



2023

PBS Charlotte Community Service Report

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



Your PBS Charlotte

A letter from our General Manager Amy Burkett

Dear PBS Charlotte Supporters and Community,

As we reflect on the past year, I am delighted to share with you the remarkable achievements and milestones that PBS Charlotte has accomplished. For 58 years, we have proudly served our region, and our commitment to providing quality educational content and community engagement remains stronger than ever.

Our region has experienced rapid growth over the last few years, with a population now exceeding three million. Despite these changes, PBS Charlotte continues to be a beacon of education and inspiration, reaching individuals across diverse communities.

I am thrilled to announce that, for the tenth consecutive year, our number of donors has continued to grow, bringing us to just under 12,000 individual supporters. This outpouring of support is a testament to the value our community places on the educational resources and impactful programming we provide.

Education lies at the core of our mission, and this year, our

PBS Learning Media, aligned with state academic standards, attracted over 21,000 users. Additionally, our PBS Kids content saw an impressive 24.9 million streams, illustrating the significant impact we have on the learning experiences of children in our region.

Our commitment to community engagement was evident in the success of our fall "Be My Neighbor Day." This event, hosted at the station, brought together over 400 families for a day of educational community fun and learning. Furthermore, we distributed over 2,000 books to preschoolers in

Our Mission Statement
Channeling curiosity, connecting communities.

need and provided over 200 summer reading book bags to preschoolers at Title 1 schools.

In collaboration with pre-K educators, we facilitated 31 professional development workshops, where 137 teachers earned a total of 411 continuing education units (CEUs). This initiative underscores our dedication to supporting educators and enhancing the quality of early childhood education in our region.

Our award-winning content

team remained busy with five weekly local programs and specials. Notably, we received a national Public Media Award for our signature series, Carolina Impact. The impact of our latest Living History documentary, "The Holocaust: Carolina Stories of Remembrance," was profound, bringing hundreds together for a screening and educating our region through firsthand accounts of the atrocities.

We also celebrated our major donors through an exciting event with Suzanne Simpson, Executive Producer of Masterpiece. Members of our Impact Circle were thrilled to get a sneak peek at upcoming programs.

As we move forward, it is our great honor to serve our region at the highest level. We are deeply grateful for the support of our extraordinary community, and we look forward to achieving even more together in the future.

Thank you for being an integral part of the PBS Charlotte family.

With My Deepest Gratitude,

Amy Burkett
General Manager, PBS Charlotte

The Impact of PBS Charlotte



PBS Kids Total Streams	24.9M
PBS Kids Average Monthly Users	127,070
PBS Charlotte Learning Media Streams	1.18M
PBS Charlotte Learning Media Average Monthly Users	13,525
PBS Charlotte Total YouTube Views	671,889
PBS Charlotte Total Members	11,843

Carolina Impact Honored

PBS CHARLOTTE'S CAROLINA IMPACT HONORED WITH PRESTIGIOUS NATIONAL AWARD



In a moment of triumph and recognition, PBS Charlotte has earned a prestigious national award at the 55th Annual Public Media Awards. The award, a testament to the station's commitment to quality journalism, was presented to PBS Charlotte for its outstanding news magazine show, Carolina Impact. This acknowledgment adds another accolade to the many prestigious production awards our team has won for this program, reinforcing its position as a leader in public broadcasting.

Carolina Impact, PBS Charlotte's signature show, serves as a lens into the heart of issues, people, and places shaping the landscape of our region. It delves into the stories that matter, providing viewers with a comprehensive understanding of the dynamics at play across our region.

The award was presented at the Annual NETA (National Educational Telecommunications Association) conference, held in the vibrant city of Grand Rapids, Michigan, this past September. PBS Charlotte emerged victorious in its division, securing first place in public affairs for a special episode that tackled the compelling theme of "The High Cost of Higher Education."

