Dear Friends,

First, I want to express our heartfelt thanks to our community. Your increased giving allowed us to not just weather these challenging times of the COVID pandemic, but gave us the resources to increase our service to this great region. We added an education and outreach coordinator who worked tirelessly to make sure underserved elementary students received their own books to start their home libraries. As a child, reading changed my life. It made me the creative dreamer I am today with a thirst to serve and help others accomplish their dreams.

Our economic mobility 3D Project: Dreamers-Doers-Destiny sponsored by the Corporation for Public Broadcasting’s American Graduate: Getting to Work program, exceeded its four-year goal of empowering students. We graduated 607 teens from this seven-week career pathways and leadership course and converted it to a virtual project. Students still recorded their “I have a dream” speeches. It just had to happen over Zoom this year.

While the pandemic made life more difficult for teachers, our PBS Charlotte team supported them through workshops and digital resources tied to state standards at WTVI.PBSLearningMedia.org. We had 15,692 people who accessed this high quality content.

Our local signature series Carolina Impact won a national Public Media Award and we continued our series of Seeking Unity specials to promote diversity, equity and inclusion. We told over 100 stories about the issues, people and places that make this area so unique. Trail of History gave us a glimpse into our past. Off the Record kept us up-to-date on weekly issues and Carolina Business Review continued to interview policy makers and CEO’s about how COVID was impacting life. Charlotte Cooks helped many improve their culinary skills and create a little joy through food. We also added another great local documentary Carolina Waterfalls to our Living History Series. Our online component had a map with details of how to find the more than 25 gorgeous vistas that helped residents anxious to explore after being stuck at home get back to nature through these beautiful day trips.

Our extraordinary national content helped you “Channel Your Curiosity.” It’s an honor to connect this community and create resources that always add value. We couldn’t do it without YOU!

With My Deepest Gratitude,

Amy Burkett
General Manager and Member

2021 Impact Metrics

24.8 M Total Kids Streams
896,070 PBS Kids Users
Carolina Impact wins National Public Media award
15,692 WTVI.LearningMedia.org Users
10,141 Members
215% Increase in web users
3D Project-Dreamers, Doers, Destiny

This was the fourth year of our economic mobility, seven-week career pathways and leadership program. It began Fall 2017.

This three-part project uses media to show people how to not just be dreamers, but doers with an emphasis on pathways to success and career exploration in order to broaden their horizons about what their destiny could be.

We are currently working with groups of talented and smart students at Garinger and Chambers High School, as well as young adults from the Charlotte area. Get to know them, their dreams and how they are in control of their destiny by visiting us at:

www.wtvi.org/education/3d-project/.

The Impact of the 3D Project

Selena Cortez, a graduate of the 3D project, realized her dream of becoming an EMT after earning a two-year Opportunity Scholarship at Central Piedmont. We followed her progress over two years on Carolina Impact.
PBS Charlotte: Education Outreach

PBS Charlotte is committed to helping bridge the various gaps in education in our region through accessible resources, community events and educational programming. We offer free tools for early childhood educators to provide learning opportunities and support for families and students.

During the pandemic we distributed resources to help families and community partners support students and bridge the various gaps in education in our region. We continued to build on these efforts by offering free hybrid back to school in service teacher training, Educamp services that highlight PBS Learning Media’s rigorous standards-aligned videos, and interactive lesson plans.

In June of 2021 PBS partnered with the Sugar Creek branch of the Charlotte Mecklenburg Public Library to offer digital story-time and literacy workshops that were offered at the library every week for four weeks. Parents felt empowered by gaining knowledge, skills, and confidence in supporting their young children’s learning. They spoke of gaining new insights into their children's strengths and interests. Parents described how they used strategies and PBS Charlotte resources they had learned to encourage summer reading.
PBS Charlotte: Kids

At PBS Charlotte our goal to serve our community includes preparing kids for success in school and life and we accomplish that goal with our kids digital media learning platform PBSKIDS.org. PBS KIDS is designed to help kids build literacy, math, science and school readiness skills. Thanks to our stations’ enthusiastic adaptation to PBS Charlotte At Home Learning, children’s engagement with PBS content has grown dramatically. Kids from low-income and broadcast homes are benefiting the most; time spent viewing PBS has improved by 62% among low-income families, 41% in broadcast homes, and 91% in rural homes. Across all PBS Kids platforms had 896,070 total users, an increase of 114.9% over the previous fiscal year.

PBS Charlotte utilized this data to forge educational partnerships within Charlotte Mecklenburg Schools. There we launched PBS summer initiative Summer of Possibilities with our very own “Stop the Summer Slide Outside”. We used the Explore Outdoors lesson plan for Daniel Tiger from PBS Learning Media. Pre-K and kindergarten students learned the scientific method then practiced by making predictions of what they would possibly find outdoors and then tested their predictions by exploring their school community. Students wore their Daniel Tiger, “Listen and Explore” ears and worked together to test each other’s hypothesis and received free books and gifts courtesy of PBS Charlotte’s own mascot Seemore Goodstuff!
Nature. It’s a place for peace and enjoyment, for quiet observation or active pursuit. It’s also the starting point for much of what we study and learn in science.

For 35 years, NATURE on PBS has been shining a light on the natural world – around the globe – for all who love to dig a little deeper into the beauty and science of the world around us.

On October 14, 2020, PBS Charlotte offered our viewers a special sneak peek into the upcoming season of NATURE, with stories and a Q&A session with Executive Producer Fred Kaufman.

