



THE LEADING MISSION-DRIVEN MEDIA BRAND

SERVING CENTRAL TEXAS

FALL 2023 EDITION

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A LETTER FROM THE PRESIDENT, CHIEF EXECUTIVE OFFICER



I'm thrilled to introduce Austin PBS's new five-year strategy for 2024-2028, a bold step towards shaping us into a modern media organization. Our focus: enhancing content, expanding reach, and optimizing revenues.

Central to our strategy is the opening of our Austin Media Center, a dynamic hub designed to propel us into a new era of creativity and innovation.

We honor our legacy with iconic brands like *Austin City Limits*, *Central Texas Gardener*, and the return of *Overheard with Evan Smith*. They exemplify our commitment to excellence.

Our commitment to improving content will engage and inform viewers like never before. We'll extend our reach across platforms, reaching new audiences while remaining a trusted community resource.

Maximizing revenues is key to our sustainability, allowing us to invest in quality programming and community initiatives.

I extend heartfelt thanks to our Board for their guidance in shaping this strategy. Your support has been invaluable. As we embark on this transformative journey we will educate and inspire our community.

Sincerely,

Luis Patiño

President, Chief Executive Officer
Austin PBS

Austin  **PBS**



Austin PBS is the **leading mission driven brand** in the media space.

OUR VISION

To improve lives and empower communities.

OUR MISSION

To educate, inspire, and entertain Central Texas communities with content and services that reflect our cultural diversity and leverage their creativity.

OUR CORE VALUES

Trust / Respect / Integrity / Inclusion / Creativity



AUSTIN CITY LIMITS®



Central Texas  Gardener



OVERHEARD
WITH EVAN SMITH

CONTINUE TO CELEBRATE OUR LEGACY

Recognizing the enduring legacy of Austin PBS originals, we celebrate three of its longest-running programs that have captured the hearts of viewers throughout the years.

"Austin City Limits," the unparalleled music series, holds the distinction of being the longest-running music show in American television history, showcasing legendary artists for generations. *"Central Texas Gardener,"* which first bloomed in the late 1980s, continues to nurture the passions of skilled gardeners and backyard enthusiasts, providing invaluable insights into the world of horticulture. Lastly, *"Overheard with Evan Smith"* offers captivating and insightful interviews with today's most prominent public figures, from politicians and authors to artists and business leaders, always infused with humor and an astute perspective.

We extend our gratitude to the dedicated viewers and supporters who make these programs an enduring part of American television history. Their unwavering commitment has enriched the cultural tapestry of our nation.

CELEBRATING 50 YEARS

AUSTIN CITY LIMITS®

An Austin  PBS Original

October 17, 2024, will mark 50 years to the day that Willie Nelson first stepped on our stage to record the pilot episode of Austin City Limits. Get ready, we're celebrating five decades of Austin City Limits in 2024 with star-studded tapings, special events, live streams, episode premieres, exclusive merch collaborations and more.

Don't miss the party! Sign up for our newsletter today at **[ACLturns50.com](https://aclturns50.com)**

An Austin  PBS Original



NEW HOME
NEW CONTENT
NEW POSSIBILITIES



NEW HOME



NEW CONTENT



NEW POSSIBILITIES

EMBRACING OUR FUTURE

We embrace our future with a **new home**,
new content, and **new possibilities**.

Our simple but important mission, to educate, inspire, and entertain Central Texas communities, enables us to embrace the future with a strong purpose. To elevate voices, serve as convener of public discourse, nurture young minds, improve learning outcomes, and bring communities together.



EDUCATIONAL OUTREACH

As a leader in educational media, Austin PBS and its on-the-ground, bilingual education team bring trusted and tested PBS KIDS resources and tools directly to educators, families, and children. By supporting educators inside instructional hours, and families and caregivers during out-of-school time, Austin PBS provides training and assistance where it is needed most to improve school readiness and educational outcomes throughout our service area of 20+ Central Texas counties.

COMMUNITY ENGAGEMENT

Austin PBS engages locals of all ages and interests by hosting more than 100 events and workshops each year. Austin PBS is the only locally supported and community-owned public media station in Central Texas, and as such, it has both the ability and the duty to continually find novel and creative ways to bring our community together, going beyond traditional television to promote knowledge sharing, foster understanding, and strengthen ties among our neighbors.

