

IMPACT
REPORT

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2022

Austin  PBS

2022 IMPACT REPORT

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.



"Our move to Austin Community College at Highland allows us to be more accessible and responsive to our diverse and changing Central Texas community."
- Luis Patiño

Pictured L to R: Austin Mayor Steve Adler, Austin PBS President & CEO Luis Patiño, ACC Trustee Dr. Nora de Hoyos Comstock, State Representative Sheryl Cole, ACC Chancellor Richard Rhodes, & Austin PBS Board Chair Ryan Nixon

LOCAL VALUE

Austin PBS is a valuable part of Central Texas' advancement.

Since 1962, Austin PBS has been a part of Central Texas, delivering programs, found across a wide array of platforms and services, that educate, entertain, and inspire.

As a PBS member station, Austin PBS holds one core value: **public media has the power to transform lives and enrich communities.**

This value is demonstrated every day as Austin PBS serves **3 million potential viewers in more than 20 Central Texas** counties by combining trusted PBS programming with community-based educational services, civic engagement opportunities, and original content reflecting and celebrating our region.

2022 KEY SERVICES

In 2022, Austin PBS provided vital local services.

Leveraging 35,000 hours of broadcast programming across four channels, Austin PBS uses **media for good**, empowering audiences with information and resources to enrich their lives and communities.

Our **commitment to education** addresses gaps in early learning, and as a trusted source for news and information, Austin PBS **tells real stories that engage the community and drive meaningful conversations.**

Utilizing our digital resources, community outreach, hands-on workshops, and special events such as screenings and town halls, **Austin PBS is creating a more educated, informed citizenry and inspiring action.**

LOCAL IMPACT

Austin PBS's local services had deep community impact.

Today, Austin PBS continues to navigate the changing landscape of COVID, but now with **a new, state-of-the-art home at the Austin Community College Highland Campus** (ACC Highland), and the new possibilities it opens, the station is poised to have an even greater community impact.

There is no more important time than now as we all work to rebuild connections and community following a difficult and uncertain time.

Moreover, as our region continues to grow in population and popularity, Austin PBS will **strive every day to connect our people to places, resources, experiences, and one another** both in times of calm and crisis.



2022: A Year in Review

For Austin PBS, 2022 was a year marked by milestones.

In March, the station welcomed [Luis Patiño as its CEO](#), a seasoned media professional who held various leadership roles for 25 years at Univision, a Spanish-language media company. With new leadership in place, the station looks forward to strengthening its position at the forefront of PBS member stations as a leading producing station, creating and nationally distributing educational, entertaining, and inspiring programming and services for, about and with our Central Texas community.

In August, Austin PBS opened the doors to its brand new, state-of-the-art home — the [Austin Media Center at ACC Highland](#). The Austin Media Center serves as Austin's newest community showplace, a base from which Central Texans can gather, learn, share, and create, as well as a platform for expanded and innovative public media initiatives aimed at creating an even greater impact in the community through children's education and media, student learning and internships.

In the fall, [Austin PBS expanded its storytelling](#), adding more local content in the areas of health, climate and environment, and humanities for 2023 and enriching an already robust portfolio of education, arts and culture, and news and public affairs programming. Legacy programs like *Austin City Limits*, *Central Texas Gardener*, and *Overheard with Evan Smith* continue to spotlight and celebrate the diverse region we call home — from its entertainment and tech scene, arts, and cultural communities, to its rich and diverse history.

With the community's continued support, we look forward to creating more quality local content to complement our diverse programming.



Austin PBS Welcomes Luis Patiño

On March 23, 2022, Luis Patiño joined Austin PBS as its new President and Chief Executive Officer. With over 25 years of media experience and mission-focused leadership, Patiño oversees the operations of Austin PBS as an organization that informs, entertains, and bridges communities in Central Texas and beyond. He previously served as President and General Manager of Univision Media Group in Los Angeles. Prior to moving to California, Patiño served as the Vice President and General Manager of Univision in both Austin and San Antonio.

