



2020 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY





Austin PBS, KLRU-TV, is dedicated to telling stories that enthrall, inspire and nurture. This community-supported public television station highlights what makes Austin unique through local productions addressing art, politics, nature and history. The work created and distributed by Austin PBS is award-winning and has become a part of the Austin identity. As a nonprofit educational organization, our workshops and events with area youth and families have become a cornerstone of our outreach. Austin PBS prepares children to succeed in school and creates lifelong learning opportunities for everyone.

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'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. We are a reflection of the community that supports us, sharing Austin's one-of-a-kind culture and spirit.



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 and real-time live streaming on You Tube TV and the Austin PBS website.



Active and engaged following on social media with more than 28,770 Facebook likes, more than 39,915 followers on Twitter and 7,385 Instagram followers.



More than **22,941 people** **attended Austin PBS events** in 2020 of which 16,634 were in virtual attendance.

The Power of Public Media for Community Good

Austin PBS is an independent and community-owned public television station. With four distinct channels, Austin PBS delivers more than 35,000 hours of on-air programming each year and wide-ranging content available over multiple platforms. Our work in Central Texas involves the creation, acquisition, and presentation of exceptional content and ensuring that content connects to the community, with a focus around three core areas:

COMMUNITY NEWS & CIVIC ENGAGEMENT

Austin PBS serves as a trusted source for news and information and seeks to tell real stories that engage the community and drive meaningful conversations, delivering quality local news that informs, encourages collaboration, empowers viewers to hold civic institutions accountable, and builds trust and community as we reflect and share stories of our neighbors. Local productions include *Decibel*, a community journalism project that amplifies diverse voices and sparks engaging conversations around the complexities of today's world, and *ATX Together*, a town hall style series focused on community dialogue around crucial issues considered from a variety of perspectives and voices.

EDUCATION

Educational, enriching and inspiring programming coupled with a dynamic network of media platforms and community partnerships make it possible for Austin PBS to inspire learners and nurture curiosity at every stage of life. With a particular focus on early learning and family engagement, our Educational Services team helps connect local schools, teachers, parents and community organizations to PBS resources, with a particular focus on developing and implementing unique outreach to fit the needs of Central Texas. Through initiatives like American Graduate, helping move people out of poverty and low-wage jobs into skilled professions by spotlighting the essential skills needed to do well in the job markets of today and tomorrow, Austin PBS reinforces the importance of adopting a lifelong learning mindset for future success.

ARTS & CULTURE

Austin PBS is proudly our community's largest stage for the arts and a window to the world. Through long-running music show *Austin City Limits* and other local favorites, such as *Central Texas Gardener* and *Overheard with Evan Smith*, we spotlight what makes Austin special. And Austin PBS's annual production *Juneteenth Jamboree* illuminates



Austin PBS Education Services team held **148 workshops and 11 events**, serving more than 13,161 individuals including educators, caregivers and children.



Austin PBS distributed **1,284 books and 264 tablets** to Central Texas families.



Spring 2020 saw local educators turning to Austin PBS LearningMedia at **3x the rate they did prior to COVID-19**—equating to around 20,000 unique users with 80,000 pageviews.



In 2020, Austin PBS saw a 68% increase over the previous year in local users of **PBS KIDS digital media** and a 50% increase in the number of streams, with an average of 4 million streams by nearly 145,000 users per month.



In 2020, Decibel produced over **100 pieces** of content featured online and on broadcast.

the significance of the Juneteenth holiday and shares stories about Black culture and history. And, of course, beloved PBS shows like *Great Performances* and *American Masters* allow viewers to gain unlimited access to art and cultural exchanges and join diverse audiences as they are transported to new and exciting places.

As a public media organization, Austin PBS extends “Beyond TV,” seeking to have a measurable community impact by celebrating Austin, connecting people to resources, amplifying community solutions and bringing communities together.

Austin remains one of the fastest growing metro areas in the country and consistently ranks among the best places to live, work, and play. 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.

As Central Texas grows in population and popularity, Austin PBS proudly serves as a “connector” for our diverse and changing community. Combining the power of national PBS educational programming with localized programming and on-the-ground outreach makes it possible for the station to serve in this important role, and connect people to places, resources, experiences and one another.

Austin PBS leverages its unique assets — exceptional programming paired with essential services and community partnerships — to support a strong and vibrant Central Texas. With an approach that has earned the trust of viewers both in times of calm and crisis, 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.

Serving as a trusted destination for educational, entertaining and enriching content around which communities can come together, Austin PBS not only has the ability but the responsibility to continually identify new and different ways to convene our community, going beyond TV to share knowledge, foster understanding and build connections among our neighbors.

Never has the importance of our mission been more clear than it was this year during the pandemic. Despite transitioning to fully remote operations for all staff, Austin PBS remained steadfast in our commitment to serve the Central Texas community. This report presents examples of Austin PBS’s activities and impact during these unprecedented times and is a testament to the power of public media for community good.



AT-HOME LEARNING

PreK-3 | 6am-8am

4-8 | 8am-1pm

9-12 | 1pm-5pm

Austin PBS combines the power of national PBS educational programming and tools with localized, on-the-ground outreach helmed by our lauded Educational Services team. We take our educational tools directly to teachers, parents, caregivers and children, providing face-to-face support where it is needed the most while establishing crucial community relationships.

Our station provides a safe haven that is non-commercial and that parents can trust. With our Austin PBS KIDS channel available 24/7 both on air and online, families have safe, trusted content whenever it's needed.

During this pandemic period, we have expanded to other means of communication, from phone calls to Zoom meetings, accommodating different situations as they come up. We blend education and entertainment and encourage families to do activities together, encouraging both educational media and apps while also encouraging smart screen time habits by turning devices off for significant periods of the day.

We provide technology and learning resources to underserved communities in Central Texas. Austin PBS brings connected devices, educational media, and digital literacy training to low-income families. Specializing in learning media that is curriculum-based, research-based and fun for kids, Austin PBS helps bridge learning gaps, preparing children and families for school and helping them succeed as they progress and students and caregivers through their academic careers.

Austin PBS also collaborates with key community partners to promote early learning and school readiness. Major partners include Boys & Girls Clubs of the Austin Area, Communities In Schools, Any Baby Can, Thinkery, Friends of the Children, the Summer Learning Collaborative and more. Through these partners, Austin PBS serves more than 10,300 parents and youth.

At-Home Learning Helps Families Keep Going And Learning

At a time when schools were shut down due to COVID-19, Austin PBS proudly worked with the Texas Education Agency and Central Texas schools to fill the education gap left by school closures. From broadcast programming to online media, Austin PBS provided vital educational resources and tools to help parents, educators, and families support learning at home during this challenging time.

“We are a family of Austinites coming together to support each other during this time we are physically apart. Austin ISD is proud to partner with PBS for yet another way of providing quality essential learning resources for all of our students. Through your support of public broadcasting and public education, you help us live All Means All.”

— PAUL CRUZ, SUPERINTENDENT, AUSTIN ISD

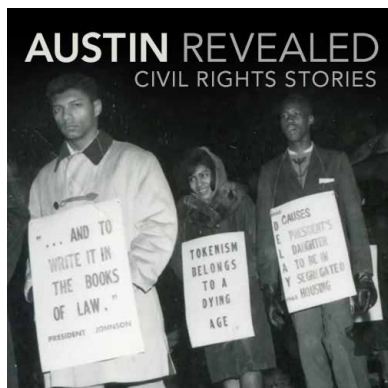
Responding to the needs of children and families, Austin PBS modified its regularly scheduled broadcast programming on our main channel (18-1 over the air) to offer specific Pre-K to 12 educational content weekdays between 6 am and 5 pm. With an estimated 25% or more of homes in our viewing area facing challenges in maintaining reliable internet, this schedule was designed to help schools bridge the digital divide and provide access to learning for all students at home regardless of access to computers or the internet.