In this award-winning program, PBS Charlotte took a deep dive into the challenges and opportunities surrounding higher education costs. A highlight of the show was the revelation of two North Carolina State universities offering an unprecedented \$500 tuition per semester, making quality education more accessible to a broader audience.

Moreover, the program shed light on an innovative initiative by Central Piedmont Community College offering high school students to graduate not only with a diploma but also with an associate's degree. This groundbreaking approach to education showcased the

network's commitment to informing and empowering its viewers with transformative knowledge.

The recognition at the NETA conference is not only a celebration of PBS Charlotte's dedication to excellence but also a tribute to the viewers and funders who have been integral to its success. Without their unwavering support, the creation of award-winning content that resonates with the community would not be possible.

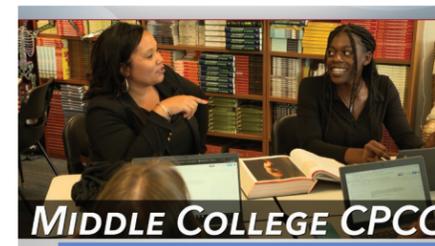
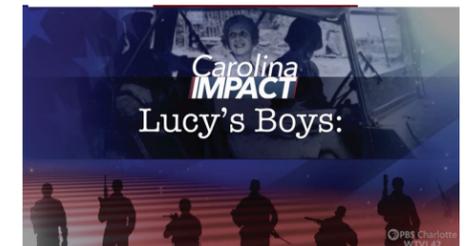
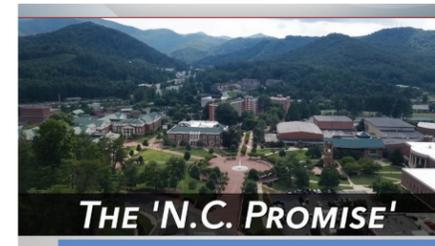
PBS Charlotte expresses profound gratitude to its



audience and funders for their continued trust and partnership. The national award serves as a reminder of our mission to deliver impactful content that enlightens, educates, and inspires audiences across the region.

As PBS Charlotte looks ahead, this recognition fuels its commitment to producing high-quality programming that reflects the pulse of the community it serves. We remain dedicated to our role as a beacon of information, fostering a deeper understanding of the issues that shape our lives.

In winning the national award for Carolina Impact, PBS Charlotte not only celebrates a momentous achievement but also reaffirms its standing as a leading force in public media, dedicated to serving the public interest through exceptional content.



Local Content

Local Content

PBS CHARLOTTE PRODUCES FIVE WEEKLY SHOWS

In the vibrant landscape of public broadcasting, PBS Charlotte has stood as a beacon of excellence for over 50 years. As we reflect on the past year, we are delighted to showcase the five weekly shows that have captivated and enriched the lives of our viewers. These programs not only entertain but also inform and inspire, reflecting our commitment to delivering high-quality in-depth content that resonates with our diverse community.

Carolina Impact: A Decade of Excellence and a National Public Media Award:



Celebrating its 10th anniversary this year, our signature series and Emmy Award-winning program, **Carolina Impact**, has been a cornerstone of our broadcasting journey. This milestone was marked by the program receiving a prestigious National Public Media Award for Best Public Affairs show in our division. **Carolina Impact** continues to explore the heart of the Carolinas, telling compelling stories that matter to our community, and we are grateful for the continued

support that has made this achievement possible.

Carolina Business Review: Navigating Business Issues for Nearly 30 Years. A testament to the enduring nature of quality journalism, **Carolina Business Review** has been at the forefront of exploring the issues affecting businesses for nearly three decades. This program serves as a vital platform for discussing economic trends, entrepreneurial stories, and the challenges facing our



region's business community. Its longevity is a reflection of its relevance, and we look forward to continuing the tradition of insightful business reporting for years to come.