"I am so impressed with Luis' experience and deep involvement with empowering and educating communities through media," said Ryan Nixon, Austin PBS Board Chair. "As a leader who is intentional about diversity, community and challenging the status quo, we could not be more excited to have him join the team as our new CEO."

Patiño is a seasoned media executive with a purpose-driven process. His areas of expertise include product development, having created several long-lasting community initiatives in the areas of civic engagement, entrepreneurship, higher education, and youth sports. Other areas of focus have been news production and consumer marketing as well as community impact in digital media, radio, and television.

Patiño served on the Austin PBS Board from 2013-2015. "As a former member of the Austin PBS Board, it is an honor to join this organization as the new CEO to continue serving communities with purpose," said Luis Patiño, CEO of Austin PBS. "I believe in the power of public media, which harnesses opportunities for more diversity, strategic thought, education, and community engagement. That mission also aligns with the new vision for Austin PBS: to serve the public using media that educates, inspires, entertains, and reflects a variety of perspectives. I look forward to what the future holds for Austin PBS."



60th Anniversary and Grand Opening

In August 2022, coinciding with the station's 60th anniversary, Austin PBS welcomed the Central Texas community into its new home and largest ever 12G facility in the U.S. — the Austin Media Center.

The Austin Media Center, a 45,000 square foot state-of-the-art facility located within the redeveloped and revitalized Highland Mall, now the Austin Community College Highland Campus, is one of the most unique and energizing spaces in Austin.

Serving as a base and platform from which Central Texans can gather, learn, share, and create, the Austin Media Center consists of the following key features and spaces:

Atrium/Gallery and Event Space: An expansive three-story atrium coupled with flexible event space with 4,800 combined square feet and a 300+ capacity.

Pfluger Keller Community Soundstage (Studio A): Showcasing live broadcasts, tapings, film screenings and community forums inspired by PBS content with 6,600 square feet and a 400+ seating capacity.

Studio C (A Gift from Luci Baines Johnson's Family with Hope for Tomorrow): Additional studio space designed to support new production formats and creative collaborations with 1,500 square feet.

St. David's Foundation Community Conference Suite: Event and meeting space, including a large community room and four conference rooms of varying sizes, available for nonprofit and community partners with a 100+ capacity.

Throughout the 3-day Grand Opening in late August, thousands of children and families were able to learn more about Austin PBS, explore our new home, experience the station's community programming, and have fun interacting with their neighbors.



Education

Because of Austin PBS's longstanding work supporting educators, parents, caregivers, and children with research-based, educational media and programs, Austin PBS received a \$250,000 challenge grant from the Lola Wright Foundation. Successfully matched by the community, all funding helped to launch the station's Educational Media Center (EMC), a new strategic initiative resulting from the historic move and growing partnership with ACC.

The EMC is the first-of-its-kind virtual and physical site for the distribution of trusted and proven PBS educational media and guidance on its effective uses. Blending an array of new and proven educational programming and services, the EMC connects educators, parents, caregivers, and children, and provides a fun and welcoming space to gather for family workshops, professional learning, creative play and more.



News & Public Affairs

During 2021-2022, [Decibel](#) reported from Del Valle, producing nearly 50 articles and news videos on community issues of importance, such as healthcare, politics, education and more. Through six community listening and feedback sessions, with nearly 100 Del Valle residents participating, Decibel went beyond one-dimensional, stereotypical coverage and provided a fuller picture of the community's lived experience.

Following Austin PBS's Community Advisory Board selection of Pflugerville for the next community reporting in 2022-2023, Decibel commenced listening sessions and the first stories were produced this past summer. Decibel is continuing its reporting of Pflugerville in 2023 and we look forward to providing a comprehensive look at this work next year.



Arts & Culture

Celebrating its 48th year in 2022, [Austin City Limits](#) (ACL) offered viewers unparalleled access to featured acts in an intimate setting that provided a platform for artists to deliver inspired, memorable, full-length performances.

