

2022



PBS Charlotte Community Service Report

Serving the greater Charlotte region since 1965

Your PBS Charlotte

A Message from Amy Burkett, WTVI PBS Charlotte's General Manager



Dear Friends,

Thank you for making us a strong public media organization by choosing to "Channel Your Curiosity" with PBS Charlotte. Your financial support allows us to educate, inspire and entertain online, on-air and throughout our region.

In 2022, PBS Charlotte delivered more than 17,500 hours of free, trusted, diverse and inspiring shows on our main and NHK broadcast and online channels.

We've held public screenings, educator workshops, student trainings and distributed thousands of free books to kids in need.

We have over 148,000 monthly users of our PBS KIDS content

online and over two million streams each month of children's educational programming which demonstrates our extraordinary positive impact.

I'm excited to share Rogelio's story. He's a preschooler at Hidden Valley Elementary School who participated in our 12 week "Creative Coders" training. Four-year-old Rogelio, who has autism, hadn't excelled in the classroom and struggled with communication. During our initiative, he took to coding immediately and became a leader in helping his classmates.

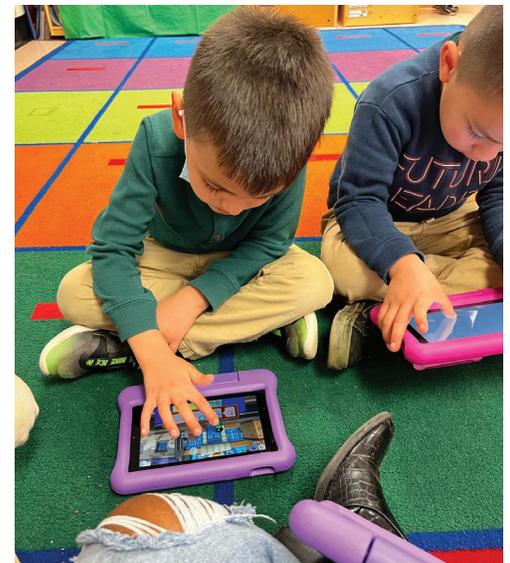
He finally had an opportunity to shine academically. Rogelio wasn't alone in his success, 96 percent of students showed improvement in foundational math skills.

At our awards ceremony, Rogelio's mom shared that her son's speech therapist now uses PBS Charlotte's materials to help with

his communication challenges. This is just one example of how your support of PBS Charlotte makes a tangible impact on individuals. You'll learn more about our impact throughout the pages of this report.

As we plan for our future we will continue to focus on creating content that changes lives for the better across this amazing region.

Thank you for placing your trust in us.



OUR IMPACT, BY THE NUMBERS

MONTHLY STREAMS
PBS CHARLOTTE KIDS

2.31 M

MONTHLY USERS
PBS CHARLOTTE KIDS

148.1 K

MONTHLY STREAMS
PBS CHARLOTTE

107.3 K

MONTHLY USERS
PBS LEARNING MEDIA

26.9 K

PBS CHARLOTTE YOUTUBE
SUBSCRIBERS INCREASED BY

43.8%

 PBS Charlotte

The Heart of the Carolinas



LOCAL CONTENT: CAROLINA IMPACT

Our signature Emmy-Award winning show Carolina Impact entered its ninth season. Hosted by PBS Charlotte General Manager Amy Burkett, the weekly news magazine show spotlights the issues, people, and places impacting our region.

We continued to explore “learning loss” gaps in the school system following the pandemic, and covered important

issues including transportation, development, affordable housing and supply chain.

Carolina Impact’s special “The Supply Chain Waiting Game” received an Emmy nomination for showcasing how overseas shippers solved their supply chain delays and introduced viewers to the local river pilots guiding the big ships ashore. We also went behind the scenes at a Carolina

trucking school, and we revealed the higher prices for some of the harder-to-get restaurant favorites.

Our Veterans special and Education Equity shows received nominations at NETA’s public media awards honoring the highest caliber programming, education, marketing and engagement nationally.

CAROLINA IMPACT: SEEKING UNITY



Carolina Impact’s special quarterly series, Seeking Unity returned for its third year tackling issues including affordable housing and education.

We welcomed a studio audience for our Affordable Housing show to discuss homelessness and the high cost of housing with local organization leaders. Our panelists included Dr. Patrick Graham, CEO of Concord Enrichment Center, Liz Clasen-Kelly, CEO of Roof Above, Julie Porter, President of Dreamkey

and Amy Anderson, owner of Anderberry bracelets.

