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 showed its value to our community during a time of uncertainty and disconnection due to Covid 19. When schools closed their doors, PBS Charlotte aligned with our national organization to deliver education through the public airwaves. We created the vital connections needed in our community to spotlight important issues. With a steady drum beat of commitment to our community we serve as a valuable partner as well as a trusted convener and facilitator of information. We are the only PBS station physically located in Charlotte. Our staff lives and works here, our studios are here and that tangible daily connection makes a difference.

WTVI PBS Charlotte steps up to deliver unique and meaningful content to our region. We deliver five local, in-depth and thoughtful weekly shows including our Emmy award winning signature series Carolina Impact. We focus in particular on local issues, education, seniors and the arts. This range allows us to find and deliver impactful content with a focus on serving our community. PBS Charlotte also implemented At Home Learning through 8 hours each day of on air educational programs with associated online support materials tied to state standards for pre K- 12th grades. Parents and educators could count on PBS Charlotte to be a partner in distance learning through the public media platform.

WTVI PBS Charlotte finds the stories others may overlook. We strive for the big picture perspective in our storytelling as well as a deep commitment to improving and helping our community through the public media platform. In our continued efforts to improve economic mobility we have graduated 534 students from Title I schools through our career pathways and leadership program American Graduate: Getting to Work 3-D Project Dreams Doers Destiny. We also amplify the importance of high school musical theatre through the annual Blumey awards produced and aired each year. The event has helped to garner national attention for talented teens in our region.
Covid-19 Response

During a time of uncertainty, confusion and fear, PBS Charlotte dedicated our efforts to seek information from the region and state’s top leaders for fact based guidance. As the pandemic continued to impact our community, PBS Charlotte also focused on ways to help with stories and information about learning from home, safety protocols and finding ways to share inspiration through art.

Mecklenburg County issues a Stay At Home order ahead of any directives from the state.

Carolina Impact: Distance Learning begins across the community as school buildings remain closed.

North Carolina Governor Roy Cooper and other state leaders begin updates about Covid 19 impact on the state.

Artists from Charlotte Symphony Orchestra share their talents from home and share through social media to uplift the community.

Carolina Panthers share a message of hope with a powerful video. While showing the unprecedented empty streets, buildings and stadiums across both North and South Carolina, the message we will all be back.

PBS Charlotte held two critical conversations shows regarding Covid 19 impact on business and non-profits. We learned from leaders in government, businesses and non-profit organizations about their challenges.
Distance Learning Resources

In response to Covid-19 induced mandates to close school buildings, students went home in early March and never went back. PBS Charlotte stepped in to deliver critical educational services, including At Home Learning. We dedicated 8 hours each day of on-air educational programs with associated online support materials tied to state standards for pre-k to 12th grades. Parents and teachers in our region could rely on PBS Charlotte for educational content Monday through Friday.

Seeking Unity - Listening and Learning

PBS Charlotte began a series of quarterly listening and learning forums we call Seeking Unity. Our first 30 minute show gathered faith leaders across the city to talk about race, division and a path to healing. Our panel represented some of the biggest houses of worship in our city. Their personal stories and insights were a valuable way to better understand each other during these unprecedented times.
Country in the Carolinas

As a companion program to the Ken Burns Country Music documentary, PBS Charlotte presented our latest installment of our Living History series, Country in the Carolinas. It’s the soundtrack of the South. Our life in lyrics, and twangy two-liner tunes that define who we are, and where we are. The music we call Country in the Carolinas. PBS Charlotte explored our region’s connection to country music. We learned more about our musical heritage and how country music goes back generations in our state. At one time Charlotte was the center of country music on the radio airwaves. We learned of our own history with our own regional documentary Country in the Carolinas.

Country in the Carolinas Screening and VIP Party

PBS Charlotte celebrated country music and history with a sneak peak at Ken Burns Country Music documentary as well as a reveal of our local companion program Country in the Carolinas.

The events brought together the PBS community from the region with more than 400 attendees. Regional country artist Joe Lasher performed and the live music added to this special evening. The audience loved both the national and local previews.
American Graduate: Getting to Work 3-D Project Dreamers, Doers, Destiny

PBS Charlotte marked our third year in the work to improve our region’s economic mobility through a seven week career pathways and leadership program at Title I schools. We were also able to broaden our reach over the summer in partnership with the Charlotte Mayor’s Youth Employment Program which brought students from across the city. We have now graduated 534 students from the 3-D Project. Below are a few of our students and excerpts from their dream speeches.

