

# **2021** LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

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Since 1962, Austin PBS has been a part of Central Texas, delivering programs that educate, entertain and inspire. Austin PBS showcases family-friendly national programming and creates innovative local content that reflects and celebrates Austin through 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.

## Vision

Austin PBS enriches lives and transforms communities.

This organization is a leader in public media, distinguished by its energetic engagement with the community and for the quality and creativity of its content. The wider world of knowledge, the importance of civil discourse and the many possibilities life presents us are all illuminated here.

## Mission

Austin PBS, KLRU-TV'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.



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 [austinpbs.org](https://austinpbs.org) and real-time live streaming on YouTube TV and the Austin PBS website.



**Active and engaged following** on social media with more than 29,600 Facebook likes, more than 40,000 followers on Twitter and nearly 8,000 Instagram followers.



More than **27,300 people attended Austin PBS events** in 2021 of which 6,900 were in virtual attendance.

# Reflecting the Soul of Our Central Texas Community

Austin PBS is the locally owned and operated nonprofit public television station in Central Texas. As a distinguished, award winning, community-owned PBS station with over 30,000 supporters, Austin PBS serves as a bridge to the community, providing essential services to 3 million potential viewers in more than 20 counties across the region.

Collectively, Austin PBS programming engages approximately 500,000 Central Texans a week. Viewers are nearly evenly distributed among households with varying income and education levels and racial and ethnic identities. With more than 35,000 hours of on-air programming each year and wide-ranging content available over multiple platforms, Austin PBS is one of the only nonprofits in Central Texas with the potential to touch nearly every household each day.

In addition to broadcast programming, Austin PBS uses media for good in the areas of arts, education and news and public affairs to inspire thoughtful discussion and affect positive community change through digital resources, outreach projects, hands-on workshops and events. Through every facet of the organization, Austin PBS directly benefits Central Texans. Community is at the center of everything we do and the impact we seek to achieve.

## COMMUNITY-SERVING

Austin PBS's commitment to public service means every single person in Central Texas is able to benefit from quality educational programming and resources. Our long-standing commitment to education, with a focus on school readiness and skills development, is helping address gaps in early education and advance learning across the region. With over 10,000 hours of curriculum-based programming and hundreds of educational workshops and outreach events, Austin PBS is preparing Central Texas kids for success in school and life. Serving as a trusted source for news and information, Austin PBS seeks to tell real stories that engage the community and drive meaningful conversations. Through screenings, panel discussions, town halls and other events, the station is creating a more informed citizenry and inspiring action for lasting change.

## COMMUNITY-LED

As Central Texas continues to grow in population and popularity, Austin PBS strives to reflect our diverse and changing community by connecting people to places, resources, experiences and one another. Educational, enriching and inspiring programming coupled with a dynamic network of media platforms and community partnerships make it possible for Austin PBS to serve in this important role. Through local initiatives **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. Seeking to highlight the complex conversations happening in local communities, these local productions bring diverse, vital voices together to look for solutions to community concerns and issues. Austin PBS has not only the ability but the responsibility to continually identify new and different ways to adapt to the changing needs of our community, going beyond television to share knowledge, foster understanding and build trust among our neighbors.



Austin PBS Education Services team held 116 virtual workshops and 12 virtual events, **serving more than 3,911 individuals** including educators, caregivers and children.



Austin PBS distributed **1,018 books and 152 tablets** to Central Texas families.



National use of **local Austin PBS LearningMedia resources** accessed in April nearly tripled from March, directly after unveiling *Austin City Limits: Lessons From The Show!*



Central Texas Gardener digital properties reached over **one million views!**



**100% of Decibel reporting came from community suggestions** and Decibel hosted seven listening events.

## COMMUNITY-SUPPORTED

Drawing inspiration from the innovation and creativity that surrounds us, Austin PBS spotlights this vibrant region we call home and shares what makes Austin so special from its entertainment and tech scene and arts and cultural communities to its rich and diverse history. Local documentaries, like **Juneteenth Jamboree** and **Anderson Yellow Jackets**, unite audiences and connect generations by telling our community's unique history, cultures and perspectives. Through long-running music show **Austin City Limits** and other local favorites, such as **Central Texas Gardener** and **Overheard with Evan Smith**, Austin PBS brings the people of Central Texas together through the connective power of captivating programming.

These local favorites, in addition to our national programming, are all made possible with the steadfast community support from more than 30,000 community-minded individuals, businesses and foundations. With this in mind, Austin PBS strives to have measurable community impact in the following ways:

**Amplifying Community Solutions:** As a trusted storyteller, Austin PBS can be counted on for the right balance of insight, information and enrichment that helps foster civic engagement as a tool for lasting change.

**Connecting People with Resources:** As a connector, Austin PBS proudly serves and brings together our diverse and changing community, connecting people to places, resources, experiences and one another.

**Bringing Communities Together:** As a convener, Austin PBS brings Central Texans together in a variety of ways to engage in meaningful conversations and bridge understanding among neighbors.

**Celebrating Austin:** As an innovator, Austin PBS spotlights this vibrant city and shares what makes Austin special from its entertainment scene and arts and cultural communities to its rich and diverse history.

Austin PBS continues to move towards a bold new future in the form of a brand new, state-of-the-art home and partnership with Austin Community College (ACC) at their Highland Campus. Looking to fulfill the promises of this new partnership with new station leadership on the horizon, this year served as a reminder that with big change comes a renewed responsibility to our mission and service to Central Texas. Our commitment to reflect, empower and amplify the soul of our community has remained steadfast in the face of the global events of 2021, the continuation of an unprecedented health crisis and exposed social and racial injustices. While masks and vaccines have allowed us to physically come closer to one another, Austin PBS believes access to culturally enriching content and the constructive dialogues they foster, will truly enable us to be closer as a community, today and well into the future. This report presents examples of Austin PBS's ability to use the power of media to affect positive community change during these extraordinary times.



Education has been at the core of Austin PBS's mission and work for over 50 years. As a community-licensed public television station, our long-standing commitment and level of investment in educational services truly distinguishes us from other PBS stations. While our focus on education, specifically school readiness and skills development, has remained the same, our approach and platforms by which we deliver educational programming and services to the community continue to evolve.

With the ongoing pandemic, our Educational Services team has continuously become more innovative and creative about ways to keep families engaged on phone calls or Zoom meetings, remaining flexible to accommodate different situations as they come up. Fostering a culture where educational media is seen as an entertainment choice, our team helps participating families understand both the benefits and limits of screen-based media. And it's not just families that have found Austin PBS's educational resources invaluable during this time. Many educators have found support through the integration of Austin PBS programming and PBS LearningMedia into their weekly lesson planning.

While Austin PBS leverages the power of media across platforms and on the ground in our community, we know an estimated 25% of families in our area lack consistent internet or computers. To bridge the digital divide, Austin PBS brings connected devices, educational media and digital literacy training to under-resourced communities in Central Texas. In addition, our Austin PBS KIDS 24/7 channel plus 11 hours of PBS KIDS programming on our main channel, provides safe, trusted research-based content that's available to everyone over broadcast.

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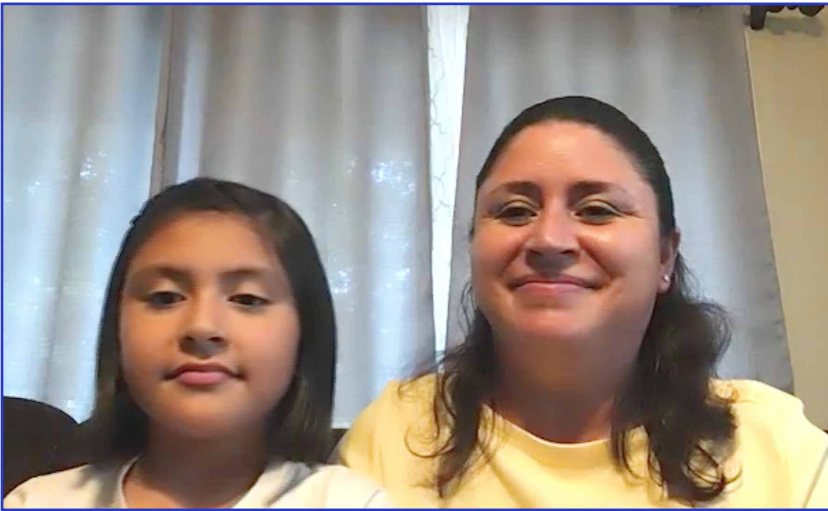
## “It helps us to clear our minds of worries.”

In early March of this year, Nely Avelar signed up for a family literacy workshop scheduled for April modeled after the PBS KIDS show **Molly of Denali**. She'd heard about it from teachers at her daughter Amelie's daycare and thought it sounded like a great fit for Amelie's big sister. And so plans were made to attend in April with her 8-year-old daughter Analy.

When the pandemic hit, those plans changed. Miriam Mendoza, Austin PBS's Ready To Learn director, worked with the rest of our education team to redesign all of Austin PBS's in-person outreach efforts to

Zoom-friendly formats. Once the revamped workshops were ready, it was time to see if caregivers and children were still interested in attending.

Nely faced new difficulties once COVID-19 came to Texas. As a mother of five, there were countless routines and educational structures that required immediate attention and disruptive employment transitions. Attending the new workshop would require finding individualized time, along with attending a Zoom tutorial to learn the ropes. Like so many other parents who've stepped up this year, Nely realized that making space in her schedule for this workshop was worth the effort. With the whole family spending more time at home and practicing social distancing, alternatives to sitting in front of the TV became more important than ever.



**“During the pandemic we were a bit frustrated because it was difficult for us for several reasons, right? We didn’t work for a few weeks, we had to stay at home longer because of the situation. This helped us to say, ‘It’s alright, we can stay at home and keep learning healthy things.’”**

One aspect of the workshop redesign was sending necessary materials to families in the mail to enable creative learning as safely as possible. Analy and the other child participants received an array of items including crafting supplies, planners, maps and academic tools to help them research and apply informational text, just like Molly of Denali does! Each family also received a tablet preloaded with educational PBS KIDS apps as a workshop graduation reward.

