2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY
Austin PBS, KLRU-TV is dedicated to telling stories that entertain, inspire and change our lives. Austin PBS highlights what makes Austin unique – whether music, arts or public issues – by creating and distributing award-winning original content. As a nonprofit educational organization, Austin PBS also prepares children to succeed in school and creates lifelong learning opportunities for everyone.

**Vision**

Austin PBS enriches lives and transforms communities.

Austin PBS is a leader in public media, distinguished by its energetic engagement with the community and for the quality and creativity of its content. Austin PBS illuminates the wider world of knowledge, the importance of discourse and the many possibilities life presents us all.

**Mission**

Austin PBS’s mission is to educate, entertain and engage children and adults in the Greater Austin area and beyond by providing distinctive media experiences that matter, whether on the air, online or on the ground, and reflecting Austin's uniqueness and creativity to the world.
Through all of our work, Austin PBS brings our neighbors together to help build a stronger, more educated and informed community.

Austin PBS presents high-quality content that improves learning outcomes for Central Texans of all ages with a particular focus on serving parents, caregivers, teachers and students. Through our work in the community, we provide access to PBS KIDS resources that enrich free time and provide simple digital literacy practices to help guide children’s use of all media. We blend education and entertainment and encourage families to do activities together — after turning the TV off! And most importantly, Austin PBS provides a safe haven that is non-commercial and that parents can trust.

As one of the most prolific public media stations in the country, Austin PBS produces more than 130 hours of original content each year. Known worldwide for our long-running music show *Austin City Limits*, we also produce and nationally distribute *Central Texas Gardener*, *Overheard with Evan Smith* and more. We regularly work with local filmmakers to help them share and distribute their work.

Austin PBS is also an innovator in new digital media, providing content in forums where there is a need for a trusted source — through our news and public affairs project *Decibel*, the digital-first local oral history series *Austin Revealed* and our arts series *Arts In Context*.

Most of all, we bring people together to create meaningful conversations. Each year Austin PBS hosts more than 100 events ranging from community discussions like *ATX Together* to screenings and discussions around PBS programs such as *Country Music: A Film by Ken Burns* and *Independent Lens* “Black Memorabilia.” We invite people to attend, reflect, discuss and be part of the conversation. We also create compelling content on the issues that are most important to the community and provide a safe place for online discussions.

We believe in the power of collaboration. Through projects like American Graduate and Community Collaboratives for Early Learning Media, Austin PBS partners with other nonprofits to engage the
As Central Texas’s community-supported, locally-owned PBS station, Austin PBS is recognized as a valuable partner and a trusted storyteller. Each year we bring PBS favorites to 20+ Central Texas counties through four distinct channels and serve the community with a focus on education, news & public affairs and arts & culture.

Austin PBS presents more than 35,000 hours of high-quality, trusted television programming annually. Beloved PBS programs like Masterpiece, Nova and PBS Newshour are available on Austin PBS and Q. A safe space for kids to learn and grow can be found on Austin PBS KIDS 24/7 channel, while the best DIY, lifestyle and cooking shows are on Austin PBS Create.

Central Texans have access to trusted PBS content anytime, anywhere, with over 8,000 hours of online video. Visit video.austinpbs.org and the PBS App to watch all your favorite shows for free. Austin PBS Passport is a member benefit that offers members even more access to PBS content online. And the Austin PBS KIDS 24/7 channel is available to watch on mobile devices giving families a commercial-free space, even on the go!

We provide a safe space for our community to reflect, discuss and be part of the conversation about important topics impacting our lives. Each year Austin PBS brings people together to create meaningful conversations through 100+ public screenings, discussions and community events.

By leveraging the power of media across platforms and on the ground in our community, Austin PBS helps children get ready for school through trusted PBS resources and 125 face-to-face educational workshops reaching over 6,000 local children every year.

This report presents examples of Austin PBS’s activities and the impact we have when we use the power of media for community good. We are proud to serve Austin and Central Texas. And we are also proud to share the stories of our unique and creative region of Texas with the world.

Austin PBS's Educational Services team held 148 workshops and served more than 1,200 adults and 2,000 youth...

... and distributed 2,282 books and 155 tablets to Central Texas families.

In 2019, Decibel produced 7 broadcast specials, 106 livestreams and 59 produced packages.

Austin PBS's Arts In Context produced one half-hour special and profiled 47 artists in 2019.
Leading the way in inspiring the next generation of lifelong learners and leaders

No other media organization does more to support learning than Austin PBS. We’re committed to helping address our community’s critical needs in early education and advancing learning in Central Texas. Through content and services that parents and teachers trust — and kids love — we’re leading the way in inspiring the next generation of lifelong learners and leaders.

PBS KIDS programming is #1 in preparing kids for success in school and in life. Parents overwhelmingly agree no other television network meets their children’s school readiness needs like PBS KIDS. And decades of research confirms that our high-quality content moves the needle in preparing kids for success — with children from the most underserved homes making the greatest gains.

For example, PBS LearningMedia offers educators instant access to the best of public media and research based digital learning materials. Austin PBS and PBS have curated this free digital library with standards-aligned videos, interactives, lesson plans and more. Search by grade level, subject, language and media type. Best of all, it’s safe for all ages!

Austin PBS combines the power of national PBS educational programming with localized, on-the-ground outreach. We take our educational tools directly to teachers, parents, caregivers and children, providing face-to-face support where it is needed the most. Specializing in learning media that is both research-based and fun for kids, Austin PBS helps bridge the gap between classroom learning and unstructured time.