The longest-running music series in American television history, ACL showcases popular music legends and innovators from every genre. In addition to being honored by the Rock and Roll Hall of Fame and Museum, ACL is the only television program to ever receive the National Medal of Arts.





Educational Media Center

Austin PBS's Educational Media Center (EMC) combines PBS KIDS programming with on-the-ground, educational services to improve early learning and school readiness. Together, our efforts result in [parents/caregivers, formal/informal educators, and learners of all ages having anytime, anywhere access to research-based, media-rich educational resources and tools](#), and through the station's community outreach and training, increased knowledge of how to use them effectively.

The EMC includes proven community-based programs — Play to Learn and Ready to Learn — designed to improve school readiness, learning outcomes and career connection. Additionally, Austin PBS regularly creates and distributes original TEKS-aligned digital content and curriculum resources through PBS Learning Media, a comprehensive media-on-demand digital content library that offers PreK-12 classrooms a flexible way to integrate media into daily instruction.

In late 2021, Austin PBS began delivering play-based instruction and training to ensure that childcare providers and educators in higher needs communities had the resources needed to deliver quality early learning for Central Texas families, especially in the post-pandemic rebuilding of the childcare system.

As part of this effort, [Austin PBS conducts trainings and regular visits with early childcare providers and the families they serve to connect them to free PBS KIDS resources](#), including digital media and curricula. The goal is to introduce and foster strategic media practices and digital literacy as critical elements in raising contemporary youth.

Annually, Austin PBS devotes 10,000+ hours on-air, of a total of 35,000 broadcast hours to PBS KIDS programming focused on key readiness concepts, including STEM, literacy, critical thinking, and social and emotional learning. PBS KIDS, #1 ranked educational media brand, leverages the full spectrum of media and technology, including games, apps, and hands-on activities to build knowledge, critical thinking, imagination, and curiosity, and equip children for success in school and life.

Educational Outcomes in 2022:

- 255 educational workshops
- 10 community learning events
- 1,333 books and 211 tablets distributed
- 3,160 individuals served



Decibel & ATX Together

As the region's only community-supported, locally owned public media station, Austin PBS not only has the ability, but the responsibility to convene our community around issues of importance, going beyond television to share knowledge, foster understanding and build connections.

The maxim, as local news goes, so goes citizen engagement — a guiding principle of Austin PBS for many years.

Today, the station's enduring belief is reflected in our local news and public affairs initiatives — Decibel and ATX Together — through which Austin PBS delivers quality local news that informs, shares diverse voices, encourages collaboration, and empowers viewers to hold civic institutions accountable.

Decibel

For the 2022 midterm elections, Decibel deployed a Citizen's Agenda model of election coverage, focusing on what local voters wanted the politicians to talk about instead of focusing on talking points put forth by politicians. Decibel fielded viewers' questions and addressed specific voting concerns through three main projects: ATX Decides: Austin Mayoral Forum; Decibel Pflugerville elections; and Voting FAQs.

Decibel Election Coverage Outcomes in 2022:

- 38 on-camera interviews
- 470 election postcards distributed
- 15 unique pieces of content created specific to our community's voting needs

ATX Together

Since 2021, Austin PBS and Leadership Austin have collaborated to present [ATX Together: The Engage Series](#), providing well-rounded and thought-provoking conversations about complex issues impacting the health of our community.

In 2022, discussions were held virtually, presenting issues such as racism, human trafficking, mental health, and workforce challenges from multiple angles and within the context of the community at large. By bringing thought leaders and decision makers together for informed and inclusive discourse about the issues, participants are given a clear call-to-action to find collaborative solutions and get involved.

ATX Together Outcomes in 2022:

- 6 virtual convenings
- Accessible live through Facebook Live and on-demand through downloadable video and audio recordings
- Open to the public and an ideal introduction to Leadership Austin and Austin PBS programming.





