We’re moving. Forward.
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 content. Austin PBS illuminates the wider world of knowledge, the importance of discourse, and the many possibilities life presents us all.

Our 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.
As we continuously strive to reach larger and more diverse audiences in more ways than before, Austin PBS must adapt to a rapidly changing landscape. And now, as we face difficult times and an uncertain road ahead due to COVID-19, our mission to provide essential services and exceptional programming has taken on even greater significance and urgency.

Now more than ever, it is important that we continue to advance our mission and keep building and planning for the future. **Moving Forward: The Campaign for Austin PBS** is an ambitious and transformational effort to create a new generation of public media with greater community impact.

At the center of this bold plan is the building of our new home – **The Austin Media Center** – and a growing partnership with Austin Community College Highland. From here, we will be more visible, more accessible, more flexible and lead the way for public media renewal and redesign in the 21st century by:

- **Amplifying Community Solutions.** With a listen-learn-leverage approach that has earned the trust of viewers, Austin PBS can be counted on for the right balance of insight, information and enrichment that helps foster civic engagement as a tool for lasting change.

- **Connecting People with Resources and Content.** As Central Texas continues to grow in population and popularity, Austin PBS proudly serves as a connector for our diverse and changing community, connecting people to places, resources, experiences and one another.

- **Bringing Communities Together.** As a community convener, Austin PBS brings Central Texans together in a variety of ways to engage in meaningful conversations and bridge understanding among neighbors.

- **Celebrating Austin.** Austin PBS spotlights this vibrant city we call home and shares what makes Austin so special – from its entertainment scene, and arts and cultural communities to its rich and diverse history.

To a new generation of public media.
To a new standard of community impact.
To a new location at Austin Community College Highland campus.
## Who We Are

### Austin PBS, KLRU-TV History

Austin PBS, KLRU-TV is the community-supported, locally-owned PBS station in Central Texas. For more than half a century, Austin PBS has been committed to educating, entertaining and inspiring children and adults in the Greater Austin area and beyond, providing distinctive media experiences that matter and reflect our uniqueness and creativity to the world.

### About Austin PBS

One of the most highly viewed and highly regarded stations in the PBS system, Austin PBS brings thoughtful, educational and trusted national PBS programs such as *PBS NewsHour*, *FRONTLINE*, *Masterpiece*, *Antiques Roadshow* and *NOVA*. And, as a major national producer and recipient of numerous Lone Star Emmy awards, a National Medal of Arts and a Peabody Award, Austin PBS is also one of the most prolific public media stations, creating and distributing hundreds of hours of original content.

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#### Content and programming, provided by UT, Austin ISD, & the National Endowment for the Arts, serves as a forerunner to PBS programming.

- 1958
- Local leaders launch KLRN, the precursor station, with studios in San Antonio and Austin, on The University of Texas at Austin (UT) campus.

- 1962
- Production begins for Austin City Limits (ACL), longest running music performance series in TV history.

- 1973
- UT Austin completes construction of Austin PBS's current broadcasting facility

- 1974
- KLRU begins broadcasting in the Austin area as a satellite of KLRN

- 1979
- Separate governing boards established for Austin PBS & KLRU. Joint operations discontinue and KLRU becomes an independent PBS station serving Austin, while San Antonio retains KLRN.

- 1987
- Move to Austin Media Center on ACC Highland Campus.

- 2019
- KLRU-TV rebrands to Austin PBS.

- 2021
- Local leaders launch KLRN, the precursor station, with studios in San Antonio and Austin, on The University of Texas at Austin (UT) campus.
What We Do

Austin PBS proudly serves our community — nearly 3 million viewers across 20 Central Texas counties. Every year, Austin PBS broadcasts 35,000 hours of curated content across four distinct channels, devoted to education, news and public affairs, and arts and culture — with 8,000 hours available online. But Austin PBS doesn’t stop there, going beyond television and into the community with a variety of educational and other special events, including screenings, workshops and town hall meetings. These efforts, conducted in collaboration with numerous local agencies and organizations, reflect our unmatched ability to convene community members and raise public awareness.

Education
As a nonprofit educational organization, Austin PBS focuses on preparing children for success in school and creating lifelong learning opportunities for all. Through hundreds of community-based workshops, outreach events and 10,000 hours of curriculum-based educational programming, Austin PBS strategically connects educators, families and youth.

News and Public Affairs
With an increasingly divisive tone around national discussions, it is becoming harder to distinguish “fake news” from the truth. Now more than ever, Austin PBS serves as a trusted source for news and information and seeks to tell real stories that drive meaningful community conversations through current initiatives such as Decibel, ATX Together and Austin Revealed.

Arts and Culture
Long-running music show Austin City Limits, and other popular locally produced programs such as Arts In Context, Central Texas Gardener and Overheard with Evan Smith, spotlight what makes Austin special. When joined with national PBS programs like Great Performances, viewers gain unlimited access to art and cultural exchanges and join diverse audiences in being transported to new and exciting places.
Austin PBS By the Numbers

More than **35,000 hours of programming** presented annually on four broadcast channels

One of the largest providers of online video content with more than **8,000 hours** on austinpbs.org

**Active and engaged following** on social media with more than 28,000 Facebook likes, more than 39,827 followers on Twitter and almost 6,500 Instagram followers

More than **41,000 people attended** Austin PBS events, tapings or screenings in 2019

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.
Signature Naming Opportunities

Community Conference Suite: event and meeting space available for nonprofit and Austin PBS partners - 100+ capacity

Atrium & Events Space: an expansive three-story atrium coupled with special events space - 4,800 combined square feet/300+ capacity

Community Sound Stage: will serve as the central hub for live broadcasts, host community conversations and panel discussions inspired by PBS content and serve as a destination space for film and lecture series, public forums and screenings - 6,500 square feet/400+ seating capacity

Digital Incubator Studio: designed to support new production formats and collaborations - 1,500 square feet

This state-of-the-art 45,000 square foot facility at ACC Highland will serve as a community and innovation center.

This means a base for Austin PBS operations and services, a think tank for innovation and community problem-solving and a centrally located venue available to the community.
Donor Wall

Donors contributing gifts of $5,000 or more to the Campaign will be recognized on a permanent Donor Wall, prominently displayed in the expansive three-story Austin Media Center Atrium.
Moving Forward with Austin PBS

We invite you to partner with us and invest in our vision to change lives and transform communities through the power of media. Your generous contribution will not only support our new home but first-of-their kind public media initiatives and collaborations that will serve as a centerpiece for the over 20 Central Texas communities and nearly 3 million viewers we serve. Will you help us Move Forward?

Thank you for your interest in Austin PBS and our growing partnership with Austin Community College Highland. To discuss the exciting opportunities outlined in this document or other ways to support Austin PBS, please contact Lori Bolding, Chief Operating Officer at 512.232.6270 or lbolding@klru.org.

Special Thanks To Our Moving Forward Campaign Committee:

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