Discovery Education STEM Day: Meet Audrye Tucker

April 25, 2016

Categories: *#CelebrateWithDE (https://blog.discoveryeducation.com/blog/category/trending-topics/celebratewithde/), Education (https://blog.discoveryeducation.com/blog/category/education/), STEM (https://blog.discoveryeducation.com/blog/category/subjects/stem/), STEM Resources (https://blog.discoveryeducation.com/blog/category/products/stem-resources/), Streaming Plus (https://blog.discoveryeducation.com/blog/category/products/streaming-plus/), Techbook (https://blog.discoveryeducation.com/blog/category/products/techbook/), Virtual Field Trips (https://blog.discoveryeducation.com/blog/category/virtual-field-trips-2/)*

#CelebratewithDE and join us as we tour Discovery Communication's world headquarters and meet the men and women behind the world's #1 nonfiction media company.

With five live-streamed career spotlights and accompanying hands-on STEM activities, your students will be immersed in the STEM skills needed to succeed in a variety of creative and technical fields.

Friday, May 6, 2016

Broadcasts at 10 AM, 11 AM, 12 PM, 1 PM, and 2 PM ET

Audrye Tucker

Discovery Communications – Media Research Manager

Career: Media Data Analyst

How do companies decide what commercials, billboards, radio, television, or digital advertisements you see? How do they know who is watching and how they found out about those shows?

As a Media Research Manager, Audrye Tucker can tell you how companies make the decisions. about what you see. Audrye manages the media analysis for all of Discovery's networks. She does audience analysis to determine who is watching what, looks at how media campaigns performed, and shares that quantitative and qualitative information with others. If you've seen promotions for Shark Week, Deadliest Catch, Naked and Afraid, or Gold Rush, Audrye can tell you how those campaigns performed.

Fun facts: Audrye studied English and Media Art in college and has lived in China, India, and Africa. She loves the violin, singing karaoke, and binge-watching TV.

Hands-on STEM Challenge: Developing a TV Show Pitch – DOWNLOAD (https://discovery.box.com/s/tbp0zehgtg2xnucmbagle6f1spgdzx8x)

Discovery Education Related Resources

Discovering Math: Primary: Statistics and Data Analysis (https://app.discoveryeducation.com/player/view/assetGuid/d11c786b-f2e7-4216-8549-80e95b58c609)

Grades 3-8

From the concept of chance to statistical predictions to basic sample spaces, introduce elementary students to more advanced concepts of probability.

Statistics and Data Analysis in Sports (https://app.discoveryeducation.com/player/view/assetGuid/77eab3cb-8113-4ba6-a9ce-c4c4a19b3bf9)

Grades 6-12

Who would be the all-time best players in the history of baseball and why? Students will look at the factors that affect the probable outcome of a sporting event, use sabermetrics to analyze one of America's favorite sports, see how math can be used to assemble the best baseball team in the history of the game, and learn about what may be on the horizon for baseball statisticians.