



About Austin PBS

Since 1962, Austin PBS has been a part of Central Texas, delivering programs that educate, entertain, and inspire. As the only locally-owned and operated nonprofit public television station in Central Texas, Austin PBS uses its unique position to serve as a bridge to the community and provide essential services to 3 million potential viewers in more than 20 counties across the region.

Who is Austin PBS

As a member station of the national PBS organization, Austin PBS has been a community leader for nearly 60 years.

Austin PBS makes an intentional effort to amplify the voices of the Central Texas community, consistently looks for new ways to bring more people into the fold, and serves as an educational and entertaining resource for all.

Austin PBS Mission

Austin PBS educates, entertains, and engages 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 reflects Austin's uniqueness and creativity to the world.



Austin PBS Fast Facts:

- Previously KLRU-TV, Austin PBS
- The only locally-owned and operated nonprofit public television station in Central Texas
- Engages about 500,000 Central Texans a week
- Broadcasts 35,000 hours of curated and original programming focusing on education, the arts, culture, news, and public affairs across four channels
- Provides more than 8,000 hours of video content online at austinpbs.org and on the PBS Video App for tablets, phones and OTT devices
- Assists the community by providing credible information, understanding the needs of its audiences, supporting local education, and hosting community events
- More than 85% of funding comes from the local community
- Produces local programming including Central Texas Gardener, Austin City Limits, Decibel, ATX Together, and more

Austin PBS showcases PBS's family-friendly national programming and creates innovative local content that reflects and celebrates Austin with programs like Central Texas Gardener and Austin City Limits. With digital-first initiatives like Decibel and ATX Together, Austin PBS is committed to addressing community issues through first-person storytelling and meaningful dialogue. Leveraging the power of media across platforms and on the ground in the community, Austin PBS is also helping address critical needs in early education and advancing learning in Central Texas.

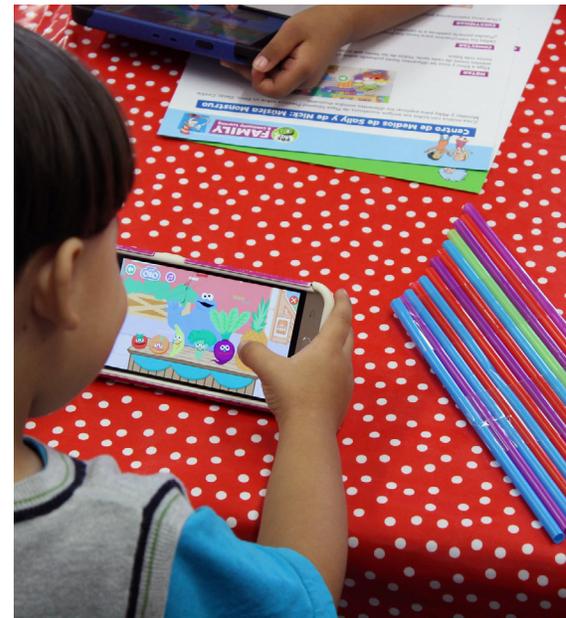
Austin PBS uses media for good to inspire thoughtful discussion and affect positive community change through programming, digital resources, outreach projects, hands-on workshops, and community events. In addition to broadcast, Austin PBS content can be streamed online through the PBS Video App or at austinpbs.org.

More than 85% of the station's funding comes from the local community. This financial support is provided by more than 30,000 community-minded individuals, businesses, and foundations.

Education & Community Outreach

Austin PBS Education

No other media organization does more to support learning than Austin PBS. Leveraging the power of media across platforms and on the ground in our community with hands-on training and workshops, Austin PBS is helping address critical needs in early education and advanced learning in Central Texas. Through content and services that parents and teachers trust — and children love — Austin PBS is leading the way in inspiring the next generation of lifelong learners and leaders.



Content & Community Engagement

Austin PBS Community-Led Journalism & Dialogue

While local media is disappearing in communities across the country, Austin PBS is committed to growing its resources for community-led journalism and dialogue. Through local initiatives like Decibel and ATX Together, Austin PBS strives to amplify community issues through the stories and lived experiences of everyday people in Central Texas and balanced conversations with community leaders.



