

# RADIO case study



## Educating Students in Illinois

### Background

- As a result of the COVID-19 related stay at home orders, schools have been closed and the state of education has been challenged.
- Parents are thrust into the role of educators, students are home being educated, technology in the home is not consistent for all.

### Objectives

- Demonstrate radio's commitment to the communities in Illinois that Neuhoff serves.
- Connect teachers and students during remote learning, regardless of technology and internet access.
- Make at home learning more fun, easy and accessible.

### Strategy

- Bridge the gap between teachers and primary students by providing access to the communities most popular radio stations.
- Partner with local school districts to brainstorm opportunities for various audiences and curriculum.



### Solution

Establishment of the Louise Neuhoff Educational Access Project, named in honor of the company co-founder, to provide educators daily access to radio stations in communities served by Neuhoff Media. For example:

#### Radio TeacherTime



- Partnership with the Danville School District 118 in Danville, IL where the Superintendent of Schools, Dr. Alicia Geddis, plans a daily program of up to 30 minutes of teaching each day on WDNL/D-102 in an extended segment called "Radio Teaching Time."
  - Every morning at 10am Neuhoff stops the music.
  - Focused on grades K-4, the teachers present a lesson plan to the administration for every day they are on the radio, therefore competing for the role of the daily teacher on air.
  - Teachers submit lesson plans for the segments, ranging from reading to music and art classes.

#### Radio DPS



- Partnership with Decatur Public Schools (DPS) in Decatur, IL where Neuhoff Media air stories and lessons from DPS teachers and staff weekdays on Y103, 95Q and Hot 105.5.
  - 2-hours each day on three radio stations, the school system organizes curriculum with teachers competing with who gets to be on the radio each day.



Listen