One of Analy’s favorite modules involved interviewing an older member of her family. **“I liked the tradition [activity] because I could show what I have learned from my adults and from people that are older than me. My tradition was tamales.”**

Since graduation, Nely has seen Analy continue to go back to the exploration techniques she learned over the five week course. **“After, I noticed that it inspires her to learn how to draw more, to do hands-on activities. And what she learns, she practices with her younger sister. She also learned how to read a map and keeps on applying it even though we are no longer in the workshop.”**

It certainly wasn’t a typical start to a community workshop, but Nely and Analy agree that they’re so glad they decided to move to the virtual model. Both are interested in future Austin PBS KIDS opportunities, and while Nely would prefer in-person once it’s safe, she thinks the virtual version has a lot to offer.

**“I am grateful to Austin PBS for the program because it was a lot of fun and it helped us, especially in this pandemic season. It helps us to clear our minds of worries and I am grateful to the entire PBS team.”**

# Toni's Story



## Lessons Learned In A Pandemic Classroom

Teaching during the height of COVID-19 required educators to show up for their students like never before. Second grade teacher Toni Bayerl had to figure out how to work within very specific constraints while still bringing her class the best learning opportunities possible.

The Educational Services Team at Austin PBS worked with Toni in the summer of 2019 when she assisted with technical support for summer camp facilitators. We reached out to see if she could share some of her experience surviving, and even thriving, during a pandemic school year, while also tackling a new grade level.

**“We have been asked this year to pivot a whole lot. We would plan for in-person learning and then we would be sent virtual or we’d be virtual and then have to come back to in-person. Or COVID would happen and we’d have to go home.”**

The adaptations required of Toni – and her fellow educators around the world – were daunting.

Keeping everyone safe often necessitated quick shifts for teachers and students. Toni sometimes wouldn’t learn until 10 p.m. the night before that there would be a switch from teaching at school to teaching virtually.

Toni shared, **“One challenge for teachers this year was to find content that you could use both in-person and remote at the same time.”**

As some kids began to transition back to the classroom, Toni was tasked with leading simultaneous hybrid instruction where some children were virtual and some children were in-person.

Like so many other resourceful teachers, Toni figured out a way to make everything work, despite the complicated situation. One of her secrets: leaning on the PBS LearningMedia site she’d been introduced to during her summer work with Austin PBS.

**“This year more than ever I’ve used PBS LearningMedia in my classroom mainly to help me make lesson plans. I used PBS LearningMedia a lot for last minute changes because I knew that you guys are reliable, you’re trustworthy.”**

PBS LearningMedia’s free site has been a teacher favorite for years, but as education routines changed due to COVID-19, traffic to PBS LearningMedia more than tripled. With thousands of lessons aligned to state standards across the United States, teachers can easily find what they need by grade level or subject matter. And the content is incredibly dynamic, with videos, games, galleries and many other interactive interfaces.

Toni knew that rolling with the day-to-day changes of the pandemic would be smoother with educational material she could get to online. **“I love how easy it is to be able to just drop a link in the chat for students to be able to use and they can access it right away without having to log in or sign up. Just to have that at my fingertips – and know that there was always a resource for me – was just extremely helpful and kind of put me at ease.”**

And of course, as frustrating as the inconsistencies of this school year were for educators, they were also hard on the students. But Toni quickly realized that PBS LearningMedia was a tool her kids were equally excited about using.

**“I have seen how kids have responded to me doing some kind of engagement, versus them actually watching something, and I feel like I need to turn into a PBS character in order to get my kids’ attention because they enjoy watching much more than they like to hear me talking. PBS LearningMedia has given some really great insights. I get to watch them learning and then we get to talk about it.”**

The innovations that have come out of teaching through a pandemic are here to stay. Educators are better equipped than ever before to handle the complexities of a classroom environment. Now that Toni has seen the benefits of integrating PBS LearningMedia into her routine, she’s spreading the word to her fellow teachers.

**“They come to me and say ‘What are you doing?’ or ‘How are you using this?’ and I’m like, ‘Go get yourself a PBS LearningMedia account and your life will change.’”**

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## Sesame Street in Communities

Austin PBS was one of ten PBS stations awarded a \$7,500 grant from Sesame Workshop and WNET. With the funding provided, Austin PBS was able to conduct critical outreach to caregivers, families and children in the rural areas surrounding our station who, because of barriers to transportation, internet connectivity and other needs, are unable to regularly engage with the station. Additionally, we were able to produce a high-quality, bilingual virtual orientation to Sesame Street in Communities (SSIC) resources and adequately promote it to our entire viewing region as well as supplement the virtual resources with hands-on materials.



Austin PBS partnered with local community-based organizations and early childhood programs, including Boys & Girls Club of the Highland Lakes, Del Valle ISD, Workforce Solutions Rural Capital Area and Andy Roddick Foundation, to recruit over 140 caregivers to participate in virtual SSIC trainings focused on two key “kits” within the larger collection: early learning/school readiness and health and well-being for children ages birth through five and their families.

This effort has set a foundation for continued SSIC use throughout our region and established a base for ongoing outreach to childcare providers, families and children, especially in the rural areas of our community.

## Awarded From Texas Mutual Insurance For Early Childhood Outreach



Texas Mutual Insurance awarded \$87,500 in grant funding to support child care providers and families with trusted, proven PBS KIDS educational resources as they prepare children for school success. Using existing partnerships with rural community-based organizations, we have identified 20 childcare centers, providers and families served in eastern Travis County, Williamson County and Bastrop County that will become Austin PBS's frontline partners, agreeing to receive Austin PBS equipment, educational resources and monthly guidance on their effective uses. During this past year and as we continue to navigate obstacles and pressures of the moment, supporting children, families, educators and child care providers is as important as ever.

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## Bringing Connected Devices to the Community

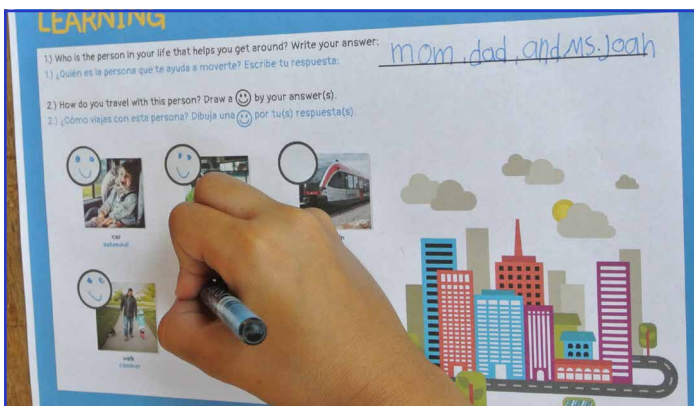
Austin PBS's Education Services coordinated with The Housing Authority of the City of Austin (HACA) to lend out Chromebooks to our neighbors who lacked computing devices at home. We heard back from Barbara Jackson, HACA's project director, about some of the success that Chromebook recipients achieved.

"One resident has completed technology training and paraprofessional certification with Austin Community College. She is now working with youth to support their remote learning and helps parents access the AISD parent cloud. Last night she joined us in a Zoom training and told us the kids she works with think she's cool because she has the same computers that they use for school. Another resident was able to complete and pass her paraprofessional certification exam with a loaned Chromebook when her own computer suddenly stopped working. This resident is now able to move on to the internship part of the para-ed program. The rest of the loaned Chromebooks will go out to a new group of resident para-ed recruits that will start training soon."

Austin PBS also partners with HACA to host family learning workshops with residents. HACA's Ross Health and Wellness Specialist, Dominique Sam, shared why she finds these workshops beneficial to the families she helps recruit: "I see families grow. I see kids being able to socialize with their friends. And it's great having a program where kids [receive] tablets... It's a great reward for the kids because some of the parents say they wish they could do more for their kids. Having that opportunity to connect with their kids is a wonderful feeling."

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## City of Austin Corridor Program Partners with Austin PBS



The City of Austin Corridor Program Office (CPO) has teamed with Austin PBS to educate children and residents about multimodal transportation options along Airport Boulevard, the main artery running past Austin PBS's new home at Austin Community College Highland.

The goals of this initiative are to understand how people currently use mobility, to encourage travel through multiple city options and to create a family destination at Austin PBS.

**“The Corridor Program Office is committed to building projects that not only improve transportation safety, but enrich a complete community experience,”** said CPO Deputy Director Susan Daniels.

With the support of CPO, Austin PBS is leading bilingual learning sessions with families on multiple corridors, beginning with the Pathways at Booker T. Washington Terraces housing area near Airport Boulevard and Oak Springs Drive. These sessions will guide nearby project plans as the City of Austin gains feedback from the people who travel within this neighborhood.

CPO and Austin PBS have a shared interest in supporting safe and informed transportation within and around Airport Boulevard.

**“Austin PBS educational outreach is committed to the notion that joyful learning can occur anywhere and anytime,”** said Benjamin Kramer, Vice President of Education for Austin PBS. **“And when that learning helps people navigate the world, new adventures can occur. This collaboration is an opportunity to show participants how community services can work together and how their own voices can help impact community design.”**

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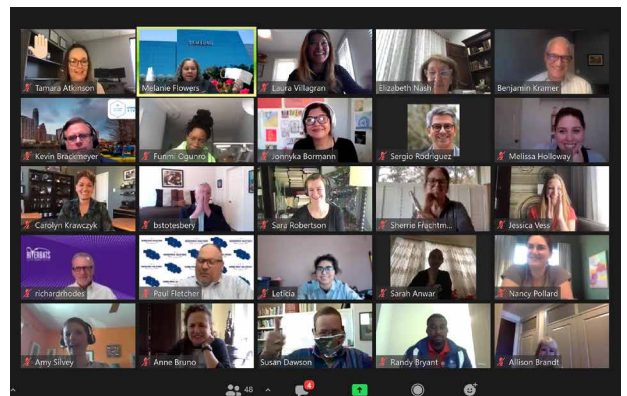
## Wrapping Up and Celebrating American Graduate

In 2018, the Corporation for Public Broadcasting (CPB) announced a major grant to Austin PBS for the **American Graduate: Getting to Work** initiative to help advance workforce education and career readiness locally. In 2021 we wrapped up our American Graduate work, hosting two virtual focus groups and a virtual celebration event with all of our community partners and participants.



