of Discovery is a children's museum, science and technology center and zoo in Dayton, Ohio, that focuses on science and natural history.	• On air messaging • On line content share • Planetarium initiative • Events
The Dayton Regional STEM School	The Dayton Regional STEM School is a public school in Kettering, OH serving grades 6-12 with a focus on Science, Technology, Engineering, and Math.	• On air messaging • Student Ambassador Program • Events
Dayton Regional Science Festival	The 2016 Dayton Regional Science Festival is a two-day celebration of all things STEM throughout the Dayton region	• On air messaging • Event co-sponsor • Event activities • Students teaching students initiative • PD PBS Learning Media/ STEM
Crayons to Classrooms — Tools For Teachers, Success For Students	Dayton Crayons to Classrooms (DC2C) is a free store for teachers from under-funded preK-12 schools that serve students living in poverty.	• On air messaging • STEM Corner with PBS assets • Curriculum development and distribution
TechFest	TechFest TM is free weekend of family fun with science, technology, engineering and math (STEM that includes more than 75 hands-on experiences with STEM exhibits, demonstrations and games.	• On air messaging • Event Activities

Community Partners

Victoria Theatre Association (VTA), located in the heart of downtown Dayton, is one of city's premier not-for-profit arts organizations. They host more than 300 performances for all ages and interests each year, including touring Broadway, comedians, concerts, films, and family shows.

- On air messaging
- National Geographic Live Series
- Sid the Science Kids Live
- STEM related kids show

The Historic Plaza Theatre is a non-profit organization showing timeless classics and first run films.

- On air messaging
- Family STEM Film Series
- Ken Burns Screenings

The Lebanon Mason Monroe Railroad (LM&M Railroad) operating from Historic Downtown Lebanon offers historic train rides through Southwestern Ohio in Warren County.

- On air messaging
- PBS Kids Train Series
- Daniel Tiger Event
- A Day Out with Thomas
- How a train works video

Voted Ohio's Best Family Entertainment Center, EnterTRAINment Junction is unlike any indoor family entertainment center. You can marvel at the world's largest indoor train display, slide, climb and play in a children's play area, discover at the railroading museum and more! It's like a theme park all indoors!

- On air messaging
- Winter STEM Event at location
- Promotes STEM Train links on their website
- Sponsors STEM education

Examples of other STEM Community Partners

DAYTON METRO LIBRARY

Dayton Children's

RIECK SERVICES

SOCHE
Southwestern Ohio Council for Higher Education

SINCLAIR COLLEGE

WRIGHT STATE UNIVERSITY

MONTGOMERY COUNTY EDUCATIONAL SERVICE CENTER

Wright-Patterson AFB
Educational Outreach

DP&L

NEWPORT AQUARIUM

Sponsor Wall at Aquarium

- **Beginnings**
- **Trade**
- **Production**

Artwork by Red Pepper for CET

NEWPORT AQUARIUM

Auction Chair Dr. Odell Owens with Greenbean and Dan Dunlap of the Newport Aquarium's Wave Foundation

- **Revenue**
- **Future**

Lessons Learned

Never Give Up

Be Open to Trade

Talk to Your In-house Teams

Become a Relationship Builder

Make it Fun

Thank You!

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