We provide technology and learning resources to underserved communities in Central Texas. Austin PBS brings connected devices, educational media, and digital literacy training to low-income families. Fostering a culture where educational media is seen as an entertainment choice helps participating families understand both the benefits and limits of screen-based media.

Austin PBS collaborates with key community partners to promote early learning and school readiness. Major partners include Boys & Girls Clubs of the Austin Area, Communities In Schools, Any Baby Can, Thinkery, Friends of the Children, the Summer Learning Collaborative and more. Through these partners, Austin PBS operates at approximately 25 community sites with a variety of programs serving more than 10,300 parents and children.
Martha Speaks Reading Buddies — building lifelong learners and readers

For eight years, the staff members at Wooten Elementary have been encouraging community among students by pairing kindergarteners with third and fourth grade reading instructors. This little kid/big kid partnership is a cornerstone of Austin PBS’s Martha Speaks Reading Buddies program.

Educators like kindergarten teacher Emily Placette and third grade teacher Hal Wolpo go the extra mile, bringing the Reading Buddies program into their classrooms. This extra activity requires carving out space in the day for their students to head to the library once a week for 10 weeks, as well as integrating and reinforcing the lessons from Reading Buddies within class, including practicing new words and providing students with extra reading time. Four out of the six classrooms in the program are bilingual, with many of the kindergartners starting out as Spanish-only speakers, so the extra language learning time is well worth the effort.

Mr. Wolpo notes, “Just being introduced to the new vocabulary is very helpful. Research shows the more vocabulary the students have, the better reading comprehension skills they will have and be better readers.”

The academic benefits go hand-in-hand with the social benefits these kids receive. For a five-year-old, nothing boosts confidence like knowing a “big kid” and interacting like peers. Ms. Placette observes that “it’s cool in the hallways to see the kinder students saying hi to their older mentor.”

And the older participants are just as proud of the relationships they forge with the kindergarteners — after all, many of them were little buddies themselves a few years ago. They put a lot of effort into making sure their collaborative work is beneficial for their young partners. Before the Reading Buddies program begins for the kindergartners, the third and fourth graders work with Wooten Elementary’s librarian to go over the 10-week curriculum and finalize lesson plans. Each session includes a video, educational games and activities, from making puppets to tic-tac-toe, and reading a new book. The mentor and mentee also keep a journal together, detailing their weekly progress as a team.

“My favorite moments from the program have been observing the older buddies reading to my kiddos and really showing how to read with expression and enthusiasm — it gives them an authentic purpose for doing that, to keep the kinder students engaged and also to share their love of reading with them,” Ms. Placette said.

The positive impact on the children is clear to the teachers. Dedication to this program from educators is why the Martha Speaks Reading Buddies program is now entering its ninth year, setting up another group of little kids and big kids on their journey toward reading, writing and friendship.

*Sponsored by a grant from 3M Foundation*
Community Cooperation, Community Jobs

Workforce Solutions Capital Area, the City of Austin, Travis County and Austin Community College have teamed up for a first of its kind local initiative. The focus: combining their resources to create a team focused on lifting up jobless or low-wage earning workers to employment that provides a living wage.

Tamara Atkinson, CEO of Workforce Solutions, has summed up the scope of this plan. “The objective is that we want to move 10,000 people who are currently in our communities living at or below poverty. We want to move them out of poverty and into middle-skill – think of them as middle class jobs – by the year 2021.”

These four organizations are not new to job-search assistance, but with the newly defined Austin Master Workforce Plan they have made it a collective mission to tackle this issue. Four large, separate entities coming together can be a daunting task. But along with welcoming on key partners (Del Valle ISD, Hays CISD, United Way and Austin PBS), this Master Plan is not only moving forward, it’s working.

By highlighting post-secondary pathways that don’t require advanced degrees, this community outreach serves two important goals.

The first goal is connecting local citizens with work that will actually support living in Austin. In a city where costs continue to rise, making enough to pay bills and save money is a game changer.

The second goal is paramount to this city's day-to-day existence: filling vacancies in high-demand jobs that require certification or training. Careers like network administrator, pipefitter, master electrician, Salesforce expert, welder and nurse are all positions that are necessary for Austin’s (or any city's) continuing economic vitality, but keeping up with the growth of our metro area has been difficult for many businesses that require specialized staff. By providing incentives like tuition assistance, help with daycare and other support, the Master Plan has successfully connected hardworking men and women with education opportunities and meaningful careers.

“American Graduate tells the stories of people advancing themselves to gain a foothold in our local economy,” says Congressman Lloyd Doggett. “We all have an opportunity and a responsibility to support our local workforce. I hope these stories inform and inspire us to support our neighbors seeking professional transitions.”
Austin PBS's American Graduate: Getting to Work project has captured some of the rewarding stories that have come out of the Austin Master Workforce Plan. This year those stories feature:

Savannah, a fifth year apprentice in Austin, Texas. She is an all star pipefitter, welder and plumber. Her dream is to travel the world while working as a journeyman.

Tony Gayles, who completed a Certified Production Technician Certificate at ACC through a partnership with Workforce Solutions. Now he is a Warehouse Material Handler at Community Impact Printing.

Raoul, a veteran and a Cisco voice network engineer.

Jason, an Enterprise Technical Support Specialist for Spectrum. He received an Associate's in Local Area Network Administration (LAN) at ACC. He is currently pursuing a CCNA (Cisco Certified Network Associate). His goal is to become a network engineer.