Our Seeking Unity series included two shows on Education Equity – one special aired at the beginning of the school year featuring a panel of teachers, parents and non-profit leaders and the second education special aired at the end of the school year. We traveled to Milwaukee to explore the most successful school choice program in the country, and how it’s helping minority students succeed.

Nature Calls Us Home

LOCAL CONTENT: TRAIL OF HISTORY



Produced by PBS Charlotte's John Branscum, Trail of History highlights and explores the historic figures and events that have influenced the Charlotte region.

The show highlights our shared ties to our past. From state parks to historical individuals, Trail of History brings them all into focus so that we never forget our past.

LIVING HISTORY DOCUMENTARY SERIES: CATAWBA 100

PBS Charlotte continued its Living History documentary series with the *Catawba 100: Our Century on the River* documentary.

The documentary featured stories centered around the river's unique history. From the mountain headwaters of Catawba Falls, to the old stone walls of

Landsford Canal, the Catawba River crosses two states and two hundred miles -- flowing past our Carolina communities. We explored the lost town of Fonta Flora, now thirty feet underwater at the bottom of Lake James, and talked with descendants of the lost community.

Producer Jeff Sonier visited the Catawba River Fish Camps which have served up fried platters with hush puppies and slaw for decades. We also traveled by boat to past factories, textile mills, and power plants along the river that have provided jobs for generations of Carolinians.



Local Stories of Impact

LOCAL CONTENT: 'OUT OF THE DARK' TEEN MENTAL HEALTH



Hosted by Phillip O'Berry high school senior Naomi Bazemore, our *Out of the Dark: Teens talk Mental Health* special featured a panel of parents, mental health experts and teenagers discussing the signs and symptoms of anxiety, depression and suicide. More than 25 students attended our studio recording.

LOCAL CONTENT: CHARLOTTE COOKS



Chef Pamela Roberts introduces us to new dishes and teaches us how to expand our culinary talents in the kitchen.

Every week Chef Roberts highlights a delicious new dish that entices you to run out, grab some ingredients, and start cooking!

LOCAL CONTENT: OFF THE RECORD

Off the Record, hosted by PBS Charlotte's Jeff Sonier, is a weekly public affairs program featuring guest reporters who discuss and analyze the week's top state, regional and local news.

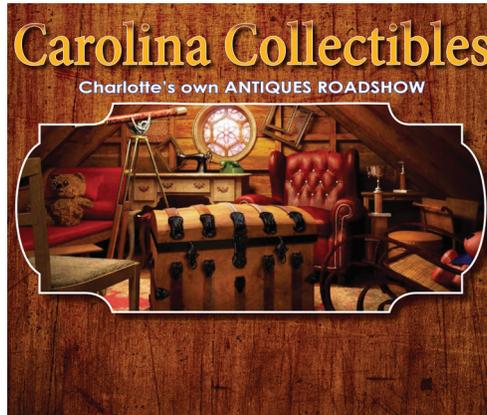
This year's guests included Axios' Danielle Chemtob, Ely Portillo from UNC Charlotte's Urban Institute, WBTV's Steve Crump, Tony Mecia from the Charlotte Ledger and the Charlotte Observer's Will Wright.



Looking At Our Past

LOCAL CONTENT: FIFTH ANNUAL CAROLINA COLLECTIBLES

Our local version of Antiques Roadshow, *Carolina Collectibles* celebrated its fifth year providing history and value of people's personal treasures. Experts from Leland Little Auctions assessed and gave verbal valuations of our members' items from more than 100 attendees. Viewers have the opportunity to see the market value of their family heirlooms.



