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

**VISION**

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

**MISSION**

KLRU'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.
When Jessica Michallick was growing up, she was bullied. She often found herself left out of classroom activities, too. Jessica is visually impaired. And there weren’t always ways for her to participate at school. Today, Jessica still remembers vividly how it felt to be excluded. But she also remembers some things that made a difference. “At the end of every episode of Mister Rogers’ Neighborhood when he would say, ‘I like you just the way you are,’ it would just choke me up every time. I felt like he was really my friend.” Following in the footsteps of Mister Rogers and other beloved shows, children’s programming on KLRU is always educational – but not just in terms of academics. PBS KIDS is also designed to benefit children socially, emotionally and behaviorally.

“I'm still a PBS kid.”

2017 LOCAL VALUE AND KEY SERVICES

KLRU is independent and community-owned public television. Each year through four distinct channels, KLRU delivers more than 35,000 hours of programming annually. Our work in Central Texas involves both the creation of content and its connection to the community, focused around three core areas:

PUBLIC ISSUES

KLRU believes strongly in taking content beyond broadcast and into the community, through public tapings, screenings, workshops or other community engagement and educational activities. KLRU inspires understanding by providing viewers with informative and impartial reporting, analysis, documentaries and forums. Local productions include Decibel, a Facebook-first reporting project; ATX Together, a series of community conversations bringing citizens and leaders together to talk about our most challenging social issues and explore solutions; and Overheard with Evan Smith, bringing viewers intimate interviews with fascinating public figures.

EDUCATION

KLRU’s Educational Services team provides support to Central Texas schools, teachers, parents and community organizations by sharing resources and conducting workshops. We are a trusted provider of PBS resources that have been shown to substantially impact learning inside and outside of the classroom. Research has demonstrated the educational value of PBS KIDS content, showing that it moves the needle on skills such as early literacy, math, and social/emotional development. Our Educational Services department also actively develops and implements unique new programs to fit the needs of Central Texas.

ARTS & CULTURE

We ensure the worlds of music, theater, dance and art are freely accessible on air and online to all Central Texans. We have been bringing Texas music to the world and the world’s music to Texas for more than forty years through Austin City Limits. Our series Arts In Context showcases Austin’s creators through documentaries, and short videos that have featured hundreds of local artists. On-air and online productions like Central Texas Gardener and Austin Revealed highlight our community’s unique cultures, personalities and perspectives.
KLRU Enriches Lives and Transforms Communities

“... to be truly local, a station must arise out of a sense of need within the community, must have roots in the community.”

—from Public Television Act, a Program for Action: the Report and Recommendations of the Carnegie Commission

This year KLRU, along with other public media, recognized an important milestone - the 50th Anniversary of the Public Broadcasting Act. In signing the Public Broadcasting Act, President Johnson expressed the hope that a new, independent, non-commercial media sector could serve as a beacon of “America's appetite for excellence” that would “enrich man's spirit” and serve the cause of education.

In the last year, as KLRU reflected on this important moment, we also re-dedicated ourselves to the promise that public media offers in an increasingly complex and fragmented society. While many things have changed since the signing of the Act, one thing is constant: our vision to enrich lives and transform communities.

In 2017 KLRU had two primary goals as we approached our service to the community:

• Better understand the needs in our community and the ways that public media can fill gaps; and
• Deepen community engagement through targeted partnerships and collaboration.

KLRU exists to provide Central Texas residents with trusted content and educational services. In 2017, our focus was expanding our news and public affairs reporting and deepening our commitment to helping children get ready for school. Behind our work this year we were guided by promise of the Public Broadcasting Act to “serve everyone – regardless of their income, race, beliefs, or party--and lift our eyes and hopes to a brighter future.” This ideal lives on in public media today and indeed at KLRU. And these words from the Act served as a guiding principle for KLRU this year:

“... it is in the public interest to encourage the development of programming that involves creative risks and that addresses the needs of unserved and underserved audiences.”

In this report you will see how our focus on local presence and to more closely connect with viewers/members by better addressing local community issues resulted in new initiatives in news and public affairs and education. Our work is based on listening to, and reflecting on, issues that shape our community while providing resources and tools to other organizations to help them achieve their goals.
In 2017, KLRU set to work creating a new model of the public square while responding to a community desire for information and civil dialogue. KLRU annual surveys found that 64% of our members wanted to see more local news and public affairs programming. Knowing that our audience is increasingly mobile and social, and underscoring our mission to “provide distinctive media experiences that matter,” we also wanted to use new platforms to engage non-traditional audiences while still serving our core viewers.