ATX TOGETHER

ATX Together is a livestream discussion of complex regional issues with community leaders and key stakeholders. Participants share viewpoints in thought-provoking, balanced conversations to encourage further civic dialogue. ATX Together provides a safe space to bring diverse, vital voices together to look for solutions to community concerns and issues.

DECIBEL

Austin  PBS

Decibel is a community-led journalism project that seeks to amplify diverse voices in Central Texas through in-depth listening and storytelling. Stories that move beyond one-dimensional, stereotypical coverage and instead provide a fuller picture of a person's lived experience. Decibel stories seek to highlight the complex conversations happening in local communities.

Location & ACC Partnership

Austin PBS strives to be a bridge, connecting disparate groups by increasing communication and meeting people where they are. In order to better connect with Central Texas communities, Austin PBS partnered with Austin Community College to create the Austin Media Center, a new office and studio facility located at ACC's Highland Campus. Like Austin PBS, ACC places the community as its primary focus, making the partnership a natural fit. The new Highland location, a 45,000-square-foot, state-of-the-art facility provides the opportunity to more broadly engage with the community. The move allows Austin PBS to be more accessible and flexible, granting the ability to help strengthen the community's educational, social, democratic, and cultural health.



Austin PBS and ACC, together, have the opportunity to have a transformative impact in Central Texas through a shared vision to leverage the power of media for positive community change. This is a partnership like no other, with a collective presence across 20+ Central Texas counties, a reach of more than 750,000 households and 3 million viewers, and more than 70,000 college students among 11 campuses. Austin PBS will officially move to its new home on the ACC campus in 2022.

History

1962 – KLRN, the precursor station to KLRU, launches with studios in San Antonio and on The University of Texas at Austin (UT) campus.

1967 – Public Broadcasting Act signed by President Lyndon Baines Johnson

1969 – PBS Founded

1973 – UT Austin completes construction of Austin PBS's former broadcasting facility

1974 – Production begins for Austin City Limits (ACL), longest-running music performance series in TV history

1979 – KLRU begins broadcasting in the Austin area as a satellite station of KLRN, San Antonio

1987 – KLRU becomes an independent PBS station serving Austin, while San Antonio retains KLRN

1996 – KLRU.org launches

2004 – KLRU ends analog signal and begins digital broadcasting

2010 – Studio 6A designated Rock and Roll Hall of Fame landmark

2011 – ACL Live at the Moody Theater opens, the new home of Austin City Limits

2012 – KLRU 50th Anniversary

2014 – First Austin City Limits Hall of Fame induction ceremony

2019 – KLRU-TV rebrands to Austin PBS to reflect the community they serve

2022 – After 60 years of operating from the UT campus, Austin PBS will move to the Austin Media Center on ACC Highland Campus. And, will celebrate the 60th anniversary!

Educational Media Center (EMC)

Austin PBS's Educational Media Center is the first-of-its-kind virtual and physical site for the distribution of trusted and proven educational multimedia, and guidance on its effective uses. Blending an array of new and pioneering Austin PBS educational programming and services aimed at improving school readiness and learning outcomes across all ages, 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.

Media Resource Center (MRC)

Austin PBS's Media Resource Center is a physical and digital hub dedicated to the creation and implementation of public media content and services that meet community needs and spur civic engagement. As a center of excellence, the MRC brings together opportunities for next-generation experimentation, innovation, and training to ensure public media's health and future.

Meet the Team



Lori Bolding
COO & Acting CEO



Susannah Winslow
VP of Communications
& Development



Benjamin Kramer, Ph.D.
VP of Education



Sara Robertson
Senior VP of Production

Relevant Links and More Information

For more information about Austin PBS, visit <https://austinpbs.org/>



For Media Inquiries, please contact:

Courtney Bianchi

lookthinkmake
cb@lookthinkmake.com
512-765-9549 o

Lauren Fritz

lookthinkmake
lauren.fritz@lookthinkmake.com
713.882.0225 c