Trail of History: A Journey Back in Time:



Transporting audiences on a 30-minute trip back in time each week, **Trail of History** has become a beloved exploration of our region's rich historical tapestry. This program not only educates but also fosters a deeper appreciation for the roots and stories that have shaped our community. Through meticulous research and captivating storytelling, **Trail of History** continues to be a time machine that connects the past to the present.

Charlotte Cooks: Creating Culinary Delights:



Charlotte Cooks adds a delicious touch to our local programming lineup, helping viewers discover the art of creating mouthwatering dishes. From culinary tips to inspiring recipes, this program embodies the diversity and flavor of our region's food culture. **Charlotte Cooks** serves as a celebration of local cuisine and culinary talent, inviting viewers to embark on a culinary journey from the comfort of their homes.

Off the Record: A Deep Dive into Current Affairs:



Off the Record, our reporter roundtable program, has become a staple for those seeking in-depth analysis of the week's current affairs. The show brings together expert voices to dissect and discuss pressing issues, providing viewers with a nuanced understanding of the world around them. In an era where information is abundant, **Off the Record** stands out as a beacon of thoughtful journalism and informed discussion.

Made Possible By You.

None of this would be possible without the unwavering support of our incredible audience and the nearly 12,000 community members who invest in PBS Charlotte. Your commitment enables us to tell the extraordinary stories of our amazing region, and we are grateful to be a part of your lives. We remain dedicated to providing the highest quality programming that reflects the spirit, diversity, and dynamism of the Carolinas. Thank you for joining us on this remarkable journey.



Channeling curiosity, connecting communities.

Living History Local Documentary

In Our Community

THE HOLOCAUST: CAROLINA STORIES OF REMEMBRANCE

PBS Charlotte's newest local Living History Documentary "The Holocaust: Carolina Stories of Remembrance" premiered in September as a companion program to the national Ken Burns Holocaust Documentary. Producer Jason Terzis weaved first hand stories from Holocaust survivors with educational efforts to remind people how destructive hate can be.

Suly Chenkin shared her remarkable story to cultivate empathy and social responsibility. Her family squeezed her through a fence handing her over to strangers to save her life.

Ninety-six year old Irving Bienstock, shared how a guardian angel saved his life. He was 12-years-old when he was separated from his family but was one of the lucky ones to be reunited with his loved ones years later.

Our program didn't just include people's stories, we learned



the stories musical instruments played during the Holocaust. Several of those instruments were brought to our region for a special performance by symphony members. The music, the survivors and honoring those that lost their lives made **The Holocaust: Carolina Stories of Remembrance** an impactful community event. Hundreds showed up at our screening and

shared with us how important it was to preserve these first hand accounts of horror and hate so that hopefully nothing like it will ever happen again.



CELEBRATING GENEROSITY AT THE IMPACT CIRCLE EVENT: A NIGHT TO REMEMBER



We are delighted to extend our heartfelt gratitude to our wonderful major donors who joined us at the exclusive **Impact Circle** thank you event held at the uptown Charlotte Mint Museum. This private gathering was a celebration of philanthropy, bringing together our most generous supporters for an evening filled with appreciation and camaraderie.

The event kicked off with a sophisticated ambiance, as donors enjoyed cocktails and delectable appetizers, setting the stage for an unforgettable night. The Mint Museum provided a stunning backdrop, creating an atmosphere of

elegance and sophistication that perfectly complemented the generosity of our **Impact Circle** members.

A highlight of the evening was the privilege of hearing from the executive producer of the beloved PBS MASTERPIECE program, Suzanne Simpson. Her insights into the making of the iconic show added a layer of exclusivity to the event, giving our major donors a behind-the-scenes look at the magic that goes into producing such exceptional content. It was a rare opportunity for our donors to connect with the creative minds behind the programs they support.



We extend our deepest thanks to our major donors for their unwavering dedication, and we look forward to many more memorable gatherings in the future.