The result is Decibel - an innovative news and public affairs project. The premise of Decibel is to include the community in the storytelling process. Using a Facebook-first strategy, this reporting project engages the community to help identify story ideas and to seek different perspectives on important issues. Each week KLRU creates several short video segments designed to provide context and background on current issues and spark continued discussion. Videos end with a call to action, poll or conversation prompt. Examples include:

- **The Right to Assemble in Central Texas** - A two-minute exploration of how marching for a cause has impacted local history, and an invitation for viewers to share their opinions and experiences with protest.

- **TX Lege: 85th Session Explainer** - A 90-second introduction to the major players and top issues in this legislative session, finishing with an invitation for viewers to share opinions on which issues are most important.

- **Immigration: Sanctuary Cities** - This 2-minute video explains the potential consequences for Austin after the Texas Senate passed a bill penalizing sanctuary cities – including footage from Senate deliberations and public commentary.

In 2017 Decibel filed more than 100 stories on a broad range of topics, from homelessness and affordability to food insecurity. Stories like “Laundry Angels” put a public face on homelessness, an issue that is not always visible but that we encounter every day. Twice a month, Ebonie D. Trice and her ‘Laundry Angels’ drive across North Austin collecting dirty clothes from the homeless. When they return with piles of folded, clean laundry, these dedicated volunteers also deliver dignity and kindness. This story was viewed more than 18,000 times and shared 246 times.
KLRU provides a space for diverse voices to come together to talk about difficult or challenging issues that our community faces. In 2017 we expanded our series ATX Together. Originally created to respond to a series of police shootings, the response to the format of ATX Together was so overwhelmingly positive we broadened the series.

**ATX Together** is a series of community conversations bringing citizens and leaders together to talk about our most challenging social issues and to explore solutions. KLRU live streams the conversations and invites participation in the studio and online. In 2017 KLRU produced three ATX Together programs:

- **ATX Together: The Talk** - An open discussion about “The Talk,” co-hosted with the Austin American-Statesman. Generations of black parents have had “The Talk” with their children about how to survive interactions with police, but shouldn’t that conversation about race and police relations be happening throughout our community? A dialogue with leaders and the community about how we can work toward positive solutions for change.

- **ATX Together: Lessons from Vietnam** - Using the experiences and issues of the Vietnam War, teens and boomers discuss the role of citizenship and service both then and now.

- **ATX Together: Decoding CodeNEXT** - The premise for CodeNEXT is straightforward: simplify and modernize the City's arcane zoning code. But code development can't address every price the city of Austin has paid for progress. Participants helped unpack why this issue has become so contentious and how differing opinions might come together in order to move our city forward.
In 2017 KLRU responded to this community need by helping children get ready for school in two ways:

- adding a fourth channel that broadcasts 24/7 children’s programming, and
- deepening collaborations with partner organizations to use PBS Kids resources in out-of-school time to improve outcomes.

In April, the KLRU PBS KIDS 24/7 channel began broadcasting. In addition to the 11 hours of children’s programming KLRU already provides on our primary channel, this new service can broadly help our community. A recent national poll confirms that parents overwhelmingly agree that no other media brand meets their children’s school readiness needs better than PBS KIDS. The study also found that nine in 10 parents are likely to use PBS KIDS resources for school preparedness, and three-quarters say their child exhibits more positive behavior after engaging with PBS.

Response has been immediate and positive. Parents and caregivers appreciate the availability of PBS KIDS in the wee hours when their kids are sick, and when kids are up late or getting up early because their parents work non-traditional shifts. National ratings for children’s television viewing show that youth ages 2 to 8 are watching most of their television during weekday evening, and weekend afternoons and evenings. These ratings numbers jump even higher for kids in low-income households. Until now, there have been very few educational alternatives for kids these ages during evening and weekend viewing. Now with KLRU PBS Kids there is an alternative for Central Texas families.
Healthcare facilities are also reporting that the new channel is a welcome tool for waiting rooms. People’s Community Clinic, a non-profit, primary health care facility whose purpose is to provide medical, counseling and health education services at reasonable costs to people in the Austin area, has been using the KLRU PBS Kids channel in their lobby since the summer and they have reported that it has increased harmony in the pediatric waiting area. Prior to broadcasting the KLRU PBS Kids channel, they had aired a video on-demand service but that created a constant stir among the clients and staff about what to choose, and whose choice was next in the queue - not to mention arguments about what was appropriate for kids. By keeping the TV set on KLRU PBS Kids, the staff has reduced their own workload and distractions. Fanny Reynoso, a Front Desk Patient Service Representative, has also noticed spontaneous singalongs by kids and adults, and kids learning by counting and otherwise engaging with KLRU’s educational programs.