COMMUNITY ADVISORY BOARD

Adetoye "Isacc" Adegbemie - Systemverse

Agustin Barajas - Licensed Professional Counselor and Certified Rehabilitation Counselor

Alonso J. Lujan - Filmmaker

Amy Jordan - Murpho's Publishing

Angie Castilleja - Community Leader

Artemio San Martin - Dell / Vice Chair

Ashi Mann - VISA

Cynthia Rodriquez - Make A Wish

Emily Ricci - Community Volunteer / Chair

Federico Subervi - Scholar

Gabriel Estrada - Austin Voices for Education and Youth

Gemma Marangoni Ainslie - Psychologist and Psychoanalyst

Hani Farid - Community Volunteer / Secretary

Jim Susman - STG Design

Joanna McDonald - St. Edward's University

John Keyes - St. Stephen's Episcopal School

Joseph R. Villarreal - Villarreal Jewelers

Judith Rhedin - UT Austin Texas Performing Arts (retired)

Laura Legett - Community Volunteer

Marisol McDaniel - Texas Health and Human Services Commission

Melissa Ortiz - Capital Metro

Oyin Edogi - Indygo Marketing

Pei-San Brown - Ballet Austin

Pooja Sethi - Immigration Attorney/ Activist

Regine Malibiran - Six Square

Rick Perkins - Texas actor, writer, director, and producer and singer-songwriter

Tejal Shah Sahasrabudhe - Moca Financial

Talib Abdullahi - Tito's Handmade Vodka

Victoria Gonzalez - ECPR



EDUCATOR APPRECIATION EVENT



WRITERS CONTEST CELEBRATION

A nighttime photograph of the Austin skyline, featuring the illuminated UT Tower and other skyscrapers against a dark blue sky. The city lights reflect on the streets below.