Targeted audiences were identified for the focus groups to watch a selection of AmGrad content and ascertain what questions or commentary the videos produce. If interest was generated by a piece, we asked them what next pieces of information would be helpful to them in their exploration of career opportunities. That information was then shared with relevant stakeholders and community partners, including Workforce Solutions, high school CTE programs and other workforce non-profits.

The grand finale to our three year participation in the American Graduate: Getting to Work initiative was a celebratory event held in March 2021. We took the opportunity to thank those who helped make the project a success by steering us to story ideas, participating in story creation, sharing our messages on their media platforms and otherwise contributing to the project. With well over 100 RSVPs, each attendee was mailed a packet in advance with a thank you note, two packets of Pop Rocks with a sign saying “You Rock” and an impact overview of the American Graduate project from the Corporation of Public Broadcasting.



While the grant period may have ended, we know there are many opportunities that allow us to continue to highlight and share our work around workforce development. Austin PBS’s American Graduate resources remain in use for our partners and we intend to host informational sessions on an as-requested basis, especially for the most vulnerable. And our move to ACC will prompt discussions on how the media can help build awareness and engagement in their workforce programs.

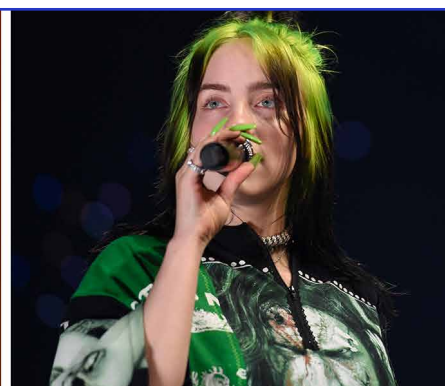
## Austin City Limits Is Now In The Classroom

The talent and passion showcased on **Austin City Limits** is now bringing learning opportunities, along with much-needed arts education, to students around the country through PBS LearningMedia.

Introducing “Season 1” of Austin PBS’s newest education collection. **Austin City Limits: Lessons From The Show** takes video clips from recent ACL episodes and connects them to classroom learning, with lessons that ask students to critically analyze aspects of on-stage performances. The educational activities include prompts around literary readings, vocabulary, musical composition, geography and more. There are currently 10 different artist-specific sections, covering a wide range of genres and musical eras: **Rosalía, The Raconteurs, Willie Nelson, John Legend and The Roots, August Greene, Alessia Cara, Brandi Carlile, Billie Eilish, H.E.R. and The Pretenders.**



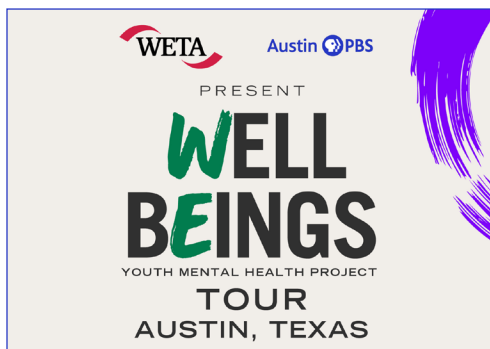
Photos by Scott Newton



PBS LearningMedia is a free, direct access library of ready-to-teach curriculum aligned to national and state standards and it’s relied on by thousands of educators every school week with enthusiastic use here in Central Texas. National use of local Austin PBS LearningMedia resources accessed in April nearly tripled from March, directly after unveiling **Austin City Limits: Lessons From The Show!**

It’s not just for teachers though — parents and caregivers alike will find a variety of subjects for every grade level expertly curated with engaging content to enhance children’s learning inside and outside the classroom.

Take a look at the entire Season 1 collection for grades K-12 at [pbs.org/learn](https://pbs.org/learn) and see how the magical moments captured on the ACL stage are now inspiring kids and teachers far beyond the city limits.

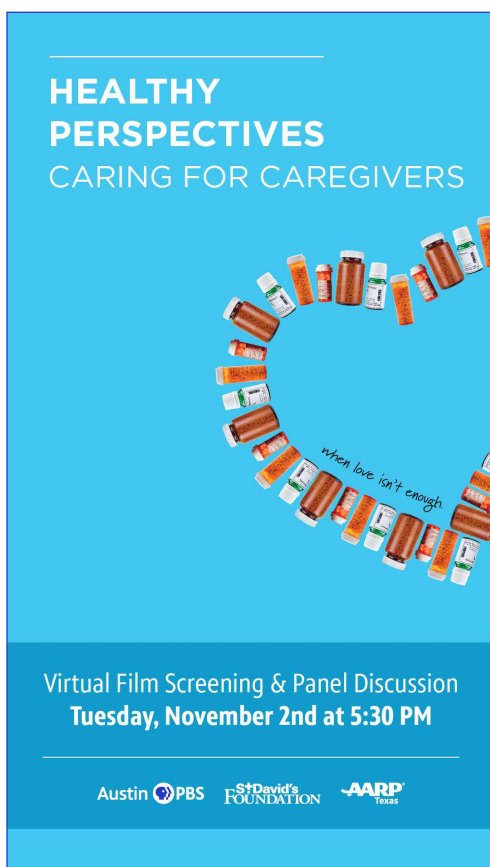


## Well Beings Livestream

Austin PBS joined forces with WETA to host a livestream event on August 25 titled *Well Beings: How Adults Can Avoid Posing Barriers to Youth Mental Health*. The event was part of the Youth Mental Health Project, a national campaign from public media addressing mental health needs in America. The event was hosted by veteran Austin journalist Leslie Rhode. She was joined by panelists Karen Ranus (National Alliance on Mental Illness, Central Texas), Michael Cox (Whole Life Priorities), Caitlin Andress (student at St. Edward's

University who lives with mental illness) and Madeline Jasper (electrical engineer who is a mental health advocate who lives with anxiety and depression). The panel spoke about how adults can sometimes pose the biggest barriers to youth receiving the mental health support they need. The discussion defined the issues and fallout if our youth don't receive assistance and offered practical solutions and suggestions for parents, teachers, law enforcement or any other figures of authority.

The livestream also featured profiles on three Central Texans whose lives have been touched by mental illness. Valerie Milburn shared the story of her childhood assault that went unaddressed. After years of alcohol and drug abuse, Valerie was diagnosed with bipolar, anxiety and post-traumatic stress disorders, but she eventually got help to lead a full life. Mayuri Raja told their story of depression and offered hope that things do get better with appropriate intervention and support. Ricky Allen shared his challenges with schizophrenia with psychosis, depression and anxiety all while playing high school and college football. Ricky's parents, Rick and Casandra Allen, added their perspective on the family's journey to get Ricky the help he needed.



## Bringing Together a Community of Caregivers

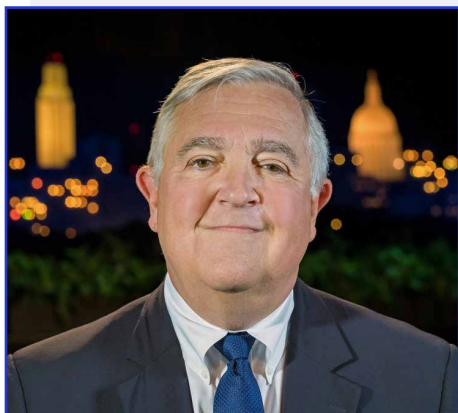
On November 2, in partnership with St. David's Foundation and AARP Texas, Austin PBS invited the community to *Healthy Perspectives: Caring For Caregivers*, a free virtual film screening and panel discussion surrounding the training, support and financial assistance needed for those providing end-of-life care to a loved one.

Austin PBS received almost 400 RSVPs and welcomed 183 guests to the online event!

Together we watched the award-winning short film **Caregiver: A Love Story**. In this story one man struggles as he cares for his dying wife. When 59-year-old Bambi decides to forgo further treatment for her cancer and die at home, her husband Rick leaves his job to become her primary caregiver.

Afterward the director, Dr. Jessica Zitter, and a group of local policy experts engaged with the virtual audience about the demands that family members take on when acting as a caregiver. This led to great back and forth conversation with the panelists and among our attendees who furthered the discussion in the chat. Throughout the event, attendees connected with each other in the chat, asking and answering questions, offering advice and perspective and sharing their own personal experiences with others who understand and could offer words of support.

# Austin PBS Celebrates Bill Stotesbery



On September 30, Austin PBS CEO & General Manager, Bill Stotesbery officially retired after 17 years of leadership. His vision, perseverance and focused commitment has uniquely positioned the station to better serve the Central Texas community while simultaneously raising awareness of Austin PBS at a national level.

“Bill’s leadership and commitment to public television over the past 17 years has strengthened and transformed Austin PBS to better serve the needs of our rapidly changing and growing community,” said Laura Beckworth, former Austin PBS Board Chair. “Under his guidance, the station has expanded programming and local production, increased community outreach and significantly grown philanthropic support.”

“Working with the Austin PBS staff, Board, and Community Advisory Board has been a great privilege,” said Stotesbery. “Austin PBS touches so many in Central Texas and the chance to join with so many creative people to serve this area has been incredibly rewarding.”

Austin PBS has become known as one of the most prolific public media stations in the country with over a dozen local and regional series and documentaries produced or currently in development. With Stotesbery at the helm, the station has garnered more than 100 Lone Star Emmy nominations and 20 Lone Star Emmys. He also invested in community-based educational services and outreach that will continue to shape the future of early learning opportunities in Central Texas and serve as a model for other PBS stations.

