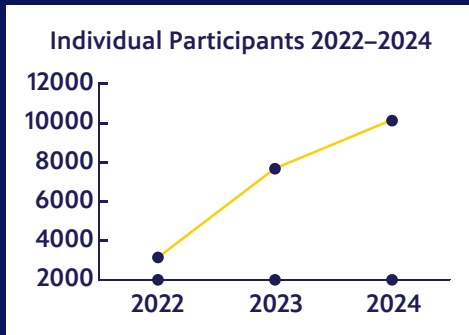


The Impact of Austin PBS Education in 2024

Funding for public media plays a crucial role in providing free, high-quality educational programming, direct community outreach, and essential resources to educators, families, and child care providers across Central Texas. The following highlight just a few of Austin PBS Education's 2024 achievements.



Served over 10,150 Central Texans directly through in-person educational programs and outreach



Participation and outreach has more than tripled in three years thanks to programs on-site and off.

Registered over 2,000 PK-2 teachers across Texas for free online continuing training

Connected Texas teachers to the research-based PBS KIDS Self-Paced Learning modules for quality professional development in an anywhere/anytime format.

Austin PBS also contributes over 50 lessons to PBS LearningMedia, a website offering free curriculum-aligned videos and lesson plans for PK-12 educators.

Distributed 1,621 books and 128 tablets directly to children and educators

Austin PBS helps to empower child care providers with classroom supplies, digital resources, and hands-on support.

Among other programs, Austin PBS Education collaborates with Austin Community College to support student-parents (with children ages 0-8) with resources, care packages, and special programming.

51 community events

- Ages 2-8 Family Fest
- Grades K-5 Writers Showcase
- Grades 9-12 High School Quiz Show

254 educational workshops



Over 3 million monthly streams of PBS KIDS content by Central Texans

83% of parents consider PBS KIDS the most educational media brand. 85% trust PBS KIDS for TV, digital games, and apps.*

*This survey was developed by PBS and conducted online within the United States by Marketing & Research Resources, Inc. (M&RR) fielded 27 questions during the window of January 5-16, 2023. The survey was conducted among a sample of 1,022 adults ages 18+, 490 men, 526 women, and 6 respondents preferred to self-identify. The results are weighted to be nationally representative of the U.S. adult population.

Learn More: [AustinPBS.org](https://www.austinpbs.org) Contact: Education@klru.org

Austin PBS isn't just television; it's a trusted education network that thousands of Texas families and educators rely on for developmentally appropriate, curriculum-aligned resources. The following programs provide children with quality tools and activities that foster curiosity, creativity, and school readiness.

Direct Outreach

Child Care Partnerships

Support local child care providers with digital tablets, classroom supplies, and hands-on assistance to enhance child care quality and workforce stability. *Funded by Workforce Solutions of the Capital Area (Travis Cty.) and of the Rural Capital Area (Counties surrounding Travis).*

Play to Learn

10-session program for children (2–5) and caregivers, promoting kindergarten readiness, learning routines, and responsible digital media use. Participants receive take-home kits and digital tablets. *Funded by Austin Public Health.*

Ready to Learn

Pilot new PBS KIDS programs, based in developmental and educational research, and resources for parents, children (2–8), after-school programs, housing authorities, and nonprofits. *Funded by the US Department of Education.*

Summer Outreach

Partner with summer enrichment programs (PK–12) serving low-income communities to align PBS resources to their curricula, and to introduce Smart Screen Time™/ La Pantalla Inteligente™ to parents and youth. *Locally funded.*

ACC Parenting Students

Provide resources, care packages, and special programming for ACC students who are parents of young children (0–8). *Funded by the US Department of Education.*

Special Events

Host and participate in annual community events, including Family Fest (June, ages 2–8), Austin PBS Writers Showcase (Jan–May, grades K–5), back-to-school events, and events tied to new PBS programming (e.g., *Carl the Collector*, Ken Burns' *The American Revolution*). *Funded by grants, underwriters, and local funds.*

Educator Support

Conduct workshops on PBS KIDS and PBS LearningMedia resources.

Align PBS content with school curricula to support educators.

Production

High School Quiz Show: Annual academic team competition.

If You Like: YouTube video series connecting PK–5 reading to PBS KIDS shows and activities through book recommendations.

PBS LearningMedia: Create and share locally produced programs and teaching guides for free national distribution to PK–12 educators.