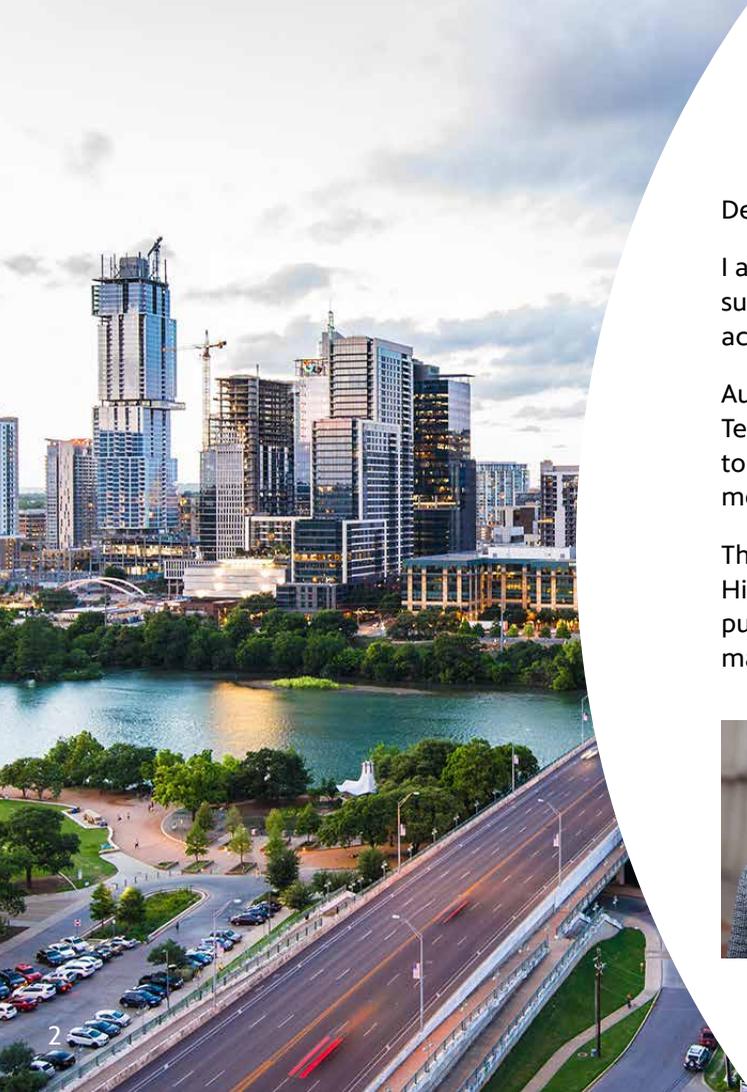




Austin  PBS

YOUR IMPACT

2019



Dear Austin PBS Donor:

I am proud to present this year's Impact Report from Austin PBS. As a supporter myself, it is exciting to see the work the staff has been able to accomplish over the last year – made possible by your investment.

Austin PBS is fiercely committed to the citizens of Austin and Central Texas. Our vision is to enrich lives and transform communities. Thanks to you, we are a leader in public media with a daily focus on making a meaningful impact in our community.

The station's move to our new home at Austin Community College Highland campus in 2020 will allow us to create a new generation of public media with a new standard for community impact. Our work is made possible by viewers like you. Thank you for your support.



Very truly yours,

Laura H. Beckworth

Austin PBS Chair 2019-20

Using the Power of Media for Community Good

Like you, Austin PBS is inspired to make a difference in this vibrant city we call home. And we do that in ways that only public television can.

As experts in learning media, Austin PBS connects educators, families and youth to research-based content and resources focused on school readiness and skill development.

As masters of in-depth storytelling, Austin PBS examines critical community issues and highlights successful solutions to some of the region's most pressing concerns.

