

 **PBS Charlotte**

Community Service Report

2025



A viewer supported service of
CENTRAL PIEDMONT
COMMUNITY COLLEGE

Your PBS Charlotte

A letter from our General Manager Amy Burkett

To Our PBS Charlotte Community,

This year, PBS Charlotte was sustained and strengthened by an extraordinary show of support from our community. A record 15,379 donors chose to invest in public media, and because of you, our mission reached further and deeper than ever before. I am profoundly grateful for your generosity and your belief in the power of PBS Charlotte.

Because of you, nearly 89,000 families each month utilized our online PBS KIDS resources for trusted, educational content that helps children learn and grow. Over the course of the year, our community streamed more than 28 million pieces of content, reflecting both the reach and the relevance of PBS Charlotte in homes.

Your support also strengthened learning beyond the screen. On average, more than 10,000 teachers, parents, and caregivers relied on PBS Learning Media digital tools monthly to support student academic success. The resources aligned with state standards are designed to meet learners where they are. Our Education and Outreach Coordinator spent more than 1,000 hours teaching in Title I schools, equipping over 540 students through our Story Stars literacy program and distributing more than 3,500 books to help build home libraries and a love of reading.

This year also brought meaningful innovation. We piloted a water safety event at the Harris YMCA, featuring Daniel Tiger, to help families build critical life-saving skills. We launched a computational thinking program at Hidden Valley Elementary, introducing Pre-K students to foundational problem-solving skills that will serve them for years to come.

We are equally proud of the excellence in storytelling made possible by your support. Our production team was honored with a regional documentary Emmy Award for Holocaust: Carolina Stories of Remembrance, and we aired five weekly local programs that amplified the voices, challenges, and triumphs of our community.

None of this would be possible without you: our viewers, members, and supporters. Your generosity fuels trusted journalism, meaningful education, and powerful storytelling that reflects and serves our region. On behalf of the entire PBS Charlotte team, thank you for standing with us and for making this record year of impact possible.

With deepest appreciation,



Amy Burkett
General Manager, PBS Charlotte



The Impact of PBS Charlotte



*PBS Charlotte
Average Monthly Reach*

507,318

Reach is comprised of our Television Audience, Web Users, Free Video On Demand, PBS Kids Users, Learning Media Users, Passport Users, and Social Media Reach

*PBS Charlotte
Total Members*

15,379

*PBS Charlotte
Average Monthly Learning Media Users*

10,679

*PBS Charlotte
Total YouTube Views*

641,974

*PBS Charlotte
Average Monthly Kids Users*

88,916

*PBS Charlotte
Kids Total Streams*

28.5M

Education & Outreach



EDUCATION & OUTREACH

This year, PBS Charlotte made significant strides in expanding our Education and Outreach efforts, reaching students, families, and educators across our community.

We began the school year by gifting Teacher Success Kits to all seven preschool classrooms at University Meadows Elementary. Each kit, valued at approximately \$300, included books aligned with the pre-K curriculum, age-appropriate materials, lessons, and PBS Learning Media guides with ready-to-use lesson plans.

Our literacy-focused Story Stars program expanded to include Kindergarten

classrooms at University Meadows Elementary, reaching over 226 students in Pre-K and Kindergarten. We also introduced Story Stars to 60 preschoolers and Kindergartners at Druid Hills

Academy, and continued serving 40 Pre-K students at Hidden Valley Elementary. We spent the entire academic year helping 326 students fall in love with reading.



Education & Outreach



This year, we launched a computational thinking program in partnership with Hidden Valley Elementary for Pre-K classrooms.

Using the PBS KIDS show *Lyla in the Loop*, each session introduced key computational thinking concepts—such as algorithms, control structures, decomposition, human-computer systems, abstraction, the design process, and debugging—through hands-on activities. Students engaged in problem-solving exercises and shared their learning with their peers.

We also reached a new audience through our Great Migrations program for middle school students at Druid Hills

Academy. Partnering with 150 students, we explored the cultural and historical significance of the Great Migration. Students viewed selected segments of the PBS documentary, created projects on related topics, and shared their work at a culminating family event, with cash prizes recognizing their hard work.