Austin PBS's at-home learning schedule was supplemented and matched with trusted digital resources from PBS LearningMedia, an online library consisting of thousands of educational resources and learning objects aligned with Texas curriculum standards.

As a new school year got underway in the fall, Austin PBS made changes to our at-home learning programming to continue to meet the community need for free, accessible, quality educational content for everyone in Central Texas. Austin PBS Channel 18.1 went to PBS KIDS programming for Grades PreK-3 from 6 a.m. to 5 p.m. Monday through Friday. Favorites like Odd Squad and Arthur, along with new programs such as CampTV and Hero Elementary, are included. Featured content like this helps provide kids with a great foundation for learning.

At-Home Learning for Grades 4-12 and adults moved to Channel 18.2 from 11 a.m. to 4 p.m. Monday through Friday. This new educational content schedule is provided by WORLD Channel from WGBH in Public Television in Boston. WORLD shares the best of public media informational programming, helping us understand conflicts, movements and cultures that may be distinct from our own. Its original content examines issues too often ignored by mainstream media by sharing stories from a diversity of voices.

Educators are able to use the broadcast schedule, supplemented with additional resources for each episode, to suggest activities for students to complete at home via text message or other reliable messaging services. In turn, students or family members can take snapshots of finished work to send back to teachers to receive credit. We realize that this falls short of schools' desires to interact live with children in order to further their learning and nurture human connection, but educators are able to turn to this schedule as a backup plan to their instructional goals.



New Local Content on PBS LearningMedia

Through PBS LearningMedia, students of all ages can take learning further with grab-and-go activities and interactive lessons that illustrate specific topics, themes, and subjects. Educators and caregivers can access tailored content by grade level such as videos, lesson plans, hosted training sessions and self-guided, how-to resources.

This year, Austin PBS added new multimedia lesson plans to Austin PBS LearningMedia. The lesson plans address key moments in history, such as the Vietnam War, from the perspective of Central Texans.

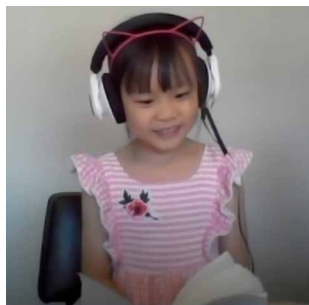
These lesson plans draw on video stories from Austin PBS's oral history project, Austin Revealed, to offer a balanced, contemporary look at difficult issues. For example, one series of lesson plans from Austin Revealed that was added to PBS LearningMedia chronicles 30 years of Chicano history in Austin. In one of the first lessons, students learn about how World War II veterans became active in trying to improve conditions for Mexican-Americans in Austin. Then, students explore the Supreme Court decision in Brown v. Board of Education, and how this landmark piece of legislation impacted Mexican-American youth locally.



NATIONAL
ENDOWMENT
FOR THE
HUMANITIES

Thanks in part to a generous grant from Humanities Texas and the National Endowment for the Humanities (NEH) as part of the federal CARES Act, the station most recently added lesson plans around Austin Revealed: Civil Rights Stories, featuring

Austin citizens discussing their experiences within the civil rights movement of the 60s and 70s, and the ongoing effects of segregation and gentrification.



Writers Contest Celebrates 25 Years

The Austin PBS KIDS Writers Contest is an annual local contest designed to promote the advancement of children's reading skills through hands-on, active learning. Children from kindergarten through fifth grade are encouraged to write and illustrate stories and submit them to Austin PBS. Every single entry is published online with full color pictures. This year we had more than 350 entrees! To celebrate the 25th anniversary, we created videos of kids reading their stories along with animation of their illustrations.

A Smart Summer!

Leveraging our strong regional community presence and support, Austin PBS consistently works with key stakeholders and agencies throughout Central Texas to provide community-based learning and training opportunities. This summer, with the pandemic keeping in-person activities at bay, our Education Services team pivoted to serve the needs of virtual summer programs. Through funding by the Andy Roddick Foundation and working in partnership with organizations serving low-income youth, the station was able to provide 80 tablets to low-income students and families in need of technology, enabling them to participate in summer school or educational programs from home.



As part of these efforts, we also developed the Austin PBS Smart Kid Summer Initiative to encourage regularly-occurring "smart" activities during the summer months when screen time goes way up. This was done by distributing a calendar that challenged children and families to complete 25 smart activities from July 1 through August 31. Activities included reading a book, magazine, or newspaper; playing a PBS KIDS game; cooking or making something in the home; exploring the world outdoors or watching a PBS KIDS or PBS show and more! Families were then asked to send in their completed calendar to get a prize. We were able to provide H-E-B grocery store gift cards and Terra Toys gift cards as rewards!



Austin PBS Awarded CPB Ready To Learn Grant

2020 marked the end of Austin PBS's five year participation in the U.S. Department of Education- funded Ready to Learn 2015–2020 grant. While the normal five-year cycle of Ready to Learn work would have ended on September 30, 2020, due to COVID-19 several projects continued to operate through the fall.



We continued our work on the Scaling and Sustainability portion of Ready to Learn through a grant received in 2019. This work entailed continuing outreach to educators to share research-proven Ready to Learn resources, as well as several virtual workshop series delivered to families in Austin and Del Valle.

And, in early 2020, as part of its 2015-20 Ready To Learn initiative ("RTL"), The Corporation for Public Broadcasting (CPB), funded by the Ready to Learn Television Program of the U.S. Department of Education, awarded Austin PBS an additional \$11,451 to be one of six stations acting as mentors to 25 PBS stations across the nation. The mentor stations' role is to support CPB and PBS in their goal of improving stations' capacities to strengthen early science and literacy learning among target audiences. Austin PBS mentee stations include KLRN in San Antonio, South Carolina ETV and Public Radio, WEDU PBS serving West Central Florida and Alaska Public Media.

Later in the year, CPB and PBS KIDS were awarded 2020-2025 Ready to Learn funds by the Congress. Austin PBS was one of 11 stations nationally written into the proposal as a partner station. We will be involved in the design, testing and implementation of research-based community outreach resources produced by PBS KIDS and independent producers under the RTL umbrella, and will be guiding other stations as they join in later years. The theme of this five-year plan is "Learning Neighborhoods," signifying the desire of CPB, PBS KIDS and participating stations to strategically deliver resources and support to points where community agencies converge to support youth learning.

American Graduate: Getting to Work

Public Media Initiative to Advance Education and Career Readiness

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 January, CPB named Austin PBS one of six stations nationwide to receive funding for continuation of this project. The station has forged partnerships in Central Texas to better assess workforce challenges and opportunities, and produced media that zeros in on the essential skills needed for students and workers to succeed in the job market.

Workforce Solutions Capital Area, the City of Austin, Travis County and Austin Community College (ACC) have combined their resources since 2019 to create a team focused on lifting up jobless or low-wage earning workers to employment that provides a living wage. Tamara Atkinson, CEO of Workforce Solutions, has summed up the scope of this partnership, known as the The Austin Metro Area Master Community Workforce Plan. “The objective is that we want to move 10,000 people who are currently in our communities living at or below poverty. We want to move them out of poverty and into middle-skill – think of them as middle class jobs – by the year 2021.”



Here's a snapshot of the American Graduate featured stories that Austin PBS has created. Each related video shares tips, resources and real live examples of the work that will enable an individual to move toward steady employment.

Imari recently graduated with an associate's degree in HVAC at ACC. He believes HVAC will get him closer to his goal of starting his own business and acquiring land for his family to live on.

Stephanie, a junior in high school, is currently pursuing an electrical certification.

Leticia Trujillo is a 23 year old automotive service technician with big dreams. She graduated from ACC with an associate's degree in automotive technology.