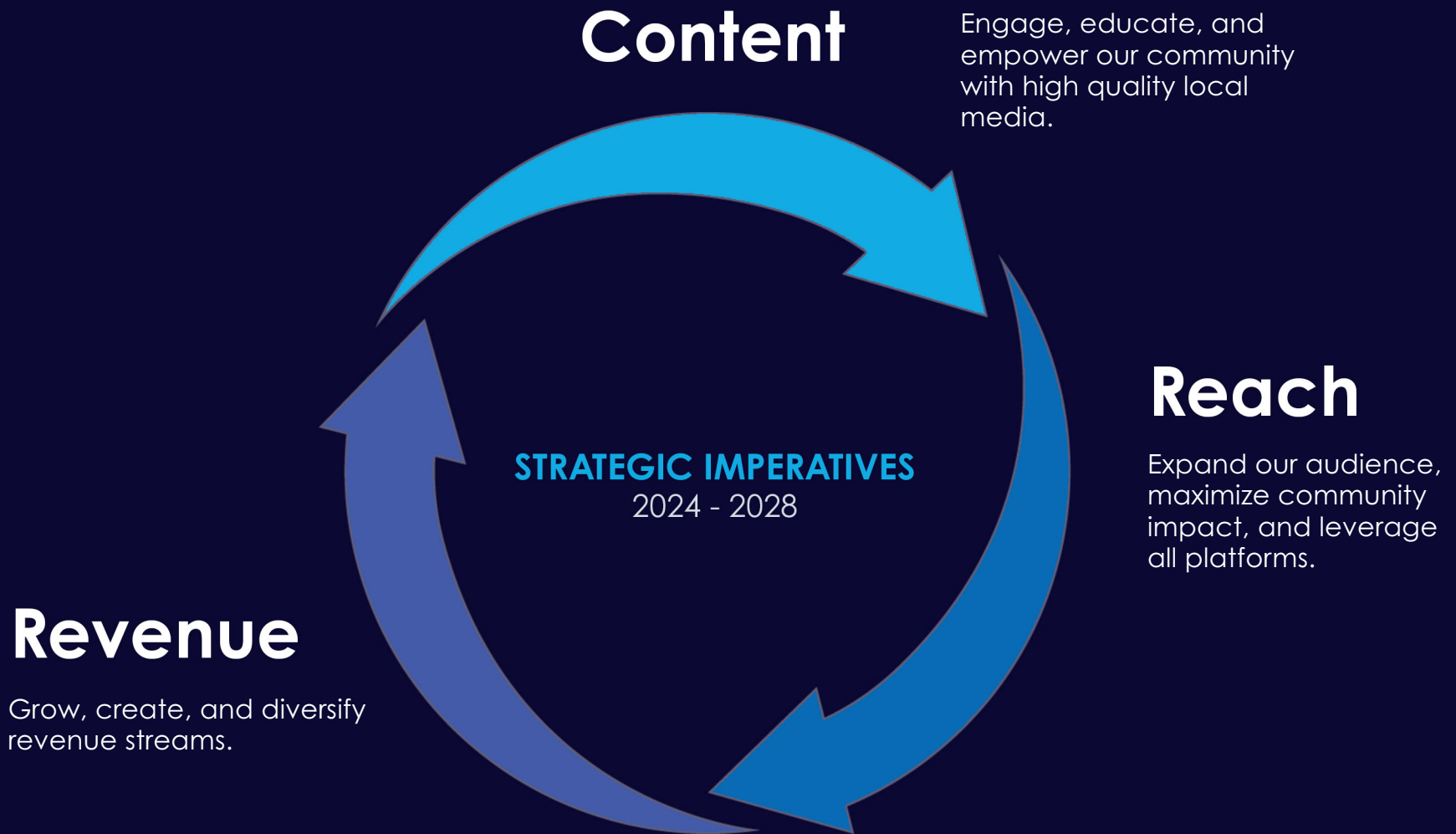
OUR NORTH STAR

Austin PBS successfully met operational and marketing goals in its previous strategic plan, emphasizing cross-platform content delivery in niche genres.

In the upcoming five-year plan, Austin PBS aims to evolve into a modern mission-driven media organization, expanding content development, audience reach, and revenue diversification, centered on three pillars: **Content, Reach, and Revenue.**