Yaneth Osorio, a graduate from Del Valle High School. She was a part of the health program for four years. Her goal is to become a Certified Patient Care Technician.

Joe Lamping, the owner of Flamingo Automotive in Austin, Texas. He discusses what he looks for in a prospective employee.

Jennifer Winkler, a dental hygienist. She graduated from ACC with an Associate's in Dental Hygiene.

Ashlee, who is pursuing a CCNA (Cisco Certified Network Associate). Her goal is to become a network engineer.

Leticia Trujillo, a 23-year-old automotive service technician with big dreams. She graduated from ACC with an Associate's in Automotive Technology.

Stephanie, a junior in high school, who is currently pursuing an electrical certification.

Imari, a recent ACC graduate with an Associate's in HVAC. He believes HVAC will get him closer to his goal of starting his own business and acquiring land for his family to live on.

Melissa Martinez, a senior at LBJ High School who is on the health care track and aspires to be a CNA.

Tracy, who worked as a hairdresser for over 25 years. Now she's a licensed vocational nurse with plans to become a registered nurse.

Judith, originally from Cameroon, who moved to America with no job, three kids and big dreams. She landed her dream job in the healthcare industry.
“KLRU works for us.”

Austin PBS is the only community-supported public television station in Central Texas. In addition to individual donors, Austin PBS relies on financial support from area businesses. Amish Furniture of Austin and Terra Toys are two such local Austin PBS Business Supporters and both have been incredible champions of Austin PBS.

These businesses give back to our community in so many important ways — they create market diversity, they keep money in the local economy and they help “Keep Austin Weird.”

Lucky for Austin PBS, Amish Furniture of Austin and Terra Toys are both proud supporters. And with Austin PBS broadcasting in 18 surrounding counties, their businesses receive wide recognition in return. Win-win.

Christine Kortshak, President of Amish Furniture of Austin, receives positive feedback for underwriting Austin PBS programming directly from her customers.

“We’re a small business – a mom and pop business. We truly, truly continue to have people come in and say ‘thank you for your sponsorship,’ so we know people are seeing us, hearing us and they’re coming in as a result. It’s a great match.”

Sylvia Edwards, General Manager at Terra Toys, explains why her store supports Austin PBS. “When we look for places to promote our business, we look for places that we ourselves believe in. And we believe in the messages that KLRU sends as a station – to provide free access to educational programming to all. Our emphasis is on always growing and always learning. I think that Terra Toys and KLRU are really in line with each other. KLRU works for us.”

Amish Furniture of Austin and Terra Toys provide value to Central Texas. Collectively they have sold one-of-a-kind goods and added variety to the Austin marketplace for over 54 years. Promoting their businesses through Austin PBS sponsorship is just another way they give back, putting their support behind media that educates and inspires hundreds of thousands of people each day.
Meet the Arunkumars

A strong support network of friends and family opens up a world of possibilities. For the Arunkumar family, the encouragement they have shown one another has clearly made a big difference in many parts of their lives. Parents Michael and Priya have been vital in helping their daughter Nila and son Surya explore their interests. As Nila has grown, she's inspired her brother and parents along the way. Nila and her dad Michael sat down to talk about one of her longtime passions: the Austin PBS KIDS Writers Contest.

Now in its 25th year, the Austin PBS KIDS Writers Contest is a local competition designed to promote the advancement of children’s reading skills through hands-on, active learning. K-5 kids are encouraged to write and illustrate stories then submit them in English or Spanish. But perhaps the most exciting part for the young students is that every single entry is published online for everyone to see.


It all started when Michael and Priya noticed how much Nila enjoyed short stories and art. “She was always interested in writing and she used to draw a lot. Then she used to write stories in small sentences. And then we were watching PBS one day and one of the advertisements said Austin PBS Writers Contest. She just jumped in and we thought it was a perfect place to actually bring in her pictures and her writing together. She loved it from then on.”

The opportunity to create a story from nothing and put it out into the world is a big task for a little kindergartner, but Nila was up for the challenge. And of course, Mom and Dad were there to cheer her on and assist however they could, including helping to turn her story in. “At that point we had to just put it onto paper and find a way to scan it in,” remembers Michael.

Nila is now a middle schooler who plays tennis and volleyball, is an avid reader and still loves to write. “I’m too old to enter the Writers Contest now, but my brother’s still entering” she explains. This will be the last Writers Contest year for the Arunkumar kids in what’s become a family tradition. Even though this is the end of one chapter, there’s sure to be a next one where the same creative energy will be an asset, with the continued loving guidance from their mom and dad.
“I move where I want to, I do what I want to.”

Finding the energy to exercise and then sticking to a fitness regimen is a struggle for so many Americans. Austin PBS Sustaining Member Ola Ann Freeman had been on a search for a workout method that would suit her style. She knew it was important in her retirement to get regular movement time to stay active. Then a friend from church recommended she try Classical Stretch: By Essentrics on Q and Ola Ann hasn’t looked back since.

“After I tried it the first time, I thought, ‘I can’t do this. She’s really tough!’” remembers Ola Ann. But host Miranda Esmonde-White kept repeating the message to “go at your own pace” and that was enough for Ola Ann to unlock her fitness potential. “She’s teaching me that you can relax into your exercise.”

At 78 years old, Ola Ann feels great and is ready to tackle just about anything, including her six days a week workout. She credits her devotion to Classical Stretch as an important element in her continued good health. “I move where I want to, I do what I want to, I keep up with my grandkids.”