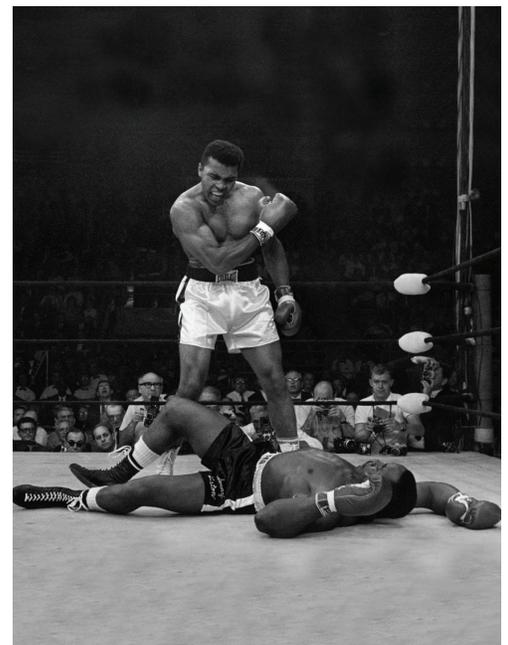
MUHAMMAD ALI DOCUMENTARY BY KEN BURNS

PBS' Muhammad Ali Documentary by filmmaker Ken Burns brought to life one of the best-known and most indelible figures of the 20th century, a three-time heavyweight boxing champion who captivated millions of fans throughout the world with his mesmerizing combination of speed, grace, and power in the ring. The four-part series also highlighted Ali's charm and playful boasting outside of the ring.

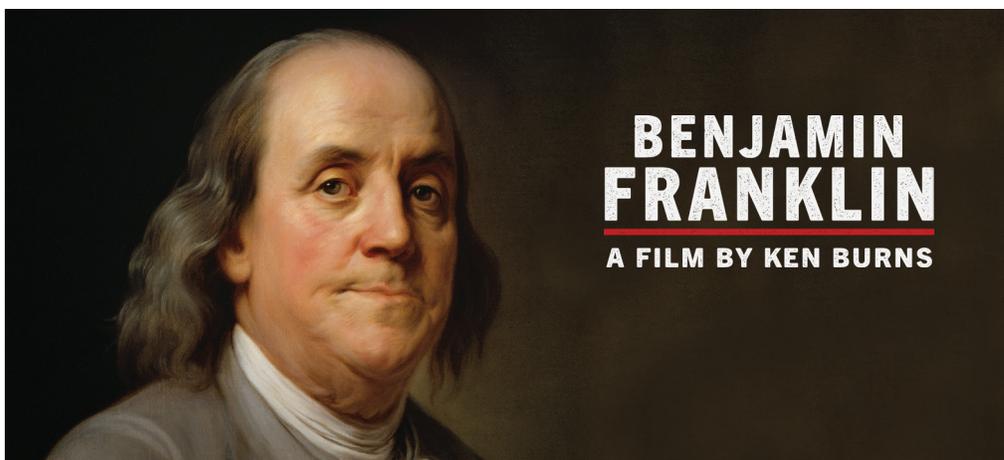
PBS Charlotte held a screening followed by a panel discussion in

studio with noted documentary filmmaker and journalist Steve Crump.

The panel included Tom Sorensen (retired Sports Columnist, Charlotte Observer), Kelvin Seabrooks (Former IBF Bantamweight Champion), William "Mack" McDonald (CEO of Renaissance West Community Initiative), Rev. Dr. Sheldon R. Shipman (Greenville Memorial African Methodist Episcopal Zion Church), and Johnathan Hill (Vice President of Public Relations and Communications, 100 Black Men of Greater Charlotte, Inc.).



LOCAL EVENT: BEN FRANKLIN VIRTUAL SCREENING



Ken Burns's two-part, four-hour documentary, Benjamin Franklin, explored the revolutionary life of one of the 18th Century's most consequential and compelling personalities, whose work and words unlocked the mystery of electricity and helped create the United States.

PBS Charlotte registered 287 people for the online screening.

In Our Community

LOCAL EVENT: COFFEE & CONVERSATION



This gives our community a chance to learn about PBS Charlotte's work and impact. Hundreds of viewers have attended this monthly event, with attendees taking home the popular PBS Charlotte coffee mug.

LOCAL EVENT: BRITISH AFTERNOON TEA

PBS Charlotte hosted an Afternoon Tea with virtual guest, Lucy Worsley, at Charlotte Country Club. British historian and host of several PBS documentaries, Lucy Worsley provided an entertaining presentation on the history of afternoon tea. Actors from Statesville's Historic Sharpe House dressed in costumes from British history, with Queen Victoria herself opening the event.



LOCAL EVENT: DOWNTON ABBEY | A NEW ERA ADVANCE SCREENING

Fans of Downton Abbey were able to enjoy an early screening of the much-anticipated sequel. PBS Charlotte had a sold-out screen at Aysley Grand Cinema with special prizes for attendees including a cruise through our sponsor, AAA Carolinas Travel.



LOCAL EVENT: CAROLINA CLASSIC COOK-OFF



PBS Charlotte held its first ever cooking competition celebrating the Carolinas. People all around the community entered their delicious recipes for a chance to appear on our local program, Charlotte Cooks. With his collard greens, Chef Dominic Hawkes was chosen as the winner by our judges.