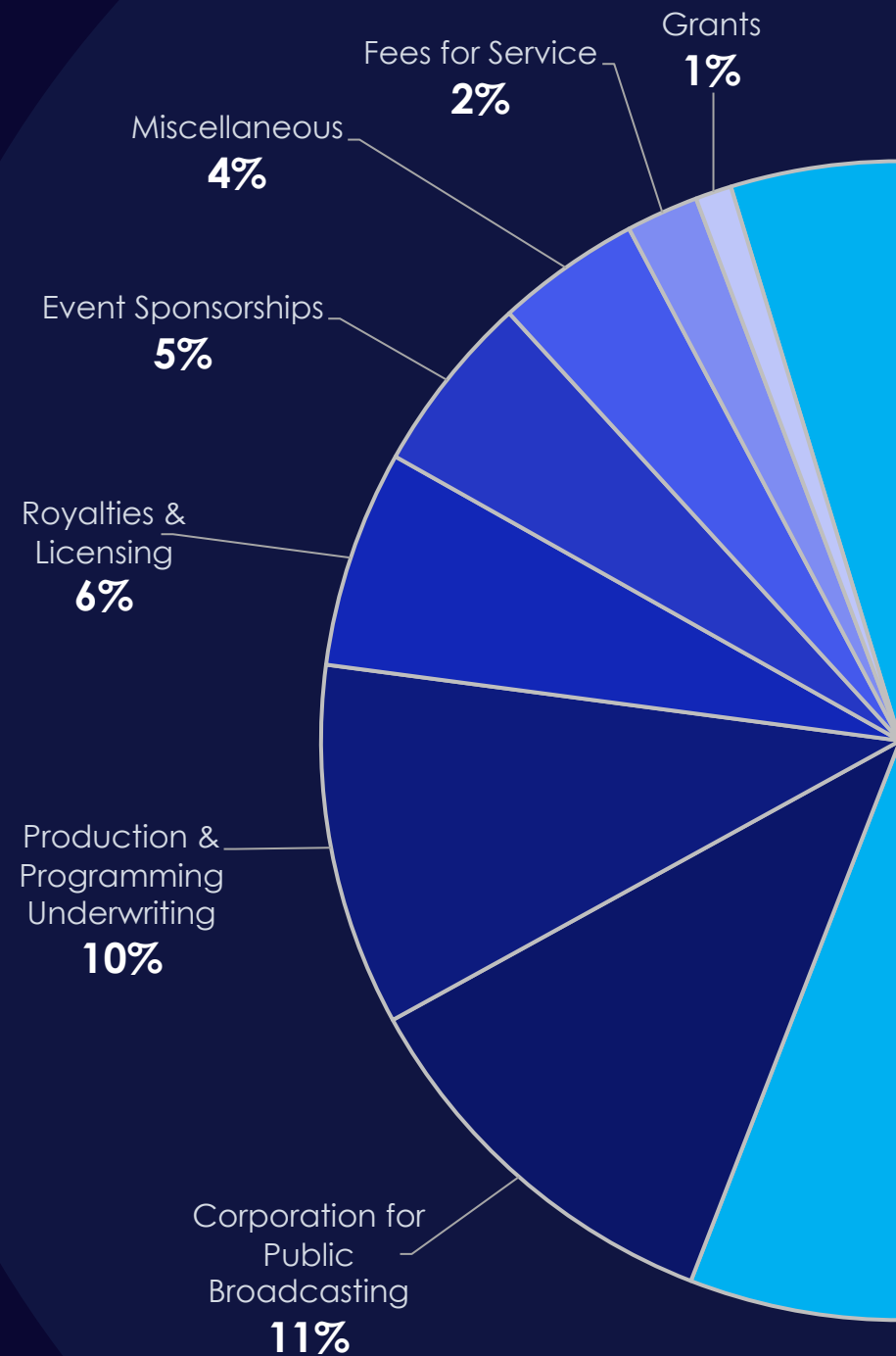
An
Austin  **PBS**
Original

FOUNDATIONAL PILLARS



GROW, CREATE, & DIVERSIFY

Austin PBS FY23
Revenue Composition



PATH TO FINANCIAL SUSTAINABILITY



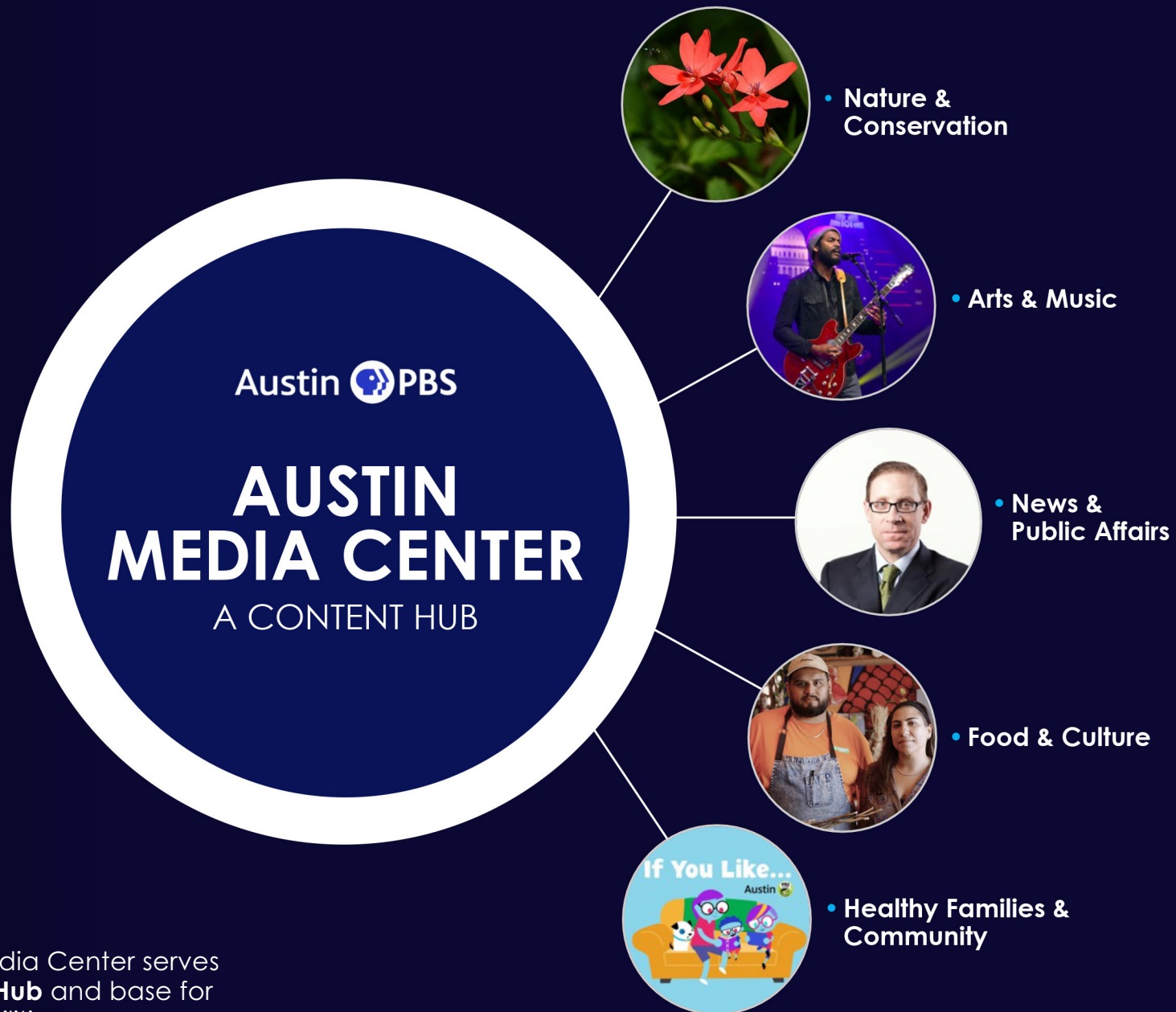
Philanthropic Donations
60%

- Create a new level of recognition to support local producers and creators (Content Creator Donor Level).
- Focus on corporate underwriting and sponsorships.
- Optimize our current member database to grow major donors.
- Grow the licensing of local productions, brand collaborations, and archival content.
- Operationalize the public rental of our studios and meeting spaces.



AUSTIN MEDIA CENTER

Already a sought-after destination for production and community events, the Austin Media Center serves as a creative hub and base for Central Texans to gather, learn, share and create. Our state-of-the-art studios will allow us to continue to create and share compelling, relevant content that builds and honors our community.