PBS News Hour’s Judy Woodruff

On December 3, 2020, PBS Charlotte hosted a virtual conversation with PBS NewsHour’s anchor and managing editor, Judy Woodruff, an award-winning journalist with five decades of experience covering news and politics. Joined by our own General Manager and host of Carolina Impact, Amy Burkett, Woodruff discussed her exciting career in broadcast journalism, this historic election, and afterward, answered questions. Our viewers expressed their excitement for this opportunity.
**Hemingway**

*Hemingway*, a three-part series by noted documentary filmmakers Ken Burns and Lynn Novick, examined the visionary work and the turbulent life of Ernest Hemingway, one of the greatest and most influential writers America has ever produced. The series touched upon his writing, his four marriages, three sons, and the authors varied interests throughout his lifetime.

PBS Charlotte registered 376 people to watch an early access online screening as the series revealed the complicated man behind the myth, and the art he created.

**Virtual 5K**

The Red Sweater Family Fun Run celebrated PBS Charlotte’s 55th anniversary during the pandemic by spreading kindness from neighborhood to neighborhood in November. The event paid tribute to iconic PBS characters like *Mister Rogers*, *Daniel Tiger*, and our own mascot Seemore Goodstuff.

**Fourth Annual Carolina Collectibles**

*Carolina Collectibles*, always a big hit with our viewers, didn't disappoint this year, either!

Experts from Leland Little Auctions assessed and gave verbal valuations of our members’ treasures from more than 100 attendees. *Carolina Collectibles* is PBS Charlotte’s version of *Antiques Roadshow*. Viewers have the opportunity to see the market value of their family heirlooms.
Local Content: Carolina Impact

Our signature series & multi regional Emmy winning Carolina Impact entered its eighth Season. Hosted by General Manager Amy Burkett, Carolina Impact is a weekly news magazine show that explores the issues, people, and places impacting our region.

We continued to cover the important issues through the pandemic including racial injustice and the impacts of Covid-19 on health, home and work. Our special episode ‘Covid and the new Normal’ focused on the changes following Covid-19 and how viewers can adapt to a new realities.

Our special episode on ‘Searching for Home’ followed the lives of four people from diverse backgrounds who are searching for a place to call home. From a refugee making her way in a new country, to a young man aging out of foster care, to a recovering alcoholic staying at a shelter – our show delved into stories with thoughtfulness, depth and journalistic integrity. Carolina Impact airs Tuesdays at 8:00.

Carolina Impact: Focus on the Arts

Carolina Impact continued to highlight local artists.

Our artist profile on sculptor Keith Bryant tells the story of how he discovered his path to sculpting and chose not to restrain himself to one medium. He works in wood, metal and ceramic.

Our artist profile on 17-year old violinist Kelly Jacobs, tells the story of how she was offered a chance to play the title character’s daughter on “Delilah”, a new drama from the Oprah Winfrey Network.
**Carolina Impact: Seeking Unity**

Carolina Impact’s special quarterly series, Seeking Unity, returned for the year tackling issues including diversity, equity and inclusion.

On one episode, Charlotte young professionals discussed the impact of diversity, equity and inclusion in their own lives and in society.

In another episode, PBS Charlotte invited teens to discuss their experiences with racism.

**Local Content: Off The Record**

*Off the Record*, hosted by Jeff Sonier, is a weekly round-table discussion featuring guest reporters who discuss and analyze the week’s top state, regional and local news stories.

The show which had filmed in studio moved to a virtual format. *Off The Record* features regular analysis and perspective from some of the area's top journalists including WBTV's Dedrick Russell, WSOC's Mark Becker, Axios' Danielle Chemtob and Ely Portillo from UNC Charlotte's Urban Institute. Our round-table discussion breaks down important issues such as education, affordable housing, transportation, state funding and covid-19 vaccinations. Viewers can count on *Off the Record* for a fair and accurate roundup of their weekly news all in one show. *Off the Record* airs Fridays at 8pm.
Local Content: *Trail of History*

*Trail of History*, a program that highlights local history in Charlotte and the surrounding areas, entered its thirteenth season.

During one episode, *Trail of History* travels around the Charlotte region exploring the stories and people connected to historic cemeteries and graveyards. From large European inspired cemeteries in uptown Charlotte to a small church graveyard in Lincolnton, we take you on a tour.

From beautiful gardens, to important landmarks and historic homes and churches, learn about the history of the Carolinas and travel along with *Trail of History* for a window into the past. *Trail of History* airs Tuesdays at 8:30.

Local Content: *Charlotte Cooks*

*Charlotte Cooks* continued to delight fans with mouth-watering delicacies! Hosted by CPCC Instructor Chef Pamela Roberts, the program introduces viewers to new dishes and teaches them how to expand their culinary talents in the kitchen.

Chef Roberts’ easy to follow instructions break down recipes for delicious meals including Carolina Shrimp, Pork Shank Confit, Grilled T-Bone Steak, Stuffed Chicken thighs and much more!

Finish off your meal with a sweet dose of dessert dishes including banana pudding and key lime pie. You can catch *Charlotte Cooks* Mondays at 6:00 p.m. or on our Youtube channel.
Our Living History documentary series continued this year with Carolina Waterfalls. The show explored the magic, beauty and reasons why people are drawn to North Carolina’s many waterfalls. Sharing the stories, locations and most of all the love so many have for these majestic monuments of Mother Nature, Carolina Waterfalls, produced by WTVI PBS Charlotte’s Jason Terzis, takes viewers on a journey to some of Western North Carolina’s most beautiful and iconic waterfalls.

We talk with visitors from near and far, to learn about their special experiences at the various falls.

We also go on a waterfall themed horseback ride in Great Smokey Mountains National Park and talk with geologists to explore perhaps the biggest question of all: How in the world did all of this get here?

Carolina Waterfalls is one of the latest additions to PBS Charlotte’s Living History series documentaries.