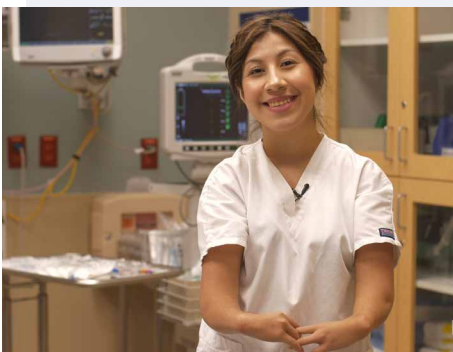
Ashlee is pursuing a CCNA (Cisco Certified Network Associate) certification. Her goal is to become a network engineer.

Jennifer Winkler is a dental hygienist. She graduated from ACC with an associate's degree in Dental Hygiene.

Attendees of Skill-Up at ACC: Manufacturing Open House talked to us about their dream jobs.

Joe Lamping is the owner of Flamingo Automotive in Austin, Texas. He discussed what he looks for in a prospective employee.

Yaneth Osorio graduated from Del Valle High School. She was a part of the health program for four years. Her goal is to become a Certified Patient Care Technician.





We asked students to tell us their dream job during the Health Science Career Showcase for Middle School Youth October 2019. Schools: Austin ISD, Del Valle ISD, Pflugerville ISD.

Jason is an Enterprise Technical Support Specialist for Spectrum. He received an associate's degree in Local Area Network Administration (LAN) at ACC. He is currently pursuing a CCNA certification. His goal is to become a network engineer.

Raoul is a veteran and a Cisco voice network engineer. He detailed the studying and training that supported his career shift.



Tony Gayles completed a Certified Production Technician Certificate at ACC through a partnership with Workforce Solutions. Now he is a Warehouse Material Handler at Community Impact Printing.

After building concrete blocks for 13 years, Alex decided he needed something for the long haul. That's when he got into nursing.

"Years ago if you would have asked me about cyber security... to me it seemed like it was very Hollywood and just out of reach." Learn how Christian became a cyber security analyst.



The COVID-19 pandemic is impacting our economy and workforce in new ways. One place people looking for work can turn for help is Workforce Solutions Capital Area. Chief Strategy Officer Leah Meunier talked about how their resources are rescuing both laid-off employees and businesses struggling during this challenging time.

Many Central Texans have lost their jobs due to the economic hit from COVID-19, but the demand for medical professionals is higher than ever. One local training program is helping to meet that demand by lifting people out of lower-wage jobs and into a career in nursing.

The pandemic has interrupted lots of milestones for seniors, including certification exams. Career and Technical Education programs often require a hands-on final exam in order to receive a certification that can jump-start a student's career and advance a person toward college. But with campuses closed, CTE students and teachers are trying to figure out how to retool exams for a post-COVID-19 world.

The high demand for skilled workers in manufacturing did not drop due to the pandemic. New opportunities are now available in a virtual setting for those looking to gain new skills in Central Texas. Justin Frost, Advanced Manufacturing Instructor at Skillpoint Alliance, and recent graduate Amber Ramsey explained how the virtual environment made it easy to learn while staying safe. Melanie Flowers, the Board Chair for Workforce Solutions Capital Area shared information about the current high-tech workforce in Austin for well paying jobs with options for advancement with companies who are hiring now.

While the job market is beginning to rebound, the workforce is changing, and there are opportunities to learn marketable skills. Ramona Schindelheim, Editor-in-Chief of WorkingNation, talked about the current national employment scene, and Sabari Raja, CEO of Nepris and Board Member of Workforce Solutions Capital Area provided several leads for Central Texas job seekers who are looking to learn new skills.



“It’s a resource that can’t be beat.”

It’s no secret: teachers are heroes. This pandemic has only emphasized that truth.

Julie Hildebrand is a first grade teacher in Austin ISD, a Discovery Education Ambassador and a 2018 PBS Digital Innovator All-Star. Despite her accolades and 14 years of classroom experience, Mrs. Hildebrand notes that this is by far her hardest year.

“When I’m teaching remote learners and on campus learners at the exact same time, and really trying to balance my time between the two, it’s like having a double job. Initially it was really hard. I always thought I was a strong teacher, and I felt like I was constantly failing. I had to really take a big step back and give myself some grace.”

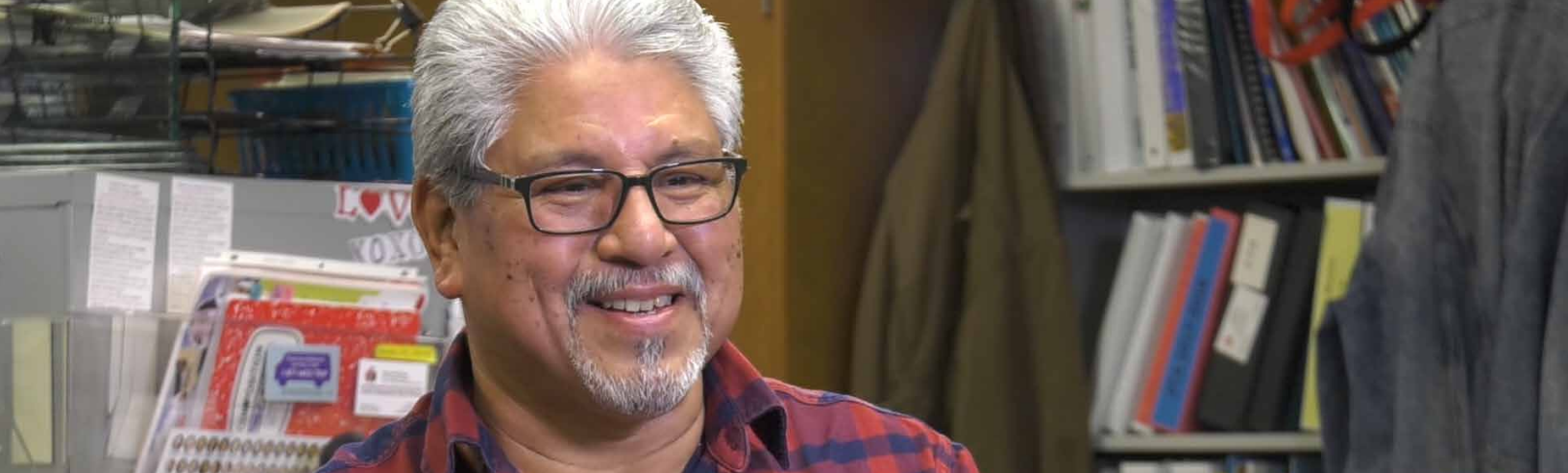
Educators are going through a lot, constantly pivoting, while still doing amazing work. And they need help. For years Mrs. Hildebrand has found support through the integration of Austin PBS programming and PBS LearningMedia into her instruction.

From the research-based educational programming to the wealth of state-aligned online curriculum, many local educators rely on Austin PBS for their weekly lesson planning. And while our educational on-air shows are easily accessible to the entire community, much of our online content requires broadband. An estimated 25% of families in our area lack consistent internet or computers.

Bridging this digital divide during the COVID-19 crisis has become a major focus for Austin PBS. Donations from members supported our station initiative to distribute 80 devices to children and teachers to use at home during summer school and into the new school year. Some of these computers are now in the process of transitioning to several Head Start centers. Austin PBS will then help educators set up their new digital settings, while also scheduling sessions with parents to share why we’re doing this virtual work and how to encourage Smart Screen Time.

Now as Mrs. Hildebrand tackles the most challenging days of her career, she relies even more on the diverse, quality learning content from PBS. And she loves spreading the word to other teachers and parents!

“Austin PBS is by far one of the best resources that educators could possibly use. All of the content that is created is designed specifically with the child in mind, and in growing that child. It’s a resource that can’t be beat.”



