 **PBS Charlotte**
Community Service Report

2024

A viewer supported service of
 **CENTRAL PIEDMONT**
 COMMUNITY COLLEGE

Your PBS Charlotte

A letter from our General Manager Amy Burkett



Dear Community Members,

As we reflect on another remarkable year at PBS Charlotte, I am filled with immense gratitude for the incredible support from our viewers who choose to "Channel their Curiosity" with us. Thanks to your unwavering commitment, we are honored to break another record for the 10th consecutive year in individual giving, reaching a wonderful 13,336 individual investors.

This year has been particularly special with the launch of several new projects. Our Story Stars preschool literacy program has been a beacon of hope and learning, allowing us to work with over 150 children at University Meadows and Hidden Valley Elementary Schools as well as the Salvation Army. Through a generous grant from the Corporation for Public Broadcasting, we have been able to instill a love of reading in students from Title I schools, fostering a brighter future for our young learners. We distributed over 5,000 books to help these children build their own personal libraries.

We also introduced a new local program, Unspun,

hosted by former North Carolina Governor Pat McCrory. We are the only PBS station in the country to have a former governor as talent for a local show. This program provides our audience with an insider's view of what politicians are often thinking but not saying. We take the "spin" out of politics and help audiences see how they will be impacted by the issues. Since its launch last spring, Unspun has delved into critical issues such as social security, the economy, and the election cycle, offering valuable insights to our viewers.

Our reach continues to expand as we connect with new audiences across various online platforms. From traditional broadcast viewers to those streaming our content and engaging with us digitally, we are thrilled to reach an average monthly audience of over 425,000 families. This growth is a testament to our commitment to delivering quality content that resonates with our diverse audience both young and young at heart.

We were delighted to host nearly 550 community members for behind-the-scenes station tours, giving

the public a closer look at their public television station. Additionally, our local fundraising lecture with beloved PBS travel expert Rick Steves was a resounding success. His impactful presentation not only shared little-known travel tips but also highlighted how travel brings cultures together, leaving a lasting impression on all who attended.

Every year, our small but devoted team strives to deliver insightful local award-winning content through our five weekly shows that educate, inspire, and entertain. We are deeply grateful to our great region partnering with us to make an even bigger impact next year. Community service remains our north star, guiding us in all that we do. Thank you for your continued support and for being an integral part of our PBS Charlotte family.

With my deepest gratitude,

A handwritten signature in black ink that reads "Amy Burkett". The signature is fluid and cursive, with a long, sweeping underline.

Amy Burkett
General Manager, PBS Charlotte

The Impact of PBS Charlotte



*PBS Charlotte
Average Monthly Reach*

425,004

Reach is comprised of our Television Audience, Web Users, FVOD, PBS Kids Users, Learning Media Users, Passport Users, and Social Media Engagement