Beyond the broad reach of our broadcast to help community children, in 2017 KLRU focused on working with three community partners – Boys and Girls Clubs of the Austin Area, Communities in Schools of Central Texas, and Thinkery. The goal is to address critical early education needs of underserved children and families through playful, engaging and effective learning opportunities during and after school, at home and in their communities. Understanding the work each organization is doing to serve low-income communities in our area, we matched our resources to enhance the work they are doing and give the organizations and attendees tools to take home and continue the learning.

The work is part of our Community Collaborative for Early Learning and Media (CC-ELM) project, funded by the Corporation for Public Broadcasting (CPB). CC-ELM brings science and literacy content to children ages 2 to 8 from low-income households as well as their families and educators. KLRU is helping young learners develop science inquiry and informational text literacy skills that can help them succeed in school and in life, powered by the high-quality content, resources and research provided through the CPB-PBS Ready To Learn Initiative.
KLRU and Local High School Students Create Videos About Mentorship That Aired Nationally On PBS As Part Of American Graduate Day

KLRU received a grant from WNET and the Corporation for Public Broadcasting to create local stories about mentorship for American Graduate Day in October. The special day of programming examined the vital role mentorship plays through high school and beyond, and also explored diverse pathways to career success and workforce development opportunities. Thirty public media stations across the country produced original “Stories of Champions” segments about caring adults who have made a difference in the lives of young people. KLRU had a unique approach to the grant. To underscore the role of mentorship, all of our stories were created by local students who also participate in KLRU and PBS NewsHour’s Student Reporting Lab Project.

Over the summer, students from Lanier High School, along with teacher Tara Bordeaux, and students from Pflugerville, along with teacher David Robb, created stories for American Graduate Day. Pflugerville High School students – An Nguyen, Khue Tran and Makayla Moore – focused on General Motors’ Science-Technology-Engineering-Mathematics mentorship program at River Oaks Elementary in the Pflugerville school district. The short video examines the effects of the bond forged between mentor Angela De Hoyos Hart, IT project manager at General Motors, and mentee Santonio Villareal, a student at River Oaks.

Lanier High School students – Sebastian Reyes, Eric Tejeda and Jaime Gallardo – interviewed tennis star Andy Roddick about how mentors helped him on the path to success and inspired him to create his eponymous foundation.

Nationally there were 89 stories created by 30 stations. Sixteen stories were selected to air as part of American Graduate Day, and of those 16, two were from KLRU. The stories aired on Oct. 14, 2017 and can be seen on klru.org. American Graduate Day is funded by the Corporation for Public Broadcasting as part of the public media initiative, American Graduate: Let’s Make It Happen. Additional funding for American Graduate Day comes from the Carnegie Corporation of New York.
Using Content To Build Stronger Community and Reach New Audiences

Part of KLRU’s mission is to use content to foster dialogue and engagement among members of the audience and the broader community. We strive to bring together different perspectives in productive conversations, turning moments that could divide us into opportunities to unite us through open dialogue and debate that help foster understanding, resulting in stronger communities. When we can partner with another organization to help do that it is even better.

In February 2017, KLRU and the Austin American-Statesman joined forces for a discussion about “The Talk” and its role in the Austin community. The community forum was broadcast on KLRU’s website and Facebook page and on the Statesman’s and was moderated by KLRU’s Judy Maggio and the Statesman’s Alberta Phillips.

Generations of black parents have had “The Talk” with their children about how to survive interactions with police: Don’t argue. Don’t get shot. Don’t give them a reason. Come home. But shouldn’t that conversation about race and police relations be happening throughout our community? With each new report of fatal encounters between African-Americans and police, tough discussion about the role race plays in policing have occurred across the country.

Following a Statesman Special Report highlighting Austin’s version of “The Talk” and the PBS program The Talk – Race in America that aired on KLRU, we invited interested members of the community to participate in a discussion of where we go from here. We worked to promote the event beyond our typical audiences and had media coverage in soulciti.com, KAZI radio and 96.3. At least half of the audience who attended the event were new to KLRU. The livestream on KLRU’s Facebook page has reached 39,604 people and garnered 23 Comments, 69 shares and more than 26,000 views.
KLRU Reflects Austin to the World

Part of KLRU's mission is to reflect Austin's uniqueness and creativity to the world. This philosophy drives our strategy to create and distribute content to other PBS stations.