Classical Stretch has been a part of the PBS lineup for 18 years. Host Miranda helps her viewers find increased mobility and balance through full-body sessions in 22 minutes. And Ola Ann loves that she can exercise with Miranda from the comfort of her living room. “You can dress anyway you choose – or not – and that’s a blessing! You’re in your own home.” And wow is Ola Ann ever dedicated! Austin PBS is part of her morning routine nearly every single day. She gets her sweat on Monday through Saturday, usually starting at 6 a.m. She only takes a break on Sunday because Classical Stretch only airs six days a week.

The program is appropriate for people of all ages and fitness levels, which has encouraged Ola Ann to recruit her husband Bob into her move time. “He’s not as limber as he would like to be, but he’s working at it. And I just tell him, like [Miranda] does, go at your own pace, do what you can.”

Central Texas has a growing aging populace, and ambassadors like Ola Ann are making sure that older generations realize there are easily accessible resources out there to keep moving, stay motivated and live life to its fullest. She tells everyone who will listen, including her ophthalmologist, about the benefits of Classical Stretch.

“It takes you through your day. I’m grateful for Classical Stretch because I think it keeps us healthy. I think it keeps us moving and I think when you get to a certain point in life, you really need some inspiration. It is so important to me that we keep healthy.”
Araceli Godinez spends most of each day with her family. Within the routine of being a devoted mom, Araceli found that her relationship with her children deepened even more in a classroom environment after they all joined the Austin PBS KIDS outreach program.

“Through the workshops we become more united. I discover how much they learn, their abilities and what else they need me to help them with. A bond between a mother and child forms that is unbreakable because they know that I am there for them. I get to know them better.”

Araceli, along with her son Yael (11) and her daughters Evolet (8) and Jocelyn (6), recently attended Austin PBS's four-week Ready To Learn workshop.

She learned about Austin PBS's program through her time with ASPIRE (Achieving Success through Parental Involvement, Reading and Education), a local family literacy initiative run by one of Austin PBS's education partners, Communities In Schools. For the Godinez family, the educational benefits of Ready To Learn ran parallel with the emotional impact.

“The resources they offered me – it wasn't something monetary – it was the learning, it was the opportunity to see my children grow, it was being able to share moments with them.”

Ready To Learn's goal is to help prepare for school readiness in a setting that encourages creativity and community building. Designed to spark STEM (Science, Technology, Engineering, Math) interest in young children, Ready To Learn also empowers parents like Araceli to support education both at school and home. The Godinezes, along with other families, start each weekly session with a shared meal, allowing the kids to ease into the experience while caregivers get to talk to other adults and form friendships that often go beyond the workshop.
“When you come in, it’s ‘Good afternoon, how are you?’ If you have any problem, you forget it.”

The sense of community and collaboration has everyone, from instructors to the youngest children, enter each session with eagerness.

When asked about the Ready To Learn workshop, Araceli’s kids also had positive reflections.

Evolet shared, “My favorite part was when we built the park. I remember that the ramps had tools to use to see how fast the cars could go and which one was the fastest.”

Jocelyn chimed in that her “favorite show on PBS KIDS is Daniel Tiger’s Neighborhood because it shows empathy.” Our producer asked the children to elaborate on what empathy means, and Yael responded that “empathy is being kind to someone, helping them...it’s like compassion.”

Each week has a different interactive theme, and every session includes time devoted to reading and watching a PBS KIDS show that reinforces the day’s lessons. Caregivers are also given instructional material and books to take home and keep. And every graduating family is presented with a PBS KIDS Playtime Pad loaded with educational content and local resources. These devices provide much needed access to technology and platforms designed to practice STEM concepts.

Araceli can already see how their time with Ready To Learn has developed her kids’ interest in educational content. Empowered by this experience, she’s on the lookout for more camps and workshops that she and her family can grow with.

“This workshop was marvelous! I hope that they invite me again and I hope there are more opportunities where the whole community can keep participating.”

Family & Community Learning (FCL) workshops are part of the Community Collaboratives for Early Learning and Media (CC-ELM) project through the Ready To Learn (RTL) initiative funded by the U.S. Department of Education and administered by the Corporation for Public Broadcasting and PBS.
Austin PBS provides resources to community partners

Austin PBS’s Educational Resources brought our digital and human resources to 14 community partners in the summer 2019, funded by the Austin Community Foundation Summer Learning Investment Hub. All of the partners were also recipients of the Summer Learning Investment Hub funds, and all had a commitment to serving low-income youth with learning experiences that were distinctly summer-friendly. Our goal in this outreach was threefold: to enhance partners’ on-site learning goals with quality digital resources; to extend learning into the home by connecting kids and families with our summer portal; and to encourage healthy screen use during the summertime for kids and parents alike. During National Summer Learning Week (July 8-13), we hosted a space-themed week for a Boys and Girls Club group, signed up over 100 youth in the UT-Austin UT Prep program for PBS LearningMedia and started them exploring independent research projects and held a Smart Screen Time® discussion with budding filmmakers and their families at Austin Public (Austin Film Society).

Austin PBS servicing families and teachers

This year marked the fifth year of five for Austin PBS’s participation in the US Department of Education-funded Ready to Learn 2015–2020 grant. In this last year, and thanks to an additional $40,000 Sustainability & Scaling Grant, Austin PBS collated all of the research-based, field-tested learning materials into handy guides for PK–3rd classroom teachers, child care providers and interested adults. Anyone can request a free guide for use.

