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Page 2: Tell us who you are!

Q1 Contact Information

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Page 3: Award Categories

Q2 Select a category. **Corporate Support**

Page 4: Corporate Support

Q3 Project Title

Special Partnership with Mobile Mammogram Bus

Q4 What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

The goal was to align a relevant local business with the WEDU PBS lineup of breast cancer related programming and to bring recognition to the important statistics surrounding benefits of early breast cancer detection.

With busy lives many women don't take the time to check their breast health and they put off having their annual mammogram screening for months, and sometimes for years.

Early detection is key in fighting breast cancer.

2019 Development Awards - Application Form

Q5 Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

With the recent passing of our President CEO, Ms. Susan Howarth in September 2018, I was compelled to see if there was something else that I could do to help to generate a movement of pre-screening towards cancer awareness.

I established a new business client that provides hologic digital 3D breast imaging in a mobile setting throughout Tampa Bay. I met with them to discuss the upcoming television specials and brought them on as underwriter for the breast cancer programs. In addition to this, I spoke with them to see if we might be able to offer their service(s) to the women and spouses of the employees at our station. I then met to discuss more details with our Human Resource Manager. With Sr. Staff on board we were able to move forward with scheduling the date, creating marketing materials and announcements for staff. I am happy to report that a number of women signed up on the day that the mobile mammogram bus came out to our station and that they received positive feedback from those who participated in the screenings as well as, those who saw their message across our broadcast.

Q6 Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

Did you know...

... that 30% of women put off having their annual mammogram?

... that 3D mammography increases detection of invasive breast cancer by 41%?

...that approximately one in eight women in the United States will develop breast cancer in their lifetime?

When we shared FAQs and information with staff about the statistics of breast cancer in the U.S., we had immediate interest in this employee-centric initiative. With the help of the client who provided additional information and a FAQ sheet to share with staff, we had a number of women sign up.

Q7 Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

The underwriter shared an informative message across our broadcast during PBS cancer and health related programming.

Q8 Do you have any supporting materials or items to upload? (optional) **No**