

# Arkansas



## FY 2023 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

**“Election 2022: Arkansas PBS Debates”**  
*“Thanks for the professionalism and all the talent involved in bringing the debates to the public. You guys do a great service.”*  
– Gregory M.



Arkansas PBS nourishes the cultural and civic life of our statewide community, forging a vibrant bond through inventive engagement and authentic stories that matter. We serve as an indispensable resource for educators and learners by delivering compelling and relevant multiplatform content that educates, informs, engages and inspires.



### **Arkansas PBS is the leader in telling Arkansas stories:**

We have been delivering daily and essential educational and inspiring content to communities statewide for 55 years.

Arkansas PBS is a leader in convening partners and communities to screen relevant content, provide opportunities for engagement around issues and form deeper relationships.

Arkansas PBS is a leader in Arkansas education – providing professional development and community education – to impact student achievement and support families statewide.

Arkansas LIVE gives audiences front row, livestreamed access to some of the state’s most educational and entertaining events.

### **In FY 2023, Arkansas PBS provided vital local services:**

Local programming and engagement around topics that matter including “Arkansas PBS Debates”, “Celebrating Arkansas: Holiday Traditions”, “Dirt”, “The Growing Season” podcast and “Good Roots”.

Essential daily, educational summer programming such as “Rise and Shine” that helps combat learning loss for our youngest viewers.

Recognizing the vital role sports play in the education and development of young adults and connecting to audiences during high school championship games. Games are broadcast, and specially produced stories feature outstanding students, communities and athletes.

### **Arkansas PBS local services had deep impact in Arkansas:**

Community education events including Read to Succeed, Ready to Learn and Family Day engaged communities across the state to keep our families inspired and learning.

Arkansas Citizens Access Network (AR-CAN) provides unprecedented access to state government, giving Arkansans a front row seat to government hearings and activities.

The story of “The U.S. and The Holocaust” resonated with universities, students and communities around the state, as we convened conversations around Arkansas’s little-known ties to this time in our history - and also the recently passed law requiring the Holocaust to be taught in schools.

### **Toad Suck Daze – PBS KIDS characters and engagement**

Each year, Toad Suck Daze brings in thousands of festival goers from all over the state, and Arkansas PBS is there with PBS KIDS characters, learning activities and more.

*“When you have the Museum of Discovery and Arkansas PBS providing content, visitors know they can count on a quality experience,” Chris Crain Hyundai Manager Brett Berry said. “The festival has traditions that are 40 years old and newer events that we’ll be doing 40 years from now. It really is an example of our community at its best.”*

### **Emerging Filmmakers program: Hot Springs Documentary Film Festival**

Arkansas PBS partners with the Hot Springs Documentary Film Festival in October to share the art and craft of documentary filmmaking with Arkansas's youngest filmmakers. Special screenings of documentaries "Going Varsity in Mariachi" and "Jesszilla" were presented. Arkansas PBS/HSDFF Emerging Filmmakers Program presented visiting filmmakers (local and national) in a workshop for an immersive day of filmmaking. Arkansas PBS also hosted the Brent Renaud Foundation at the film festival for an opportunity for emerging filmmakers of any age to learn "from the inside out" how filmmakers approach the art and craft of filmmaking.

### **Writers Contest**

Students in grades K-3 across Arkansas submitted 328 entries. We had 12 winners: four first place winners received a PBS KIDS tablet, books and a journal; four second place winners and four third place winners received a special book set and journal. All participants received a certificate, PBS pencils, stickers, activity book and reading chart.

### **Red Ribbon Week campaign**

In conjunction with the production of “7 Days: The Opioid Crisis in Arkansas”, Arkansas PBS, ArkansasIDEAS, and the Division of Elementary and Secondary Education partnered for Red Ribbon Week to provide resources, a special episode of “Arkansas Week,” and for the first time, the program was distributed to a national audience.