Austin PBS is a great partner because they really get parents excited.

Everyone needs a good role model. Children naturally follow the guidance and behavior of their parents, but what about when those adults need some positive modeling themselves? At Wooten Elementary, Bernardo Martinez bridges that gap in his role as Parent Support Specialist. Parent Support Specialists focus on finding ways moms, dads and caregivers can take more active roles in their children's school lives, from spending time on campus to helping with homework in the evening.

Mr. Martinez has had great success engaging caregivers. After 27 years in this field, he's established relationships with a variety of community partners who provide additionally needed resources; for most of his career, one of those partners has been Austin PBS. For the past two years, Wooten Elementary and Austin PBS have been conducting five week workshops in Mr. Martinez's classroom using the PBS app Scratch Jr. This workshop, unlike much of Austin PBS's on-the-ground outreach, is for adults only.

One of the biggest challenges facing Mr. Martinez is convincing caregivers to get out of their comfort zone.

“They come in here a little bit nervous. They’re afraid to take this step forward, learning new things. But people are eager to learn. I’ve worked very hard at gaining their trust and making sure that they’re going to learn something that will benefit the family and the community.”

Using Scratch Jr., the workshop teaches the basics of coding. To be a good coder, one must be attentive to detail and follow the rules in order, all while using technology. Attendees are given take-home activities, including showing their children the lessons learned that day. Caregivers teach their children the coding they've practiced, reinforcing new STEAM (Science, Technology, Engineering, Arts, Mathematics) skills, with a particular focus on technical literacy and reading comprehension.

When children can observe their caretakers going to campus, coming home with assignments, and following through with their school responsibilities, it provides a positive real-life model.

“My favorite part about Scratch Jr. workshop is the tools that are given to the families. Austin PBS is a great partner because they really get parents excited about exploring new ideas and how to support their kids at home. We’re all born with a gift, but we carry that gift around not knowing what to do with it, and the thing is to open it up and share it.”

2020 Austin PBS Community Partners

Alamo Drafthouse
American YouthWorks
Any Baby Can
Asian American Complete Count
Committee - Travis County
Asian Pacific Islander American Public
Affairs - Austin Chapter
Austin Asian Communities Civic
Coalition
Austin Asian Chamber Of Commerce
Austin City Limits Music Festival
Austin City Limits Radio
Austin Community College
Austin Community Foundation
Austin Family
Austin Film Festival
Austin Film Society
Austin Independent School District
Austin Interfaith
Austin ISD
Austin Justice Coalition
Baylor Scott & White
Beyond Batten Disease Foundation
Boys and Girls Clubs of the Austin Area
Capital IDEA
Cedar Park ISD
Coalition for Apprenticeship Partners
in Economic Development (CAPED)
Communities in Schools of Central
Texas
Creative Action
Del Valle ISD
Dell Children's Hospital
Dolph Briscoe Center for American
History
E3 Educational Alliance
El Buen Samaritano
Friends of the Children Austin
George Washington Carver Museum
and Cultural Center
Goodwill Central Texas
Greater Austin Black Chamber of
Commerce
Greater Austin Chamber of Commerce
Greater Austin Hispanic Chamber of
Commerce
Hays CISD
Housing Authority of the City of Austin
Huston Tillotson University
I Live Here, I Give Here
Indie Meme Film Festival
Interfaith Action of Central Texas



The role of philanthropy in the business community is absolutely critical.

What can I do to help? That's a question a lot of us are asking right now, especially as fallout from COVID-19 continues to affect the ability of so many to stay healthy, go to work, pay bills and get emotional support. This pandemic has had negative consequences for nearly the entire world, but some individuals and businesses are faring better than others. Austin PBS Business Supporter ABC Home & Commercial Services has been able to pivot and continue offering maintenance to their customers. While this transition hasn't been easy, ABC's President Bobby Jenkins acknowledges that he and his company have been lucky.

"The overall nonprofit community needs help. There are a lot of businesses that are struggling, but there are also a lot of businesses that are able to survive and be successful. I think that this is a time that those that have need to step up as much as they possibly can to help those that don't have. The role of philanthropy in the business community is absolutely critical."

ABC Home & Commercial Services has been a contributor to Austin PBS for four years. Jenkins is committed to giving back to Central Texas and supporting his adopted home that has done so much for him.

"Austin's welcoming spirit is one that I've been very appreciative of. I moved here 37 years ago and started my business and I really believe that the overall community has this attitude that if you're willing to come in and work hard and contribute and give back, there's a place for you."

Jenkins cites his two young granddaughters as one inspiration for his love of Austin PBS. Not only does he enjoy tuning in with them, but he knows the programming they're watching is safe and educational. Beyond that, ABC Home & Commercial Services also supports the groundbreaking music from *Austin City Limits*, the high quality dramas from *Masterpiece* and the rigorous journalism from shows like *PBS NewsHour* and *Washington Week*, all presented commercial free.

"I think Austin PBS really plays a very important role in the community. It's part of the fabric of it. And to provide that kind of programming, that kind of information and education... if not from Austin PBS, there's going to be a void. If not done by them, then done by who?"

Keeping area nonprofits and other one-of-a-kind organizations running will take ingenuity and action. The Central Texas community has already lost so much this year and it will be a tough road forward no matter what. But certainly the dedication of local businesses like ABC Home & Commercial Services will help sustain what makes our city special now and into the future.

International Brotherhood of Electrical
Works (IBEW) 520

KeyUp

KUT

LBJ Presidential Library

Leadership Austin

Leander ISD

Lifeworks

LINKS, Inc.

Literacy Coalition

Locateur

Manor ISD

Matthew Shepard Foundation

MEASURE Austin

Mexican American Cultural Center

Office of the Mayor of the City of
Austin

Paramount Theater

PBS NewsHour Student Reporting Labs

Pflugerville ISD

Round Rock ISD

SAFE

San Marcos Chamber of Commerce

San Marcos ISD

Settlement Home

Skillpoint Alliance

Summer Learning Investment Hub

SXSW

Texas Book Festival

Texas Monthly

Texas OnCourse

Texas State University - Round Rock

Texas Tribune

The Cathedral

Thinkery

Travis County Commissioners Court

Travis County Judge's Office

Trio Electric

U.R. Our Hope

UA Local 286 Plumbers and Pipefitters

United Way of Greater Austin

University of Texas at Austin: African &
African Diaspora Studies Department

University of Texas at Austin: Code
@ TACC (Texas Advanced Computing
Center)

University of Texas at Austin: McCombs
Business School

University of Texas at Austin: The
Office of Inclusive Innovation

University of Texas at Austin: UT Prep

University of Texas at Austin: Women
in Engineering Program

Workforce Solutions Capital Area

Workforce Solutions Rural Capital Area

“Doing good is good for business.”

Austin PBS is fortunate to call Central Texas home. This is a community that's always been passionate about public media. Local individuals and families account for 85 percent of our funding. Another vital source of funding comes from area businesses.

Texas Mutual Insurance Company, with their ethos of giving back, has been a Business Supporter of Austin PBS for over 10 years. Jeremiah Bentley, Texas Mutual's Vice President of Marketing and Community, sat down to chat about our partnership.



“Doing good is good for business. Employees are really looking for companies to work for that give back. Buyers and decision makers really want to do business with other businesses that share their values.”

Jeremiah has lived in Austin for nearly 30 years, which means he's been witness to the frenzied development of the city. Amidst the constant change, he has watched Austin PBS adapt to our growing region and continue to reach out to our 20 county viewing area in new ways. Texas Mutual knows that these viewers rely on Austin PBS to stay connected to our community and the greater world.

As a company that strives to build stronger and safer neighborhoods, Texas Mutual wants to engage with businesses and employees who are committed to Austin.

