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FOR IMMEDIATE RELEASE:

Anna Ford Joins SOPBS as Education Manager and Youth Media Producer

Southern Oregon PBS (SOPBS) is pleased to announce the appointment of Anna Ford as its Education Manager and Youth Media Producer. Anna joins the team with an impressive background working with youth in the community and creating award-winning children's content for PBS.

Anna's experience includes serving as an Associate Producer for *BizKid\$*, the Emmy-Award-winning financial literacy series where kids teach kids about money and business. She researched, developed, and coached actual kid entrepreneurs to engage peers in the *BizKid\$* learning objectives by co-creating segments with the young entrepreneurs based on lessons learned from their real-life business and work experience. To date, this series has been nominated for 14 Daytime Emmys and awarded two Daytime Emmys; one Parents Choice Gold Award for Outstanding Children's Financial Literacy Program; and one Environmental Media Award for best Live Action Series.

As a contract producer for Microsoft, Anna managed test teams for film and television offers for the global launch for Microsoft's 24/7 marketplace - Xbox LIVE; experimental talent for the development of Hololens; and many other creative high-stake projects.

With a bachelor's degree from The Evergreen State College in Olympia, Washington, Anna brings a wealth of experience in nonprofit, educational and online media production.

Over the past five years in the Rogue Valley, Anna worked with healthcare providers, teachers, parents, students, the houseless and traditionally marginalized groups as a community organizer and volunteer.

In her new role as Education Manager, Anna will be reaching out to members of Southern Oregon and Northern California communities to adapt the vast archive of PBS learning resources to meet the needs of parents, early childhood educators, students, homeschool providers, and all learners who wish to access this diverse, deep and compelling content, as well as develop unique education initiatives specific to the needs of area learners.

SOPBS is already a member of the PBS NewsHour Student Reporting Labs project. Anna will expand this media literacy and media production program to new high school students as powerful forms of interdisciplinary learning and civic engagement. Part of this expansion includes developing a long-term vision and implementation of other student production initiatives.

Phil Meyer, the President & CEO of Southern Oregon PBS said, "We are thrilled to welcome Anna to the Southern Oregon PBS team. Her experience in producing educational content and working with youth in the community make her the ideal candidate to lead our education initiatives."

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