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 connects the region by spotlighting the important issues that affect us all. We are a trusted convener and facilitator for public dialogue. We are the only PBS station physically located in Charlotte which in turn gives us a personal lens of the issues at home. We are intimately familiar with the struggles and triumphs of our community and we work to deliver compelling content to raise awareness and to address local issues. PBS Charlotte remains a safe place for residents to turn to channel their curiosity and focus on lifelong learning.

WTVI PBS Charlotte delivers five local, in-depth and thoughtful weekly shows including our Emmy award winning signature series Carolina Impact. We began the year with Special episode focused on school Shootings called Generation Under Fire. We also produced a historically impactful episode of the 10-year anniversary of U.S. Airways flight 1549 known as the Miracle on the Hudson. We tackled the tough issue of economic mobility and the role of education. We convened the top education experts from preschool to the community college level to educate our audience about student pathways and important educational milestones.

WTVI PBS Charlotte shares first hand stories from our region. We explore issues of our community with fair, thoughtful and meaningful dialogue to foster greater understanding and insight. In our continued commitment to improve economic mobility, we have graduated 486 students from Title 1 schools in our career pathways and leadership program American Graduate: Getting to Work 3-D Project Dreamers, Doers, Destiny. We also celebrate and help to amplify the power of high school musical theatre through the Blumey Awards. Where the top winners go on to NYC to compete nationally.
PBS Charlotte continued our efforts to empower at risk students and improve economic mobility. We’ve graduated 486 students from Title I schools in our seven week career pathways and leadership program. This year we also had four of our 3D students earn Opportunity Scholarships. Central Piedmont Community College provides a free two year Associate’s degree including books, computer and a career coach.

“We did amazing things with my peers. Now I’m very confident in what I want to do after I graduate.”
Mackenzi Clark
Student

“We learned how to be professional and how to give back to my community.”
Donte Mullins
Student

“I would like to thank PBS Charlotte for allowing me to explore different career paths and for helping me find my own.”
Janae Laney
Student

“The 3D project is not only relevant but also a gateway to scholarship opportunities. I highly recommend the program.”
Bridgette Dutton, Charlotte Mecklenburg School Teacher

“The opportunity for them to speak, practice their public speaking and talk about their dreams was something that they may not be able to replicate in the school setting and for that this program desperately needs to continue because we love it.”
James Hatch, Charlotte Mecklenburg School Teacher
Workforce Development Career Video Library

Our workforce development video library now contains 21 high demand technical career videos that have been viewed more than 25,000 times. Each provides a sustainable wage. These careers require specialized training or an associate’s degree in healthcare, IT, carpentry and construction as examples. We focused on a wide range of career pathways that required technical training and dental hygiene. A dwindling talent pool and an aging workforce in many of these areas are predicted to cause severe shortages in the next decade.

Tech jobs in healthcare
$38,000-$58,000

Customer Service Jobs
$20,000-$50,000

Amazon Jobs
Start@ $15/hour

CNA in HS
$21,000-$32,000

Brick Masonry
$44,000

Heavy Machinery
$50,000

Economic Mobility Town Hall: Focus on Education

Our Economic Mobility Town Hall provided our community access to advice from the top educational experts in Charlotte. We covered from preschool to high school and beyond. While not all parents have access to the top officials of our educational system, we facilitated that conversation with a studio audience as well as questions from our Facebook audience.

“There’s no denying that the workforce and the skills that are necessary to go into many of the jobs that are currently available only require a certificate, a diploma or a two year degree to command a much more than a living wage. These are very viable careers where individuals can not only make a life sustaining wage but a family sustaining wage.”

Dr. Kandi Deitemeyer, President, Central Piedmont Community College
Education Resources

PBS Charlotte provides an essential education service for all. National studies show that PBS KIDS resources can help close the math achievement gap for children from low-income families and better prepare them for kindergarten. On a broader scale, PBS Charlotte’s LearningMedia page houses more than 100,000 digital education resources. Last school year our region logged more than 100,000 page views. wtvi.pbslearningmedia.org

Blumey Awards

Our high school musical theatre takes center stage at the Blumenthal Performing Arts Center and it’s a two hour show to a sold out audience. It’s an electrifying night of awesome performances and standout talent. Winners at the Blumey awards head to NYC for the national Jimmy Awards and last year our best actress was also the nation’s best actress. Renee Rapp is currently starring in Mean Girls on Broadway. Only PBS Charlotte brings this special night to a broadcast audience of 1.2 million households to extend the impact and shine the spotlight even brighter on these terrific teens.

PBS NewsHour Student Reporting Labs

In 2019 PBS Charlotte reporters and videographers continued to serve as mentors to three area high schools participating in the PBS NewHour Student Reporting Labs (SRL) program. Students at Independence High School in Charlotte tackled issues of voting and the election. Students also took on a creative project on local artists.