*PBS Charlotte
Total Members*

13,336

*PBS Charlotte
Average Monthly Learning Media Users*

13,220

*PBS Charlotte
Total YouTube Views*

368,550

*PBS Charlotte
Average Monthly Kids Users*

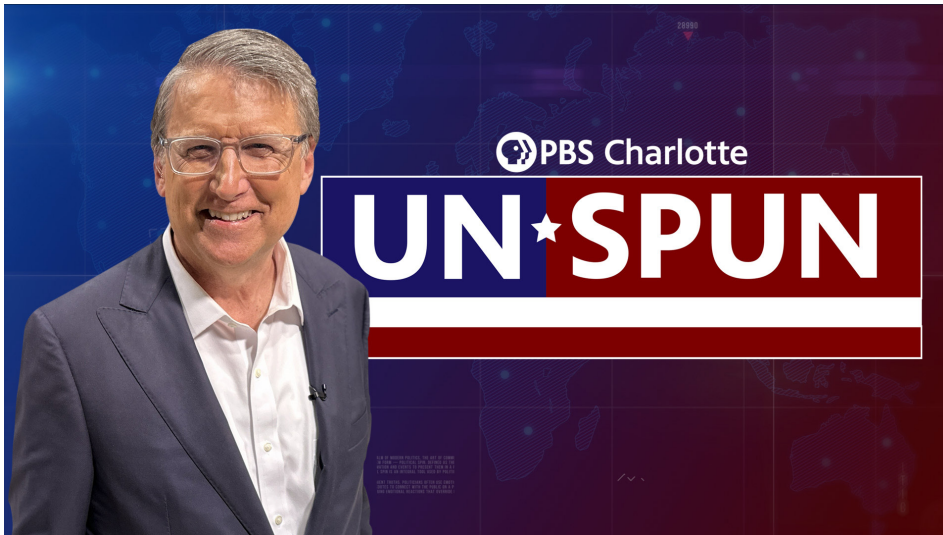
102,512

*PBS Charlotte
Kids Total Streams*

30.5M

Local Content

Introducing *Unspun*: A New Political Show on PBS Charlotte



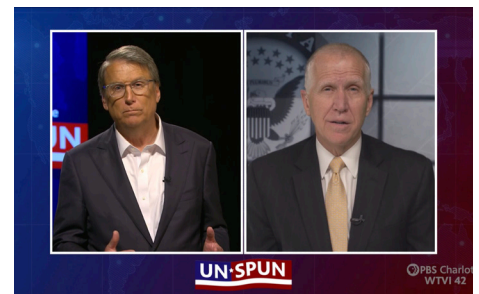
PBS Charlotte is proud to announce the launch of our groundbreaking political show, *Unspun*, which offers viewers an exclusive behind-the-scenes look at what politicians are thinking but not saying. We are thrilled to be the only PBS station in the country to feature a weekly program hosted by a former governor.

Pat McCrory, with his decades of political experience, brings a unique perspective into our audience's homes. Each episode delves deep into the issues that matter most to our viewers. In the first season, we explored critical topics such as securing Social Security, improving the economy, and breaking down the complex race to the White House.

One of the highlights of *Unspun* is Governor McCrory's TOP FIVE list, where he shares his insights with a blend of personality and political acumen. This segment has quickly become a favorite among our viewers, offering a mix of humor, wisdom, and candid observations.

We wrap up each show with the Unfiltered segment, where Governor McCrory often pays tribute to little-known facts about politicians, providing a fascinating glimpse into the human side of political figures.

Join us Fridays at 8pm on PBS Charlotte for *Unspun*, and get ready to see politics from a whole new angle.



Local Content

Celebrating PBS Charlotte's Local Weekly Shows: A Community Service Highlight

PBS Charlotte is proud to showcase our diverse lineup of local weekly shows, each contributing uniquely to our community's cultural and educational landscape. These programs not only entertain but also inform and inspire, reflecting the rich tapestry of our region.



Carolina Impact remains our flagship series, now in its 11th year. This beloved show has shared over 1,100 in-depth stories, highlighting the issues, people, and places that make our region unique. Its commitment to quality storytelling has earned Mid-South Emmy nominations every year, with a total of four wins. Carolina Impact continues to be a cornerstone of our programming, offering viewers a deeper understanding of their community.



For 16 years, Trail of History has provided our audience with a weekly "living history lesson." This show brings the past to life, offering firsthand accounts and vivid reenactments that make history accessible and engaging. It's a journey through time that educates and entertains, ensuring that the stories of our region's past are preserved.



Our longest-running local show, Carolina Business Review, has been on the air for nearly 30 years. This program offers a platform for business leaders to discuss the economic and social impacts shaping our region. It provides valuable insights into the business world, fostering a greater

understanding of the challenges and opportunities facing our community.



Finally, Charlotte Cooks brings the joy of cooking into viewers' homes with down-home recipes that everyone can enjoy. This show celebrates the culinary traditions of our region, offering practical cooking tips and delicious recipes that inspire viewers to get creative in the kitchen.

These four shows, with our newest program Unspun, exemplify PBS Charlotte's commitment to serving our community through quality content. By highlighting local stories, history, business, politics, and cuisine, we aim to enrich the lives of our viewers and foster a deeper connection to our region. We are grateful for the continued support of our audience and donors who make these programs possible.

Looking At Our Past

7th Annual Carolina Collectibles: PBS Charlotte's Own Antiques Roadshow



Auctions were on hand to offer their knowledge, making each appraisal a learning experience for everyone involved.