In Our Community

STUDIO TOURS



In the past fiscal year, PBS Charlotte proudly hosted a total of 16 educational tours, welcoming over 300 participants to our broadcasting facility. These engaging tours provided a unique opportunity for school groups to delve into the fascinating world of television production, offering an exclusive behind-the-scenes glimpse into the making of our signature series, Carolina Impact.

During these tours, students were not passive observers but active participants in the

learning process. They had the chance to witness firsthand the intricate process of filming, from set preparation to live recording, gaining insights into the complexities of producing high-quality local television content. They even got a chance to read the teleprompter and be part of the show. Our dedicated staff members were readily available to answer questions and share their expertise, creating an interactive and enriching experience for the students.

One of the highlights of these educational tours was the Q&A session, where students eagerly seized the opportunity to engage with our experienced staff. The exchange of questions and answers fostered a dynamic learning environment, allowing students to gain valuable insights into the various roles and responsibilities involved in television production. This hands-on approach not only complemented their academic curriculum but also inspired a new level of curiosity and interest in the world of media.



In Our Community

PBS CHARLOTTE PARTNERS WITH AMERICAN RED CROSS TO TACKLE BLOOD SHORTAGE IN COMMUNITY



In a bid to address the critical shortage of blood in our community, PBS Charlotte joined forces last January with the American Red Cross to organize a community blood drive. The initiative comes as a response to the alarming scarcity of blood donations, urging individuals to come forward and contribute to a cause that can have a profound impact across our region.

Blood shortages are a serious concern that affect countless lives. The partnership between PBS Charlotte and the American Red Cross aims to leverage the influence of the media to encourage people to donate blood and save lives. As a trusted source of information and entertainment in our community, PBS Charlotte used

its airwaves to raise awareness about the importance of blood donation.

The collaboration seeks to bring the community together for a common cause – ensuring an adequate and steady blood supply for those in need. By utilizing the platform of PBS Charlotte, the campaign strives to reach a wide audience and

inspire individuals to take action. The partnership with the American Red Cross further strengthens the initiative, leveraging the organization's expertise in blood collection and distribution. PBS Charlotte recognizes the power of community collaboration and the positive influence that media can have in fostering social responsibility. The partnership with the American Red Cross reflects a commitment to serving the community and addressing pressing issues that impact the health and well-being of our residents.



American Red Cross
PBS Charlotte
Help save a life.
Schedule your blood donation appointment today.
January 31st, 2023



A Look At Our Past

In Our Community

UNVEILING TREASURES & CELEBRATING HERITAGE: SIXTH ANNUAL CAROLINA COLLECTIBLES EVENT



PBS Charlotte is delighted to share the success of our sixth annual Carolina Collectibles fundraising event, a remarkable celebration of community, history, and hidden treasures. This regional fundraising program, inspired by the beloved national Antiques Roadshow, brought together over 100 community members eager to discover the worth of their cherished items with the guidance of experts from Leland Little Auctions.

The event mirrored the format of the iconic Antiques Roadshow, where individuals bring their heirlooms, antiques, and collectibles to be appraised by seasoned professionals. The anticipation of uncovering the value of these items, often tucked away in attics and forgotten corners of homes, adds an element of excitement and intrigue.

What sets Carolina Collectibles apart is not only the evaluation of monetary value but also the exploration of the rich history behind each artifact. Viewers are taken on a journey through time as they learn about the origins, stories, and cultural significance of their collectibles. The event serves as a platform for fostering a deeper connection to our shared heritage, emphasizing the diverse narratives that make up our community's tapestry.

The day is marked by a collective sense of discovery and appreciation for the unique stories woven into each item. Attendees are encouraged to cheer on one another, creating an atmosphere of support and community spirit. Beyond the financial worth of the collectibles, the real value lies in the connections

made, the stories shared, and the celebration of our diverse heritage.

Carolina Collectibles has become an annual tradition, showcasing the passion for history, culture, and the arts within our community. It not only serves as a vital fundraising event for PBS Charlotte but also reinforces our commitment to providing engaging and enriching experiences for our viewers.