Stotesbery has been instrumental in expanding the brand of Austin PBS’s long running music television series, **Austin City Limits**. “Bill was a driving force behind the expansion of the Austin City Limits brand, including moving the production from Studio 6A to The Moody Theater downtown, preserving the ACL archive and launching the ACL Hall of Fame,” said Beckworth.

In 2018, Austin PBS launched the Moving Forward campaign, an ambitious endeavor to create a new generation of public media with greater community impact. Laying the groundwork for Austin PBS’s next 50 years, Stotesbery set out on a strategic vision to build a state-of-the-art facility — The Austin Media Center — and build a growing partnership with Austin Community College on the ACC Highland Campus. From there, Austin PBS will be more visible, more accessible and more flexible, provide new and greater opportunities for community engagement and collaboration and remain embedded in the heart of a community-focused educational institution.

“His vision for a new generation of public media, with a new home for Austin PBS and a growing partnership with Austin Community College, will be an important and lasting part of Bill’s legacy to the station and the Central Texas community,” said Beckworth.

**“All that has been accomplished by the station, including being one of the most highly viewed and highly regarded stations in the PBS system, is only possible because of the staff and Board who dedicate their lives to this work and the supporters who make it possible to fulfill the organization’s mission,” says Stotesbery.**



## Community Engagement with Virtual OVEE Screenings

Austin PBS continued to host interactive experiences with online audiences, including special screenings using the OVEE platform.

***When I Rise*** in partnership with The Paramount Theatre

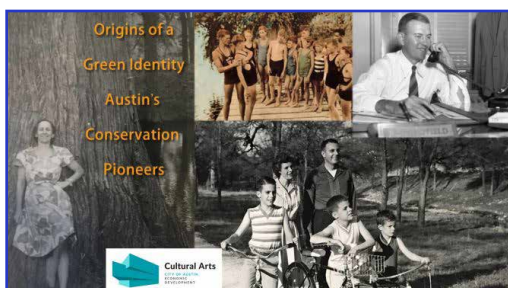
This film follows Barbara Smith Conrad, a gifted Black music student at The University of Texas at Austin, who is thrust into a civil rights storm that changes her life forever.

This event featured a live Q&A moderated by Dr. Dwonna Goldstone, Director of the African American Studies Program at Texas State University. Producer Dr. Don Carleton and Director Mat Hames were joined by Eva Goins Simmons, one of the first Black undergraduate students to attend The University of Texas at Austin (UT). A live performance by Icy Simpson, a recent UT opera graduate, was also part of the program.

Over 400 teachers registered for the asynchronous version of *When I Rise*, accompanied by a learning guide for lesson planning.

**Chorus Austin** performances of *Keeping the Light* & *Southwest Voices She Sings*

These musical events welcomed over 200 virtual guests combined with an active chat audience. And despite being free to attend, Chorus Austin received nearly \$1,000 in donations!



***Origins of a Green Identity*** in collaboration with the Travis Audubon Society and filmmaker Karen Kocher

This documentary explores Austin's earliest efforts to preserve Barton Springs and Barton Creek and ultimately the creation of publicly-accessible green spaces along Austin's waterways. With over 30 participants, one attendee commented, "Native Austinite here. Always enjoy learning and re-learning Austin's green/parks history. Thank you Karen, Living Springs, PBS and Travis Audubon!"

## Welcome WORLD Channel!

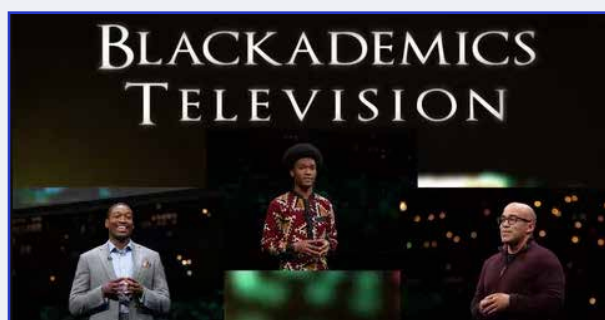
After 12 solid years, Austin PBS officially retired Austin PBS Q on 18.3. On August 2, we transitioned to WORLD Channel, devoted to telling stories that humanize complex issues that expand on conflicts, movements and cultures that may be distinct from your own. It was hard to say goodbye, but many of the programs the community loved that aired on Q can be found on WORLD Channel. The new schedule includes an expanded international news block, history programming, PBS NewsHour, independent films and documentaries. As the Central Texas community grows and diversifies, WORLD Channel will help us reach new, diverse and traditional audiences in innovative ways.



# 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.

**Austin Opera All-Star Concert** is a dazzling concert by Austin Opera filmed live at the Long Center in Austin, Texas. Hear the most passionate arias and duets in all of opera, plus selections from Broadway and the American Songbook from Isabel Leonard, Ryan Speedo Green, Sara Gartland, Chad Shelton and the Austin Opera Orchestra conducted by Timothy Myers.



**Blackacademics** was back for another season with top Black Studies scholars, activists and community leaders sharing projects and research focused on education, performance and empowerment. This season included talks by Kevin Michael Foster, Peniel E. Joseph and Rod Schoonover on topics such as “A wellspring of blackness”, “The political afterlives of MLK and Malcolm X” and “An age of lies.”



**Citizens At Last** is a documentary film that celebrates the persistence of Texas suffragists to organize, demonstrate and win the vote for

women. The film 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.



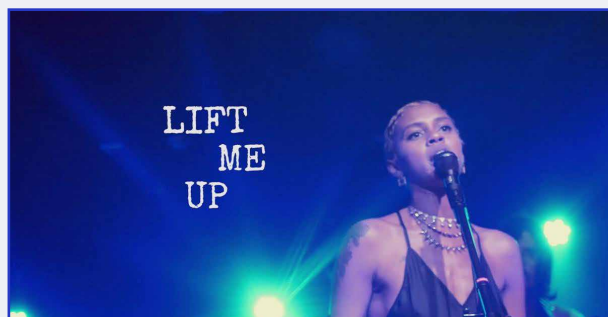
**Community First: A Home for the Homeless** is a documentary introducing a unique and innovative new model for transforming the lives of homeless people through the power of community.



**Koo-Hoot Kiwat: The Caddo Grass House** is a documentary where a Caddo tribal elder and his apprentice return to their ancestral homeland in East Texas to direct the construction of a traditional grass house.



***Life in the Logwoods: The East Texas Timber Legacy*** interweaves the rugged history of this region with profiles of modern loggers, sawmill operators, tree farmers and migrant workers — all the people who do the demanding and dangerous work of bringing wood to market.



***Lift Me Up*** chronicles the journey of six Austin musicians to international music festivals around the world. Everything was going great until the pandemic changed their plans. Featuring music from Jonathan Horstmann of Urban Heat, Leslie Sisson of Moving Panoramas, Alesia Lani, Mike St.Clair of Pocket Sounds, Kathryn Legendre and Evan Charles of Altamesa.



***Nothing Stays The Same: The Story of the Saxon Pub*** celebrates the last 30 years of live music in Austin, Texas while also examining the challenges faced by musicians and music venues. The story

tells how owners Joe and Judy Ables were able to build a popular and lasting music venue.

***The Path to Racial Equity*** is a series of six programs from the LBJ Foundation that examine the issues surrounding racial equity and offer simple, practical steps each of us can take to create change and be part of the solution in our communities. Despite the historic civil rights advancements of the 1960s, recent events remind us that systemic inequity continues to persist in our nation, including in our own communities.



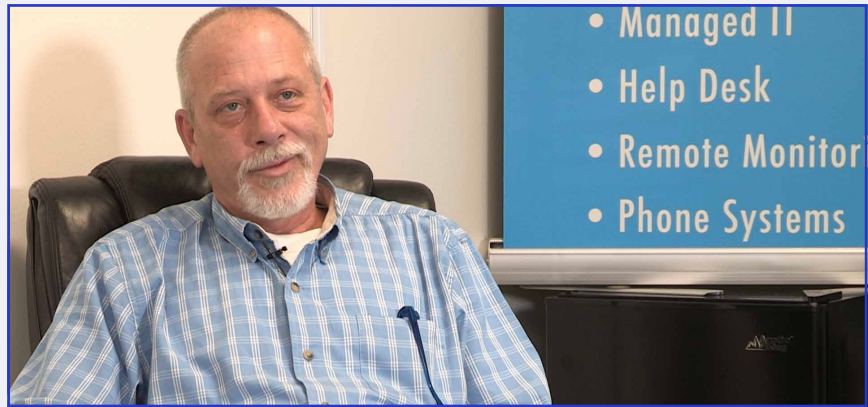
***Preludes/Beginnings*** is an Emmy-nominated dance film featuring Ballet Austin. Whispers of the past and present come together in the darkness of the theater. Honoring a tradition as old as theaters themselves, the “ghost light” looms at the edge of the stage to ward off spirits of the night.



***San Marcos River Project*** is a 22-minute documentary showcasing the unique qualities of the river’s underwater world and all the reasons why the San Marcos community cares so much about preserving it.

## 2021 Community Partners

Alpheus Media  
American YouthWorks  
Andy Roddick Foundation  
Ascension Seton  
Asian Creatives of Greater Austin  
Asian Pacific Islander American Public Affairs  
Austin Asian American Film Festival  
Austin Asian Community Health Initiative  
Austin City Limits Music Festival  
Austin City Limits Radio  
Austin Community College  
Austin Family  
Austin Film Festival  
Austin Independent School District  
Austin ISD Alternative Learning Center  
Austin Monitor  
Austin Public Health  
Austin-Travis County Food Policy Board  
Baylor College of Medicine  
Boys and Girls Clubs of the Austin Area  
Braver Angels  
Capital Area Food Bank  
Capital IDEA  
Central Texas Allied Health Institute  
Chorus Austin  
Citizen Discourse  
City of Austin  
Coalition for Apprenticeship Partners in Economic Development  
Community Resilience Trust  
Del Valle Community Coalition  
Del Valle Independent School District  
Dell Children's Medical Center  
Downtown Austin Alliance  
E3 Alliance  
East Travis Gateway Library District  
Friends of the Children Austin



### **“We chose to support Austin PBS purely and simply because of the programming.”**

Dustin Hammer, CEO of Systemverse, established his business in Austin because of the innovative and unconventional spirit of this capital city. He immediately recognized that Central Texas was a place where people come to learn and grow, nurturing diverse voices and incubating unique startups. As a company that helps organizations with business technology, Systemverse understands that their success is tied to the success of this community.

