WTVI PBS Charlotte delivers high quality in-depth content with a uniquely local focus. We are the only PBS station that calls Charlotte home and that local connection makes all the difference.

WTVI PBS Charlotte fulfills a key community role by examining the region’s most crucial issues. We invest in the local and in turn our residents trust us to share their stories. By amplifying the heritage and brand that is PBS we are a window to the world for our region. Our career pathways and leadership program American Graduate: Getting To Work 3-D Project Dreamers Doers Destiny wrapped up its first full year with 225 students from title I high schools graduating the seven week program.

Weekly, PBS Charlotte delivers five in-depth local shows including our Emmy award winning signature series Carolina Impact which encourages dialogue and action among community leaders and residents. PBS Charlotte hosted an Economic Mobility Town hall to explore possible solutions to help residents improve their quality of life. We also addressed the issue of school shootings, it’s impact and how our community was responding to the national crisis. Our comprehensive reports delivered timely information specific to our region.

As the region’s only locally based PBS station, we serve over 1.2 million households and span 13 counties across the Carolinas. We produced two documentaries this year as part of our Living History series. ReMade in the Carolinas focused on the textile towns the textile towns that helped build our region. Our Summer, Sand and Shag explored beach music in the Carolinas. Once again WTVI PBS Charlotte elevated high school musical theatre to new heights by broadcasting the Blumey Awards which spotlights teens from 46 schools across 12 counties.
American Graduate: Getting to Work 3-D Project Dreamers Doers Destiny

Continuing efforts to tackle the economic mobility challenges across the Queen City, PBS Charlotte added another Charlotte Mecklenburg Title I high school to its 3D program. What began with a class of 30 at Vance High School has now expanded to the latest class of 50 students from Garinger High School totaling 225 graduates in this career pathways and leadership program. The three part campaign uses public media to show youth how to not just be dreamers but doers with an emphasis on pathways to success and career exploration to achieve one’s destiny.

“My dream is to be a robotics engineer.”
Michael Dakiwas

“My dream is to be a lawyer to help people going through rough times as an immigrant.”
Alejandro Rivera

“My dream is to be a pediatric dental hygienist.”
Jewel Unana

“My dream is to be a Tesla technician.”
Jazmin Powell

“My dream is to be a certified electrical technician.”
Marcus Jackson

By 2021 the goal for this four year community engagement program is to serve more than 700 students in title I schools across Charlotte. We will continue the partnership with Central Piedmont Community College. We also expose countless viewers to high demand technical careers through our on-air and social media content.
High-Demand Career Videos

To magnify the impact of the 3-D project the station’s Education and Outreach web page houses a Technical Career Video Library of 15 high-demand technical careers. Each video profiles a high demand career with a sustainable living wage. Our workforce videos from our website have collectively been viewed over 6,000 minutes.

Tesla Technician  Healthcare Jobs/ Scholarships  Digital Sales/ Technology

Amazon Jobs  Advanced Manufacturing  Construction Management

Economic Mobility Town Hall

As a companion to our student outreach, WTVI PBS Charlotte also produced a one-hour Economic Mobility Town Hall to convene and generate dialogue among community stakeholders in order to identify systemic issues and develop supportive pathways to create greater economic mobility within Charlotte. We’re honored the program received a Mid South Emmy nomination.

“We strive to make Charlotte-Mecklenburg a place where all children can achieve their biggest, boldest dreams. If you want to make that happen, join us...Encourage those in your network to do the same to build opportunity for all.”

- Stephanie Cooper-Lewter, Executive Director of Leading on Opportunity
Digital Ed Resources and Training

Over the course of four months (September-December 2018), PBS Charlotte’s Education and Outreach department administered PBS learning Media training that impacted 1,000 Charlotte-Mecklenburg School students in efforts to advance Digital education literacy in the Charlotte region.

On a broader scale, PBS Charlotte’s Learning Media page which houses more than 100,000 digital education resources reached more than 33,000 unique users in 2018. Charlotte Mecklenburg schools is among the biggest in North Carolina and we know teachers are using PBS Learning Media to impact their students in the classroom.

PBS NewsHour Student Reporting Labs

In 2018, PBS Charlotte reporters and videographers served as station mentors with three local schools participating in the PBS NewsHour Student Reporting Labs (SRL)program. Independence High School in Mint Hill, Garinger High School in Charlotte and Forestview High School in Gastonia received SRL grants. Students learned to tell stories about community service, a hydroponic gardening class, and voting.

Ally-Financial Literacy

From Feb. – March 2018, PBS Charlotte’s Education and Outreach department conducted a series of Financial Literacy workshops using ALLY Wallet Wise short programming and hands-on learning activities, such as PBS Biz Kid$ lesson plans. These interactive workshops were designed to help youth discover the relationships between earning, spending and saving. Workshops were conducted at Charlotte-Mecklenburg after-school sites primarily concentrated in low-income neighborhoods.

Outcomes: Pre-assessment survey: 98% of student participants were not familiar with money management concepts.

Post-assessment survey: 100% of students were more comfortable with money transactions, showed accuracy in counting money, and had a better sense of the relationship between earning, spending and saving.
PBS Charlotte Local Shows

In addition to producing documentaries, specials and town halls, PBS Charlotte also produces five regular local programs.