During the fall semester family outreach projects (Play To Learn and Ready To Learn workshops), Austin PBS has served 98 families through workshop series that provide digital tools as part of a home learning environment and also includes literacy, hands-on play and rich dialogue.

PBS LearningMedia, the free online portal to the PBS archive for classroom use (but available to all), is now being used by over 7,000 individuals per week in our viewing area. The vast majority of those individuals are professional educators, so we conservatively estimate that over 70,000 students per week are now getting access to standards-aligned PBS content in their classrooms.
Series explores how screens in schools impacts learning

Austin PBS science reporter Sam Guzman explored how the one-to-one device policy at Eanes ISD has evolved over the past decade amidst parental concerns and rapidly changing technology. Watch the series at austinpbs.org/science

Screens In School: Tech Transformation
On April 3, 2010 the first iPad hit stores. Now, nearly a decade later this device can be found in classrooms across America. How has this and other similar devices changed our schools? We look inside Eanes ISD to understand the role technology plays in our schools.

Screens In School: Behind The Screens
What does it take to make tech driven education successful? We talk to the staff that makes the one-to-one initiative at Eanes possible. And we learn how this lack of staff at other schools is creating a new digital divide.

Screens In School: Testing The Screen Limits
Growing concern over screen time is why some parents are starting to push back against the number of devices in Eanes ISD. We’ll take a look at the growing backlash against screens in schools and why what was once a celebrated advancement has turned into a subject for scrutiny.

Screens In School: Beyond The Digital Classroom
What should life look like in Eanes ISD moving forward? School officials defend the one-to-one initiative and tell us why an opt-out program won’t work. And what does EISD tell us about the use of technology in schools across the country?

Austin Revealed explores how Austin became a high tech center

Austin PBS’s oral history series Austin Revealed returns to Austin’s early microelectronics and computer technology days when innovators, visionaries and venture capitalists formed a catalyst that sparked the region’s high-tech boom. “Booting Up Big Tech” shows how local tech development leaders Pike Powers and George Kozmetsky capitalized on UT resources and companies like IBM in the early ’80s to attract one of the country’s largest computer industry R&D consortiums to the area and influenced an entrepreneurial spirit that defines the city today.
Decibel Homelessness coverage inspires community action

In August 2019, Decibel aired a half-hour broadcast recapping our month long coverage on homelessness and were overwhelmed with community responses.

“Just watched Decibel. Great episode on homelessness in Austin, putting a human face on the problem. The tips at the end were solid. Thank you and everyone at KLRU for educating viewers on this important issue.” — Cathy Chapaty

Some have even been inspired to take action, like retiree Larry Clendenen: “I was born (1946) and raised in Austin. I now live near Walburg, Texas in Williamson County. I am widowed and looking for something to fulfill my remaining years with purpose. I am a Christian. Just watched your documentary on homelessness. Very impressed. Changed my attitude. I will be searching for an opportunity to help with this issue. Any suggestions are appreciated.”

Eight-year-old Millie was also inspired after watching our story “6 Ways to Help the Homeless.” Millie’s mom Tara Kirkland wrote to Front Steps to say Millie wants to do more so people experiencing homelessness don’t feel invisible.

Here are a few more of the amazing responses:
“What a great program!” — Laura Bennett
“Great Job. Bless y’all” — Annie Rodriguez
“Inspiring to see this, thank you!” — Star Rima Beth
“Compassionate” and “thoughtful” were also some of the words people used to comment on the stories we told.

Solutions-based journalism is our guiding principle. Decibel met with nonprofits to see some of the innovative ways they’re helping people in our community. We profiled the work The Other Ones Foundation is doing to help provide jobs and community to the homeless and got this message from Brittany Baize, Development and Communications Director over at Family Eldercare: “I just want to tell you how much I personally appreciate the thoughtful care and mindful tone of Decibel’s programming. Most of what we hear on the news is negative fire and brimstone; but really amazing work is happening in our city everyday, and it can continue happening when we get community buy-in thanks to the support of media partners like yourself.”

Our mission at Decibel is to help the community understand the crucial issues that matter and focus on solutions while presenting different perspectives and a variety of voices. Hearing from so many Central Texans has been gratifying and heartwarming.
Austin PBS receives recognition

Austin PBS was honored to be recognized for our work in journalism and community engagement. This year we received five nominations from the National Academy of Television Arts and Sciences Lone Star Chapter for best short format program (American Graduate), news special (Decibel: Detained Families, Delayed Dreams), Politics/Government (Decibel: Your Voice, Your Vote), magazine special (Decibel: Ending The Stigma) and to Blair Waltman-Alexin for news editing.

NETA honored Austin PBS with the award for community engagement around a national project for our American Graduate project. The awards recognize public television's best in education, community engagement, marketing/communications and content. The station was also a finalist for community engagement under a community initiative for our work around Considering Matthew Shepard.

Decibel wins National Press Photographers Association honors

Austin PBS's Blair Waltman-Alexin received honors from the prestigious National Press Photographers Association for her work on the Decibel story “The Right Way.” She won third place in the organization’s quarterly multimedia contest in the Individual Long category.

“The Right Way” explores why immigrants choose an illegal way to enter the country instead of following the rules. Her investigation found that navigating the path to asylum or refugee status is incredibly complicated, time-consuming and costly.