PRODUCED SERIES

In 2017 KLRU created and distributed the programs listed below. In total they aired more than 50,000 times on 527 channels in 187 markets and in all 50 states. KLRU-created programs aired in more than 87 percent of the country in 2017.

*Arts In Context* - featuring in-depth, cinematic looks into the lives of artists and their art.

*Austin City Limits* - longest running live music show on television showcases the best of original American music and beyond.

*Blackademics* - special that features top Black Studies scholars talking about a range of topics.

*Central Texas Gardener* - weekly program about organic gardening, waterwise plants, design inspiration, wildlife, homegrown food, and creative fun in the garden.

*Juneteenth Jamboree* - special that explores Texas' African American Heritage and the meaning of emancipation.

*Overheard with Evan Smith* - brings audiences in-depth interviews with today's most fascinating public figures.

DOCUMENTARIES

To fulfill our mission we also work with local filmmakers to distribute their documentaries. In total these programs aired on 340 channels in 144 markets and in 44 states.

*Canine Soldiers* - documentary about military working dogs and their human handlers.

*Arc of Innovation* - documents the making of the West 7th Street Bridge in downtown Fort Worth, Texas, which is a breakthrough from an artistic standpoint and for technology.

*Bordering on Insecurity* - a Texas Tribune documentary that looks past the heated rhetoric to explore why people and dope keep pouring across the border.

*Klan on Trial* - the story of how a young district attorney took on the KKK in a Texas courtroom, obtaining a guilty verdict and prison sentence against its members for the first time in U.S. history.

OTHER SERIES

Finally, we are proud to work with local producers to bring new Austin-created series to PBS stations across the nation.

*The Daytripper* - travel program aimed at inspiring folks to get out and explore the Lone Star State

*On Story* - created by Austin Film Festival, this series gives a behind-the-scenes look at the creative process of the country's most beloved movies and TV shows.

*Highpointers with The Bargo Brothers* - series about two adventurous brothers from Texas who explore the U.S. by climbing the highest point in each state.

*Standup Empire* - series that chronicles the comedy scene in Austin.

*Stories of the Mind* - Diverse Americans share personal stories of mental health and wellness, to enlighten and inspire.

Collectively, episodes of these series aired more than 50,000 times on 587 channels in 178 markets, representing 48 states.
2017 Accomplishments and Recognition

KLRU received a total of 9 nominations for Lone Star Emmy Awards winning in one category:

*Denotes winner

**ARTS/ENTERTAINMENT - PROGRAM FEATURE / SEGMENT**

*Arts In Context: Home* | KLRU
Mario Troncoso, Director/Producer
Chelsea Hernandez, Producer/Editor
Christopher Kim, Videographer

*Arts In Context: House Of Songs* | KLRU
Mario Troncoso, Director/Producer
Chelsea Hernandez, Producer/Editor
Christopher Kim, Videographer

**ARTS/ENTERTAINMENT - PROGRAM / SPECIAL**

*Arts In Context: House Of Songs* | KLRU
Mario Troncoso, Director/Producer
Chelsea Hernandez, Producer/Editor
Christopher Kim, Videographer

**POLITICS / GOVERNMENT - PROGRAM / SPECIAL**

*Decibel: Immigration* | KLRU
Judy Maggio, Producer
Joe Rocha, Videographer/Editor
Blair Waltman-Alexin, Videographer/Editor

**DOCUMENTARY - CULTURAL / HISTORICAL**

*Arts In Context: Passing It Forward* | KLRU
Mario Troncoso, Director/Producer
Chelsea Hernandez, Producer/Editor
Christopher Kim, Videographer

**DOCUMENTARY - TOPICAL**

*Arts In Context: Sing Me A Lullaby* | KLRU
Mario Troncoso, Director/Producer
Chelsea Hernandez, Producer/Editor
Christopher Kim, Videographer

**CHILDREN / YOUTH / TEEN - PROGRAM / SPECIAL / FEATURE / SEGMENT**

*Blackademics Television: Episode 401 (Ulmer/Wests/Smiths)* | KLRU
Kevin Michael Foster, Executive Producer
J.J. Weber, Executive Producer
Michael Emery, Director
Paul Sweeney, Editor

**HISTORIC / CULTURAL - PROGRAM FEATURE / SEGMENT**

*Arts In Context: Sacred Hearts* | KLRU
Mario Troncoso, Director/Producer
Chelsea Hernandez, Producer/Editor
Christopher Kim, Videographer