“It’s only impossible until somebody does it.”

Alli Dobbins

“My dream is to use my heating and air conditioning degree for disaster relief work.”

Sierra Ellis

“My dream is to become a nurse... I’ve always wanted to be there for someone in need.”

Toh Reh

“My dream is to become a professional barber. My barber has taught me life lessons that I never got from anyone else.”

Romeo Clayton
Workforce Development Career Video Library

Our workforce development career library spotlights 22 high demand technical career pathways that provide sustainable wages. These careers require specialized training or an Associate’s degree. In a five minute video a student can get an understanding of the job, the education required and what the training looks like at this level. Among the pathways highlighted this season include Gaming and Simulation Development, Dental Hygienist, free IT training and career development at Goodwill University and Carpentry certification for high school students which leads to paid internships and sustainable wage jobs.

Gaming and Simulation Development

“I’ve learned so much...you can help make programs that help students in the medical program get practice.” -Meghan Jack, Student

“The equipment got better and better, the software applications got easier and easier.” -Dr Farhad Javidi, Instructor

Dental Hygienist

“To be in this clinic is the best part of this program because we get to meet those people and we get to make a change in their lives and in so doing we change our own lives.” -Sherry Nossel, Student

“We’ve had a lot of feedback from employers on how ready our students are.” -Judy Qualtier, Instructor

IT Training at Goodwill University

“I want to get into the IT field and work with websites.” -Keisha Covington, Student

“We are providing something that is meeting a need in our community, individuals come to us because they want to make a change.” -Emily Scott, Instructor

Carpentry Certification at High School

“I didn’t know anything about most of these tools...but now I really do enjoy and look forward to being in the trades.” -Fabian Zazueta, Student

“We’re at ground zero for jobs in the construction industry, I have a lot of companies already coming to me asking me for my students.” -Keith Olson, Instructor
A Blumey Awards Salute

While the Blumey Awards could not be held due to the pandemic the excellence of our region’s high school musical theatre deserved recognition. With the help of social media and technology, students from 10 high schools were able to perform virtually and PBS Charlotte showcased their talent in this year's special program. Since PBS Charlotte has brought the Blumey Awards into homes for the last four years we created a tribute that highlighted past and present terrific teens.

Pomp Under the Circumstances

It was a unique year for the 2020 graduating class. PBS Charlotte partnered with WNET to celebrate our graduates by combining national content with local speeches from high school valedictorians. It was a tribute to the graduates across the country while celebrating individual schools and students across our region.

PBS NewsHour Student Reporting Labs

We continued to mentor students about reporting and covering the news at three area high schools through the Student Reporting Labs. Students at Independence High School, Garinger High School in Charlotte and Forestview High School in Gaston County worked on projects about voting, health and safety. While the pandemic shortened the school year these students continued their efforts online while also learning about the corona virus as student journalists.
PBS Charlotte Local Shows

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

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

**Trail of History**
Trail of History showcases historic figures and events that have influenced events that have influenced our area.

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

**Charlotte Cooks**
Charlotte Cooks teaches you how to expand your culinary talents.

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

Awards

PBS Charlotte was honored to win two more regional Emmy awards for Best News Magazine Show for our special report on school shootings “Generation Under Fire” as well as Best Sports Feature for the “Keepers of the Game.” We also won Best Special Report as well as Best Feature by the Radio Television Digital News Association of the Carolinas for the same content.

Social Media Superstars

PBS Charlotte’s work continues in our social media efforts. We reached new levels of digital connection with our Facebook audience. Our one minute clips of upcoming stories for our weekly magazine show, Carolina Impact produced results.

- **Fall Nights in China Grove**
  - 34,567 views / 878 shares / 389 comments / 1,600 likes

- **Mount Holly Lantern Festival**
  - 6,104 views / 92 shares / 68 comments / 425 likes

- **Ramona and her mom**
  - 5,195 views / 30 shares / 82 comments / 366 likes
Spotlighting Service
There is important work going on in our community and PBS Charlotte is always committed to spotlighting non-profits.