“We believe that the people who are served by this station are the same people that Texas Mutual wants to reach. Austin PBS is unique because it's been a part of the community for decades and because it takes a long term view of the issues that we all face in Austin.”

As an insurer to millions of Texans and as an award-winning workplace, Texas Mutual makes it a priority to take care of people across our state. As a public media station, Austin PBS provides everyone access to free, high quality media that educates and expresses diverse perspectives. Our partnership amplifies all these goals.

“Texas Mutual is here to take care of all Texans ... that's part of our mission. In the same way, we believe that public television is really here to take care of all of us and really serve the needs of the community as a whole.”

Austin will just keep on growing and evolving, but when public media is protected, we'll always have a space in which to come together, share ideas and nurture community. Passionate Business Supporters like Texas Mutual ensure this future.



The Svinicki Legacy

Some things last for generations. And some don't.

Founded in 1886, Sears, Roebuck and Company was a domestic powerhouse until it filed for bankruptcy in 2018. Most have heard about the storied rise and fall of Rome, the political center of an empire that reigned well over a millennium. And for 79 years, the magazine *Newsweek* was ubiquitous in homes, doctors' offices and newsstands across America, but eventually went the way of countless publications, ceasing its print version and facing near financial collapse.

So, what of Austin PBS's future? Austin PBS is 56 years old, and the entire PBS system turns 50 this year. It's imperative that Austin PBS plan ahead and remain adaptive to funding changes so that we may continue bringing the best in education, news, documentaries and arts to all of Central Texas, for free, without commercial influence. **Longtime supporters Jay and Marilla Svinicki have committed to making sure Austin PBS has staying power by including the station in their estate plans.**

For over 40 years now, Jay and Marilla have been contributing to Austin PBS however they could. Even when they were just starting their careers and didn't have a lot of extra income, they found ways to give back.

Jay remembers that "back in those days we didn't have much money so we thought we could contribute by working the phones and I was doing rug hooking at that time as a hobby, so we donated some rugs to the auctions. As we got older and became more advanced in our jobs, we were in a much better position to start making contributions."

Taking an active role with Austin PBS was a way for the Svinickis not only to support all the inspiring programming they love, but to participate in civic engagement. They realized early on how vital Austin PBS's on-air content and on the ground outreach is to the Austin area.

For Marilla, Austin PBS's local productions are integral in both telling the stories of Central Texas and connecting all the people that make Austin so special. "One thing that Austin PBS does for the community is emphasize that *this* is a community. For example, *Decibel* is a wonderful program because it's all what's happening here and what's the effect on community here."

Jay and Marilla are thrilled that their financial legacy will live on through Austin PBS, and allow public television in Austin to thrive for the next generation.

Jay laughs as he recalls how many years he and his wife have spent with the station. **"I mean, we've been interacting with Austin PBS for so long that it's kind of a habit. It was really a pretty easy decision. Other people in our position should consider this. It really is a good thing to do."**

Community Issues

Covering Our Health Crisis

In the first months of the pandemic, everyone was searching for ways to stay safe and for information on how this upheaval was affecting Austin and beyond. After moving our entire operations to remote home offices, *Decibel* began to produce and broadcast weekly COVID-19 updates. This shift was a giant undertaking, requiring coordination between multiple production staff and story participants, all while maintaining social distance. The weekly program was eagerly received by our viewers who, like the rest of the world, were learning how life works during a pandemic. *Decibel's COVID-19 Update* aired weekly from April 2 to June 9, 2020 tackling subjects such as mental health, elderly care, school interruptions, what keeps essential workers going and business closures.



A Newsroom Driven By Purpose

In 2017 with the launch of *Decibel*, Austin PBS embarked on an exciting experiment of bringing the community into our newsroom to reimagine how we deliver news and stories of importance. In 2020, we moved beyond the experiment to become a newsroom driven by a purpose — that purpose is centered around community journalism.

In a traditional newsroom, story ideas are often generated by journalists and editors, and then reporters go into communities to do their reporting. In contrast, *Decibel* puts the community first, engaging in listening sessions and unprecedented outreach, to ensure that no *Decibel* story is assigned without input from Central Texans.

As part of its mission to amplify diverse voices and spark engaging conversations around the complexities of today's world, *Decibel* creates a two-street of communication between the Austin PBS newsroom and the community. The results are news stories that move beyond one-dimensional, stereotypical coverage and instead provide a fuller picture of a person's lived experience, with individuals telling their own story in their own voice.

Under *Decibel's* new mission, no reporting can begin without first getting input from the community we are covering. Having chosen to cover the Asian American community for the first reporting project, we held a conversation in September to get feedback and story ideas that would guide our election coverage. This conversation resulted in a diverse collection of stories, from Ashley Cheng who started a podcast with a group of friends which aims to demystify the Texas voting process to Anthony Nguyen, the head of the Texas Asian Republican assembly, trying to be an example for his party and his community.

Under our new editorial strategy all reporting begins and ends with a conversation. Just as we look to the community before we start reporting to understand where to start and we also go back to the community to gain feedback that will inform future work and lead to a more diverse batch of stories.



Solutions-based Community Dialogue

In 2016, *ATX Together* debuted when Austin PBS convened a much needed town hall and community dialogue on the pressing issue of police violence. This special community event provided a safe space to convene leaders, experts, practitioners and community members to explore a crucial issue through meaningful and constructive conversations.

After several more successful convenings in subsequent years, *ATX Together* launched as a regular bi-weekly half hour series in September 2020 tackling important topics such as food insecurity, community resilience, education inequities and more. The show brings together diverse and vital voices to discuss issues and look for solutions to community concerns in Central Texas.

A standout installment this year in response to our country's racial reckoning was *ATX Together: Confronting Racism* that focused on actions anyone can take in everyday life to fight racism. Chas Moore, founder of the Austin Justice Coalition, Meme Styles, founder and president of Measure Austin and Simone Talma Flowers, executive director of Interfaith Action of Central Texas were our guests.

Each episode of *ATX Together* has a webpage with practical advice, community stories and/or area resources. For *ATX Together: Confronting Racism*, we invited viewers to reflect by asking questions and consider taking action.

Questions to ask yourself included:

- When were you first aware of your racial identity? What were the circumstances and how did you feel? What, if anything, were you told, taught or shown about “your” race?
- What is some evidence of institutional racism in your community? Church? Families?
- What can you do to support people of color in your community?
- What are your local politicians’ policies on ending police brutality?
- How do you plan on helping the fight to end racial discrimination and systematic oppression?
- How can you use anti-racist knowledge to change and progress conversations with friends, family, colleagues and peers?
- How can you be actively anti-racist instead of simply “not racist?”
- In what ways does your proximity to whiteness afford you the privileges that aren’t extended to Black and Brown people? In what ways have you been conditioned to believe in the superiority of whiteness? In what ways have you engaged in rhetoric that promotes othering or stereotyping of Black people?

Actions to consider included:

- Register to vote.
- Check in on your Black friends, family, partners and colleagues.
- Educate yourself and read up on what it means to be anti-racist with books, blogs, podcasts, television shows and documentaries.
- Follow organizations on social media that are in the fight.
- Screenshot, share and repost resources to educate those around you.
- Don’t center the narrative around you. Identify privilege and condemn it.
- Stop supporting organizations that promote hate.
- Be an ally and advocate after the outrage ends.
- Continue to donate to fund and support initiatives you care about, if you have the means.
- Educate yourself by reading books, articles and blogs.