The National Press Photographers Association is dedicated to the advancement of visual journalism — its creation, practice, training, editing and distribution — in all news media and works to promote its role as a vital public service.

Decibel recognized by transgender veterans group

The Texas Transgender Veterans Support Group commended Blair Waltman-Alexin on a Decibel story she shot, wrote and edited called “You’re Part of This.” The story profiles three transgender members of the military as they discuss how the Transgender Military Ban impacted each of their lives.
Austin PBS’s Diverse Voices

Austin PBS makes an effort to ensure diverse voices have a place in media. In addition to *Juneteenth Jamboree* and *Blackademics Television*, which we produce annually, in 2019 Austin PBS created or facilitated distribution of several important new projects, among them:

**Say It Loud!**

Austin PBS and PBS Digital Studios launched a new series in February 2019. Hosted by YouTube sensations Evelyn Ngugi of Evelyn from the Internets and Azie Dungey, Emmy-nominated writer and creator of *Ask a Slave*, the series has been extremely well received. Part cultural critique, part talk show and part history lesson, *Say It Loud* will explore Black American culture and its impact on broader communities and trends.

The series dives into the history behind cultural tropes and touch points, focuses on relatable experiences of modern Black American life, exploring media, public affairs and social media trends like #GrowingUpBlack and #BlackGirlMagic.

Audiences can expect to see episodes that highlight things they didn't know were invented by Black people, the meaning of Black pride and the experiences of first generation Africans in America compared to African Americans.

The *Say It Loud* episode “Black sounding” names and their surprising history has joined YouTube's 1 million views club. The series YouTube channel also has more than 100k subscribers.

**Classical guitar superstar featured on Arts In Context**

Award-winning musicians Oliver Rajamani and Jerónimo Maya take center stage in front of a live audience and present a unique collaborative experience that can only be described as Flamenco India. Blending music from India, the Middle East, North Africa, Europe and even Texas, Oliver and Jerónimo have come together to create an enthralling concert experience like no other. *Arts In Context: Flamenco India* captures the magic that can only come from the meeting and union of two maestro musicians at their finest.

**Disability and Employment discussion**

*Decibel’s* Judy Maggio and activist Alejandrina Guzman co-hosted a public town hall that explored the employment challenges and successes of people in Austin who have disabilities. The discussion, in recognition of October’s National Disability Employment Awareness Month, aired as part of *ATX Together*. Participants included people with disabilities, representatives from the State of Texas, City of Austin, local companies, nonprofits and interested community members. This conversation sheds light on some of the challenges faced by people with disabilities when looking for meaningful employment, and offers hope with some success stories and resources.
Austin PBS features local filmmakers latest work

Mat Hames is an Emmy Award winning Texas filmmaker known for his documentaries on Independent Lens including “When I Rise” and “What Was Ours” and Austin PBS Austin Revealed: Civil Rights Stories presents his newest film: The Art of Home: A Wind River Story. Two indigenous artists create new works reflecting on their tribal homelands, the Wind River Indian Reservation. Ken Williams (Arapaho/ Seneca) is a celebrity on the Santa Fe art scene, and Sarah Ortegon (Shoshone) is an up and coming actress and artist in Denver. Both artists travel back to the Wind River Reservation to reconnect with their ancestors and heal old wounds as they discover what it means to go home to a land they feel an unexplainable connection with. Yet, neither of the artists lives there. The film explores the process of creating art, art as reconciliation and what it means to be a native artist. Along the way, tribal elders from both the Arapaho and the Shoshone tribes provide historical context on the arts and crafts of their communities, passed down through the ages and drawing young artists to stay connected to “home.”

Austin PBS facilitates local filmmakers participation in 2019 PBS Online Film Festival

The Eighth Annual PBS Online Film Festival held July 15-26 showcased the “Power of Community” and featured 25 independent short films, including two Austin entries from filmmakers recruited by Austin PBS.

In Audible Static, Thaddeus is a teenager in love. Love comes with panic. Silence. Racing thoughts, but no words. Just, audible static. In the last days on analog, Thaddeus finds a way to cheat the system. Writer, Director, Editor: Sai was born in Sri Lanka on a Wednesday night during a coup d’etat. He grew up in Nigeria playing soccer and eating bananas. As a child Sai spent his holidays traveling with his family through Europe, India and Sri Lanka.

His family moved to Dallas when he was nine. It was at this point that he fell in love with Texans and American pop culture. The moving image is the medium in which Sai communicates with the world. He brings a fierce passion for storytelling, coupled with great design acumen, resulting in stylistically intense pieces that linger through their emotional resonance.

In Charlotte & Charlie, when a young woman suffers vision loss, she realizes that she has to give up her great love — her car Charlie. She can’t bring herself to say goodbye until Charlie roars to life and takes her on a final, fantastical journey. Charlotte and Charlie is a sweet, narrative short film that explores loss, disability and how the things we love define us. Writer, Producer Katherine Craft is a Texas native with extensive experience as a playwright and theatre maker. She’s the creator and writer of Kappa Crypto, a Snap Original Series streaming on Snapchat. She received a 2017 HBOAccess Writing Fellowship and her pilot Halfway, written as part of the program, premiered at Tribeca Film Festival in April 2019. She also founded Conspire Theatre, a nonprofit that uses theatre to work with women during and after incarceration.