Austin City Limits

Austin City Limits Season 48

Austin City Limits' (ACL) fourteen-episode Season 48 premiered on broadcast October 2022 with standout performances that were taped throughout the year, including Japanese Breakfast, Arlo Parks, Sylvan Esso, Lucius, Allison Russell, Parker McCollum, The Weather Station, Cimagfunk and The Tribe, Nathaniel Rateliff & The Night Sweats, Adia Victoria, Adrian Quesada, The War on Drugs, Pavement, Maren Morris, Spoon and more.

Other artists included celebrated singer-songwriter and six-time Grammy Award recipient Brandi Carlile, ACL veteran and Americana great Robert Earl Keen, 2022 Grammy Best New Artist nominees Japanese Breakfast and ACL Hall of Famer Lyle Lovett joined by his iconic Large Band.



Austin City Limits Hall of Fame

The eighth annual Austin City Limits Hall of Fame (ACL HoF) once again celebrated the music and the mission of public television, honoring a new class of inductees — a pair of American originals: superstar singer-songwriter Sheryl Crow and legendary Texas music pioneer Joe Ely. The subject of an acclaimed documentary entitled Sheryl, Crow appeared on ACL in two full-hour episodes in 1997 and 2004 and co-hosted the ACL 40th anniversary special. Ely has appeared on ACL eleven times: as a headliner in 1980, 1985, 1991, 1996 and 2000, with the Flatlanders in 2002, with Los Super 7 in 1999, with the touring aggregation of himself, Lyle Lovett, John Hiatt, and Guy Clark in 2008, and as a guest of Kevin Welch in 1992, of Ryan Bingham in 2009 and with Steve Earle and the Dukes in 2019 as part of their Guy Clark tribute.

Music greats Brandi Carlile, Jason Isbell, Mavis Staples, Brittney Spencer, Marcia Ball, Jimmie Dale Gilmore, and Butch Hancock took part in saluting Crow and Ely with one-of-a-kind music performances and tributes.



In 2014, Austin PBS established the ACL HoF to recognize legendary musicians and key individuals who have been instrumental in making television's longest-running popular music show an institution. The ACL HoF is a historical archive, educational resource and celebration of ACL and the Austin spirit, capturing milestones in the history of the show and celebrating the performers who have graced its iconic stage. The annual ACL HoF Induction and Celebration is Austin PBS's largest fundraising event with performances taped for broadcast on PBS stations nationwide.

Celebrating Central Texas

Local documentaries, like *Juneteenth Jamboree* and *Anderson Yellow Jackets*, unite audiences and connect generations by telling our region's unique history, cultures, and perspectives.

Juneteenth Jamboree

Juneteenth Jamboree is a celebrated local Austin PBS production now in its 14th season. This program commemorates Emancipation Day, a holiday with Texas origins that celebrates the end of slavery on June 19, 1865.

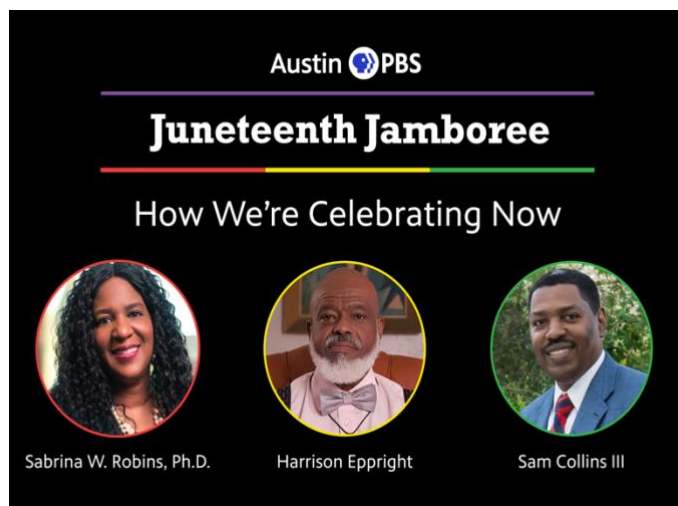
Premiering in June 2022, *Juneteenth Jamboree: How We're Celebrating Now* presented the history of the federal holiday and its meaning, the continuation of modern-day recognition efforts and how a former sundown town has developed community through their own celebration.