Carolina Collectibles is more than just an appraisal event; it's a celebration of our community's rich history and the stories behind each item. The event fosters a sense of connection among attendees, as they share their personal histories and uncover their hidden treasures.

We are grateful to everyone who participated and helped make Carolina Collectibles a memorable event. Thank you for your support and enthusiasm!

PBS Charlotte is excited to highlight the success of our Carolina Collectibles event, a local twist on the beloved national program, Antiques Roadshow. This event has quickly become a favorite among our community, drawing enthusiasts and collectors from all over the region.

At Carolina Collectibles, attendees have the unique opportunity to bring their treasured items and heirlooms to be evaluated by

expert appraisers. The event not only provides fascinating insights into the history and value of these items but also creates a lively and engaging atmosphere where stories and memories are shared.

Hundreds of participants joined us for this year's event, bringing a diverse array of collectibles, from vintage jewelry and rare books to antique furniture and unique memorabilia. Our expert appraisers from Leland Little



In Our Community

PBS Charlotte Community Screenings: Bringing Fans Together



PBS Charlotte is delighted to share the success of our recent community screenings, which have brought together hundreds of fans to celebrate their favorite Masterpiece programs. Our screenings of All Creatures Great and Small, Grantchester, and Nolly were a resounding success, drawing large crowds and fostering a sense of community among our viewers. Masterpiece remains a beloved favorite among PBS Charlotte audiences, who cherish the opportunity to gather and watch season premieres together before they're broadcast.

These events create a unique atmosphere that connects viewers not only to the station but also to each

other. The shared experience of watching beloved shows in a communal setting has led to the formation of many new friendships.

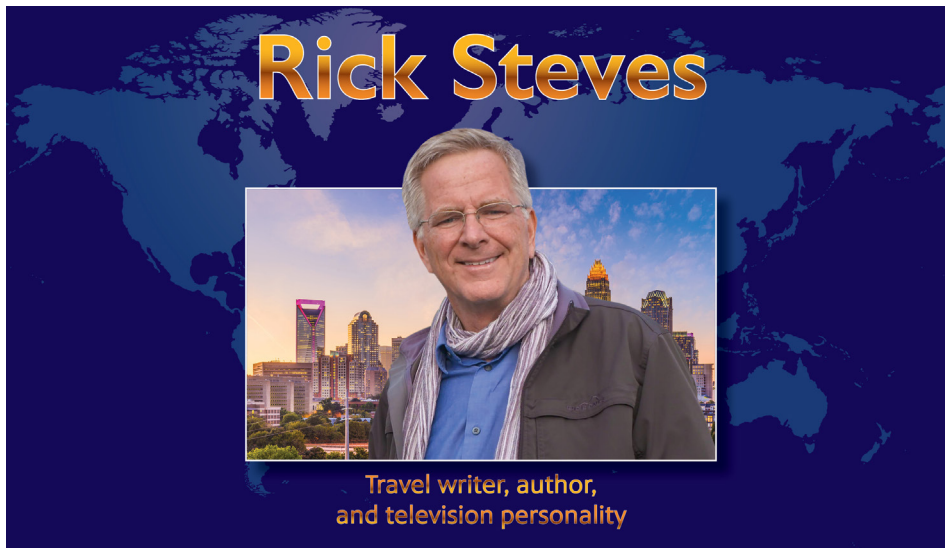
Our community screenings are more than just a chance to watch TV; they are a celebration of the stories and characters that resonate with our audience. By bringing fans together, we strengthen the bond between PBS Charlotte and our viewers, creating lasting connections that go beyond the screen.

We look forward to hosting more community screenings in the future and continuing to build a vibrant, engaged community of Masterpiece fans. Thank you to everyone who attended and made these events so special.



In Our Community

Rick Steves Inspires PBS Charlotte Community with Travel Wisdom



PBS Charlotte had the honor of hosting Rick Steves, the renowned American travel writer, author, activist, and PBS television personality. With nearly 25 years of experience, Rick Steves has become a household name, known for his travel philosophy that encourages exploring less-touristy areas and immersing oneself in the local culture.