Austin PBS's
Signature Series



ATX TOGETHER



AUSTIN REVEALED

BLACKADEMICS
TELEVISION



Juneteenth
Jamboree

OVER
HEARD
WITH EVAN SMITH

Austin PBS receives recognition



This year, the 2020 FAVE Awards, hosted by the Austin Young Chamber, highlighted and celebrated the many Austin businesses who are committed to supporting their customers, employees, and our community through resiliency, adaptability

and innovation. **Out of 10 categories, Austin PBS, KLRU-TV was selected as the FAVE Local Source for Info.**

Funded by CPB, the Editorial Integrity and Leadership Initiative is a professional development opportunity from the Walter Cronkite School of Journalism and Mass Communication out of Arizona State University. Journalists across the country are selected, bringing public media's most promising newsroom leaders together. For two years, participants work in small cohorts, punctuated by one week of intensives, followed by three months of one-on-one coaching. **Decibel's editorial director Samantha Guzman was one of 100 fellows chosen for this prestigious training.**



Faces of Austin is an annual program by the City of Austin showcasing shorts by local filmmakers, reflecting the diverse faces, voices and experiences of our City. The films selected for Faces of Austin premiere during the SXSW Film Festival and screen throughout the year at special community events. **Of the 12 winners in the 2020 Face of Austin contest, five are from Austin PBS staff:** Samantha Guzman for "Puppy Love"; Lucky Nguyen for "Summitt Lion Dance"; Joe Rocha for "We're Going Places"; Taylor Sprinkle for "Changes"; Blair Waltman-Alexin for "The Other Ones."

Austin PBS's Diverse Voices & The Work Of Local Filmmakers Showcased In 2020



February 7 - *Blackademics Television Season 7*

Black scholars engage in projects and research focused on education, performance and empowerment. This season discussions include political blackness in multiracial Britain, nationalism in Europe and literacy in an age of lies **with talks by Mohan Ambikaipaker, Terri E. Givens and Kevin Michael Foster.**

June 9 - *Reel South: Seadrift*

In 1979, a fatal shooting ignites a maelstrom of hostilities against Vietnamese refugee fishermen along the Gulf Coast. Set during the early days of Vietnamese refugee arrival in the U.S., *Seadrift* examines this turbulent yet little-seen chapter of American history, and explores its consequences that continue to reverberate today. **Local director Tim Tsai** also directed Austin PBS's *Austin Revealed: Pioneers from the East*.

June 19 - *Great Performances: Ann*

A no-holds-barred theatrical portrait of Ann Richards, legendary Governor of Texas (1991-95). Written and performed by Emmy Award-winning actor Holland Taylor (*Two and a Half Men*), the play unfolds through public speeches and private phone calls with famous figures. Ann Richards is revealed as a complex, colorful and captivating character bigger than the state from which she hailed. **This production was recorded at ZACH Theatre right here in Austin, Texas, following its national tour and Broadway.**

July 4 - *The Daytripper Marathon*

It was a happy 4th with Chet Garner as he explored various cities around Texas. Traveling might not be in the picture right now, but you thousands vicariously enjoyed some of the best spots in the state and started planning for when it's safe to venture out.

For 12 hours – from 5 a.m. to 5 p.m. – Austin PBS took viewers on a journey to 24 different Texas destinations: Granbury, Alpine, Blanco, Balmorhea, Sulphur Springs, San Angelo, Dallas, New Braunfels, Richmond, Turkey, McKinney, Downtown San Antonio, Hillsboro, Taylor, Port Aransas, North Padre Island, Bellville, Colorado Bend State Park, Crockett, Pflugerville, Davis Mountains, Kerrville, Salado and Port Isabel.



July 9 - *Positive All The Way*

This is the inspiring story of the Paralympic movement's recent revolution, profiling its extraordinary founder, Sir Philip Craven, who was paralyzed at age 16 but determined to make an impact in the way the world sees these courageous athletes.

July 16 - *The Highpointers with The Bargo Brothers*

The Bargo Brothers are two adventurous siblings from Texas who explore the U.S. by climbing the highest point in each state. They invite local experts and some of the most interesting people to join them as they discover the best that each location has to offer. New episodes include treks to Virginia, New Hampshire, Louisiana and Colorado.

Ninth Annual PBS Short Film Festival

From Monday, July 13 through Friday, July 24, 2020 audiences watched, shared and voted for their favorite film to win the “Most Popular” accolade.

The festival featured 25 short-form movies showcasing diverse storytelling, including two from Austin-based filmmakers detailed below:

Edwin

Edwin Debrow Jr. murdered a cab driver when he was 12. He was sentenced to forty years. On his first day out he reunites with his family, friends and loved ones and attempts to plan a path forward. **Filmmaker Ya’Ke Smith** debuted his first feature, *Wolf*, at the SXSW Film Festival. He received his M.F.A. from The University of Texas at Austin’s film program, where he is currently an Associate Professor and the Associate Dean of Diversity, Equity and Inclusion in the Moody College of Communication.

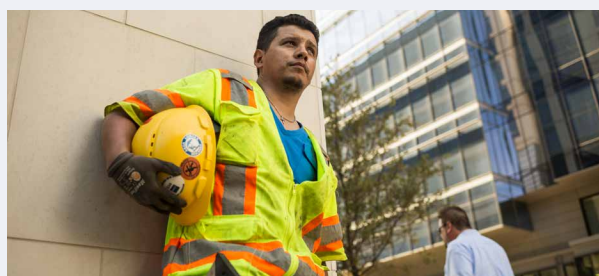


Embers

Two mothers have sons in trouble at their high school. When they demand answers and accountability, they are met with an opaque and racist bureaucracy. **Filmmaker Prakshi Malik** grew up in Delhi, India and is currently pursuing her M.F.A. in film production at The University of Texas at Austin. Her films have been screened on PBS and festivals around the country.

September 11 - Black Bodies

This film is an exploration of what it means to be Black in America, in the world and within the shrinking Black population in Austin. **Local filmmaker Charlotte Moore told Austin Monthly that “When you lose your people, you lose your voice.”** Black Austin residents share what home feels like while being a part of a shrinking minority citizenry.

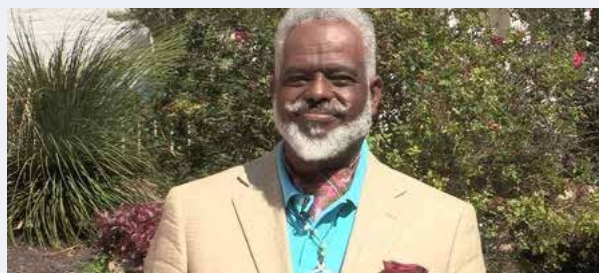


September 15 - Building The American Dream

In Texas, immigrant construction workers are seeking justice and equality in an industry rife with exploitation. Across the state, there is an unprecedented building boom, fueled by Latino laborers with little or no rights. **Director, producer and editor Chelsea Hernandez is a Mexican-American filmmaker based in Austin.**

September 18 - Great Performances: Now Hear This Season 2

Join Scott Yoo, renowned violinist and conductor of the Mexico City Philharmonic, in a four-part documentary miniseries that merges music, storytelling, travel and culture. Yoo chases the secret histories of some of the greatest music ever written. **Now Hear This was created by Austin-based producer, writer and director Harry Lynch and is a production of Arcos Film + Music.**



Juneteenth Jamboree was streamed 6,805 times — **nearly 7 times more than our daily streaming average** across all local programs on pbs.org and austinpbs.org. Streams came from across the country, including New York City, Los Angeles, Washington DC, San Francisco/bay area, Chicago, Seattle, Atlanta, Philadelphia and others.



Season 46 of *Austin City Limits*

The first taping of 2020 was nearly a year ago, when social distancing had yet to reach most Americans. The act: British phenom and country soul sensation Yola making her ACL debut on February 4.