**“At Systemverse we live, work and play in Central Texas. When you combine the entrepreneurship in Austin with the natural beauty, the live music and the food scene, there’s really no other place that compares.”**

Philanthropy is another crucial part of being a community business leader. Systemverse sought to support a local nonprofit that aligned with their values and reflected their dedication to Austin.

**“We feel a responsibility to give back. And part of that is to improve quality of life and ensure that there’s readily available public resources to the community. Sponsoring Austin PBS was an easy decision for us.”**

From the research-based content on PBS KIDS to the journalism from PBS NewsHour, Dustin Hammer knows that Austin PBS provides an outlet for every learner, at every stage of their life.

**“We chose to support Austin PBS purely and simply because of the programming. They provide Central Texas with informative, educational and entertaining programming that’s free of charge – that’s open access. The quality is second-to-none.”**

Girl Day at UT Austin  
 Goodwill Central Texas  
 Greater Austin Asian Chamber of Commerce  
 Housing Authority City Of Austin  
 Houston Police Department  
 Huston-Tillotson University  
 I Live Here, I Give Here  
 Indie Meme Festival  
 Integral Care  
 Interfaith Action of Central Texas  
 Keep Austin Together  
 KUT  
 LBJ Presidential Library  
 Leadership Austin  
 Lifeworks  
 Manor Independent School District  
 National Alliance on Mental Illness  
 National Alliance on Mental Illness Central Texas  
 Our Future 35 Coalition  
 Paramount Austin  
 PBS NewsHour Student Reporting Labs  
 Pflugerville Independent School District  
 Round Rock Independent School District  
 SAFE Alliance  
 Settlement Home  
 Skillpoint Alliance  
 St. David's Foundation  
 Texas Council for Developmental Disabilities  
 Texas State Technical College  
 Texas State University  
 Texas Tribune  
 The Other Ones Foundation  
 The University of Texas at Austin  
 The University of Texas, LBJ School of Public Affairs  
 Travis Audubon Society  
 Travis County Juvenile Justice Center  
 United Way  
 Workforce Solutions Capital Area  
 Workforce Solutions Rural Capital Area

## Content for Community Conversations

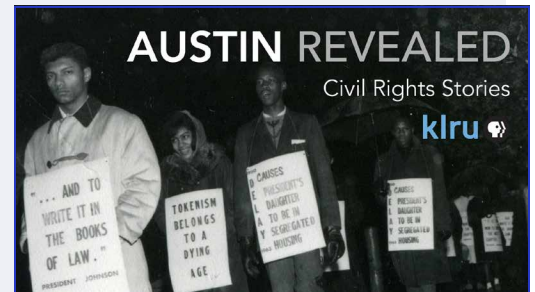
Austin's history and changing landscape inspire Austin PBS to examine our community's roots and understand the social, economic and environmental implications on the generations of tomorrow. With a focus on telling our community's unique history, cultures and perspectives, our local productions help share stories of Austin's past and present to encourage thought and discussion around the city's future.

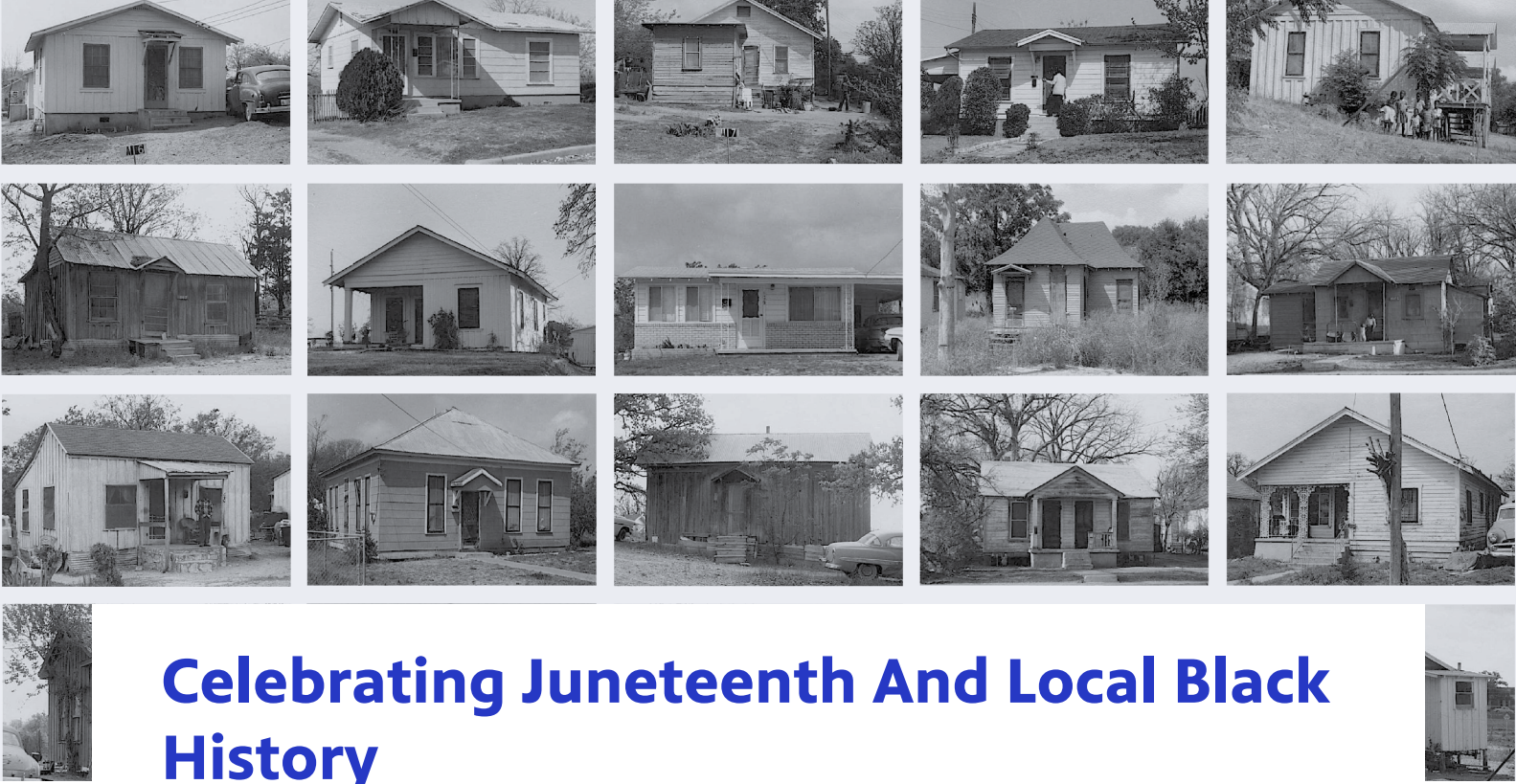
This year a number of community organizations featured Austin PBS content to help share knowledge, foster understanding and build connections among their members.

The YMCA utilized our locally-produced **Austin Revealed: Civil Rights Stories** series to foster discussion on racial equity with their employees. They said it "educated staff on the history of racism in Austin and sparked good discussion on how racism still exists today."

Another program making a difference is **ATX Together: Roots of Racism in Austin**. The Austin Bar Association screened it during their inaugural virtual Equity Summit.

Thinkery shared clips from our **Austin Revealed: Pioneers from the East** series at their Community Night during Asian American Pacific Islander Heritage Month. Their monthly event series presents performances and educational activities, facilitated by Thinkery staff and community presenters, that celebrate a different aspect of the rich diversity that makes Austin such a fantastic place to live, play and learn.





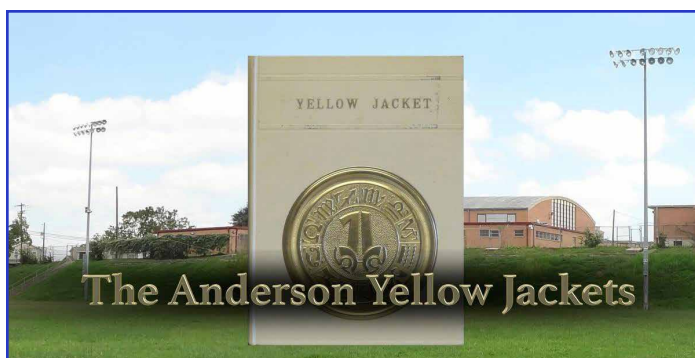
# Celebrating Juneteenth And Local Black History

## Juneteenth Jamboree

**Juneteenth Jamboree: From A Safe Place To Displace** With the passage of the 13th Amendment, slavery in the United States ended. African bondsmen became freedmen. And following the 14th amendment, Black freedmen, women and children became African Americans. Many left the rural plantation life to join communities of color called freedom colonies. Others sought out opportunities in regular towns. Today many city dwellers are threatened by the high cost of urban living. Where do we go next?

**Juneteenth Jamboree** is a celebrated local Austin PBS production now in its 13th season. This program commemorates Emancipation Day, a holiday with Texas origins that celebrates the end of slavery on June 19, 1865.

**Juneteenth Jamboree** was highlighted on Apple's Juneteenth feature page of their app store.



**The Anderson Yellow Jackets** This documentary follows the establishments of equalization schools throughout the American South to maintain racial distance from Black people. Austin, Texas created its own segregated high school in 1909. It grew to glory before closing in 1971. This is the story of Anderson High School and its students who identify as their school mascot, the Yellow Jackets.