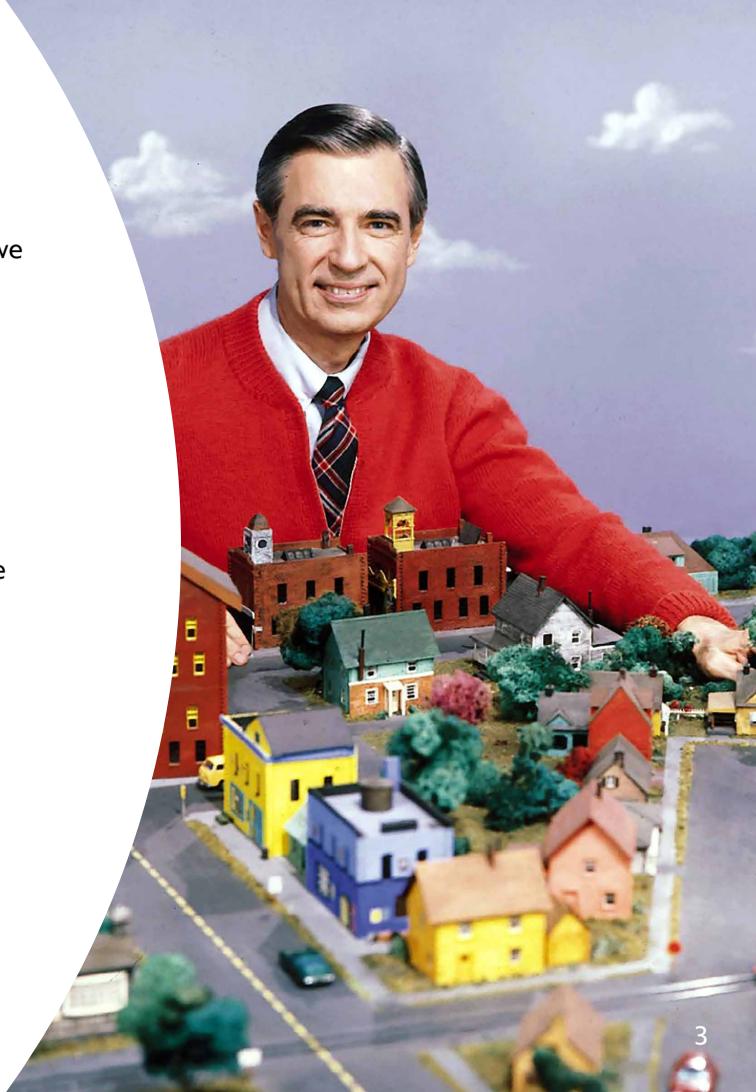
As collaborators, Austin PBS brings together the broader community in a variety of ways to engage in meaningful conversations and encourage respectful dialogue.

By leveraging the power of media across platforms and on the ground in our community, Austin PBS is changing lives and transforming communities.

MORE THAN
35,000 HOURS
OF PROGRAMMING
PRESENTED ANNUALLY ON
FOUR BROADCAST CHANNELS
AND MORE THAN **8,000 HOURS**
ON AUSTINPBS.ORG



MORE THAN
41,000 PEOPLE
ATTENDED AUSTIN PBS
EVENTS, TAPINGS OR
SCREENINGS IN 2019





MORE THAN
300 CHILDREN
CONNECTED TO
LEARNING MATERIALS



OUTREACH FOR
**14 COMMUNITY
PARTNERS**



150+ ADULTS
LEARNED ABOUT
**SMART SCREEN
TIME**



Connecting Community Partners with Resources

This past summer, Austin PBS supported 14 members of Learn All The Time (LATT) as a fellow Summer Learning Investment Hub grantee.

All of the Summer Learning Investment Hub partners have a commitment to serving low-income youth with learning experiences that are distinctly summer friendly. While our role with each varies, Austin PBS partners with these programs to optimize the use of educational media to promote learning beyond the classroom.

Austin PBS's expertise complements the work of other summer learning programs in two key ways. We help instructors find high-quality, developmentally and age-appropriate media that supports their learning objectives and we educate families about ways to limit learning loss once summer camps are over through Smart Screen Time®/La Pantalla Inteligente® presentations.

“We truly appreciate the support that [Austin PBS] has offered our program,” said Addie Kohlmetz, Camp Director at UTeach Outreach at The University of Texas. **“The online PBS LearningMedia Summer Resources page has been a huge source of support for UT PREP instructors and students alike.”**

Amplifying Solutions to Regional Concerns

In August 2019, Austin PBS's *Decibel* aired a half-hour broadcast recapping our month long coverage on homelessness. The station was overwhelmed with local response.