This year has been a tremendous success, and we look forward to continuing this meaningful work in the year ahead. None of this would be possible without the support of our community—thank you for helping PBS Charlotte inspire learning, creativity, and curiosity in students of all ages.



Education & Outreach



FAMILY LITERACY NIGHT AT UNIVERSITY MEADOWS

At Sugar Creek Library, our story times and family workshops reached more than 150 families. During a special Game Night event, children and parents teamed up to design and build their own board games, sparking creativity and intergenerational learning. Both kids and adults were thrilled to discover the fun of creating, playing, and then taking home their one-of-a-kind games to enjoy together.



Education & Outreach



PBS Charlotte brought Daniel Tiger for a special appearance at ImaginOn's Día event in April, where he greeted more than 200 children. Our table offered families free books, a bookmark-making craft, and plenty of PBS stickers to take home.



We also piloted a Water Safety Event at the Harris YMCA, featuring the first-ever Daniel Tiger standee in swim wear. Parents received water safety handouts, and children took home a Daniel Tiger water safety book.



Local Content



 PBS Charlotte

UN★SPUN

UNSPUN: CREATING SPACE FOR CIVIL POLITICAL CONVERSATION

In an era of soundbites, spin, and deep political division, PBS Charlotte launched Unspun to help viewers better understand the issues shaping their lives—and the thinking behind the headlines.

Hosted by former North Carolina Governor Pat McCrory, Unspun is a weekly, 30-minute local program designed to demystify complex political issues by asking a simple but powerful question: What are politicians really thinking—but not saying? Through candid conversation and thoughtful analysis, the show offers viewers a clearer understanding of the forces influencing public policy, without the shouting or sensationalism that often dominates political discourse.

Each episode begins with a deep dive discussion, an extended interview that explores a single issue in depth—from the decline of bipartisan compromise to the future of Social Security. These conversations go beyond rhetoric, offering context, history, and straightforward explanations that help viewers better understand how decisions are made and why they matter.

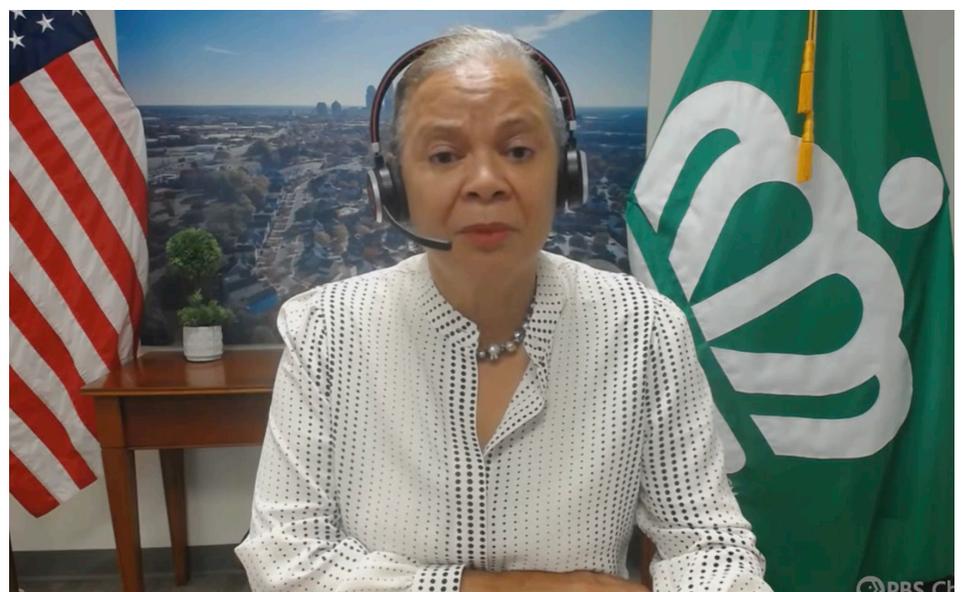
Unspun has quickly become a platform for meaningful dialogue, featuring national and regional voices from across the political and civic spectrum, including former Vice President Mike Pence, former White House Chief of Staff Mick Mulvaney, Congressman Patrick McHenry, former White House Press Secretary Sean

Spicer, journalist Chuck Todd, civil rights activist Dr. Ben Chavis, Senator Bill Cassidy of Louisiana, and North Carolina Senator Thom Tillis.