As we reflect on the sixth edition of Carolina Collectibles, we extend our heartfelt gratitude to the community members who participated, the experts from Leland Little Auctions, and all those who contributed to making this event a memorable celebration.



LOCAL EVENTS: BE MY NEIGHBOR DAY



It's a beautiful day in the neighborhood to celebrate kindness and caring for our neighbors! PBS Charlotte celebrated Hispanic Heritage Month with a special event at our station: Daniel Tiger's Be My Neighbor Day! Our local community came together to learn about opportunities focused on being a friendly neighbor. With crafts, bilingual storytimes, music, and bounce houses, the event had something for everyone. PBS Charlotte partnered with organizations who set up booths to share resources with the community.

IKEA, Latin American Coalition, Commonwealth Charlotte,

Novant Health, Hispanic Federation, Criss Cross Mango Sauce, YMCA of Greater Charlotte, Our Bridge For Kids, Charlotte Bilingual Preschool, Girls Scouts Hornets' Nest, Charlotte Mecklenburg Public Library, and Women's Business Center of Charlotte all participated in this event to serve over 400 children and families who attended.

There was even a meet and greet with Daniel Tiger himself! It's a great feeling when children and families can be a part of something in their own neighborhood. We can all be helpers, our choices matter, and there are so many ways to be a good neighbor!



Looking To The Future

The Tools To Succeed

PBS CHARLOTTE KIDS: EDUCATOR ENGAGEMENT & PBS LEARNING MEDIA



PBS Charlotte plays a crucial role in supporting the children of our communities by offering meaningful workshops, educational programs, and book distributions. This year, PBS Charlotte has given away nearly 2,000 books to children in the community, continuing our work of promoting literacy and a love of reading in all children.

Throughout the year, PBS Charlotte facilitated 31 professional development workshops where 137 pre-k teachers earned 411 continuing education units (CEUs). As part of PBS Charlotte's commitment to Diversity, Equity, and Inclusion, 90 culturally relevant books were dispersed throughout five classrooms across the Charlotte region. Children are

more likely to engage with literature when they are able to recognize themselves in a story. In this same spirit, Hidden Valley Elementary Preschool teachers were given a small personal classroom library filled with 24 multicultural books for students. They have incorporated their new books into lesson plans and events. We love supporting our educators and students!

PBS CHARLOTTE KIDS: STORIES OF IMPACT

A student, Jaquez was in the principal's office seemingly in trouble. He saw me struggling to carry all the books down the hall. He made a b-line towards me and grabbed a cart then proceeded to take my books to the classes I was visiting. He saw me in the first class reading a Daniel Tiger book and The Proudest Blue. He saw kids call and respond, sing "little by little you'll feel much better", smile at PBS stickers being placed in their hands, and hug me for the gift of a book that reflected them. Jaquez felt inspired so in the next class he asked if he could do it then he read the book, gave out stickers, and gave out a class set of books.

After we were done with three classes he asked if I do this for a living, I said that and more, and he said "that's his dream job... to just be kind to kids and make them smile," I told him he absolutely can and if he does great in school, I'd give him the same books to read to his younger siblings and every time I'm at Hidden Valley he helps me. Today I gave him an Amazon fire tablet with a Kindle so he can continue! I've already purchased him an additional five books!



The Tools To Succeed

PBS CHARLOTTE KIDS: STORY STARS



A new venture that PBS Charlotte is bringing to schools is called **Story Stars**. **Story Stars** is a literacy program that invites children to stand in the spotlight and tell the greatest story ever written: their own. All stories are filled with sorrows, joys, twists, and turns. **Story Stars** empowers children to confidently live and advance their own narratives. We are so excited to implement this important program to impact

children all over Charlotte. **Story Stars** has given away 250 Summer Reading book bags at Salvation Army, University Meadows, and Hidden Valley Elementary.