Then Covid happened, and production was suspended. And then after months of planning, the show embarked on a history-making, no audience ACL taping — all in accordance with COVID-19 protocols — with Rufus Wainwright on September 10, 2020. We subsequently welcomed The Mavericks, Jackie Venson, Ray Wylie Hubbard, Ruthie Foster and The War and Treaty to ACL Live at the Moody Theater. These concerts have all been live-streamed to fans and donors. Additional episodes drew upon the historic ACL archive of 45 years of performances.

Season 46 commenced broadcasting on PBS stations across the country on October 3, 2020 with The Best of John Prine, Yola, Stevie Ray Vaughan: 30 Years On, Rufus Wainwright, ACL Presents: 50 Years of Asleep at the Wheel and John Legend & the Roots.

In other local ACL related news, local NPR music station KUTX featured a recent episode of their podcast *Pause/Play* on Jackie Venson, who spoke about her *Austin City Limits* debut. They also chatted with ACL executive producer Terry Lickona. The *Austin City Limits* video of Jason Isbell performing “Cover Me Up” hit over 6 million views, making it by far the show’s top clip, and numbers keep increasing. The Associated Press named H.E.R.’s “Make It Rain” clip from *Austin City Limits* one of their Top Ten Songs of 2019.

In spring 2020 *Austin City Limits* made the decision to extend access to its archive as a gift to music fans during the current live music void. This perennial television series made fan-favorite episodes from the recently broadcast Season 45 and choice vintage gems available for streaming during these stay-at-home days, in addition to the entire slate of programs from the previous two seasons of the acclaimed concert showcase. Over 40 ACL installments were available to stream free online, offering a wide variety of music’s finest from every genre. Cited by *USA Today* as the lead option for streaming live music, *Austin City Limits* has offered viewers a front-row seat to the best in performance for an incredible four-and-a-half decades from the Live Music Capital of the World, Austin, Texas. In addition, the long-running series has delivered classics from its catalog for recent high-profile events: in honor of Willie Nelson’s 87th birthday, ACL showcased a historic 1976 live performance of *Red Headed Stranger*, which also marked the 45th anniversary of that classic album’s release, and UK hitmaker Ed Sheeran’s stunning 2017 hour long solo acoustic performance opened the virtual 3-day PlayOn Fest to benefit the COVID-19 response.



Austin PBS Moves Forward

Austin PBS's move to Austin Community College Highland in early 2021 will not only be a physical move but will also move the station forward in our mission to serve the community.

In June of 2020, Austin PBS launched the Charter Member Challenge that provided an opportunity for all of Austin PBS's members to participate in our Moving Forward initiative by making an additional gift above and beyond their annual memberships. The invitation to join was extended to all current and prospective members during the months of June and August, resulting in 1,737 households contributing \$183,403 to become Austin PBS Charter Members! We're honored to be able to recognize the Charter Members and campaign donors who helped make our move to ACC Highland possible. The donor wall in our new home will be permanently and prominently placed in the main gallery atrium of our building.

The construction of Austin PBS's new home is on target for substantial completion in early January. Hard hat tours have begun welcoming groups of 10 people or less, with masks required and social distancing observed.

As we plan for our new Media Center, our vision for the future of Austin PBS is simple — we want to change lives and transform communities through the power of media.

Our expanded collaboration with ACC will be a force multiplier: we can do more together than separately. Our combined resources allow for a unique moment neither organization could develop on its own. Both invest and both benefit.

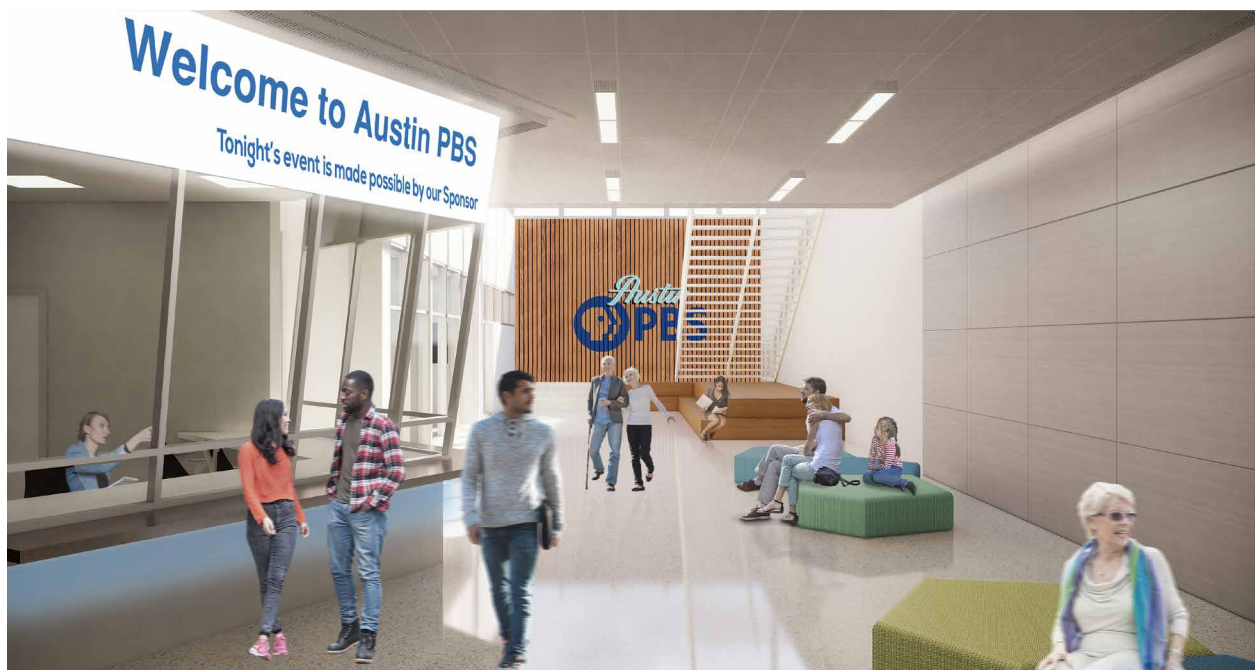
Austin PBS's transition to a state-of-the-art broadcast facility designed for the digital age will translate to ACC students gaining internships and hands-on production classes that will open up opportunities to a new generation of journalists and storytellers. We will be training the next generation how to use the power of media for positive community change. The new facility also provides Austin PBS with greatly improved visibility and access (including parking!), while offering ACC staff and students entry to Austin PBS tapings and events to create more moments for engagement, education, inspiration and discussion.

We're currently focusing on ways the new space can allow us to expand our mission.

Here are three examples:

- The Austin Media Innovation Center, a new learning collaborative between Austin Community College Highland, Austin PBS and other partners that will train students to leverage the power of new media for community good.
- The Educational Resource Center, blending an array of experiences, content and technologies that build on the foundation of educational play that PBS has pioneered since its inception. This will be a space for workshops, professional development, family creative play and more.
- Community Amplifiers, embracing community storytelling to raise awareness about community issues and solutions. For example, how do we build a stronger workforce and a stronger system for training 21st century workers?

We'll also be expanding broadcast capabilities to include more channels and community-focused content, enabled by the next generation of broadcast technology.

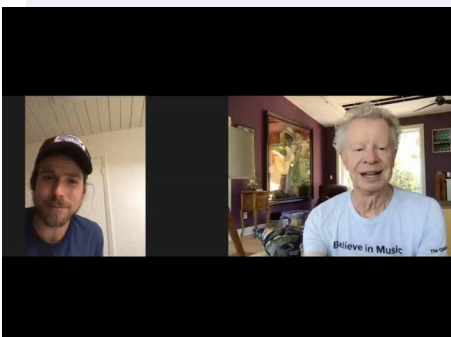
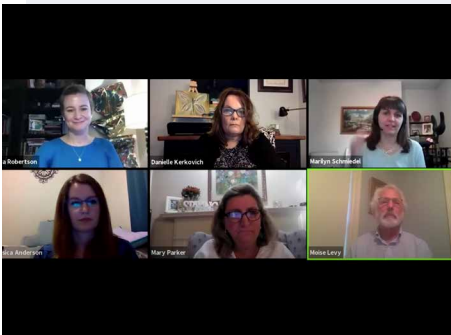


Separate but Together

Finding new ways to connect while remaining safely distanced has been both a challenge and adventure of pandemic life.