Since 2000, Rick Steves has been the host of "Rick Steves' Europe," a beloved travel series on PBS Charlotte. His show has inspired countless viewers to venture beyond the typical tourist spots and truly experience the essence of their destinations. The event, attended by

nearly 300 enthusiastic supporters, was a resounding success. Steves captivated the audience with his engaging storytelling and invaluable travel tips. He shared little-known insights and anecdotes that highlighted how travel can bridge cultural divides and bring people together.

Throughout his lecture, Steves emphasized the importance of connecting with locals and understanding their way of life. His stories demonstrated that, despite our differences, people around the world share common ground through the joys of travel. His message resonated deeply with our audience, leaving them inspired to embark on their



own adventures with a renewed sense of curiosity and openness.

Our Major Donor members received a very special treat getting Rick to themselves for an hour question and answer session after his lecture.

PBS Charlotte is grateful to Rick Steves for his time and for sharing his wealth of knowledge and passion for travel. The event was a testament to the power of community and the enduring appeal of exploring the world with an open heart and mind.

In Our Community

PBS Charlotte's Behind-the-Scenes Studio Tours: A Community Service Success



One of PBS Charlotte's most popular outreach events is our behind-the-scenes studio tours, offering a unique and engaging experience to our community. Over the course of 20 tours, we welcomed 430 attendees who had the opportunity to delve into the fascinating world of television production.

Participants were treated to an insider's view of a live production, witnessing firsthand the intricate processes that bring their favorite local shows to life. The tours also featured interactive segments where attendees could step in front of the camera, read from the teleprompter, and even try their hand at operating the studio camera. This hands-

on approach provided a deeper understanding of the skills and teamwork required to produce high-quality television content.

The feedback from our guests has been overwhelmingly positive. One family expressed their gratitude, saying, "Thank you for providing an impactful and memorable experience for our family. I appreciate the time that you took to explain everything to us and the hands-on approach." Another attendee shared, "Thank you for giving us the chance to tour PBS Charlotte. Getting to watch you film live and then operating the camera myself was really eye-opening for me. I cannot thank you enough."

These heartfelt messages underscore the value of our community outreach efforts. By opening our doors and sharing our passion for content creation, we aim to inspire and educate, fostering a greater appreciation for the art and science of television production. We look forward to continuing these tours and welcoming even more community members into their public television station.



Education & Outreach

SUMMER TOURS



During July and August, PBS Charlotte welcomed over 144 eager young minds for enriching tours of our station. In addition to showcasing the inner workings of a television station, the tours offered an immersive experience for children to see behind-the-scenes, and even complete a take-home craft and book. Guided by our Education and Outreach Coordinator, Sarah Woldum, the children delved into the world of broadcasting through interactive activities.

From engaging in a lively scavenger hunt to seeing themselves on camera and practicing the art of

reading from a teleprompter, every moment was infused with excitement and learning. Some tours even participated in the station's Story Stars YouTube show, their faces lit up with joy, feeling the magic of being part of something bigger than themselves.

But the experience didn't end there. Children got to design and decorate their own take-home PBS Charlotte postcards. Before bidding farewell, each child received a goody bag filled with educational resources and activities, and a book to ignite their imagination further.



Over the course of the tours, 160 books were given to children. These tours were about inspiring them, fostering their curiosity, and leaving students with a passion to keep learning.

Education & Outreach

PBS CHARLOTTE PRE-SCHOOLERS: STORY STARS

Story Stars, the CPB grant-funded literacy program by PBS Charlotte, was a beacon of creativity and empowerment for pre-schoolers throughout the school year. At its core, Story Stars celebrated the magic of storytelling, instilling in each child the belief that their own stories matter. Through a blend of enchanting tales and interactive discussions and activities, children were not only listeners but active participants in the art of storytelling. With each passing week, they delved into the intricate layers of storytelling, discovering the nuances of character development and the profound impact stories have on our lives.



This initiative transcended mere literacy instruction; it was a platform for fostering confidence and self-expression. By welcoming preschool students from diverse backgrounds,



including those at University Meadows Elementary, Hidden Valley Elementary, and the Salvation Army Center of Hope Shelter, Story Stars reached over 160 children weekly. Regardless of their circumstances, each child found solace and joy in the world of storytelling, understanding that their voice matters.

