

WOSU Community Impact Update COVID-19 Pandemic

During this unprecedented time, WOSU Public Media continues to produce important services to serve Central Ohio. While we pivoted to primarily working remotely to keep our team safe, our response to the health crisis has been extraordinary. Outlined here are some highlights of that work organized under the six primary values our organization cherishes.

Trusted Source

- WOSU has been airing Ohio Governor DeWine's daily news conferences live on WOSU TV, 89.7 NPR News, and online since mid-March. Dr. Amy Acton and Lt. Governor Jon Husted join the governor each day to outline the situation in Ohio. Acton, the state health director, has been an inspirational leader as Ohio citizens deal with the crisis. Online streaming has exceeded 400,000 come to date with more than 271,000 listening hours. WOSU TV ratings double during the broadcasts.
- WOSU TV local news briefs after *PBS NewsHour* sum up the day's coronavirus news including clips from the governor's pressers and other coverage. It also serves to promote PBS and NPR specials and important local coverage. WOSU's Friday night *Columbus on the Record* public affairs program is using Zoom technology to sum up the week's news on WOSU TV.



- WOSU's 89.7 NPR News was named [the best news station in Ohio](#) this week by AP and showed why with an exclusive story from WOSU News reporter Paige Pflieger about Columbus-based Battelle's work to disinfect personal protection equipment - even President Trump retweeted.
- The [89.7 NPR News live blog](#) is giving the latest information in real time about the coronavirus in Central Ohio. To date, the blog has 69,923 pageviews with an average time on page of 4:25.

Access to Knowledge

- As Ohio schools closed, WOSU TV radically [changed its daytime schedule](#) to air teacher-curated, in-home educational programming linked by our WOSU Classroom team to learning resources including [PBS Learning Media](#). WOSU led this statewide effort and all eight public stations responded in unison. This unique service provides grade-level, standards-based programming for Ohio students to learn even with limited internet access.

Ohio State Superintendent Paolo DeMaria:

“I am humbled and grateful that all eight of Ohio’s public broadcasting stations have stepped up as major partners committed to delivering high-quality, grade-appropriate learning to students, complementing the amazing effort being made by Ohio’s schools and districts.”



Paolo DeMaria, Ohio’s Superintendent of Public Instruction Ohio Department of Education



- Along with building resources for the new TV schedule, WOSU Classroom is providing a [daily e-newsletter](#) to 7,791 teachers and parents of young children with ideas for learning and fun while at home. A variety of online resources for parents and teachers is available at wosu.org/classroom/learningathome.

To date, it has 3,766 pageviews and an average time on page of 3:03.

Intentional Innovation

- WOSU is partnering with three local nonprofits to provide Gov. DeWine’s [daily press briefing in Spanish](#) via livestream to help ensure that accurate information is reaching Central Ohio’s immigrant and refugee communities in a timely manner. The initiative uses Zoom integrated with our livestream technology. This allows the interpreters to stay safe at home while they work. The stream has attracted hundreds of viewers daily and that number is expected to grow as we publicize this service.

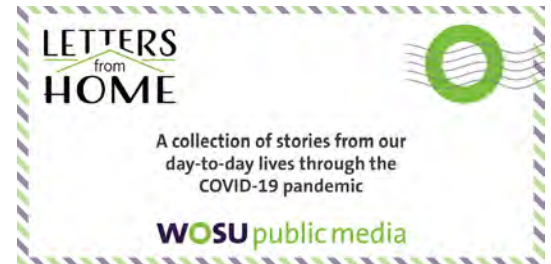


- On May 3, WOSU TV is broadcasting the most unique Ohio State commencement in the 150-year history of the university. The ceremony will include elements of a traditional graduation with musical performances and special guest Apple CEO Tim Cook delivering the address. WOSU TV will cover the event live from Ohio Stadium and will livestream it throughout the world.



Elevating Voices

- It is an unprecedented time in our history and WOSU is capturing what our community is thinking through the [Letters from Home](#) project. This digital project is allowing our community to tell its story about the challenges of social distancing and the stress of dealing with this disease.
- WOSU is providing a daily town hall forum on *All Sides with Ann Fisher*, a local two-hour radio/TV talk program. Airing live on 89.7 NPR News and on WOSU Ohio digital TV, Fisher focuses on the coronavirus with programming about the economic impact on the local arts and local agriculture, on the challenges of rural hospitals, detailing the stimulus bill, working-from-home strategies, and much more.



Celebrating Culture

- WOSU Public Media launched wosu.org/virtual/ to curate local, national and international resources and virtual experiences that you can enjoy from the safety and comfort of your own home. Watch a live local music performance, take a museum tour, visit a national park, borrow a library book, play some trivia, take a dance class, browse an art fair.



From 614Now:

“WOSU Public Media has come to the rescue by putting together a list of local, virtual experiences to enjoy from the safety and comfort of your bunker. Here’s a list of just a few upcoming events ranging from music to the arts.”

- Each day on Facebook, [Quarantine Classics](#) from Classical 101 radio connects listeners with a video of a great live musical performance.

Authenticity

- WOSU is continuing its culture of collaboration, respect and openness as its staff deals with personal and family challenges brought on by this crisis. There are regular check-ins with at-home staff, a weekly all-staff Zoom session that is often fun and whimsical, and the WOSU Insider e-newsletter that regularly goes out to staff and WOSU board members outlining station activities and challenges.