Austin PBS held a virtual screening to allow the Anderson Class of 1971 and possible earlier graduates to observe the golden anniversary of the closing of their alma mater. **Around 75 people were in attendance.**

ATX TOGETHER

AUSTIN  
CITY  
LIMITS®

AUSTIN REVEALED

BLACKADEMICS  
TELEVISION

  
Central Texas  
Gardener



Juneteenth  
Jamboree

OVER  
HEARD  
WITH EVAN SMITH

## Decibel: An Updated Mission



After a year of reporting, and nine months specifically reporting in the Del Valle community, the **Decibel** team got together and talked about all of the things that were important to them. They had conversations about the type of content they could produce and what kind of stories they'd like to tell. Basically, the question they were ultimately seeking to answer was what type of journalism do they want to put out into the world? They used all of their needs, wants and wishes to craft a new mission statement.

### *Previous Mission Statement*

**Decibel** is a community journalism project. We amplify diverse voices in Central Texas through in-depth listening and storytelling. Our stories spark engaging conversations around the complexities of today's world.

What was ultimately most important to the team? The communities **Decibel** covers. They want to put the community first, to listen before producing a story, to build trust with communities the news media often overlooks.

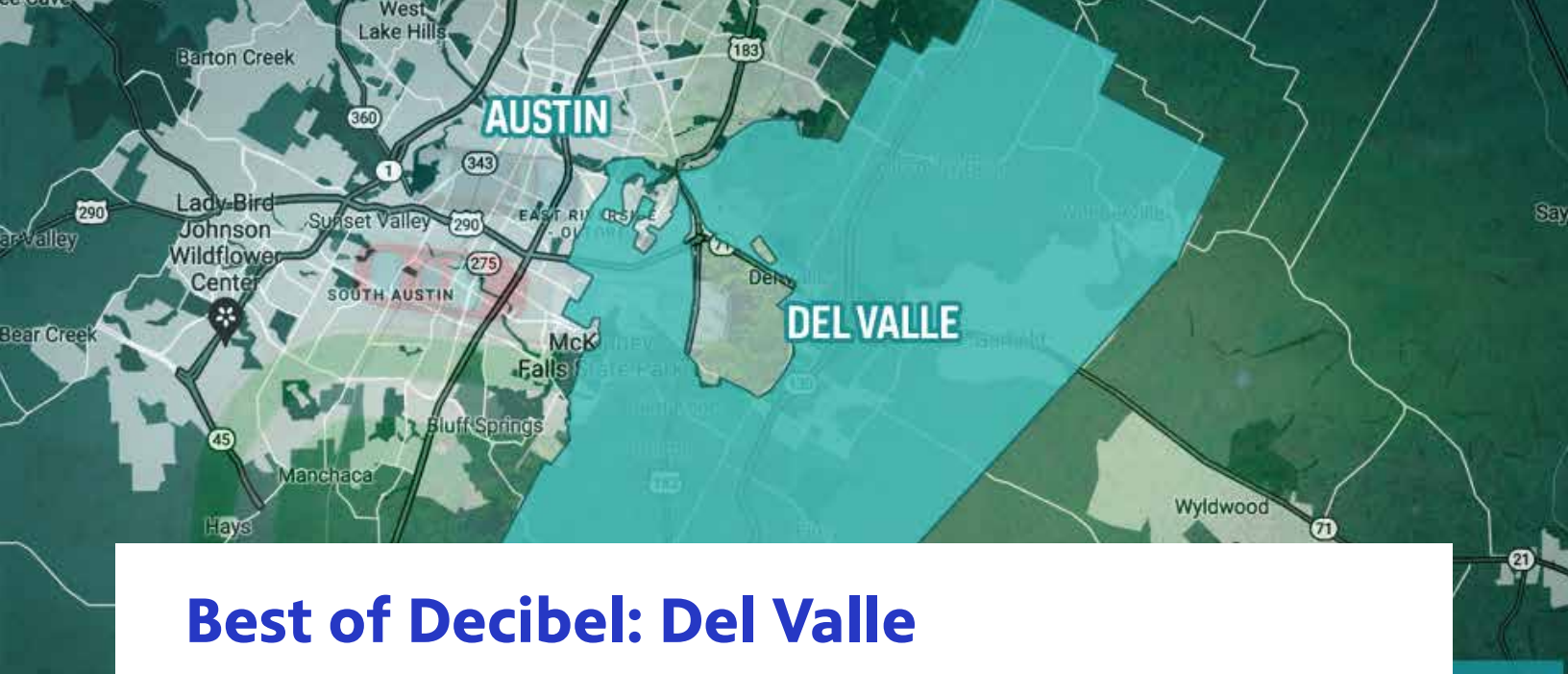
When this mission statement was developed last year it was done with a promise. A promise to review it again and again each year to ensure it still truly reflects the work **Decibel** is striving to do. While the core of our mission statement rings true, the team has learned a lot from their work and felt like it needed some tweaking.

### *Updated Mission Statement*

**Decibel** is a **community-led** journalism project. We amplify diverse voices in Central Texas through in-depth listening and storytelling. **Our storytelling seeks to highlight the complex conversations happening in local communities.**

There are two major changes in the new mission statement. This first is a subtle change from "community journalism" to "community-led journalism" because the **Decibel** team truly believes the community leads and they follow. The major change is in the last sentence. Before the language made it seem as if **Decibel** started conversations when in reality we seek to showcase the conversations already happening in communities. We think changing "spark" to "highlight" is a truer reflection of what we do.

Lastly, the team thought it was incredibly important to change their scope from "world" to "local." Yes, most of their stories have national resonance. People in the communities they cover often face similar challenges of those across the country, but their work is local. It strives to amplify the stories of everyday people in Central Texas communities whether or not their story has national resonance. More importantly, when **Decibel** thinks about who their work is for and who ultimately they look to for guidance on their success, it's the local communities they cover.



## Best of Decibel: Del Valle

In March of 2021, the **Decibel** team announced they were shifting their reporting focus to Del Valle. In the nine months since, **Decibel** has covered a range of stories on everything from traffic and transportation to tamales. At the end of 2021, the **Decibel** team took a moment to reflect on some of their favorite projects from the year and the residents they've been lucky enough to meet along the way.

**Decibel** Executive Editor Samantha Guzman spoke with Visual Journalists Blair Waltman-Alexin, KC Cruz and Joe Rocha about their favorite projects.

**Samantha Guzman:** What do you think was your favorite story that you worked on this year?

**Blair Waltman-Alexin:** I went back and forth on this a lot, but the one that I landed on was Road Runners. If you haven't seen it, we are following a Del Valle resident, Rogelio Rayos. He got into running kind of by accident. He was training to join the Texas National Guard and then he just loved it. He was running with groups in Austin and enjoyed that, but wanted to find a group closer to home. And he saw that there wasn't one yet. And he was like, "Well, I'll do it. I'll just start one. That'll be me."

**KC Cruz:** My favorite story that I've worked on this year has been our story that we did on the Ross Road traffic in Del Valle. It was called "It's Kind of Stressful," which is funny considering it was about traffic, and I think a lot of people would say it's more than kind of stressful. And so what we did is we just spoke to some Del Valle parents, especially because they're the ones that encounter the everyday traffic that leaves them stranded for an hour at a time in frustration. And we just wanted to give them the opportunity to feel heard.

**Joe Rocha:** My favorite story that I've worked on this year is The Calling. It's the story of volunteers at the Cottonwood Baptist Church who drop off healthy, ready-to-eat meals to the surrounding neighborhood. That neighborhood is sort of what folks there call a forgotten part of Del Valle. It's a food desert, mostly gas stations without healthy food options or affordable food options. So these volunteers drop these meals off weekly to the neighborhood because many of these neighborhood folks are elderly or they don't have transportation or even the means to buy healthy food.

**SG:** Why, ultimately, did you want to tell this story?

**BWA:** So whenever I saw that he was starting this group, it immediately made sense to me why. It's beyond the practical reasons. It's also building a sense of community. And I really wanted people to take

away that that's something that you can just do. It can be a small thing but you can do something that adds to your community.

**KC:** I truly just wanted them to feel that there was a starting point of them being heard and giving them the confidence to keep on going and talking to more people. And what I wanted the most from the story. It was never about just getting a story out, but it was about reflecting the community in their own passionate way.

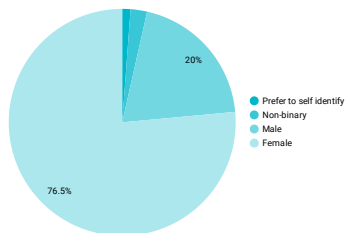
**JR:** I feel like in most of the stories we've reported on, it's like folks there just want consideration. They want local officials to be considerate of them, incoming businesses and even incoming residents, for these base-level needs like medical facilities, grocery stores, transportation, internet, gyms. It's a long list and folks are just frustrated and they want to be heard. So for me, I just hope that we're doing a good enough job because their voices are important and they need to be heard.