Designed with today's media landscape in mind, each segment of Unspun also stands alone as a shareable digital asset, extending the reach of thoughtful political conversation across social platforms and into new audiences.

By creating space for honest discussion and deeper understanding, Unspun reflects PBS Charlotte's commitment to trusted local journalism.

Local Content



More Local Content

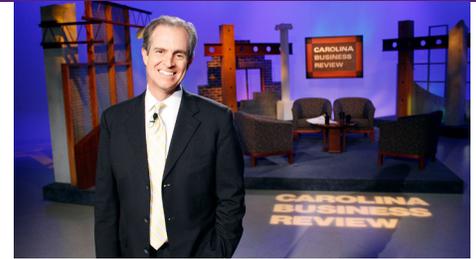


PBS Charlotte's commitment to telling the stories of our region is reflected in the depth, longevity, and excellence of this locally produced show in its 12th season. *Carolina Impact* continues to shine a light on the people, places, and issues shaping our community today, offering thoughtful in-depth reporting that elevates local voices and fosters greater understanding.



Through *Trail of History*, viewers are invited to explore the rich and often untold stories of the Carolinas' past, connecting history to the present and preserving our shared heritage for future generations.

This popular program keeps audiences coming back for more.



Carolina Business Review, PBS Charlotte's longest-running local program at 33 years, remains a trusted forum for civil, in-depth conversations with regional business and civic leaders providing context and insight that help viewers better understand the economic forces influencing our community.



This year also marked a meaningful moment of transition and celebration. After 20 years, *Charlotte Cooks*, hosted by Central Piedmont Community College culinary instructor Pam Roberts signed off, leaving behind a beloved legacy of culinary creations that brought people together.



PBS Charlotte's storytelling excellence was recognized this year when our Living History documentary, *The Holocaust: Carolina Stories of Remembrance*, earned a Mid-South Regional Emmy Award for producer Jason Terzis.

Together, these programs reflect the breadth of PBS Charlotte's local service honoring the past, examining the present, and telling powerful stories that deepen understanding and connect our region.

For 23 years, PBS is #1 in public trust

Looking At Our Past



CAROLINA COLLECTIBLES

PBS Charlotte welcomed the community to its 8th annual *Carolina Collectibles*, a day where history, curiosity, and conversation came alive. Over 100 guests, from treasure hunters to families, brought cherished items to the studio, eager to uncover the stories behind them. Expert appraisers from Leland Little Auctions guided attendees through each piece, sharing insights that sparked laughter, surprise, and nostalgia. Beyond monetary value, many items revealed deep personal significance, showing how objects carry the history and memories of generations.

The event featured remarkable discoveries, including a baseball bat signed by over 50 Hall of Famers, stunning 1600s paintings, and antique furniture. One standout moment was the unveiling of an envelope found in an attic containing sketches by Norman Rockwell, a rare treasure valued at over \$200,000.

More than an appraisal event, *Carolina Collectibles* became a celebration of storytelling and shared heritage, bringing neighbors together to marvel at history, share experiences, and find joy in the treasures that connect us.



Gratitude In Action



ANNUAL IMPACT CIRCLE APPRECIATION LUNCHEON

The Annual Impact Circle Appreciation Luncheon is a special event that brings together PBS Charlotte's most generous supporters to celebrate their commitment. This gathering provides an opportunity to reflect on the collective impact of our donors, emphasizing the vital role major donors play in sustaining PBS Charlotte as a thriving public media service for the community.

This year, over 50 major donors attended the luncheon, featuring special guest Lidia Bastianich, Emmy-winning chef, best-selling author, and restaurateur.

Lidia was joined by local chef Tim Harris, known from last season's *The Great American Recipe* on PBS, who prepared a delicious lunch inspired by Lidia's latest cookbook, *Lidia's From Our Family Table to Yours*. The luncheon gave attendees

the opportunity to connect, celebrate, and see firsthand the impact of their support on PBS Charlotte's mission to educate, inspire, and entertain.