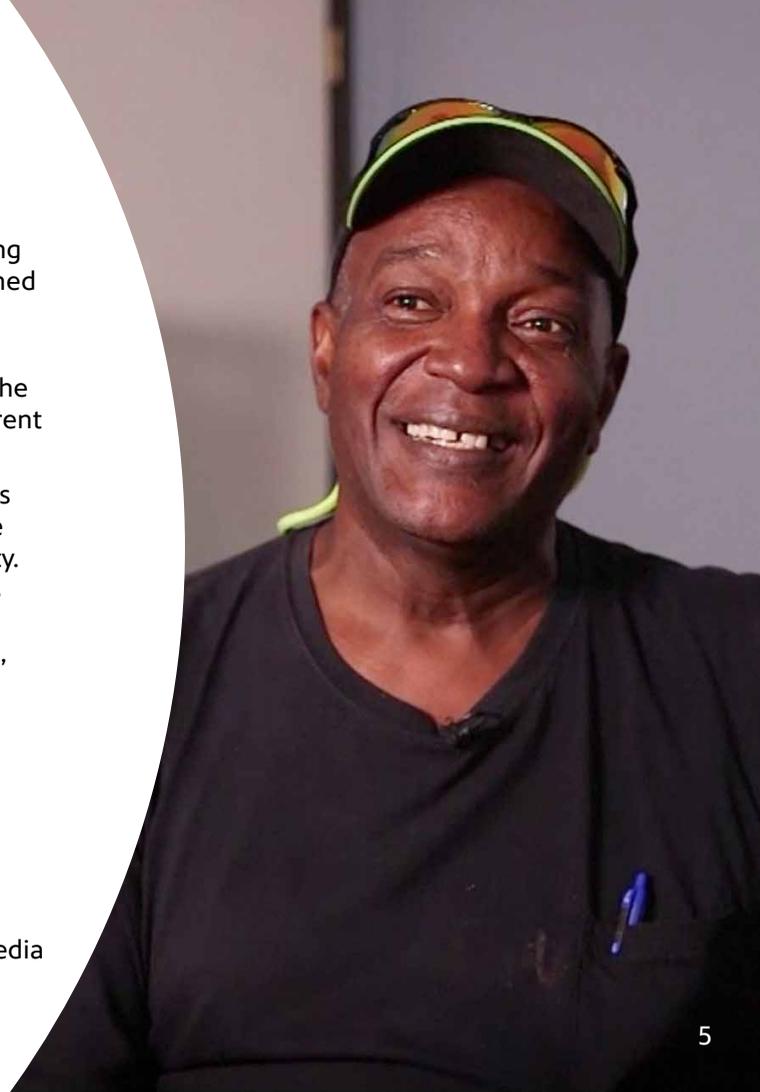
As a reflection of the station's commitment to quality news reporting in the digital age, *Decibel's* mission is to help the community understand the crucial issues that matter and focus on solutions while presenting different perspectives and a variety of voices.



DECIBEL PRODUCED SEVEN
BROADCAST SPECIALS,
106 LIVESTREAMS
AND 59 PRODUCED PACKAGES
IN 2019

To provide in-depth storytelling, *Decibel* meets with nonprofits to see some of the innovative ways they're helping people in our community. Profiles on organizations like The Other Ones Foundation, highlighting their work to help provide jobs and community to the homeless, and short educational videos like "6 Ways to Help the Homeless" inspired viewers to take action.

"I just want to tell you how much I personally appreciate the thoughtful care and mindful tone of *Decibel's* programming," said Brittany Baize, Development & Communications Director of Family ElderCare. "Most of what we hear on the news is negative fire and brimstone; but really amazing work is happening in our city every day, and it can continue happening when we get community buy-in thanks to the support of media partners like yourself."





“It was an exciting opportunity to participate in the *ATX Together: Disability and Employment*. This segment brought much needed awareness to the community on the barriers that exist surrounding disability and employment.”