**PUBLIC/CURRENT/COMMUNITY AFFAIRS - FEATURE / SEGMENT**

*Arts In Context: Two Sides Of The Border* | KLRU
Joe Rocha, Producer

**TALENT - COMMENTATOR / EDITORIALIST / PERFORMER / NARRATOR / PROGRAM HOST**

*Overheard With Evan Smith* | KLRU
Evan Smith, Host
NEA Announces Grant to KLRU’s Considering Matthew Shepard television special

KLRU received a $10,000 grant from the National Endowment for the Arts to support post-production, distribution, and promotion costs for the television program Considering Matthew Shepard. Showcasing Composer and Artistic Director Craig Hella Johnson and the vocal ensemble Conspirare, the program will feature a performance of the concert-length work Considering Matthew Shepard, a reflection on Shepard’s life and death. The program, to be released in late 2018, will incorporate theatrical elements such as set design and projected images and will be offered for national broadcast.

The Still Water Foundation Supports KLRU’s Public Affairs Initiative

KLRU received $25,000 from The Still Water Foundation to support Decibel, KLRU’s news and public affairs initiative. Funding will support the first year of Decibel’s digital storytelling, broadcast specials, town hall discussions, interviews, and other reporting projects to amplify the issues important to Austin.

Stotesbery Recognized by Moody College of Communication

Bill Stotesbery, CEO and GM of KLRU, was recognized by the Moody College of Communication at the Friends of the College Dinner and Awards Ceremony as a recipient of the Robert C. Jeffrey College Benefactor Award. The Awards were established in 2006 to honor both Bob Jeffrey, the third dean of the college, and individuals who have given generously to the college with their time or resources. Dr. Jeffrey served as dean of the Moody College of Communication from 1979 to 1993.

KLRU film Austin Revealed: El Despertar Selected to Screen at San Antonio Film Festival

The KLRU documentary Austin Revealed: El Despertar, directed by Joe Rocha, was selected to screen at the San Antonio Film Festival in July 2017. The film explores the struggle of the Chicano movement as the Mexican-American community in Austin unites to fight for quality education, equal representation, and respect for their diverse culture. Austin Revealed: El Despertar is the recipient of a Lonestar Emmy for Cultural/Historical Documentary and is made possible in part by support from EasyCare Customer Care and the Foundation for Global Sports Development.

Grants Received

Amy Wong Mok of the Asian American Cultural Center believes that media doesn’t have to be divisive. As a KLRU board member, she’s proud to support programming that lives up to her values. “I like to use [as an] acronym: the Chinese chi,” she says. “Throughout KLRU or PBS programming, they have these three characters, civility, humanity and integrity.” In fact, the need for civil, trustworthy reporting led to the creation of KLRU’s Decibel earlier this year. In addition to national PBS news and public affairs programs, KLRU knows local audiences also want to watch local stories. Hosted by Judy Maggio, Decibel produces television specials and short videos that help connect viewers to complex local issues while highlighting the real people whose lives are impacted by current events. Amy says this kind of reporting can actually help strengthen rather than divide—because the community can’t grow until people really see, hear and feel the things that lead others to think differently. “I think diversity can only enrich our life,” Amy says. “[KLRU] is a community in the virtual space, and I think it’s very important.”
Two Local Filmmakers with Ties to KLRU Part of the Wyncote Filmmaker Fellowship

Former KLRU producer Chelsea Hernandez and current KLRU Community Advisory Board member PJ Raval attended the PBS Annual meeting this year as part of the Wyncote Filmmaker Fellowship. Wyncote, in partnership with ITVS, AmDoc, Firelight and WORLD Channel and with colleagues at IDA and AIR, selected 15 filmmakers including Hernandez and Raval to attend the meeting. The fellowship brings filmmakers of color to the Annual Meeting to provide an opportunity to get a better understanding of the PBS system, connect with station leadership and staff and attend special events and sessions that cultivate awareness about the role of diverse, independent film in the local & national public media system.

Hernandez is a native Texan and Mexican-American filmmaker and a six-time Lone Star Emmy winning director, producer and editor. Most recently she was an editor for KLRU’s series Arts In Context. She left the station last year to work on her own film Building the American Dream, her directorial debut, and was the winner of Seed & Spark’s Untold Story Contest in partnership with Project Greenlight Digital Studios.