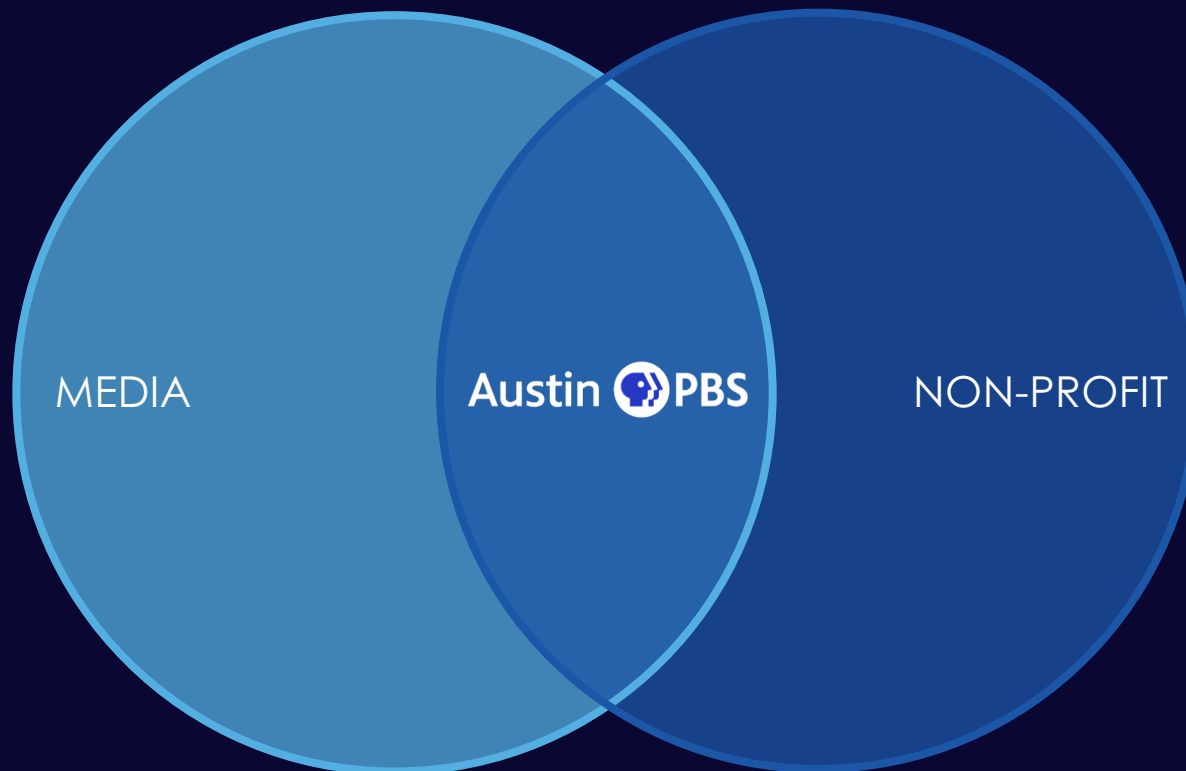


The Austin Media Center serves as a **Content Hub** and base for endless possibilities.

LOOKING TO THE FUTURE

Austin PBS will evolve into a mission-driven media organization that is guided by a strong mission and purpose. Become a hub for content development and distribution focused on local storytelling from diverse voices and more reflective of the communities we serve. Our north star will be to always lead with content and services that create community and social impact.

Operating as a mission-driven media organization allows us to leverage the best of both worlds (Media + Non-Profit) and provides us with a compelling and unique value proposition.



LOCAL PRODUCTIONS WITH NATIONAL QUALITY & SCALE

While our focus will always be our Central Texas community,
our content travels to the entire Texas region and the country.
The goal - local engagement, regional impact and national scale.



Local
Engagement



Regional
Impact



National
Scale

60 YEARS AND THE NEXT 60 YEARS

1962

Local leaders launch KLRN, the precursor station, with studios in San Antonio and Austin, on The University of Texas at Austin (UT) campus.



1973

UT Austin completes construction of Austin PBS's current broadcasting facility.



1974

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



CONTINUE TO SERVE

Austin PBS has contributed significantly to the Central Texas community for more than 60 years. For the next 60 years, it is our goal to continue to provide our expanding community with high-quality content and services that will educate, inspire, entertain, and express a diversity of perspectives.

THANK YOU

TO OUR BOARD MEMBERS, STAFF AND PLANNING COMMITTEE

FY24 BOARD MEMBERS

Nancy Pollard - Friends of the Children Austin / Board Chair *

Krishna Srinivasan - LiveOak Venture Partners / Board Vice Chair *

Rudy Colmenero - Vacek, Kiecke & Colmenero, LLP / Board Treasurer

Nan McRaven - McRaven Associates Consulting / Secretary

Alka Bhanot - Indie Meme *

Bob Morse - Strattam Capital *

Brad Schlosser - Schlosser Development

Catherine Robb - Haynes and Boone, LLP

Christian Barnard - KungFu.AI *

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Jonathan Levy - Brown Advisory

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Lisa Fritsch - Dell Technologies

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Dr. Melva K Wallace - Huston-Tillotson University

Myra Leo - Husch Blackwell Strategies

Parisa Fatehi-Weeks - Indeed *

Ray Martinez - Texas Association of Community Colleges

Robert Strauss - Peak Rock Capital *

Ryan Atlas - Vista Equity Partners

Ryan Dalton - Civic Volunteer *

Sergio Rodriguez - The Hector and Gloria Lopez Foundation *

Stephen Jeffrey - PNC Private Bank

Susan Wittliff - Pathstone

Tom Ball - Next Coast Ventures

Wendolyn Washington - Marwen & Son, LLC dba McDonald's

Dr. Victor Sáenz - UT Austin

AUSTIN PBS LEADERSHIP TEAM

Luis Patiño - President, Chief Executive Officer *

Elizabeth Perch - Chief Financial Officer *

Lori Bolding - Chief Operating Officer *

Sara Robertson - Chief Content Officer *

Benjamin Kramer - Chief Education Officer *

Fely Garcia Amador - Vice President of Community Engagement *

Carolyn Connolly - Chief Marketing Officer *

Chris Osterlag - Chief Technology Officer *

Oliver Rowe - Chief People and Culture Officer *

* Strategic Planning Committee Member



For more information
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or visit us at austinpbs.org