Central Texas Gardener

One of the longest-running Austin PBS productions, *Central Texas Gardener (CTG)*, is a much-loved program featuring studio segments and content filmed in local gardens and green spaces. Viewers of all ages learn how to tackle a variety of fundamental and advanced gardening skills to grow healthy plants, conserve water and use ecology to make a difference in their own yards.

In fall 2022, *CTG* returned to broadcast with Season 28, featuring eight new episodes providing design inspiration, hands-on how-tos and behind-the-scenes tours of Texas gardeners at home.

CTG currently airs in these Texas communities and surrounding metropolitan areas: Austin, Dallas, Houston, San Antonio, El Paso, Corpus Christi, Amarillo, Midland-Odessa, Lubbock, and Waco. Additionally, *CTG* reaches communities in 10 states, including New Mexico, Arizona, Kansas, Louisiana, Oklahoma, West Virginia, Ohio, Kentucky, Arkansas, and Rhode Island. And the program's digital properties are drawing in a whole new audience on platforms like PBS Passport and YouTube.



Showcasing the Work of Local Arts Organizations, Producers & Filmmakers

As both creators and distributors of original content, Austin PBS serves as a presenting station for local content creators and producers. These are some of the documentaries and programs that reflect the uniqueness, creativity, and culture of Central Texas with audiences near and far.

Blackademics Television brings together top Black Studies scholars, activists and community leaders who share projects and research focused on education, performance, and empowerment. Season 9 focused on issues that became even more pressing due to COVID: healthcare disparity, medical equality, physician shortages and black underrepresentation, first responder trauma, health equity versus diversity, and vaccine demography.

Canine Soldiers: The Militarization of Love explores the intimate bond between Military Working Dogs and their combat soldier handlers

Charlie Bee Company, a series about a wild Texas beekeeper who rescues Africanized honeybees from desperate and dangerous situations, spreads awareness about bees, one sting at a time. Each hour-long episode educates and inspires viewers about the nature of bees, ranging from their fascinating anatomy to deadly group aggression and surprising hive intelligence.

Citizens at Last celebrates the persistence of Texas suffragists to organize and win the vote for women. The documentary explores the strategic role Texas women played in the national suffrage movement and exposes the pro-Jim Crow policies of the anti-suffragists who stood in their way. "Citizens at Last" shows the crucial role Texas women-white, Black, and Latina- played in the long struggle for equal voting rights.

Community First: A Home for the Homeless is a documentary introducing a unique and innovative new model for transforming the lives of homeless people through the power of community.

Energy Switch brings together two renowned experts from government, NGOs, academia, and industry, with differing perspectives on important energy and climate topics, such as: Could solar and wind power our future? Or could hydrogen be the dominant energy source? Should we have more or less nuclear power? How should we respond to climate change? What policies most effectively reduce emissions? How could we pay for them? These lively discussions and more are moderated by renowned energy scientist and communicator Dr. Scott Tinker. The show is produced, written, and directed by Emmy-winning documentary filmmaker Harry Lynch, creator of the celebrated PBS series “Great Performances: Now Hear This” and “Stories of the Mind.”

Koo-Hoot Kiwat: The Caddo Grass House depicts a Caddo tribal elder who returns to his ancestral homeland to direct construction of a traditional grass house.

Origins of a Green Identity explores Austin’s earliest efforts to preserve Barton Springs and Barton Creek, and ultimately to create a city with publicly accessible green spaces along Austin’s waterways throughout the city.

Preludes/Beginnings Whispers of the past and present come together in the dark in this haunted, Emmy-nominated dance film.