Our Emmy award-winning Carolina Impact program explores the issues, people and places that impact our community.

Trail of History showcases historic figures and events that have influenced the Charlotte region.

Off the Record is a panel discussion featuring local reporters about the week’s top local, regional and state news headlines.

Charlotte Cooks teaches you how to expand your culinary talents.

Carolina Business Review is the longest-running syndicated program on business and industry in the Carolinas.

Award-winning Stories that Highlight Important Community Issues

Our award winning signature series Carolina Impact featured 100 in-depth field produced stories in 2018. We covered the issues, people and places of the region and often with stories that were unique to PBS Charlotte. In 2018 PBS Charlotte was recognized for excellence by winning a Regional Emmy Award with a special edition of Carolina Impact: Destination Cuba.
2018 LOCAL CONTENT AND SERVICE REPORT
STORIES OF IMPACT

PBS Charlotte Living History Documentary Series

ReMade in the Carolinas tells the story of yesterday’s textile towns that dot the regions. The once powerhouses that had to find a new pathway to success...When the mills close, when the jobs disappear, when the industry that’s been your community’s lifeblood for generation after generation collapses, what happens next? These are the stories we share, in our historical documentary Carolina Impact / (Re)Made in the Carolinas: Textile Towns

Summer, Sand & Shag goes in-depth to explore two things that are distinctly Carolina – beach music and shag dancing! From its start in the 1940’s along the Carolina coastline, we take a look back at how beach music evolved from Rhythm and Blues, and how a legendary fast dance call the “shag” derived from the jitterbug and swing dances. Beach music’s iconic status to the Carolinas allows our audience to retrace their own years and the impact of this genre of music including highlighting bands including Chairmen of the Board and the Catalinas.

The Blumey Awards Spotlights Musical Theater and Arts Education

For the third year in a row, PBS Charlotte partnered with Blumenthal Performing Arts (BPA) and Wells Fargo to broadcast The Blumey Awards. The mission of the program is to recognize, reward and encourage talent and achievement in musical theater among high school students across the Charlotte region. In 2018, 48 schools and about 300 students participated in the awards ceremony which aired in June. “PBS Charlotte’s broadcast of The Blumey Awards benefits the region in a number of ways. As the 2,100-seat Belk Theater sells out within a half hour after Blumey tickets are made available to the public, hundreds of disappointed people are now able to see the show thanks to PBS Charlotte,” said BPA Director of Education Ralph Beck. “Friends of the participating students who see the televised show gain interest in musical theatre and wonder when tryouts for next year’s school musical will be.” “Additionally, students who performed in the ceremony and their families are able to record the show and have a professionally produced DVD to re-view and share with their friends, extended family members and even future children for decades to come.
PBS Charlotte’s enthusiastic Victoria fans thoroughly enjoyed this preview screening. More than 400 viewers turned out to enjoy a sneak peak of the season and our team had a wonderful evening of connecting with our viewers.

The Great American Read Screening

Our audience celebrated the Great American Read in a myriad of ways through the public libraries of the region. We also had fun at an audience and fan screening of GAR at Providence Day School where viewers came out to enjoy the launch of GAR and celebrate the importance of reading and books.

2018 LOCAL CONTENT AND SERVICE REPORT
COMMUNITY EVENTS

Estate Planning Seminar

PBS Charlotte held an estate planning seminar where Bragg Financial experts answered a myriad of questions. This free event was so successful with many requests for an annual event/engagement.

Victoria Season 3 Screening

PBS Charlotte’s enthusiastic Victoria fans thoroughly enjoyed this preview screening. More than 400 viewers turned out to enjoy a sneak peak of the season and our team had a wonderful evening of connecting with our viewers.

Studio Tours

PBS Charlotte continues to serve its community with studio tours with several area high schools and dozens of students who come to learn about television production during our taping of Carolina Impact. We also served 14 students in internships representing seven different colleges.
Carolina Impact Special Report: Generation Under Fire

PBS Charlotte addressed the issue of school shootings with a Carolina Impact Special Report Generation Under Fire.

We showed Charlotte Mecklenburg Police Department in an active shooter training and shared steps rural communities put into place to compensate for a 30 minute estimated 911 response time.

We shared new safety measures adopted by Charlotte Mecklenburg schools and offered resources to help parents discuss the issue with their kids. Plus we looked at pending legislation that would allow school volunteers to carry guns.

Message from General Manager Amy Burkett

PBS Charlotte has finished its first full year of our community engagement American Graduate: Getting to Work 3D project Dreamers-Doers-Destiny to help teens prepare themselves for a better life. We have been in the classroom with 225 students. Most students tell us they’d never taken a leadership or public speaking class and the exploration of career pathways was also new experience. We are making an impact on a whole new level in our city and working toward transformation. I’m so very thankful to our members, partners and funders for their support. We are the only PBS station in the country doing this hands-on work in the most disadvantaged high schools. We are local in the truest sense and I feel that makes all the difference in our stories, our commitment and our knowledge of what is happening across this beautiful region. We work each and every day to earn the trust and confidence our viewers expect.

Sincerely,

Amy Burkett