Raval is a current KLRU Community Advisory Board member and Assistant Professor in the RTF department at the University of Texas. Named one of Out Magazine’s “Out 100” and FILMMAKER Magazine’s “25 New Faces of Independent Film,” PJ is an award-winning filmmaker and cinematographer whose credits include TRINIDAD (Showtime, LOGO) and Before You Know It, his latest documentary following the lives of three gay senior men, described as “a crucial new addition to the LGBT doc canon” by indieWIRE. Before You Know It screened theatrically both nationally and internationally and broadcast premiered as the season finale of AMERICA REFRAMED on PBS World.

Sixth Annual PBS Online Film Festival Features Two Independent Films from KLRU

For the sixth year in a row KLRU has worked to help local filmmakers submit their work for consideration and inclusion in the PBS Online Film Festival. This year, KLRU helped two Austin Filmmakers — Lauren Kinsler and Jay Hubert — get their films selected. The Festival took place July 17-28, 2017. See more at pbs.org/filmfestival.
Local artist Hakeem Adewumi has been a creator for a long time, but he started out as another viewer like you. "I grew up on PBS KIDS," Hakeem tells KLRU. "I think all my friends did." Hakeem also distinctly recalls watching a civil rights program on KLRU that hit him hard, capturing a long history of racism and resistance. "I really used that moment and experience," he says. "I carry that with me to curate my art, to start talking about the importance of inclusivity and diversity and race, Black history and Black culture."

Hakeem's work has taken him all over the world, tracing the roots and pathways of the African diaspora. Last year, a KLRU documentary team followed Hakeem and collaborating artists for an episode of the original KLRU series Arts In Context. Almost exactly a year ago, the episode premiered on PBS stations all over the country. It's something of a full circle for Hakeem. Once, KLRU programming inspired and influenced him as an artist. Now, in turn, his story has become part of KLRU's mission: to share history, art, culture and community with audiences near and far. "My art is always with a Black lens, it's always my perspective. But my goal at the end of the day is to always build community," Hakeem says. "And that platform has been shared widely on KLRU. I'm super grateful for that."

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Arts In Context

Each year KLRU explores the process of creation through collaboration and examines what it’s like to be an artist in Central Texas. In 2017, KLRU created eight new documentaries and 12 digital shorts focusing on a total of 20 artists. Some highlights from this year include:

- musicians Magna Carda whose genre-defying blend of rap-meets-jazz-meets-R&B-meets-electronic has quickly captured the imagination of listeners and the attention of critics alike in Austin and beyond
- Vietnamese-American playwright Christine Hoang and her universal story of identity, love, relationships, and community
- artist Calder Kamin who makes animal sculptures entirely out of plastic bags and recycled materials
- the Barton Hills Choir, a school choir that has performed on the biggest stages in the world with some of the biggest rock stars in the world
- musicians Migrant Kids named to honor their migrant worker parents who faced a unique challenge of having a name that occasionally sparks controversy
- playwright Zell Miller III who weaves poetry, theater and hip hop culture into every aspect of his groundbreaking work as an interdisciplinary theater artist and educator
- dancer Anuradha Naimpally whose traditional Indian dance studio empowers girls and women to give them a strong, tangible connection to their culture and
- dancer Shen “Sunny” Jun who translate the emotions he felt as he adjusted to his new life in the U.S. by combining the traditional movements of his homeland with modern and American motifs, to form his own unique artistic and cultural path.
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 klru.org.

**Active and engaged following on social media** with more than 26,000 Facebook likes, more than 38,000 followers on Twitter and almost 4500 Instagram followers.

More than **38,000 people** attended KLRU events, tapings or screenings in 2017.

KLRU’s Educational Services team held 121 workshops and **served more than 2,800 adults and 5,400 youth**. They distributed 2,871 books and 87 tablets to Central Texas families.

KLRU’s **Decibel** produced six broadcast specials, 66 livestreams and 67 videos in 2017.

KLRU’s **Arts In Context** produced eight documentaries and 12 shorts this year focusing on 20 artists in our community.
KLRU Tells Local Stories, Has Courageous Conversations and Reaches New Audiences In Year-long Vietnam War Initiative

One of the ways that KLRU serves the community is by using content to engage our community to inspire conversation, find connections and learn from our past. Inspired by Ken Burns and Lynn Novick’s documentary series *The Vietnam War*, KLRU kicked off a year-long initiative to examine local stories, have courageous conversations and reach new audiences. By going out into the community to learn about life in Central Texas during the Vietnam years and connecting with veterans, the Vietnamese community and others, KLRU began to formulate an engagement plan around *The Vietnam War*. Our work included creation of content, hosting screenings, providing a space for people to share their stories and encouraging others to host screenings.