Broadcast integrity was of utmost importance as people at home tuned in at increased rates. Austin PBS's incredible engineering team maintained 99.99% transmission uptime over the past twelve months while supporting fully remote work for the entire station for 271 days and counting. In that time Austin PBS has aired over 26,000 hours of programming to Central Texas

Austin PBS typically puts on an average 127 events and workshops in a year, engaging with neighbors of all ages and interests. These gatherings are not only important to community-building, but also serve as a main conduit to Austin PBS and its many social, emotional and educational benefits. Pivoting to virtual events was an absolute must, especially as so many of our constituents are now spending most of their time alone and struggling to cope with the myriad stresses of this tumultuous era.



Sharing media through OVEE (Online Viewing and Engagement Experience) quickly became a hit. Created by ITVS and funded by the Corporation for Public Broadcasting (CPB), OVEE combines HD media and livestream content with the community-building conversation of social media in a single-screen experience. Our earliest use of this platform in 2020 was during an in-person event turned virtual preview of Ken Burn's documentary *The Gene: An Intimate History*. Five physician specialists joined our virtual audience to watch, followed by a panel discussion on how the medical community can best support the rare disease community. *Central Texas Gardner's* beloved host Linda Lehmusvirta hosted several Garden Parties through OVEE, which included special guests, screenings and fun question and answer sessions. And our NEXT Night OVEE events brought people together in their homes to paint, go ghost hunting, bake and much more.

The loss of in-person *Austin City Limits* tapings was one of thousands of Austin music experiences put on pause, but with the encouragement of our music fans and talented musicians, we organized intimate watch parties and opened up our deep vault of ACL episodes for nostalgic screenings.

Zoom became a must for our Education Services Team. Through device and materials distribution, our Ready To Learn director conducted 10 virtual series in the spring 2020 semester, leading 60 teachers in professional development and 84 families in hands-on, literacy and STEM workshops.

Events In 2020

(All events after March were attended virtually.)*



Overheard with John Cameron Mitchell

JANUARY

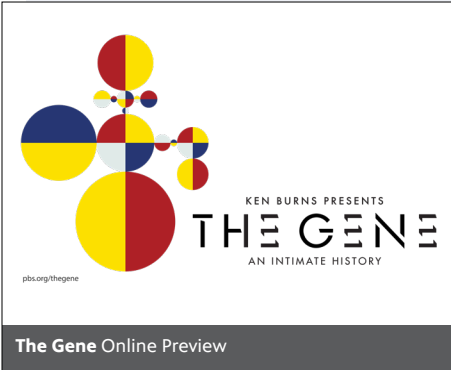
Social Gathering: **Austin City Limits** Volunteer Appreciation Happy Hour
Meeting: NEXT Night Planning
Education: Smart Screen Time at Child Inc. Cedar Bend
Taping: **Overheard with Evan Smith** with John Cameron Mitchell



Austin City Limits with Yola

FEBRUARY

Taping: **Austin City Limits** with Yola
Social Gathering: Austin Community College/Austin PBS Presentation Event
Taping: **Overheard with Evan Smith** with Bill Bradley
Education: 2020 San Marcos STEAM Event
Taping: **Overheard with Evan Smith** with Rick Wilson
Taping: **Blackademics Television**
Education: 2020 UT Girl Day
Education: Scratch Jr. Parent Series - Padron Elem.
Education: Scratch Jr. Parent Series - Wooten Elem.
Education: Scratch Jr. Parent Series - Cook Elem.



The Gene Online Preview

MARCH

Taping: **Overheard with Evan Smith** with Carol Leonnig / Phil Rucker
Screening: **The Gene** Online Preview



CTG First Home & Garden from Scratch

APRIL

Screening: **Austin City Limits** Salute John Prine Watch Party
Screening: **Central Texas Gardener** First Home & Garden from Scratch
Screening: **Austin City Limits** Kacey Musgraves/Lukas Nelson & Promise of the Real Happy Hour
Screening: **Austin City Limits** The Avett Brothers Archive Happy Hour



MAY

Screening: **Austin City Limits** Coldplay Watch Party

Screening: **Central Texas Gardener** La Flaca Urban Farm

Screening: **Austin City Limits** George Strait Watch Party

Screening: **Austin City Limits** Steve Earle Watch Party



JUNE

Taping/Livestream: **ATX Together: Confronting Racism**

Screening: **Austin City Limits** Stevie Ray Vaughan & Double Trouble Retrospective

Screening: **Austin City Limits** Garth Brooks Watch Party

Social Gathering: NEXT Night: Did Dinosaurs Really Go Extinct?

Education: Educator & Community Learning Professional Development Sessions

Screening: **Austin City Limits** Johnny Cash Watch Party

Education: Mentor Station Training - Scratch Jr.

Education: Scratch Jr. Parent Series - Hornsby-Dunlap Elem.



JULY

Education: Scratch Jr. Parent Series Continues - Hornsby-Dunlap Elem.

Meeting: Rotary Club Talk

Education: Educator & Community Learning PD Sessions

Education: Scratch Jr. Parent Series - Creedmoor Elem.

Education: Friends of the Children Ruff Ruffman Sensational Science Camp Training



AUGUST

Education: Mentor Meetings with KLRN

Education: Mentor Meeting with WEDU

Education: Mentor Meetings with Alaska

Screening: **Austin City Limits** Foo Fighters Watch Party

Social Gathering: Fun at Home with Austin PBS KIDS!



SEPTEMBER

Taping/Livestream: **ATX Together: Community Resilience**

Social Gathering: NEXT Night: Las Dos Fridas

Meeting: Decibel Community Conversation - Voting Block

Taping/Livestream: **Austin City Limits** with Rufus Wainwright

Taping/Livestream: **Austin City Limits** with The Mavericks



OCTOBER

Education: Molly of Denali FCL Session

Taping/Livestream: **Austin City Limits** with Jackie Venson

Taping/Livestream: **Austin City Limits** with Ray Wiley Hubbard

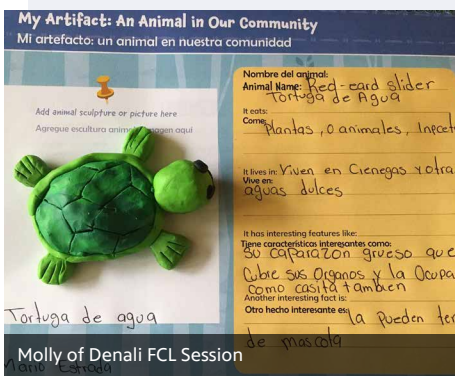
Taping/Livestream: **ATX Together: The Female Recession**

Taping/Livestream: **Austin City Limits** with Ruthie Foster

Education: Scratch Jr. Parent Series - Oak Meadows Elem.

Social Gathering: NEXT Night: Strange Town

Meeting: Decibel Virtual Feedback Event



NOVEMBER

Education: Scratch Jr. Parent Series Continues - Oak Meadows Elem.

Education: Scratch Jr. Parent Series - Harris Elem.

Taping/Livestream: **Austin City Limits** with The War and Treaty *limited audience attendance permitted

Taping/Livestream: **ATX Together: Food Insecurity**



DECEMBER

Education: Scratch Jr. Parent Series - Allison/Govalle Elem.

Taping/Livestream: **ATX Together: Homelessness in Austin**

Taping/Livestream: **ATX Together: Finding Common Ground**

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