Through Story Stars, children not only learned to appreciate the stories of others but also gained the courage to share their own, thus cultivating a community where every story was valued.

This program exemplified

the transformative power of storytelling in shaping young minds. Guided by passionate educators and volunteers, children discovered the boundless possibilities of their imagination. In the end, Story Stars wasn't just about learning to read—it was about learning to dream, to empathize, and to recognize the inherent worth of every voice in the chorus of storytelling.



Education & Outreach

FAMILY LITERACY NIGHT AT UNIVERSITY MEADOWS



PBS Charlotte's Education Team made a significant impact at University Meadows Elementary's Family Literacy Night. Their involvement transformed the event into an enriching experience for both children and adults. By distributing 100 bags filled with computational thinking resources to preschoolers, kindergartners, first graders, and second graders, they not only provided valuable learning tools but also encouraged the development of critical thinking skills from a young age. Simultaneously, 100 bags containing resources for parents ensured that families could continue supporting

their children's education beyond the event.

The distribution of 150 books added another dimension to the evening, fostering a love for reading among the attending children. The presence of a dedicated PBS Charlotte table further enhanced the event, offering hands-on computational thinking activities for children to immerse themselves in.

Additionally, the provision of tablets loaded with PBS games designed to hone computational thinking skills ensured that learning remained interactive and engaging. This comprehensive approach

catered to diverse learning styles and preferences, ensuring that every child had the opportunity to participate and learn. The impact of PBS Charlotte's involvement extended beyond the event itself, with 27 new families signing up for our monthly education newsletter.

Sylvia Hines, the Family Advocate and Community Outreach Director for University Meadows, lauded PBS Charlotte's contribution, describing it as the "cherry on top" that elevated the event from great to fantastic. By keeping families engaged throughout the night, PBS Charlotte demonstrated its commitment to promoting literacy and computational thinking skills within the community, leaving a lasting impression on attendees and stakeholders alike.



Education & Outreach

MEET & GREET WITH A LOCAL AUTHOR



PBS Charlotte also hosted a heartwarming meet and greet event for preschoolers at University Meadows Elementary, featuring local author Sydney Stern Miller. Amidst the cozy atmosphere of the school's seven preschool classrooms, Sydney engaged the eager youngsters by reading her touching book, "I Love You Enough to Love Me." Beyond the story itself, Sydney shared valuable insights into her journey as an author, detailing the intricate process of writing, finding an illustrator, and ultimately bringing her book to life through publication. She emphasized the importance

of perseverance and the supportive role of friends in realizing one's dreams, instilling a sense of aspiration and possibility in the young audience.

Sydney's generosity shone through as she donated over 400 copies of her book to PBS Charlotte, ensuring that each preschooler and teacher present could take home a signed copy. This act not only celebrated local talent but also served as a beacon of inspiration for the budding dreams of these impressionable children. By fostering a direct connection between authorship and the creative



process, the event not only enriched the children's literary appreciation but also ignited sparks of ambition, encouraging them to chase their dreams with determination.



Education & Outreach

END OF YEAR PARTIES AT UNIVERSITY MEADOWS & HIDDEN VALLEY



Stars Wall of Fame provided a special moment for each child to find their name and photo on a gleaming gold star, commemorating their journey through the program and their creative contributions.

The culmination of the evening featured presentations from each preschool classroom, showcasing original stories crafted collectively by the students and adorned with their own illustrations. The room buzzed with enthusiasm as each story was shared, showcasing the imagination and creativity of these young storytellers. Adding to the magic of the night were special appearances by beloved PBS Characters Clifford and Nature Cat,



were vibrant and joyous affairs, filled with laughter and excitement. At University Meadows, the event drew over 160 children and parents, creating an upbeat atmosphere of celebration. The festivities kicked off with pizza and cupcakes, setting the stage for an evening of fun and camaraderie.

