



# AQUIFER OUTREACH & EDUCATION PARTNERSHIP

## 2020 Report

Feb 1, 2020 - Jan 31, 2020

December 17, 2020

Dawn Bayman

# STUDENT WORKSHOPS

- In-person workshops last winter/spring
- Distance learning this fall/winter
- In-person at SPS Daycamps

Teachers:

Kristen Zimmer

Elizabeth Lancaster



WHEN POSSIBLE...

## EACH STUDENT RECEIVES

- Branded Aquifer-in-a-Cup
- Aquifer folder
- Map, waste directory magnet, comic book & bookmark

## TEACHERS RECEIVE

- Aquifer Atlas
- Set of water books



# STUDENT WORKSHOPS

- 31 in Spokane Valley, Greenacres, Liberty Lake & parochial schools
  - 26 in Spokane Public Schools
  - +5 more scheduled
- = 60 workshops minimum  
1,090+ students



# VIRTUAL SCIENCE FAIR EXTRAVAGANZA

- Produced new videos for younger students
- “Meet the Scientist” videos for older students
- Promoted Science Fair to our email list of families and teachers looking for home learning resources





**PBS LearningMedia™**

National Teacher Resource Service with  
SAJB Aquifer videos and lesson plans

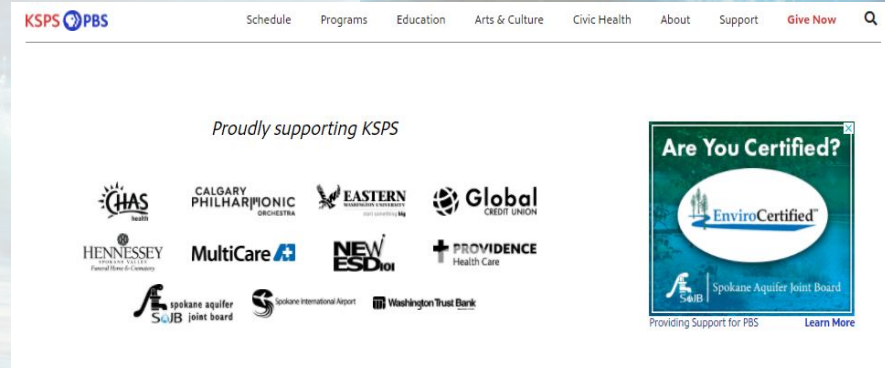
- Teacher views: 1,823
- Teacher downloads: 53
- Minimum students reached: 1,060

The screenshot shows the PBS LearningMedia website interface. At the top, there are navigation menus for 'Subjects', 'Grades', 'Standards', and 'For Students'. A search bar and 'Sign In / Sign Up' links are also present. The main content area is titled 'Aquifer-In-A-Cup' and includes a video player showing a young girl at a kitchen sink. Below the video are three smaller video thumbnails with titles: 'Where Does Our Water Come From?', 'Building a Miniature Aquifer', and 'Protecting the Aquifer'. To the right of the video player, there are options for 'Share to Google Classroom', 'Assign or Share', and 'Favorite'. Below the video player, there is an 'About' section with text describing the series and its purpose, along with 'Permitted use' and 'Accessibility' information. A 'Support Materials for Teachers' section is also visible, including 'ACTIVITY Aquifer-In-A-Cup Instructions' and a 'You May Also Like' section with a thumbnail for 'The Spokane Valley Rathrum Prairie...'. The KSPS and PBS logos are visible in the bottom right corner of the page.



# DIGITAL PROMOTION

- Monthly inclusion in program highlights email to KSPS donors – 12,000 impressions
- KSPS.org Ad impressions
  - Waste Directory – 16,849
  - EnviroCertified – 22,491



# SOCIAL MEDIA

- Facebook/Twitter post impressions – 37,782
- Video views, Facebook & YouTube - 2,818 views

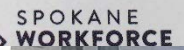
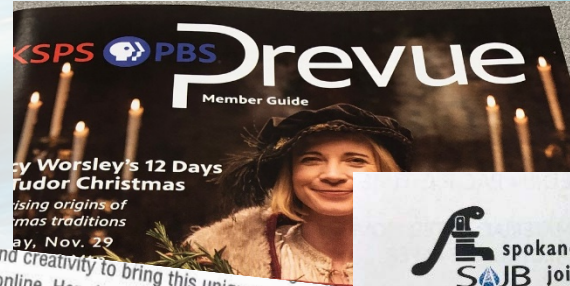
Total Digital Reach: 94,876





# WRITE-UP IN *PREVUE* PROGRAM GUIDE

Mailed to 24,000 donors

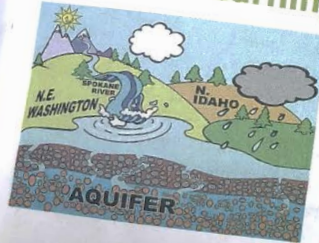


their ingenuity and creativity to bring this unique series to KSPS both on-air and online. Here is a taste of what's been in store in our sessions.

*Inland Sessions* has been airing **Mondays at 7:30 pm**. In addition, a list of available performances can be found at [www.kspst.org/InlandSessions](http://www.kspst.org/InlandSessions).

Above Right: Musicians Mateusz Wolski and Archie Chen perform duet. Right: Visual and word artist Janelle Cordero.

## Distance Learning Aquifer Lessons Available



KSPS has a longstanding partnership with the Spokane Aquifer Joint Board, to provide popular workshops in 1st-4th grade classrooms. During these fun exercises, students learn how our aquifer works and why it's so important to protect it. Now our teachers are available for live distance learning classes. Contact [kristenz@kspst.org](mailto:kristenz@kspst.org) to schedule a workshop for your students and pass-it-on to teachers you know!



# ON-AIR SPOTS THROUGH NOV.

**KSPS**  **PBS** (Main Channel)

- Water Protection/Water Saving
- EnviroCertified
- SpokaneWasteDirectory.org
- Aquifer in a Cup Workshops & Lessons
- **TOTAL: 696**



**KSPS**  **PBS**

ON-AIR SPOTS



Aquifer in a Cup Lessons - 267

# NEW SPOT: HYDRANT BACKFLOW PROTECTION



Permit Required from Water Provider



Airing in Dec, Jan and beyond

# TOTAL ON-AIR SPOTS

(through Nov)

KSPS PBS 696

PBS Kids 24/7 267

963

2,355,000 household views



ComScore viewer data, USA only

# TOTAL VALUE

Classroom workshops - \$30,000

On-air spots - \$60,200

*including production + 2 more months to air*

Digital/Social Media - \$6,000

**TOTAL: \$96,000**





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