Director Artemis Anastasiadou is a visiting assistant professor in the School of Visual Studies at the University of Missouri. She is a professional film and TV editor from Athens, Greece and the editor of award-winning documentaries, short films and TV series commissioned by major Greek and European TV channels. She holds a BFA in Drama and Theater studies from Aristotle University of Thessaloniki and an MFA in Film Production from UT Austin. Her latest film, I am Mackenzie, won the Jury Award for Texas Shorts at SXSW 2019.
Austin City Limits: Providing viewers a front-row seat to the best in live performance for a remarkable 45 years

The iconic television music series Austin City Limits presented a stellar slate of broadcast episodes featuring highly anticipated debuts from today's most talked about live acts, and the return of ACL legends, continuing Austin City Limits' extraordinary run as the longest-running music television show in history.

“Over the decades ACL has built its reputation on introducing the most original, innovative and eclectic music from every genre,” said ACL executive producer Terry Lickona. “Music fans love to discover artists and sounds they’ve never heard before, or rediscover artists and songs that have stood the test of time. There’s no better place to find them than Austin City Limits and this season is a perfect example!”

Austin City Limits season 45 features a blistering hour with Austin's own Gary Clark Jr., marking the acclaimed musician's third appearance on the series. Indie-rock titans Vampire Weekend make a highly-anticipated appearance in a must-see hour showcasing their first album in five years.

A season highlight features the return of Americana icon Steve Earle, making his fifth appearance with a tribute to the legendary songwriter Guy Clark; Earle is joined by his band The Dukes and special guests including Rodney Crowell and Joe Ely for choice Clark classics alongside Earle's own gems from his songwriting catalog.

One of Americana's finest singer-songwriters, Patty Griffin returns for her sixth appearance, sharing an episode with New Orleans rock band The Revivalists in their ACL debut.

Next-generation country is showcased with two new artists representing the genre's expansive range sharing an episode: chart-topping Kane Brown and breakout Canadian folk & western singer Colter Wall. Austin City Limits continues its mission of spotlighting innovators with stunning new hours featuring R&B sensation H.E.R., a two-time 2019 Grammy® Award-winning singer-songwriter-guitarist, and singer-songwriter phenom Maggie Rogers, both making their ACL debuts.

Two of indie music's most acclaimed singer-songwriters, Sharon Van Etten and Lucy Dacus, deliver captivating performances in a breathtaking double bill. A season highlight is the long-awaited return of powerhouse rockers The Raconteurs, the supergroup featuring Jack White and Brendan Benson, in a performance for the ages, making their first appearance in over a decade.

The show also celebrated its newest class of Austin City Limits Hall of Fame inductees: blues great Buddy Guy, and acclaimed singer-songwriters Shawn Colvin and Lyle Lovett, with a special broadcast featuring best-in-class performances and collaborations from the Austin City Limits 6th Annual Hall of Fame Honors. This all-star salute features music luminaries and special guests sharing the stage for one epic night, honoring three beacons of American music who have played an instrumental role in making the iconic series a music institution. Performers include (in order of appearance): Jackson Browne, Sarah Jarosz, Jimmie Vaughan, Shemekia Copeland, Christone “Kingfish” Ingram, Willis Alan Ramsey and Edie Brickell joined by special guest, Oscar-winning actor, filmmaker and best-selling author Sean Penn, with the evening hosted by Robert Earl Keen.
The media industry is in the midst of fundamental change, challenging Austin PBS to evolve — to better fulfill our mission of community engagement and impact, to deliver essential media that matters and to expand our reach and relevance.

**In 2020, we’re addressing that challenge more boldly than ever before.**

Austin PBS is moving to a new facility at Austin Community College’s Highland Campus — retooling for the changing landscape of what “broadcasting” and “media” means. This move allows Austin PBS to be more visible, more accessible, and more flexible. The new studios will allow us to welcome our community of viewers and members in new ways and expand the range of services we are privileged to deliver.

Our vision as a station is simple — we want to change lives and transform communities through the power of media. In the coming months, you’ll be hearing more about our plans for new partnerships, initiatives and work to help ensure we meet our vision for the future.

Our future home — to be built with your help and community support — is the 45,000 square foot Austin Media Center at Austin Community College Highland Campus. With this move, Austin PBS begins a new and deep collaboration with ACC, offering previously unimagined opportunities for both organizations:

- Giving the next generation of digital storytellers a robust, innovative platform, focused intensely on community and positive solutions
- Kickstarting creativity, pairing learners with instructors and professionals
- Creating a new home for community events and gatherings, helping ACC and Austin PBS dramatically enhance their role and leadership in the public space
- Working together to tell Austin’s story to the world, and vastly expanding the information delivered to Central Texans
Partnership: Austin PBS and ACC ... 1 + 1 > 2

This effort is a force multiplier: we can do more together than separately. Our combined resources allow for a unique moment neither organization could develop on its own. Both invest and both benefit.

