



STAFF PROFILE

1. Name: Jennifer Medford

2. Position: Manager of Education and Community Engagement

3. Describe what you do at West TN PBS?

I develop, cultivate, and manage partnerships with other educational and nonprofit organizations to assist with the successful implementation of station initiatives.

I research, write, and submit selected financial grant proposals/requests.

I manage and lead the various initiatives launched by the station through this office (ie. Rocky T's FunZone, PBS KIDS Writers Contest, Countdown To Kindergarten, Summer Library Tour, etc.). Activities will include but are not limited to:

Utilizing guides, materials, directives, and other information – develop the presentation and coursework which will advance the objectives of each initiative.

Prepare a presentation schedule which allows for adequate planning and promotion of programming and resources.

Interface with appropriate departments to produce press releases, flyers, on-air spots, sponsor acknowledgements, and other promotional and preparatory materials.

In the community promote reading with West TN PBS mascot Rocky T. We will give books out to the community to help encourage reading and promote our PBSKIDS programs.

I also provide training for parents and teachers on our PBS platforms.

4. How long have you been on the West TN PBS Staff?

3 and half years.

5. Where is your hometown? McKenzie since 2009.

I am an implant to TN and love it here. I was born and raised in a small town in upstate New York. So West TN feels like “home” without all the snow!

6. What is your favorite part of working at West TN PBS?

My favorite part of working at West TN PBS is we are family oriented. We focus on our community and truly care about what we do at the station. It is great to work with such a great staff and we strive to help each other professionally.

7. What is your favorite program on West TN PBS Channel 11?

My favorite program depends on whether I am watching adult or kids programs. I like our NOVA for our adult programs. I love the wonders of science and learning. My favorite children’s programming is Rosie’s Rules. I love her personality as she is learning about the world. My favorite childhood character is Arthur! He has two podcasts now!