

#16

COMPLETE

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Page 2: Tell us who you are!

Q1

Your Contact Information

Name	Greg Schell
Title	Corporate and Business Development
Station	Public Media Connect - ThinkTV CET (PMC)
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Page 3: Which award are you submitting for?

Q2 **Special Achievement/Innovation**

Select an award.

Page 7: SPECIAL ACHIEVEMENT/INNOVATION

Q21

Project Title

Camp-In-A-Box: A New Model for PBS Education and Engagement

Q22

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

Our goal was to use the successes of Public Media Connect - ThinkTV | CET's (PMC's) "Camp-in-a-Box" to develop a new model for education and community engagement that leverages PBS resource to kids, families and educators. The initiative created new corporate support development opportunities that continue to grow with each year.

Q23

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

In 2019, PMC created three virtual summer camp series for kids and families of southwest Ohio amid the reports of learning loss and summer slide. Our goal was to engage students in PBS multimedia, hands-on learning after an exhausting school year at home and no summer camps. Our three, week-long, virtual camps included PBS-themed activities for educational play at home. We promoted our three virtual camps as Facebook Live events throughout the summer of 2020, winter holidays, and again in summer 2021, with outstanding results.

PMC's development and education teams decided to expand the camps to in-person educational settings in 2020, offering two of our PBS-themed virtual camps as Ohio-approved professional development for PreK teachers: Explore the Outdoors Nature Camp (feat. Nature Cat) and Be My Neighbor Day Camp (feat. Daniel Tiger's Neighborhood.) We created "Camp-in-a-Box" kits for classroom teachers, including hands-on curriculum, classroom supplies and training.

After creating accredited 3-hour workshops for each camp, we teamed up with our local Head Starts and other early childhood providers for implementation. Through in-person workshops, we trained, certified, and equipped 35 educators with a turn-key Camp-in-a-Box to teach each camp, impacting 600 students with hands-on PBS-themed curriculum.

In 2021, Ohio Department of Education (ODE) sought proposals for Ohio's eight PBS stations to provide high-quality summer and afterschool programming statewide. In January 2022, ODE awarded a \$5M grant for summer and afterschool programming that includes our Camp-in-a-Box model. PMC is the lead station for design and implementation.

Q24

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

In 2019-20, our promotional campaign reached over 890,000 local parents and grandparents with high-quality content they could use to engage the children in their lives and help combat COVID and summer slide. Specifically:

-Our summer camps had 897,945 post impressions. This means that nearly a million people (because of reach vs impressions) saw the work we were doing.

-Our 22 local camp videos, in addition to our promotional videos, were watched 95,093 times on social media.

-Our camp posts earned 37,654 engagements – those who clicked to watch the video as well as likes, comments and shares.

PMC furnished 200 teachers' kits for distribution through Crayons to Classrooms, a local non-profit organization where teachers of low-income and underserved student populations can 'shop' for free classroom resources. The estimated impact is 200 teachers and 4,000 students.

PMC created booklets featuring the camps for hospitalized kids at Dayton Children's Hospital.

In 2020, our Ohio-approved, 3-hour workshops trained, certified, and equipped 35 educators to teach Explore the Outdoors Nature Camp and Be My Neighbor Day Camp, impacting an estimated 600 students with hands-on PBS-themed Camp-in-a-Box curriculum. Additional Head Start teachers have registered for the workshops in 2022.

Q25

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

Drawing upon high-quality and trusted PBS Kids programming and resources, we will develop and localize fourteen turn-key Camps-in-a-Box over the next three years, leveraging PBS resources to address educational impacts of COVID-19 for kids in grades K-5. The camps will be based on PBS Kids programs kids know and love, including Molly of Denali, Alma's Way, Ready Jet Go!, Cat in the Hat Knows A Lot About That, Odd Squad, and Wild Kratts. Programs included will be:

- School Age Childcare programs licensed by ODE
- Child care centers licensed by ODJFS
- 21st Century Community Learning Centers (CCLC)
- Afterschool programs provided by large urban school districts

We estimate a minimum of 112,000 students to be directly impacted by one or more of the Camps-in-a-Box over the course of the project.

Q26

Yes

Do you have any supporting files, links, or other items?
(optional)

Page 10: Additional Items

Q33

Respondent skipped this question

Please upload all items as a single file.

Q34

You may use this space to provide links/URLs. Please provide a brief description for each.

Summer Camp Promo:

<https://vimeo.com/662765326/97303b4d72>

Page 11: Tell us more!

Q35

The Development Awards are a key annual project of the Development Advisory Committee (DAC). Please let us know how else the DAC can serve you, your station, or the system as a whole.

The DAC advised us to connect across departments to create more successful development opportunities. We have listened to that advice, and it has paid off for PMC. Thank you.
