



6450 Corporate Drive  
P.O. Box 6450  
Johnston, IA 50131  
800.532.1290 | iowapbs.org

## **IOWA PBS COVID-19 PANDEMIC RESPONSE** **March 2020 – February 2021**

### **COVID-19 news briefings feeds - ongoing**

Since March 2020, Iowa PBS has provided free satellite pool coverage of Gov. Kim Reynolds' news briefings covering the COVID-19 pandemic available on YouTube, Facebook and livestreamed on iowapbs.org. Iowa PBS hired Spanish language interpreters to assure emergency information reached this highly impacted community.

***"Thank you for providing Governor Reynolds a platform to give her daily press briefings on COVID-19 updates for the state of Iowa. As a healthcare worker, I have logged in daily after my shift to listen." Charlene Reith, Marshalltown***

### ***Iowa Press Special: Coronavirus series***

These live, hour-long programs with state and local experts discussed the health, economic and employment impacts of the coronavirus and took viewer questions. These programs were also translated in Spanish via the SAP channel.

***"I watched your program today with ISEA President Mike Beranek, Supt. of Schools at Storm Lake, Stacey Cole, and Supt. of Schools at Des Moines, Thomas Ahart. The questions asked and answered were very informative concerning the COVID 19 crisis and the consequences educators are facing around Iowa. Two great programs in less than a month. KUDOS TO IOWA PRESS" - Christopher Gude, Spencer***

### ***Market to Market: Mental Health***

Iowa PBS's nationally syndicated agribusiness program invited a panel of experts to address mental health in agriculture and answer viewer questions submitted via email and social media. The program was livestreamed on YouTube, Facebook and iowapbs.org.

***"A note to say thank you PBS for your reporting on the Covid 19 virus. Shows that have been very informative like Iowa Press, Washington Week and PBS NewsHour, Amanpour and Company, BBC World News, DW News are my main go to shows to get the facts. Keep up the good work. We need good reporting now more than ever." -Betty Bud***

### **WORLD .3 educational schedule - ongoing**

Iowa PBS adjusted its daytime .3 programming schedule to include curated educational programming meeting Iowa curriculum standards for grades 6-12, complete with links to related educational resources for each featured program

***"Thank you for being there for ALL kids and families!" -Scott Fillner of Cedar Rapids regarding At-Home Learning on WORLD Channel***

### **Virtual Learning Camp - March/April 2020**

Iowa PBS modified our existing Virtual Summer Camp offered on Facebook Events to help parents avoid the "summer slide" to address school closures early in the pandemic by providing educational resources focused on literacy and math.



6450 Corporate Drive  
P.O. Box 6450  
Johnston, IA 50131  
800.532.1290 | iowapbs.org

### **Go Beyond**

This broadcast and online program provided fun science experiments to encourage students displaced from their classrooms during the pandemic to explore the world within their reach. Demonstrations were performed at the Science Center of Iowa, broadcast on Iowa PBS .3 and shared on-demand online: Exploring Cold-Blooded Critters, Makers, Chemistry and Iowa Skies Tonight.

### **Go Wild!**

Go wild with the Blank Park Zoo embarked on an educational adventure to discover the many ways we interact with animals and their habitats. Wildlife experts shared how Iowa is involved in saving the world's coral reefs, how sea lions are trained, and about the Zoo's conservation program called Plant, Grow, Fly.

***"I am glad I live in Iowa. These caring professionals on your show and in the facilities are outstanding. You are appreciated, thank you for all you do." -Katherine Thomas, Audubon***

### ***Iowa Ingredient from Home***

This online campaign offered timely, relevant, and comforting programming during the COVID-19 crisis. Iowa chefs and produce growers modeled social distancing while sharing recipes that embraced Iowa food, culture, and pride.

### ***Greetings from a Social Distance***

This standalone episode focused on familiar locations like schools, playgrounds, restaurants and public spaces, documenting pandemic life where empty chairs have never implied so much nor seemed so important. Released online with later broadcasts.

***"Thank you for the excellent programming you are providing during the covid-19 outbreak." - Nancy Hayes, Mount Vernon***

### **The Helpers Next Door**

Featuring everyday Iowans helping others get through the pandemic crisis with their daily work or volunteer time, this web series offered positive stories that spotlighted Iowa neighbors performing essential roles that keep us safe, fed and informed. The series invited viewers to submit stories from their own neighborhoods.

### **Virtual Iowa PBS (VIP) Watch Parties - ongoing**

Online screenings of enriching local programming offered the opportunity to chat with one another and to interact with program producers, hosts or experts: ***Celebrating the Iowa State Fair, Eagles of Decorah, Iowa Land & Sky, DMMO Presents Bon Appetit!, FarmHer: The Documentary and Carrie Chapman Catt: Warrior for Women***, and Ballet Des Moines' ***Acts of Resilience***.

***"Thank you so much for your many efforts to uplift and enrich the lives of Iowans during this pandemic. We appreciate your excellent program choices!" - Mary Jo and Anthony Tremmel, Cresco***

### **Additional Live and produced online resources/events**

Weekly story times on Facebook with education specialist, Abby Brown  
Habits for Healthy Kids, videos and resources teaching pandemic precautions  
Helping Your Kids Feel Safe, a collection of videos and resources for parents  
Home Learning Support, a collection of resources by grade for parents and kids