<table>
<thead>
<tr>
<th>Austin PBS Wins</th>
<th>ACC Wins</th>
<th>The CenTex Community Wins</th>
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<tbody>
<tr>
<td>A modern, state-of-the-art broadcast facility designed for the digital age</td>
<td>Internships, fellowships, work study programs and opportunities for hands-on production classes</td>
<td>A new generation of journalists and storytellers trained in how to use the power of media for positive community change</td>
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<td>Significant leverage through shared purchasing, shared space and equipment, and shared operating expenses</td>
<td>Expanded vision for ACC-TV, and opportunities for new production and content acquisition</td>
<td>More quality content that addresses community issues and presents solutions to community challenges</td>
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<td>The ability to maintain Austin PBS's independence as a community-owned media organization</td>
<td>Wider distribution of student and faculty production</td>
<td>Strong, independent public media dedicated to educating, inspiring and entertaining Central Texas</td>
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<td>Enhanced opportunities for collaborative grant funding</td>
<td>Connection with a national network of organizations and funders supporting public media</td>
<td>A national center of excellence for innovative digital media initiatives</td>
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<td>Collaboration with a wide range of ACC Centers, e.g., Center for Digital Media, Gaming and App Development and more</td>
<td>Increased community awareness of ACC programs and services through on-air promotion on Austin PBS</td>
<td>A new focal point for a broad coalition of community-focused media and educators</td>
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<td>Greatly improved community visibility and access (including parking)</td>
<td>Opportunities to attend Austin PBS tapings and events</td>
<td>More events and community gatherings, creating opportunities for engagement, education, inspiration and discussion</td>
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JANUARY
NEXT Night planning session
Central Texas Gardener studio tour
Taping: Overheard with Evan Smith with Bob Mould

FEBRUARY
Taping: Overheard with Evan Smith with Robert Rodriguez
San Marcos STEAM Fair
Community event in Dripping Springs
Taping: Overheard with Evan Smith with Alejandro Esvovedo
Screening: Independent Lens “Black Memorabilia”
Screening: Seeds of Success
Taping: Blackademics Television
Community Advisory Board Meeting
University of Texas Austin Women in Engineering Program Girl Day

MARCH
Amplify Austin Fair @ Silicon Labs
Taping: Austin City Limits with Kane Brown
Taping: Overheard with Evan Smith with Timothy Shriver, Ph.D
Taping: Austin City Limits with Gary Clark Jr.
Austin City Limits Bloody Mary Morning party
Taping: Overheard with Evan Smith with Douglas Brinkley
Taping: Overheard with Evan Smith with Roger McNamee

APRIL
NEXT Night: Daytripper
Screening: Big Bend at Bullock with Texas PBS
Taping: Austin City Limits with The Revivalists
Taping: Overheard with Evan Smith with Susan Page
Taping: Overheard with Evan Smith with Jose Antonio Vargas
Screening: Austin Revealed Bothing Up Big Tech
United Way for Greater Austin Children’s Resource Fair
Taping: Overheard with Evan Smith with Ed Zwick
MAY
Taping: Overheard with Evan Smith with Anna Palmer
Taping: Overheard with Evan Smith with Jake Sherman
Taping: Overheard with Evan Smith with Senator Kirsten Gillibrand
Taping: Austin City Limits Rainbow Kitten Surprise
Community Advisory Board meeting
Taping: Overheard with Evan Smith with Ani DiFranco
KIDS Writers Contest Celebration
Taping: Overheard with Evan Smith with Roger Clemens
Taping: Overheard with Evan Smith with The Most Rev. Michael Curry

JUNE
Taping: Austin City Limits with Mitski
Taping: Overheard with Evan Smith with Terrence McNally
Taping: Austin City Limits with Maggie Rogers
NEXT Night: Chasing the Moon

JULY
Taping: Austin City Limits with Patty Griffin
Taping: Austin City Limits with Steve Earle
Taping: Austin City Limits with H.E.R.
Taping: Austin City Limits with Lucy Dacus

AUGUST
El Mundo’s Back to School Fest
Community Advisory Board meeting
Taping: Austin City Limits with Vampire Weekend
Screening: Say It Loud!
Taping: Austin City Limits with Black Pumas
Taping: Austin City Limits with Colter Wall

SEPTEMBER
Country Music: A Film by Ken Burns Event
Taping: Overheard with Evan Smith with Keb’ Mo’
Taping: Overheard with Evan Smith with Tilman Fertitta
Taping: Disability and Workforce ATX Together
NEXT Night: Travel with Rick Steves
Taping: Overheard with Evan Smith with Jeff Flake
Taping: Overheard with Evan Smith with Bari Weiss
Taping: Austin City Limits with Cage The Elephant
Taping: Austin City Limits with Sharon Van Etten
**OCTOBER**
- Taping: *Overheard with Evan Smith* with Tim O’Brien
- Screening: *VOCES* “Porvenir, Texas”
- Taping: *Austin City Limits* with The Raconteurs
- Austin Kiddie Limits - Weekend #1
- Taping: *Austin City Limits* with Rosalía
- Taping: *Austin City Limits* with Billie Eilish
- Austin Kiddie Limits - Weekend #2
- Taping: *Austin City Limits* Hall of Fame
- Taping: *Overheard with Evan Smith* with John Grisham
- Taping: *Overheard with Evan Smith* with Scott Pelley
- Taping: *Overheard with Evan Smith* with Saeed Jones
- Taping: *Overheard with Evan Smith* with Aarón Sanchez
- Taping: *Overheard with Evan Smith* with Jeff Tweedy

**NOVEMBER**
- Taping: *Overheard with Evan Smith* with Robyn Hitchcock
- Taping: *Overheard with Evan Smith* with Isabella Rosellini
- NEXT Night: Way-back Wednesday
- Taping: *Austin City Limits* with Tank and the Bangas
- Community Advisory Board meeting
- Taping: *Overheard with Evan Smith* with Susan Rice

**DECEMBER**
- *Martha Speaks* Reading Buddies Celebration
- Current and Former Board of Directors Leadership Dinner
- Austin PBS & *Austin City Limits* Holiday Gift Fair
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