Take Pains, Be Perfect In an historic Texas barn, in the heat of midsummer, a visionary English professor has been teaching Shakespeare through performance for half a century. His program has inspired generations of students and has profoundly influenced their lives in unexpected ways.

The Lost Grave of James Coryell Archaeology, technology, and the memories of a formerly enslaved man guide a journey into the past. A combination of legend, science, and discovery work in tandem to uncover the mysterious resting place of James Coryell, Texas Ranger.

Austin PBS Management Team

President and Chief Executive Officer, Luis Patiño
Chief Financial Officer, Elizabeth Perch
Chief Operating Officer, Lori Bolding
Chief Content Officer, Sara Robertson
Chief Technology Officer, Chris Ostertag
Chief People & Culture Officer, Oliver Rowe
Chief Community Impact Officer, Priscilla G. Cortez
General Manager, ACL Enterprises, Tom Gimbel

Austin PBS Community Advisory Board (CAB)

CAB Officers

Chair, Erin Waelder, Austin Theatre Alliance - Paramount & Stateside Theatres
Vice Chair, Marisol McDaniel, Texas Health and Human Services Commission
Secretary, Emily Ricci, Community Volunteer

CAB Members

Talib Abdullahi, Tito's Handmade Vodka
Emafely Amador, Univision
Sarah Anwar, Harmony Public Schools
Shannon Bieberdorf, Community Volunteer
Pei-San Brown, Ballet Austin
Stephanie Cerda, Austin ISD
Gabriel Estrada, Austin Voices for Education and Youth
Hani Farid, Community Volunteer
Beverly Hamilton, 3 Day Startup
Adam Hootnick, Film Director & Producer
Jolie Jennings, Liberty Hill ISD
Amy Jordan, Murpho's Publishing
Stacey Kaleh, Texas Council for Developmental Disabilities
Laura Legett, Community Volunteer
Alonso J. Lujan, Filmmaker
Joanna McDonald, St. Edward's University
Regine Malibiran, Six Square
Gemma Marangoni Ainslie, Psychologist and Psychoanalyst
Melissa Ortiz, Capital Metro
Rick Perkins, Texas actor, writer, director, producer, and singer- songwriter
Amanda Quraishi, Texas Association of School Boards
Judith Rhedin, UT Austin Texas Performing Arts (retired)
Maria Rivera, Facebook
Artemio San Martin, Dell
Pooja Sethi, Immigration Attorney/Activist
Jim Susman, STG Design
Katherine Watson, The Settlement Home for Children

Austin PBS Board of Directors

Board Officers

Chair, Ryan Nixon, Nixon Capital LLC
Vice Chair, Nancy Pollard, Friends of the Children Austin
Treasurer, Ryan Dalton, Parsley Energy
Secretary, Myra Leo, Husch Blackwell Strategies

Board Members

Ryan Atlas, Vista Equity Partners
Tom Ball, Next Coast Ventures
Christian Barnard, KungFu.AI
Alka Bhanot, Indie Meme
Louis Black, Louis Black Productions
Rudy Colmenero, Vacek, Kiecke & Colmenero, LLP
Debra Day Floyd, Civic Volunteer
Marianne Dwight, Strategic Insight Group
Parisa Fatehi-Weeks, Indeed
Sherrie Frachtman, Civic Volunteer
Lisa Fritsch, Dell Technologies
Vanessa A. Gonzalez, Bickerstaff Heath Delgado Acosta LLP
Julie Herrera, Toyota of Cedar Park
Don Ross Hewlett, Don Hewlett Chevrolet Buick Hummer
Jonathan Levy, Brown Advisory
Nan McRaven, McRaven Associates Consulting
Ray Martinez, Texas Association of Community Colleges
Amy Wong Mok, Asian American Cultural Center
Bob Morse, Strattam Capital
Elizabeth Nash, Chuck Nash Chevrolet Buick GMC
Milam Newby, Vinson & Elkins
Elizabeth "Libby" Nezda Orr, AT&T
Emilio B. Nicolas, Jackson Walker, LLP
Janine Reintjes, Civic Volunteer
Catherine Robb, Haynes and Boone, LLP
Shuronda Robinson, Adisa Communications
Sergio Rodríguez, The Hector and Gloria López Foundation
Victor Saenz, UT Austin
Brad Schlosser, Schlosser Development
Krishna Srinivasan, LiveOak Venture Partners
Robert Strauss, Peak Rock Capital
James Taylor, Vianovo
Gavin Villareal, Baker Botts LLP
Carol Wagner, Prized Bits & Pieces
Frank P. Ward, III, Maverick PAC
Dr. Craig Watkins, UT Austin
Matt Winkler, Civic Volunteer