Looking To Our Future

PBS CHARLOTTE KIDS: EDUCATION



PBS Charlotte promotes a love of learning and helps communities have a fulfilling life in a strong, inclusive, informed society. Our high-quality content is at the core of everything we do. We amplify its power through community engagement and partnerships with significant educational, arts, and cultural institutions across

the region. We engage the community in an effort to address educational gaps – including kindergarten preparedness, 3rd-grade reading levels, and high school dropout rates. Our educational content and outreach programs help prepare children for success from cradle to career. This year we were able to

distribute, 2,251 books to underserved students in five Charlotte Mecklenburg Schools and local Mecklenburg Educational Pre-k Programs, creating personalized libraries for each student and helping them to increase their fluency and comprehension skills.

PBS CHARLOTTE KIDS: EDUCATOR ENGAGEMENT & PBS LEARNING MEDIA

Through our Educator Engagement program, we equip early childhood educators with free, high-quality resources and hands-on professional development opportunities focused on digital media literacy and playful learning experiences. Educators in our program build their skills and confidence in utilizing digital media and technology tools, leading asynchronous and synchronous learning, with as many as 26,900 PBS LearningMedia users in one month and over 25 million PBS

Kids streams accessed; our goal is engaging families to recreate

educational opportunities at home.



The Tools to Succeed

PBS CHARLOTTE KIDS: SMART START INNOVATION GRANT



Smart Start of Mecklenburg County awarded WTVI PBS Charlotte an innovation initiative grant to address the needs of children 0-5 years old and their families. During our 12-week program that concluded in March 2022, PBS Charlotte used the

money to provide free, weekly computer coding workshops to 65 children enrolled at Hidden Valley Elementary School and those who reside in the Hidden Valley Corridor, as well as their teachers and parents. PBS Charlotte's Education and Outreach

Coordinator Toye Watson worked with Hidden Valley Elementary School's Pre-K classes to teach the students foundational coding concepts. During each workshop, students further developed their STEM and critical thinking skills, building their characters within the app. To do this, they used basic math concepts to make their characters move, applied simple storytelling concepts to share how their character was interacting with its environment, and more. This initiative created opportunities for PBS Charlotte to train 497 teachers in grades Pre k-1 in our Early Childhood Professional development series, with a total of 1,491 CEUs received toward educator's licensure. As a result of their participation, 50 students received STEM kits from our Creative Coders Program and Hidden Valley Elementary School was given 20 digital tablets.

PBS CHARLOTTE KIDS: STEM LIBRARY CORNER AT SUGAR CREEK LIBRARY



Using residual funds from the SMART START PBS Charlotte created a STEM Library Corner at Charlotte's Public Library, Sugar Creek Branch. The Library Corner became an educational hub for the community, providing tablets loaded with educational apps, as well as monthly educational services including coding workshops and bilingual Parent Academies. The STEM Library Corner launched on July 26, during a ceremony at the Library.



EDUCATION

POWER YOUR POSSIBILITIES

We engage learners of all ages with resources and programs that inspire, including:

- Educator Workshops
- Lesson Plans
- Community Events
- At-Home Learning
- Literacy Resources
- STEM Content and



Through our early childhood education work, we fulfill a critical need for early learning resources to serve the more than 42 preschool educators in

the northwest corridor with our presentation at IMPACT SUMMIT that was a partnership with PBS NC. Our session gave educators resources to engage with area

parents and children to provide grade-appropriate STEM concepts and access to critical learning resources.

PBS CHARLOTTE KIDS: SOCIAL IMPACT

Our expertise in mass media provides us with a unique opportunity to use multi-platform social impact initiatives to engage our community in conversations about the issues facing our society. One such initiative was our television broadcast, *Teens Talk Mental Health* – which employed rich content to provide insight and inspire discussion about the challenges faced by our region's youth mental health. We convened community stakeholders to share what's working, explore new ideas, and ultimately find new solutions. In partnership with organizations such as Charlotte Mecklenburg Schools, we engaged 72 teens who signed our T.O.U.G.H pledge

(Treating Ourselves (with), Understanding, Grace, and Humanity) that signals each participant to be gentle with themselves in order to be a peaceful part of the education community. We featured six

students in our broadcast helping mentor and train them for media careers, and providing them with a platform to share their mental health stories and pursue solutions.