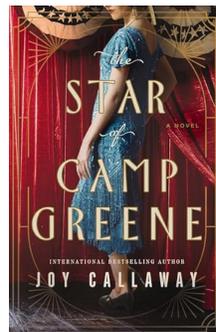
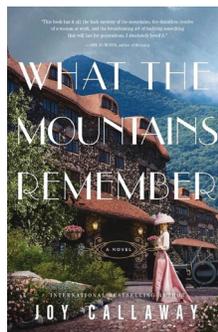
Members Only Event



MEMBER BOOK LAUNCH WITH JOY CALLAWAY

PBS Charlotte hosted its first members-only event, welcoming more than 80 attendees to engage with author Joy Callaway and her newest novel, *The Star of Camp Greene*. The story, set in North Carolina, provided a natural connection to the local community and inspired meaningful conversation about history and storytelling. Joy Callaway shared insights into her research and creative process, giving members a behind-the-scenes look at how the book came to life.

This new members-only event quickly became a favorite, giving attendees the chance to connect with the author and with one another.



Guests explored the book, asked questions, and shared their perspectives, sparking thoughtful conversation and connection. The intimate setting allowed PBS Charlotte to bring people together in a meaningful way, showing how shared experiences can inspire curiosity, dialogue, and a deeper appreciation for storytelling.



In Our Community



THE GREAT AMERICAN TASTING

Impact Circle members had the opportunity to connect with PBS Charlotte in meaningful ways that celebrated creativity, culture, and community. Supporters attended The Great American Tasting, which featured two local chefs who had competed on The Great American Recipe. Tim Harris went on to host Dapper Dad's Kitchen, a PBS Charlotte new

series showcasing inventive cooking inspired by the region, which launched later in 2025.

Impact Circle Members also participated in an exclusive curator-led tour of the Mint Museum's newest exhibit, Southern/Modern, featuring over 100 works by Southern artists, including women and artists of color. The tour

highlighted themes of race, family, and social struggles, offering insight into the stories behind the artwork and opportunities for discussion. These experiences went beyond a typical museum visit, allowing members to connect with art, each other, and PBS Charlotte's mission to foster cultural engagement.

Private Screenings



EXCLUSIVE ADVANCED SCREENINGS

PBS Charlotte welcomed over 350 guests to experience programs before their national premieres, giving fans a special chance to connect with the stories they love. The highlight of the year was the December 2024 early screening of *All Creatures Great & Small* Season 5, a highly anticipated event that brought longtime fans together for a joyful, shared viewing experience. Attendees also explored brand-new series like *The Marlow Murder Club* and book adaptations such as *Wolf Hall: The Mirror and the Light*, sparking curiosity, conversation, and new ideas about history, literature, and culture.

Each screening gave guests the opportunity to engage, explore, and connect. Visitors toured the studio, interacted with fellow members of the community, and shared the excitement of discovery. These events reflect PBS Charlotte's commitment to inspiring curiosity, creating moments of learning, and bringing the community together around stories that entertain, educate, and inspire.



Inviting Viewers In



COFFEE & CONVERSATION WITH OUR GM

Connection and transparency were at the heart of Coffee and Conversation with General Manager Amy Burkett, a series of behind-the-scenes gatherings and public tours that welcomed more than 400 guests across multiple events. These experiences gave community members the chance to step inside the station, see how local programming is created, and understand the work that goes into bringing stories to life. Guests explored reading on the teleprompter and the production process, getting a firsthand look at the creativity and collaboration that make PBS Charlotte unique.

PBS Charlotte hosts these events over twenty five times a year, giving viewers many opportunities to see behind the curtain. Guests learn what sets PBS Charlotte apart from other nearby stations, which are often lumped together, and gain a deeper understanding

of the station's mission. These gatherings highlight how public media serves the local community in meaningful ways, fostering appreciation for PBS Charlotte's role in education, culture, and connection.



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*Community service is at the core of everything we do.
Thank you for helping us make a positive impact.*



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