2022 Community Events

* Indicates virtual event

January

ATX Together: Engage Series - Normalizing Mental Health and Grief in the Workplace*
Decibel Del Valle Listening Event*

February

ATX Together: Engage Series - Lessons Learned from Workplace Anti-Racism Trainings*
PBS KIDS Ready... Set... Learn! *

March

ATX Together: Engage Series - How Have Artists and Creatives Been Faring Throughout the Pandemic? *

April

ATX Together: Engage Series - Beyond Call Out Culture: How Do We Hold Each Other Accountable? *
Community Advisory Board Meet & Greet with New CEO
Decibel Listening Event - Pflugerville
ACL Taping: Arlo Parks
ACL Taping: Japanese Breakfast
ACL Taping: Robert Earl Keen
Leadership CEO Welcome Event

May

ACL Taping: CimaFunk and The Tribe
ACL Taping: Sylvan Esso
ACL Taping: Allison Russell
ATX Together: Engage Series - Impacts of Human Trafficking in Our Region*

June

Decibel Del Valle Celebration
ACL Taping: The Weather Station
ATX Together: Engage Series - Hiring Challenges, Trends and Strategies in Central Texas*
Juneteenth Jamboree*

Community Events (cont'd)

July

ACL Taping: Brandi Carlile
ACL Taping: Lucius

August

ACL Taping: Lyle Lovett and the Large Band
Grand Opening: Campaign Dinner
Grand Opening: Major Donor Preview Night
Austin PBS Community Grand Opening

September

ACL Taping: Parker McCollum
Client Event: St. David's Board Meeting
"Lies, Politics and Democracy" FRONTLINE Screening, Filmmaker Discussion & Reception
ACL Taping: Jackson Browne
ACL Taping: St. Vincent

October

Austin City Limits Hall of Fame Induction & Celebration
ACL Taping: Adia Victoria
ACL Taping: Nathaniel Rateliff & The Night Sweats
ACL Taping: Spoon
ACL Taping: The War on Drugs
ACL Taping: Pavement
ACL Taping: Adrian Quesada
ACL Taping: Maren Morris

November

Healthy Perspectives: Caring for Caregivers*
Decibel Pflugerville Listening Event*
Long Center Business Arts Council Reception
ATX Decides: Austin Mayoral Candidate Forum

December

ATX Decides: Austin's Next Mayor
Holiday Posada

2022 Community Partners

A Child's Exploratorium
 AARP
 ABCs and 123s Infant and Child Care Center LP
 Allies Against Slavery
 American YouthWorks
 Andy Roddick Foundation
 Any Baby Can
 Ascension Seton
 Asian American Resource Center
 Austin Area Urban League
 Austin Association for the Education of Young Children
 Austin Asian American Film Festival
 Austin Asian Chamber of Commerce
 Austin Bat Cave
 Austin City Limits Music Festival
 Austin City Limits Radio
 Austin Community College
 Austin Community Foundation
 Austin Family
 Austin Film Festival
 Austin Film Society
 Austin Independent School District
 Austin Monitor
 Austin Public Library
 Austin Public Library Foundation's Badgerdog
 Austin Shelter for Women and Children
 Austin Voices for Youth and Education
 AVANCE
 Bastrop County Cares
 Bob Bullock Story of Texas Museum
 BookSpring
 Boys and Girls Clubs of the Austin Area
 Capital Metro Child Development Center
 CARTS
 Catholic Charities
 Cedar Park Toyota
 CEI Preschool Spanish Immersion
 Cen-Tex Family Services
 Central Texas Food Bank
 Central Texas Juneteenth Committee
 Child, Inc.
 Children's Town Center
 City of Austin
 Chorus Austin
 Communities in Schools of Central Texas
 CommUnity Care
 Color of Austin Counseling
 Courageous Conversation®
 Creative Action
 CultureMap
 D. Gandhi Communications
 Del Valle Community Coalition
 Del Valle ISD
 Dell Children's Medical Center
 Dobbin-Kauv Garden Farm
 East Travis Gateway Library District
 First Class Child Development Center
 Foundation Communities
 Friends of the Children