We kicked off the initiative in April by partnering with the LBJ Presidential Library and Museum to host a preview screening event with Ken Burns in attendance. The 1,000-person capacity crowd was able to see clips from the series and hear Ken Burns talk about the process of making this groundbreaking film.

Over the next several months KLRU was out in the community attending the Black April event commemorating the fall of Saigon and talking to veterans groups and schools. As a result we created three special productions:

**Decibel: Vietnam Special**
The *Decibel* team talks with filmmaker Ken Burns about the making the epic *THE VIETNAM WAR* documentary and profiles local veterans who served.

**Austin Revealed: Stories from Vietnam**
Central Texans share their experiences during the Vietnam War. Firsthand accounts from veterans, immigrants from South Vietnam, protesters and others as they recount their lives before, during, and after the war. Their perspectives are as much alike as they are different.

**ATX Together: Lessons from Vietnam**
Using the experiences and issues of the Vietnam War, teens and boomers discuss the role of citizenship and service both then and now.
KLRU hosted another at-capacity screening in September of our local show *Austin Revealed: Stories from Vietnam* to give attendees a chance to hear stories from Central Texans about that tumultuous time in American history. Through this work, KLRU enriches the community by providing educational opportunities, presenting historical facts to help put current events in perspective and sharing stories from our community. KLRU has also created an online destination for local resources, additional video content and ways for people to share their own stories about the war. To learn more about this initiative or for information on hosting a screening, visit [klru.org/vietnam](http://klru.org/vietnam)

Support for KLRU’s Vietnam War Initiative provided by Bank of America, Texas Children’s Hospital, Tauck Travel and Texas Mutual.
Austin City Limits Hall Of Fame Inducts Roy Orbison, Rosanne Cash and The Neville Brothers, With A Special Tribute To Fats Domino

In 2017 three American musical innovators were inducted into the fourth annual Austin City Limits Hall of Fame: singer/songwriter Rosanne Cash, New Orleans funk ‘n’ soul collective the Neville Brothers and late rock & roll legend Roy Orbison. The evening featured one-of-a-kind music performances and tributes from Elvis Costello, Brandi Carlile, Neko Case, Ry Cooder, Dr. John, the Mavericks’ Raul Malo, Trombone Shorty and the Neville Band.

Hosted by Chris Isaak, the fourth annual Austin City Limits Hall of Fame Inductions & Celebration honors the musicians who have played an instrumental role in helping the 43-year-old series become the longest-running music television program in history.

Austin City Limits adds new Virtual Reality series: ACL Backstage

Celebrating its 43rd season on public television, Austin City Limits partnered with Google’s Daydream team and virtual reality content producers SubVRsive to create ACL Backstage, an immersive 10-part VR series that brings new and exclusive premium performances and behind-the-scenes content to viewers everywhere. Now the longest running music show in television history, the lauded PBS television program remains committed to using cutting edge technology to bring live music performance to fans. ACL Backstage offers viewers amazing, only-in-VR moments straight from the current season with intimate performances and personal interviews from favorite superstars like Ed Sheeran to Zac Brown Band and many more.
KLRU List of 2017 Events

JANUARY 2017
Fundraiser: Considering Matthew Shepard
Screening: Command and Control
Taping: Overheard: DeRay McKesson
CTG taping with Cedar Ridge Media class
Taping: After the Inauguration - Facebook Live event

FEBRUARY 2017
Taping: Considering Matthew Shepard
Taping: Overheard with Katharine Hayhoe
Taping: Overheard with John Doe
Taping: Blackademics TV
Event: ACL Season 43 Launch Party
Taping: Overheard with Jeff Nichols
Event: “The Talk” Community Forum

MARCH 2017
Amplify Austin Silicon Labs Non-Profit Fair
Panel: Giving City / St. David’s Foundation - How to Pitch Stories - A Workshop for Non-Profits
Taping: Overheard with Dean Baquet
Taping: ACLTV - The Pretenders
Taping: Overheard with Chuck Todd
Taping: Overheard with Giancarlo Esposito
Taping: Overheard with Timothy Simons
Screening: Beyond the Wall: A Texas Tribune Investigation
Screening: Indie Lens Pop Up The Bad Kids