They also “covered” our Economic Mobility Town Hall as student journalists. Students at Garinger High School spotlighted a unique program where students learn to rehabilitate used computers then sell them for a fraction of the cost to low income families. Students at Forestview High School in Gaston County are working on a video project on health. All are committed to learning about journalism through the SRL program designed to foster a new generation of journalists.

“Everything you see that Landon is passionate about stems from PBS Kids.” Nathan Knestrick
Indian Trail
PBS Charlotte Local Shows

In addition to producing documentaries, specials and town halls, PBS Charlotte also broadcasts five weekly 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.

Awards

Radio Television Digital News Association of the Carolinas

- VIDEO ESSAY
  - Links to the Past
- POLITICAL REPORTING
  - HB2 Gone but not Forgotten

Emmy Nominations

- DOCUMENTARY/HISTORICAL
  - (Re)Made in the Carolinas
- VIDEO ESSAY
  - Links to the Past
- MAGAZINE PROGRAM
  - Carolina Impact Special Report: Growing Pains

PUBLIC AFFAIRS
- Economic Mobility Town Hall

COMMUNITY SERVICE
- 3D Project Dreamers Doers
- Destiny
Spotlighting Service

Here are just a few of the non-profits we profiled. All stories are available on our website at pbscharlotte.org

- Trips for Kids
- Flashes of Hope
- HopeWay
- Paraguides
- Paws to Read
- Speed For Need
- B.R.A.K.E.S.
- Beds For Kids
- Elon Foster Homes
- Aspire School

Focus on Arts

PBS Charlotte featured a diverse group of visual artists. Each story was featured on Carolina Impact as well as on Facebook, Instagram and Twitter with very enthusiastic feedback in both learning about the artist as well as their work.

- Painter Monique Luck
- Glass Blower Hot Glass Alley
- Sculptor Michael Sherrill
- Muralists Matt Hooker and Matt Moore
- Ghost Sign Painter Amber Thompson

One Tank Trips

This is our series on family friendly destinations you can enjoy on less than a tank of gas.

- Biltmore Estate
- Ridgeway
- Riverbanks Zoo
In the Community

PBS Charlotte prioritizes community engagement. Our Carolina Collectibles is our own version of the popular Antiques Roadshow. Our Ducks in a Row Estate Planning seminar brought professionals together to give important tips and help guests navigate this difficult topic. Our Masterpiece Theatre engagements are always well attended. Our Victoria preview had more than 450 participants. Poldark continues to draw fans in the region as well. Our studio tours bring adults and school groups to our station. We always invite students in during the taping of Carolina Impact so they can see television production in action.

**Estate Planning Workshop**
PBS Charlotte partnered with legal, accounting, and investment experts providing information about estate planning and answered any questions from our audience through our free Ducks in a Row game show.

**Carolina Collectibles**
Experts from Everything But the House examined rare finds and unique treasures from over 100 individuals in our studio. It’s our version of “Antiques Roadshow.”

**Victoria Screening**
PBS Charlotte, with the help of local partners, hosted two Victoria Preview events bringing over 450 individuals from our community for sneak preview screenings of season three.

**Poldark Screening**
PBS Charlotte organized a special preview of Poldark’s season four premiere in our studios. We had a great time debuting our new projector and enjoying some tea and scrumptious scones.

**Studio Tours**
PBS Charlotte hosted 163 guests from 8 schools in the region.

**Monthly Coffee and Conversation**
Providing information about our impact. PBS Charlotte invites the community to see their PBS station, share refreshments and take home the coveted PBS CLT coffee mug.
Carolina Impact Special Report: Generation Under Fire

How do we protect our children in school? Images of the school shootings seem burned into our minds. In some part of our region if you called 911 in an active shooter emergency it would take more than 30 minutes for help to arrive. Charlotte’s school district is ramping up security measures as never before. Police in Charlotte have launched a new active shooter training. Our students are rallying for change and they’re taking to the streets to show us. There’s a fundamental shift in our community and we feel it. How do we keep our children safe? What should you watch for, do and say at home to help? We explored this Generation Under Fire

Carolina Impact Special Report: 10 Year Anniversary of Miracle on the Hudson

It’s called the Miracle on the Hudson and it was seen around the world. The airplane that was scheduled to travel from New York City to Charlotte never made it. We talked to the passengers on that flight as they told us what it was like that day. They remembered the engines blowing out and thinking their life was over then landing on the Hudson River and realizing they survived. We also talked to the rescuers who told us what it was like to see that plane disappear from the radar, and the ferry captains who raced to the plane and mounted the rescue of everyone. On a day when so much went wrong so much more went right. The passengers and rescuers talk about the miracle and how it resonates with all of us around the world and especially here in Charlotte.

Message from General Manager Amy Burkett

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 worked hard each and every day to earn the trust and confidence our viewers expect.

PBS Charlotte is an exciting example of all the positive impact that can happen when like minded people collaborate. Together we educate inspire and entertain.

Sincerely,

Amy Burkett