One of the highlights was the presentation of bookworm medallions to students, recognizing their achievements and participation in the Story Stars program. The red carpet added a touch of glamour as children strutted down it, striking poses and basking in the spotlight. The Story

The end-of-year celebrations for preschoolers who participated in PBS Charlotte's Story Stars program at University Meadows Elementary and Hidden Valley Elementary



Education & Outreach

END OF YEAR PARTIES CONTINUED

who delighted the children with their antics and posed for countless photos. As a parting gift, each child received a book bag filled with six culturally relevant books, ensuring that the magic of storytelling would continue long after the festivities ended. With 1,050 books distributed across these celebratory events, the impact of our Story Stars program resonated far and wide, preparing these youngsters to be ready to learn in kindergarten next year.



Education & Outreach

FAMILY & COMMUNITY WORKSHOPS



PBS Charlotte's family and community learning workshops have become a cornerstone for families eager to engage in their children's education. Drawing on resources from the new PBS KIDS show *Work It Out Wombats*, these workshops offered a dynamic platform for both parents and children to explore computational thinking. In February, the inaugural series of workshops kicked off with three sessions tailored to different facets of computational thinking.

The first, *Step It Out*, emphasized the importance

of following and creating step-by-step instructions to solve problems—a fundamental skill in computational thinking. The second and third sessions focused on *Cause and Effect*—how we can anticipate the outcome of actions, and *Finding What Matters*—learning how symbols can represent everyday objects.

Following the success of the initial workshops, PBS Charlotte continued to expand its offerings, hosting two more sessions in late April and early May. These workshops delved into The

Design Process, another critical computational thinking skill involving creation, testing, and improvement of projects. Each workshop began with a meal, fostering connections among participants, followed by the screening of an episode of *Work It Out Wombats*, providing a thematic foundation for the ensuing discussions and activities.

The structure of the workshops ensured active participation from both children and adults. With 24 families made up of 46 children and 27 adults, the workshops fostered a sense of community while equipping participants with practical skills. Notably, 155 books were distributed to further support learning at home. Pre and post-workshop surveys revealed a significant boost in parental confidence, with 87.5% reporting increased assurance in their ability to teach and support computational thinking skills in their children—a testament to the workshops' effectiveness in empowering families.

Education & Outreach

3D PROJECT - DREAMERS, DOERS, DESTINY CELEBRATING EIGHT YEARS OF EMPOWERING FUTURES



PBS Charlotte is proud to celebrate the eighth year of our 3D Project: Dreamers, Doers, Destiny, a seven-week career pathways and leadership economic mobility program. This year, we are honored to have graduated our 750th student, marking a significant milestone in our commitment to empowering young minds.

The 3D Project provides students with the opportunity to engage in interactive conversations about their future aspirations. Students are exposed to over 20 career videos showcasing professions that do not require a four-year degree. These careers range from those needing just a few weeks of certification after high school to those requiring an associate degree. This exposure broadens their horizons and helps them see the diverse opportunities

available to them.

A highlight of the program is when students visit our television station to record their own "I Have a Dream" speeches. This powerful experience allows them to articulate their dreams and recognize the broader impact of their aspirations.

"I wouldn't be an EMT making good money today if it weren't for PBS Charlotte."

Selena Cortez

They are encouraged to consider who will benefit from their dreams coming true, beyond themselves. This realization fuels their determination to overcome challenges and pursue their goals, knowing that their success can positively impact others as auto mechanics, registered nurses, IT specialists, EMTs, and more.

One inspiring example is Selena Cortez, a 2018 graduate of the program. With the support of PBS Charlotte staff, Selena received a scholarship to attend Central Piedmont, becoming the first in her family to graduate college. Today, she is a successful EMT and returns to the program to share her story with current students. "I wouldn't be an EMT making good money today if it weren't for PBS Charlotte," Selena says, highlighting the transformative impact of the 3D Project.

As we look back on eight years of the 3D Project, we are filled with pride and gratitude for the students, staff, and supporters who have made this journey possible. Together, we continue to inspire and equip the next generation of dreamers.





Community service is at the core of everything we do.

Thank you for helping us serve.



PBS Charlotte

A viewer supported service of
CENTRAL PIEDMONT
 COMMUNITY COLLEGE