Community Partners (cont'd)

Dell Children's Medical Center
 Dobbin-Kauv Garden Farm
 East Travis Gateway Library District
 First Class Child Development Center
 Foundation Communities
 Friends of the Children
 KUT
 L2E Industries
 LBJ Presidential Library
 Leadership Austin
 Leander ISD
 Learn All the Time Texas
 Lifeworks
 Manor ISD
 Manos de Cristo
 Meadows Mental Health Policy Institute
 Mexican American Cultural Center
 National Alliance on Mental Illness
 New Beginnings Child Development Center
 Office of the Mayor of the City of Austin
 Paramount Theater
 Parents as Teachers
 People's Community Clinic
 Pflugerville Food Bank
 Pflugerville ISD
 Pflugerville Public Library
 Pines Play School Learning Center
 Ray-E Foundation
 Rosie's Daycare #3
 Round Rock ISD
 SAFE
 Safe Kids Austin
 Saffron Trust Pflugerville Site
 Salvation Army
 San Marcos Chamber of Commerce
 San Marcos ISD
 Seek and Say Enrichment Daycare
 Side by Side Kids
 Silicon Labs
 St. David's Foundation
 St. Edwards University
 St Gabriel's Pregnancy and Parenting Program Summer
 State of Texas
 Sunshine Cottage Preschool
 Sweetpea Learning Center
 Texas Association for the Education of Young Children
 Texas Book Festival
 Texas Monthly
 Texas Tribune
 Texas Workforce Commission
 Thinkery
 TIP Strategies
 Todos Juntos
 Tree House Early Learning Center
 Two Steps Ahead Learning Center
 United Way of Greater Austin
 University of Texas at Austin
 Univision

35,000 hours of the best of PBS and award-winning local programs delivered across four broadcast channels.

An average of **500,000** viewers tuning in weekly for quality programming dedicated to children, arts, culture, humanities, news, public affairs and more.

4,000+ PBS and local shows available on-demand through the PBS Video App.

50 in-person and virtual community-based events held with nearly **30,000** attendees (500 virtual).

35,000 station members providing generous support programming and operations.

3,100 individuals served through **255** educational workshops, **10** events, **1,333** books, and **211** tablets.

33,000 Facebook, **40,000+** Twitter, and nearly **8,000** Instagram followers and **22,500** YouTube subscribers.



Looking Ahead

While the COVID pandemic, and its varying levels of isolation, challenges the ways in which Austin PBS achieved its public media mandate, it did not alter [our 60-year commitment to the community](#). During this extraordinary time, Austin PBS remained steadfast in helping meet the needs and desires of Central Texans, serving as a trusted source of information about the health crisis, providing quality education resources in response to learning disruptions and delivering enriching content to bring our communities together.

The community was then, is now, and always will be our [greatest priority and source of inspiration](#).

Today, Austin PBS continues to navigate the changing landscape of COVID-19, and now with a new, state-of-the-art home, and the new possibilities it opens, the station is poised to have an even greater community impact.

There is [no more important time than now](#) as we all work to rebuild connections and community following a difficult and uncertain time.