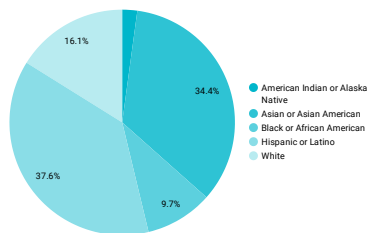
# DECIBEL SOURCE DASHBOARD

Jan 1, 2021 - Dec 31, 2021

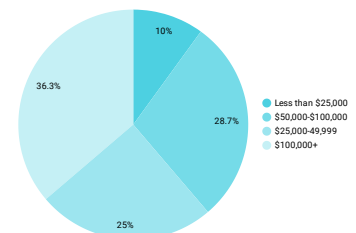
GENDER



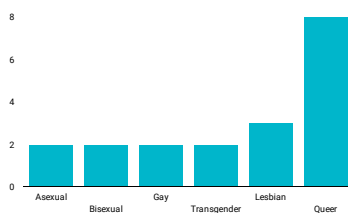
RACE & ETHNICITY



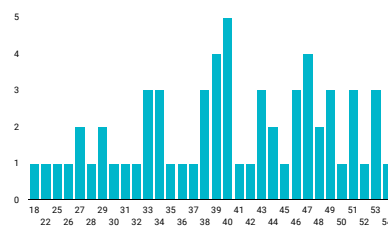
HOUSEHOLD INCOME



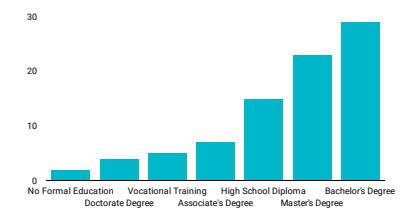
LGBTQIA+



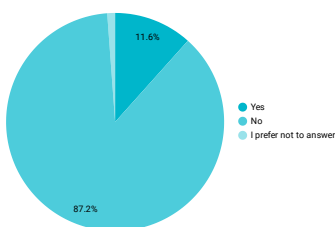
AGE



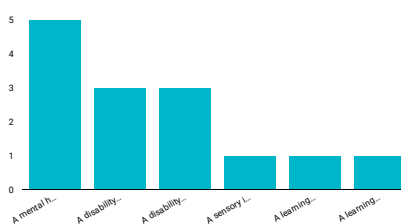
EDUCATION



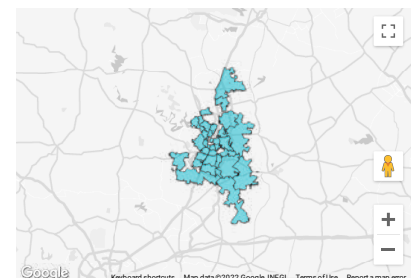
DISABILITY



DISABILITY TYPE



LOCATION





## Executive Editor of Decibel Selected for Maynard Institute Fellowship

Samantha Guzman, Executive Editor of Austin PBS's **Decibel**, was announced as one of 44 fellows selected for the prestigious Maynard 200. The Robert C. Maynard Institute for Journalism Education [MIJE] is a national nonprofit dedicated to making newsrooms look like America and to bring about equity and belonging in the media. The Maynard 200 fellowship will provide cutting-edge training and year-long mentorship from top experts.

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## Decibel Semifinalist in Local that Works Contest

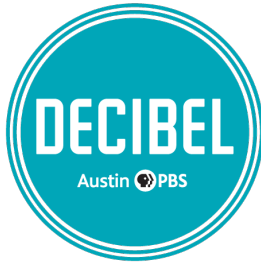
Twenty media projects created by public media and local news organizations competed as semifinalists in Current's fifth annual Local that Works contest, vying for a finalist slot and a shot at a \$20,000 Grand Prize.

Current received 107 entries from media organizations from all over the country, including community radio stations, digital startups, major-market joint licensees and statewide collaborations. The entries included arts and music initiatives, educational services and content, and community-based responses to COVID and/or diversity, equity and inclusion. There were documentaries, newsletters, online event series and podcasts.

Most submissions came from newsrooms or focused on social issues, including Austin PBS's community-led journalism initiative, **Decibel**. **Decibel** was selected as one of 20 semifinalists that exemplifies original, impactful, replicable and audience-engaged work happening on the local level in public service media.

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## Decibel Joins America Amplified



Austin PBS is one of 20 public media stations (and the only public television station) awarded \$20,000 and selected as part of the America Amplified initiative for our community-led journalism project, **Decibel**. WFYI in Indianapolis hosts this project through a grant from the Corporation for Public Broadcasting to support community engagement journalism in traditionally underserved areas.

The initiative prioritizes meaningful in-person and online conversations in order to build trust, expand audiences and deepen the impact of public media journalism. Because of ongoing concerns around the pandemic, **Decibel** will be using tools such as crowd-sourcing, virtual town halls, polls and social media to listen first to the concerns and aspirations of Central Texans. Whenever possible, **Decibel** will also be hosting live events and meeting with community members to fulfill their America Amplified goals. To learn more visit [americaamplified.org](https://americaamplified.org)

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## Austin PBS Receives Grant Toward Interns And News

The Bernard & Audre Rapoport Foundation has awarded Austin PBS a \$25,000 grant to support the station's award-winning community news and civic engagement programming and growing internship program as part of the anticipated Media Resource Center at our new home at Austin Community College Highland. The purpose of the grant is to leverage the power of public media for good by sustaining current Austin PBS news and civic engagement programs, such as **Decibel** and **ATX Together**, while also providing internships that will help shape the next generation of public media journalists.

This grant makes it possible for the station to continue delivering the highest quality content throughout Central Texas to meet the rising demand for reliable, informative and solutions-based dialogue and action.



## ATX Together, Civic Dialogue in Response to Community Issues

**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.

Topics covered this year ranged from homelessness to the future of the infrastructural highway, I-35, running through our city, the roots of racism to mental health, vaccinations and more. What sets **ATX Together** apart is our ability to adapt and respond to foster discussion around issues as they arise. In partnership with Leadership Austin's Engage Series, we were able to convene a conversation in December after a number of antisemitic incidents took place across the Central Texas community.

**ATX Together: The Engage Series** — *A Call to Action Against Antisemitism in Greater Austin* discussed calls to action against hate crimes in our Jewish community, while also continuing to expand the conversation around more meaningful acts of unity and solidarity, across racial and ethnic groups in our region. Showing that hate is a community-wide problem, panelists represented a diversity of perspectives and included: Rabbi Neil Blumofe Senior Rabbi Congregation Agudas Achim, Colette Pierce Burnette, Ed.D. President & CEO Huston-Tillotson University and Rev. Daniel Joslyn-Siemiatkoski, Ph.D., Dean of Community Life Seminary of the Southwest. These panelists left the audience with three calls to action to combat hate: 1) Don't be a bystander 2) Do your own "heart" work 3) Let's hang out and enjoy things together.

## Central Texas Gardener Grows Mission and Views



One of the longest-running Austin PBS productions, **Central Texas Gardener** has been a weekly program featuring studio segments and an array of content shot in the field. The program takes brand-new and seasoned gardeners down a sustainable garden path with hands-on how-to organic techniques, water-wise plants, homegrown food and behind-the-scenes tours of Texas gardeners at home.



While the ongoing pandemic and continued lack of studio space this year presented a challenge, it didn't hold the producer of **Central Texas Gardener** back from creating new content and engaging with green thumb enthusiasts. Linda Lehmusvirta forged on creating digital-first content from her home and when conditions allowed, resumed outdoor filming of local area gardens and how-to segments for the popular **Central Texas Gardener** newsletter, blog and website. Flexing her creativity to adapt to new circumstances, Linda was also able to build new relationships across the state and the country, effectively growing and expanding the mission of the show to include experts and novices from all walks and areas of life.



Stories from featured guests about developing and pursuing their mission through botany and horticulture, art, science, environment, business, and economic and social justice — like Jennifer Jewel, host of the public radio program and podcast *Cultivating Place: Conversations on Natural History and the Human Impulse to Garden* — inspired new content ideas for **Central Texas Gardener**. "Black Lives Veggies: A Growing Movement" is about a landscaper and gardener that recognized a need for access to healthy food in underserved communities. With his nonprofit team and volunteers, he builds garden beds in community spaces, delivers plants and teaches families how to grow their own food.

With gardening becoming a popular hobby among those looking for peace during these challenging times, it's no surprise that this year, **Central Texas Gardener** digital properties surpassed one million views!



## Austin City Limits Season 47

**Austin City Limits** Season 47 premiered on broadcast October 2021 with standout performances that were taped throughout the year including New Orleans musician/bandleader Jon Batiste, country superstar Miranda Lambert, bluegrass star Billy Strings, legendary Jackson Browne, R&B singer-songwriter Leon Bridges, country standout Brandy Clark and Americana singer-songwriter Sarah Jarosz alongside acclaimed performances from eclectic groove trio Khruangbin, celebrated singer Brittany Howard, UK singer-songwriter Jade Bird, “Gulf & Western” country sensation Charley Crockett and more. Other artists included the chart topping Olivia Rodrigo, indie-rock original Phoebe Bridgers, art-rock icon St. Vincent, breakthrough singer-songwriter Joy Oladokun, international superstars Duran Duran and iconoclastic sculptor-songwriter Terry Allen. **Austin City Limits** also salutes one of songwriting’s finest talents and closes out the season with a tribute to a Texas icon lost during 2021, Nanci Griffith. The Best of Nanci Griffith features historic highlights from the influential songwriter’s seven appearances on the ACL stage.

## 7th Annual ACL Hall of Fame Honors

The **Austin City Limits Hall of Fame** returned after a year off due to the pandemic to celebrate the music and the mission of public television. The seventh class of ACL Hall of Fame inductees represent the essence of everything **Austin City Limits (ACL)** has stood for — originality, authenticity, virtuosity. Roots-music icon Lucinda Williams has made four classic appearances on **ACL** over a remarkable four-decade career, starting with her debut on Season 15 in 1990. Celebrated Chicago band Wilco has also appeared on **ACL** four times during their 25-year career, beginning in 2000 for the series’ 25th Anniversary season. Texas legend Alejandro Escovedo made his debut during the first decade of the series in Season 8 in 1983 with the band Rank and File, going on to make a total of five appearances including a star-studded return in 2017.



Music greats Jason Isbell, Rosanne Cash, Margo Price, Sheila E., Lenny Kaye, Japanese Breakfast and more saluted the new class of inductees with one-of-a-kind collaborative performances and tributes.

In 2014, Austin PBS established the Austin City Limits Hall of Fame (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.



## Austin PBS's Farewell to Studio 6A

An intimate crowd of donors helped Austin PBS say our final goodbye to legendary Studio 6A over two nights on July 20 and 21. And gracing the original stage for his third and fourth time was Garth Brooks playing a one-of-a-kind acoustic set.

Garth Brooks was originally scheduled to perform our goodbye to Studio 6A in 2020, but when the pandemic made that untenable, he worked with us to reschedule for a safer moment in 2021. No one else could have brought quite the gravitas or emotional connection to such a significant event series. Each night Brooks engaged with the attendees, talking about songwriting, the music business and family life. He also took requests and shared candid moments with a thrilled audience.