APRIL 2017
Screening: Indie Lens Pop Up National Bird
Next Night: Central Texas Gardener
Event: On Story Season launch party
Taping: ACLTV - Miranda Lambert
Taping: Overheard with Nancy Pelosi
Taping: Overheard with Matt Lewis
Event: KLRU at Creative Action Community Art Sunday
Parent Education Session at St. Matthews
Screening: The Vietnam War with Ken Burns
Taping: ACLTV - Benjamin Booker
Event: Black April Commemoration at the Vietnamese American Community of Austin, TX
MAY 2017
Event: KLRU at CelebrASIA Austin Festival at the Asian American Resource Center
Taping: Overheard with Gary Kelly
Taping: ACLTV- The Head and the Heart
Taping: ACLTV- The Black Angels

JUNE 2017
Taping: Overheard with Chief David O. Brown
Taping: ACLTV- Norah Jones
KLRU Next Night: The Great British Baking Show
Screening: Indie Lens Pop Up “Real Boy”

JULY 2017
Taping: ACLTV- Angel Olsen
KLRU Next Night: Bat Night

AUGUST 2017
Taping: ACLTV- Zac Brown Band
Taping: ACLTV- Ed Sheeran
Taping: ACLTV- Jason Isbell / Amanda Shires
Taping: ACLTV- Father John Misty
Taping: Overheard with Lyle Lovett

SEPTEMBER 2017
Screening: Austin Revealed: Stories from Vietnam
Screening: Season premiere of Arts In Context
Taping: Overheard with Jason Kander
Event: Trib Fest forum Chris Hayes + Jamelle Bouie
Taping: Overheard with Al Franken
Taping: Overheard with Ben Domenech
Taping: Overheard with Katy Tur
Taping: Overheard with Pete Buttigieg

OCTOBER 2017
KLRU Next Night: Strange Town
ACL Festival - Austin Kiddie Limits
Taping: ACLTV- Herbie Hancock
ACL Festival - Austin Kiddie Limits
Taping: ACLTV- Run The Jewels
Taping: ACLTV- Chris Stapleton
Overheard Bob Schieffer
Taping: ACLTV- Shinyribs
NOVEMBER 2017
Taping: ACLTV- LCD Soundsystem
Taping: Overheard with Nicole Krauss
Taping: Overheard with Helen Thorpe
Taping: Overheard with Walter Isaacson
Taping: Overheard with Jim Gaffigan
Taping: Overheard Richard Linklater
Event: Reception for 50th Anniversary of Signing - Public Broadcasting Act of 1967
Westminster Presbyterian Day School Edu Breakfast
Taping: Overheard with Kurt Andersen
Taping: Overheard with John Hodgman
Taping: ACLTV- Dan Auerbach
Event: Past Board Dinner

DECEMBER 2017
Taping: Overheard with Khizr Khan
Screening: Arts In Context: Plastic Planet at Central Library
Taping: ACLTV-Turnpike Troubadours
Taping: Overheard with Peter Baker
NewsHour Student Reporting Labs visit production of Central Texas Gardener
Taping: ATX Together: Decoding CodeNEXT

2017 KLRU Community Partners

Alamo Drafthouse
Austin Independent School District
Andy Roddick Foundation
Ann Richards School
Annette Strauss Institute for Civic Life
Asian American Resource Center
Austin Asian Chamber Of Commerce
Austin Asian American Film Festival
Austin Family
Austin Film Festival
Austin Film Society
Austin Monitor
Austin Parks and Recreation Department
Austin Public Library
Boys and Girls Clubs of the Austin Area
Communities in Schools of Central Texas
Conspirare
Court Appointed Special Advocates (CASA)
Creative Action

CultureMap
Del Valle ISD
El Buen Samaritano
Foundation Communities
George Washington Carver Museum and Cultural Center
Girlstart
Greater Austin Black Chamber of Commerce
Greater Austin Chamber of Commerce
Greater Austin Hispanic Chamber of Commerce
GRITO Austin
Hays CISD
Hill Country Science Mill
Housing Authority of the City of Austin
Indie Meme Film Festival
Institute for Community, University and School Partnerships
KUT

LBJ Presidential Library
Leadership Austin
Leander ISD
Manor ISD
Mexican American Cultural Center
PBS NewsHour Student Reporting Labs
San Marcos ISD
San Marcos Chamber of Commerce
Safeplace
Summer STEM Funders Collaborative
Texas Book Festival
Texas Monthly
Texas Tribune
TexVet
Thinkery
TODO Austin
United Way of Greater Austin
Vietnamese American Community of Austin, Texas (VACAT)