Focus on Arts
PBS Charlotte’s commitment to showcase the arts in our community continues through these stories.

One Tank Trips
This is our series on family friendly destinations you can enjoy on less than one tank of gas.
Downton Abbey Movie and Afternoon Tea

PBS Charlotte held a very special event for the Downton Abbey movie premiere with a High Tea at Ballantyne Country Club complete with period costumed attendees and of course fascinators. The sold out event drew a capacity crowd of 225 attendees from all over the region who enjoyed the fellowship and love for the iconic Downton Abbey series. It was a day to share the history, the stories and excitement for the movie and the series that captivated so many for years. From the tea the group traveled together for a private screening of the movie at a nearby theater.
In the Community

PBS Charlotte always looks for opportunities to engage the community. We created many occasions for our audience to personally engage with our work, the programs and impact of their PBS station.

Estate Planning Workshop
PBS Charlotte partnered with investment, legal and accounting experts to provide information about estate planning and answered questions from our audience with our “Ducks In A Row” game. This October event is always an annual favorite with the community.

Carolina Collectibles
Experts from Everything But The House assessed and examined treasures from more than 100 attendees. Carolina Collectibles is our version of Antiques Roadshow. We bring the treasure hunters of our region to see the market value of their family heirlooms.

Biltmore Downton Abbey Exhibition Day Trip
The PBS Charlotte Downton Abbey fans enjoyed a wonderful day trip to the Biltmore Estate in November to Asheville where they got to tour the much talked about exhibit. Our tour group traveled together on a tour bus and spent the day ensconced on all things Downton as well as America’s largest home decked out for the holiday season.

Poldark Screening
The Poldark Screening at the Bechtler Museum of Modern Art was a wonderful evening to share and celebrate the final season of the beloved series. More than 150 fans enjoyed a sneak peak of the anticipated season. PBS Charlotte was thrilled to create an evening of fellowship for these loyal fans.
Community Events

**Studio Tours**
PBS Charlotte hosted 163 guests from 8 schools in the region. We also hosted several community group tours including a studio tour with the Cresswinds community residents. Homeschooling parents utilize our resources for virtual field trips and in-person learning.

**Monthly Coffee and Conversation**
This gives our community a chance to learn about PBS Charlotte’s work and impact. Hundreds of viewers have attended this monthly event. Even as we moved this to a virtual offering, the community still responded with interest. Pre-Covid 19, attendees also took home the ever popular PBS CLT coffee mug.

**“The Gene” Sneek Preview and DNA Workshop**
A special preview and panel discussion of Ken Burns and Barak Goodman’s two-part documentary, The Gene: An Intimate History and in honor of the documentary we presented “Genetic DNA: What’s It All About with Cricket Crigler.” With local expert Cricket Crigler who gave tips on how to research their own DNA to our studio audience. They also learned what companies were most reputable.

**Exclusive Behind the Scenes Experiences**
Throughout the year PBS Charlotte viewers attended many concerts with special opportunities. This year included a sound check for VIPs with Joe Bonamassa, a meeting with the Grammy award winning jazz artist Chris Botti, attending the beloved Andrea Bocelli concert and enjoyed a meet and greet with Celtic Woman.
Taking Care of You + Toolkit

PBS Charlotte focused on the senior community in this special report. We spotlighted many compelling stories of retirement and beyond. We profiled a popular radio personality in Charlotte whose home life was not as well known. She lives with her mom who suffers from dementia. We also profiled a mother of very young children who’s juggling the care of her elderly father and we introduced a couple who was all set for retirement when they had to deal with a Parkinson’s diagnosis. Our golden years are far from predictable but there is much you can do to learn and plan. We provided a virtual toolkit for seniors to help navigate retirement communities, plan for care at home and area resources for help.

Workforce Development Playbook

PBS Charlotte continued our commitment to workforce development with a special report on career pathways that do not require a four year college degree. As part of our American Graduate: Getting to Work we spotlighted tech jobs in healthcare, free IT job training at Goodwill University, advanced manufacturing jobs and internships after high school. Jobs at the new Amazon fulfillment center paying $15/hr with no post-high school education where employees have the opportunity to receive free training to prepare for other careers.