



**PBS**

WHYY • WITF • PBS39 • WPSU  
WQED • WQLN • WVIA



Pennsylvania PBS (PA PBS) is the collective name for the 7 PBS stations in the state of PA. PA PBS reaches 12.4mm people across the Commonwealth serving large, diverse, rural and underserved communities. The mission of the 7 stations is to leverage, unify, and amplify the education mission and collective impact of the 7 PA PBS stations in the lives of all Pennsylvanians.







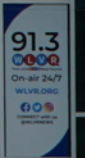
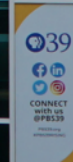
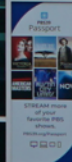
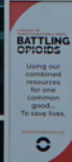
Media Center



39



91.3 WLVR  
LEHIGH VALLEY





**30% of K-12  
students lack  
adequate  
connectivity  
and/or  
technology**

Source: Common Sense Media, "Looking back, looking forward: What it will take to permanently close the K-12 digital divide" (2021)



**The Story:  
Bridging the Digital Divide**



# Importance of Mobilization

7 Pennsylvania PBS stations and staff

Pennsylvania Department of Education

29 Intermediate Units

500+ School Districts

From September 7, 2020 – May 31, 2021, PA PBS has provided...

**900**  
Hours of  
TV content  
including...



**279**  
hours of  
SEL content



**374**  
hours of  
STEM content



**247**  
hours of Social  
Studies/Arts content

and includes

**2** hours  
/day

Pre-K-3rd grade content

**1** hour  
/day

4th-8th grade content

**2** hours  
/day

9th-12th grade content



# LEARNER EXPERIENCE

Antenna

Education  
Device

NextGen TV  
On-Demand Content

Student 1  
Lesson

Student 2  
Lesson

On-  
Demand  
Content

- Books
- Games
- Interactive Content
- Lessons

On-  
Demand  
Content

- Books
- Games
- Interactive Content
- Lessons

COMPUTER

TABLET

MOBILE

# GEER Funding

- Governor's Emergency Education Relief Funds
- \$11.5 million in year 1
- Shared among 7 Pennsylvania PBS stations
- Datacasting: equipment (antennas/receivers), professional development, and technology upgrades at the stations
- Distance learning: Standards-aligned educational broadcast/materials



# A Local Story: County Funding

- May 2020 Governor of PA signed legislation
- \$625 million CARES Act funding available to counties to support pandemic related activities (block grants)
- Lehigh Valley Reads Waterford UPSTART pilot (PBS39/WLVT)
- \$100,000 to close the gap
- Online pre-k with laptop/internet



## What Worked

Ability to execute quickly

Collaboration

Relationships

Champions





Angela Zanelli  
VP Policy & Advocacy