This was also the last chance for both ticket holders and staff to get photos in front of the historic Austin skyline backdrop that set the stage for every **Austin City Limits** episode from Seasons 7 to 36.

Adding to the celebratory nature of the two nights was signage around the walls and tables detailing fun facts about **Austin City Limits**, including the history of our old piano and rugs. Those same rugs, on which famous artists walked, danced and sang for decades, were brought out one last time and arranged on the floor in the studio. And the original in-house (and out of tune) piano, donated by The University of Texas' school of music in the 1970s, was also standing in as a reminder of all the brilliant musicians who had once played its keys, such as Ray Charles, Jerry Lee Lewis, Fats Domino, Dr. John, Allen Toussaint, Marcia Ball, Floyd Cramer and Willie Nelson's sister Bobbie Nelson.

This amazing set of shows not only allowed us to give Studio 6A the farewell it deserved, but also helped Austin PBS raise funds to support our Moving Forward Campaign. Joe Bill Watkins and his wife DeDe were two of the fans in the audience on the first evening and were kind enough to share their personal takeaway.

"My wife DeDe and I loved being at the Garth Brooks concert where he helped us bid farewell to Studio 6A. Having lived in Central Texas for decades, and as longtime members of Austin PBS plus fans of **Austin City Limits**, the experience of watching one of our favorite artists close out the original home of **Austin City Limits** was incredibly special. We have always believed in Austin PBS and this unique concert was a wonderful opportunity to make an additional gift to help the station move forward. To see one of our favorite musicians in such an iconic spot, especially when it supported a nonprofit so near and dear to our hearts, is something we will always remember. It's exciting to know that donations like ours lay the groundwork for Austin PBS's new home and the future generations that space will serve."

# A New Generation of Public Media with Austin Community College



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 (ACC) 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.



The Austin Media Center will serve as a base and platform from which Central Texans can gather, learn, share and create and the following expanded and innovative public media initiatives will serve as a centerpiece in support of the 20+ Central Texas communities we serve:

Austin PBS's Educational Media Center (EMC) is the first-of-its-kind virtual and physical site for the distribution of trusted and proven educational media 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.



Austin PBS's Media Resource Center (MRC) 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.

## Austin PBS Receives Grant From AT&T Foundation In Support Of Interns



The AT&T Foundation awarded a \$25,000 grant in support of the Austin PBS Moving Forward Internship Program. This funding makes it possible for the station to provide six paid internships to students from predominantly underserved, underrepresented and low-income communities. The Moving Forward interns have the opportunity to combine scholarly work with educational and career advancement opportunities in digital media, information technology and broadcast television.

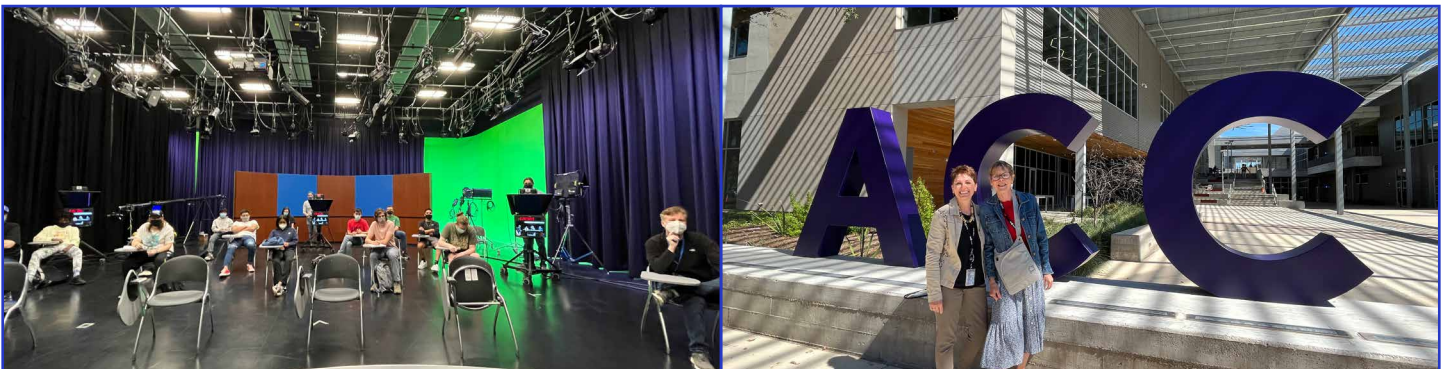
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## Educational Media Center Grants



H-E-B and the Educational Foundation of America awarded two grants totaling nearly \$100,000 in support of Austin PBS's Educational Media Center (EMC). The station's relocation to the Austin Community College Highland in 2022 makes it possible for the launch of the EMC, a virtual and physical entity that, through the power and resources of PBS digital media, will foster habits of lifelong learning and college-going behavior among young learners, address digital equity issues for learners of all ages and deliver two-generation support for families where both parents and children are students.

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## In the Classroom with ACC

In October, six Austin PBS production staff members representing different professional roles were invited to Austin Community College Highland. We held in-person chats with beginning Radio Film Television students. During our ACC studio visits, Austin PBS employees answered questions about their jobs, detailing their career histories and diving into the ins and outs of production and distribution for public media. These conversations were also livestreamed to another intro class. Our **Decibel** journalists also spoke about the impact of media to students just starting in ACC's Community Media Track. We can't wait for more collaborative learning opportunities like this in the future!



## Bringing our Community Closer

These past two years have been like none other in Austin PBS's history, but neither a global pandemic nor once-in-a-lifetime winter storm that damaged our new home has kept us from moving forward and bringing our community along with us.

Our community remains our greatest priority and source for inspiration. Despite this time of challenge and disruption to the station and its operations, the community has steadfastly been there for us — allowing Austin PBS to be there for Central Texans as an important voice and trusted source of information. 2022 will be no different.

In 2022, Austin PBS will welcome a new CEO, replacing Bill Stotesbery who ably led the organization for 17 years. This individual will play a pivotal role in moving the station toward a bold new future in the form of a historic partnership and brand new, state-of-the-art home known as the Austin Media Center on the Austin Community College (ACC) Highland Campus. After more than half a century on The University of Texas at Austin campus, Austin PBS is headed to ACC Highland where it will provide the space and platform from which Central Texans can gather, learn, share and create.

This move and collaboration with ACC is positioning Austin PBS to launch a new generation of public media — one that is fueled by a sustained commitment to diversity, equity and inclusion; by a higher standard of community engagement and impact and by the ability to scale our work in ways that were previously unimaginable.

Immediately, our partnership has already resulted in internships and enhanced learning for ACC's arts, digital media and communications students, as well as strengthening our education pipeline to improve school readiness and learning outcomes across the region through the newly established Educational Media Center. In the near future, we expect greater opportunities to co-create media content, dialogue and collaborations to address pressing community issues.

With the support of our community, we are looking ahead to this next year with hope, excitement and a whole lot of gratitude. Thank you for coming along with us.

# Austin PBS 2021 Events

(\* indicates virtual event)



## JANUARY

**ATX Together: Roots of Racism\***

American Graduate Focus Group - American Youthworks\*

American Graduate Focus Group - AISD Alternative Learning Center\*



## FEBRUARY

**ATX Together: The Future of I-35\***

**ATX Together\***

UT Girl Day\*

When I Rise Screening\*

Chorus Austin Screening\*



## MARCH

**Decibel Virtual Listing Event - Del Valle\***

Origins of a Green Identity Screening\*

American Graduate Celebration\*

Sesame in Communities Event – Spanish\*



## APRIL

Sesame in Communities Event – English\*

**Austin City Limits** Taping: Miranda Lambert, Jack Ingram and Jon Randall

Chorus Austin Presents "Southwest Voices: She Sings"\*



## MAY

**Decibel** Wrap Event - Asian American Community\*

**Austin City Limits** Taping: Dayglow



## JUNE

**Decibel** Del Valle Listening Event\*

**Austin City Limits** Taping: Sarah Jarosz

**Austin City Limits** Taping: Jade Bird

Screening: THE ANDERSON YELLOW JACKETS with Anderson HS Class of 1971\*



An Austin PBS Farewell to Studio 6A

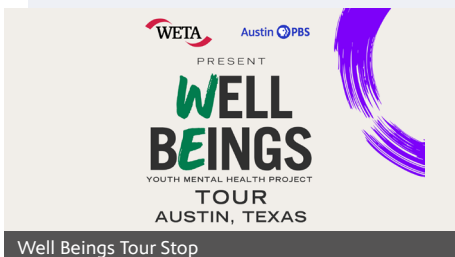
## JULY

**Austin City Limits** Taping: Billy Strings

**Austin City Limits** Taping: Jon Batiste

An Austin PBS Farewell to Studio 6A: An Evening with Garth Brooks

**Austin City Limits** Taping: Charley Crockett



Well Beings Tour Stop

## AUGUST

**Austin City Limits** Taping: Brandy Clark

Well Beings Tour Stop\*



Austin City Limits Leon Bridges Taping

## SEPTEMBER

**Austin City Limits** Taping: Khruangbin

**Austin City Limits** Taping: Leon Bridges

**Decibel** Del Valle Listening Event\*

**Austin City Limits** Taping: Jackson Browne

**Austin City Limits** Taping: St. Vincent



Austin City Limits Hall of Fame

## OCTOBER

**Austin City Limits** Taping: Olivia Rodrigo

**Austin City Limits** Taping: Joy Oladokun

**Austin City Limits** Taping: Duran Duran

**Austin City Limits** Taping: Brittany Howard

**Austin City Limits** Taping: Phoebe Bridgers

Austin City Limits Hall of Fame Induction & Celebration



Healthy Perspectives: Caring for Caregivers

## NOVEMBER

Healthy Perspectives: Caring for Caregivers\*

**Decibel** Del Valle Listening Event\*

**ATX Together: The Engage Series\***



Austin City Limits Terry Allen Taping

## DECEMBER

**Austin City Limits** Taping: Terry Allen

**ATX Together: The Engage Series\***

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