— Dr. Mary Van Haneghan, Executive Director, The Arc of the Capital Area

Bringing Central Texas Communities Together

To broaden conversations and encourage respectful dialogue, Austin PBS reaches out to our neighbors—from grassroots groups to community leaders.

In September 2019, *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 aired in October in recognition of National Disability Employment Awareness Month as part of *ATX Together*.

Participants included people with disabilities, representatives from the State of Texas, the City of Austin, local companies, nonprofits and interested community members. This conversation shed light on some of the challenges faced by people with disabilities when looking for meaningful employment and offered hope with success stories and resources.

AUSTIN PBS’S SIGNATURE SERIES



ATX TOGETHER



AUSTIN REVEALED

BLACKADEMICS TELEVISION



Juneteenth Jamboree

OVER HEARD WITH EVAN SMITH

We're
moving.
Forward.



Celebrating Austin and Central Texas

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.

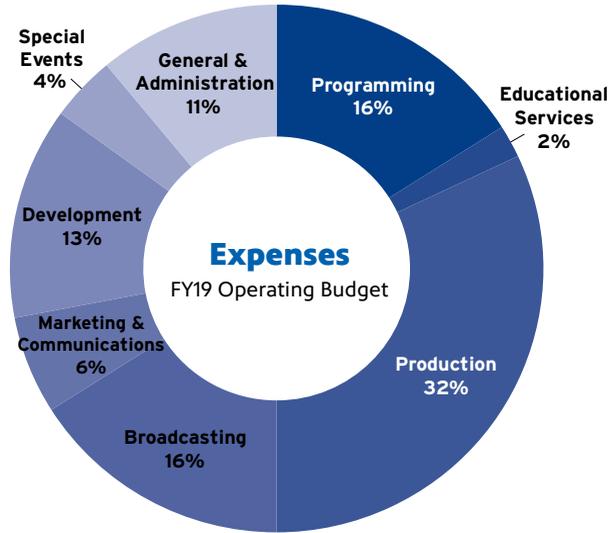
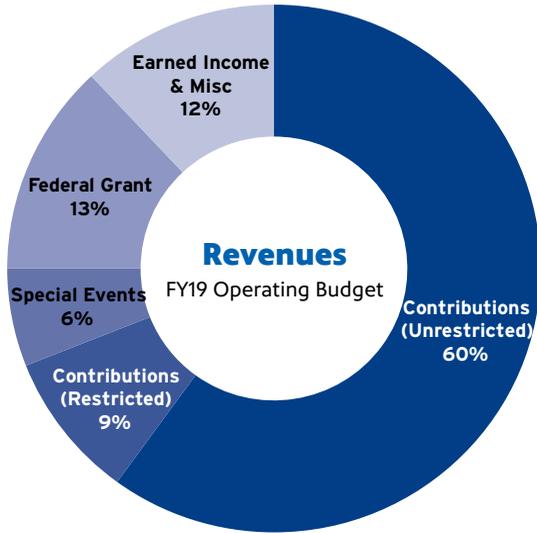
Austin PBS is moving to a new facility at Austin Community College's Highland Campus. With this move, Austin PBS begins a new and deep collaboration with ACC, offering previously unimagined opportunities for both organizations, including:

- Giving the next generation of digital storytellers a robust, innovative platform, focused intensely on community and positive solutions
- Bringing resources to teachers and families to ensure they have the tools to create engaging learning opportunities
- Creating a new home for community events and gatherings, helping Austin PBS be more visible, accessible and flexible to enhance our service to the community
- Working together to tell Austin's story to the world, and vastly expanding the information delivered to Central Texans focusing on creating a new generation of public media with even greater impact

As we move forward in 2020, Austin PBS has a chance to scale our impact in ways that were previously unimaginable. And we can't wait to better serve you and the Central Texas community for generations to come!

Your Support Makes It Possible

Austin PBS's annual funding overwhelmingly comes from the Central Texas community — with only 13% coming from federal funds and over 85% from local corporations, foundations and individual donors just like you!



Your continued support will enable the power of media to have an even greater impact on the Central Texas community — thank you!