### **“Honor. Service. Duty”**

This program focused on the role women have played in the military, making sure their service is remembered and honored, and pointing them to the services that are available to them.

### **Mister Rogers’ Neighborhood Sweater Drive**

Libraries across Arkansas spent November receiving sweaters and warm weather donations for their local communities. More than 4,500 libraries participated with 2,500 items donated.

### **AR PBS Sports – Football, Basketball, Volleyball, Baseball and Softball**

Arkansas PBS produced and broadcast the 2022/2023 high school football, basketball, volleyball, baseball and softball state championships live in partnership with the Arkansas Activities Association (AAA), offering families and fans a safe and easy way to support their local teams. In addition to the match ups, profiles of student athletes and inspiring related stories were broadcast during the games and shared online. [myarkansaspbs.org/sports](https://myarkansaspbs.org/sports)

*“I think you already appreciate how much televising the state championship sports events brings Arkansans from different parts of the state together. [Arkansas Live can reach even wider...],” Mike M., Magnolia Reporter*

### **“Celebrating Arkansas: Holiday Traditions”**

This new series is a pledge program highlighting state traditions around life moments – including religious holidays, Kwanzaa, Dia de los muertos, Diwali, football season traditions and more. This series gives us an ‘in’ to remote, little-known communities across our state – to tell the stories nobody else is telling.



### **AR-CAN**

The Arkansas Citizens Access Network (AR-CAN) – provides unprecedented livestream access to state government, giving Arkansas citizens a front-row seat to legislative proceedings, board and commission meetings, and other government hearings and activities. AR-CAN serves as an important educational tool, allowing students to see their government at work while learning about public affairs and civic responsibility.

### **“Dirt” screening events**

We held two screening events for “Dirt,” an Arkansas PBS original documentary that explores the world below the surface of Arkansas’s rich soil and the importance of soil conservation, funded by the Pulaski County Conservation District and the United States Department of Agriculture’s Natural Resources Conservation Service in Arkansas. A premiere screening event was held in August and audiences joined us at the Fayetteville Public Library for a screening event in partnership with the Arkansas Cinema Society in May. “Dirt” was also selected for the Made in Arkansas Film Festival.

### **Quiz Bowl**

Quiz Bowl showcases high school scholars from all over the state competing in this historic annual academic quiz program in partnership with The Arkansas Governor’s Quiz Bowl Association.

### **“Blueberry’s Clubhouse”**

This season, “Blueberry’s Clubhouse” returned to Arkansas PBS as a weekly feature in “Rise and Shine”. These shorts covered stories about the importance of telling the truth, respecting personal space, the power of teamwork and more.

### **Philander Forward Film Series**

In partnership with Philander Smith College (HBCU), Arkansas PBS presented a series to bring Black stories to students, faculty and community members. Six films were screened including “The U.S. and The Holocaust”, “Making Black America (four parts) for Black History Month and “Harriet Tubman: Visions of Freedom” for Women’s History Month.

### **“Be Pro Be Proud”**

This partnership includes video stories and information about alternative college options to grow the workforce. This program provides information to students who can’t or do not want to attend a traditional 4-year college.

### **Family Day**

More than 5,000 Arkansans attended our first Family Day event since before the pandemic. Families enjoyed educational activities, reading time, dance parties, live music, snacks and fun in front of our green screen. The community also enjoyed face painting, crafts related to PBS KIDS and local programs, met zoo animals, sampled musical instruments and discovered how our brain works – and of course, took photos with several PBS KIDS walk around characters.



### Arkansas LIVE streaming events

[Arkansas Live](#) makes the mission of public media tangible. Through events offered online or in-person, audiences get front-row access to some of the most educational and entertaining events across the state, including livestreams from Crystal Bridges, Arkansas Department of Heritage, Winthrop Rockefeller Institute and more.

### “The U.S. and The Holocaust”

As part of our station grant, six community events were held centered on the series, Arkansas’s ties to the Holocaust, and recent legislation passed requiring the Holocaust to be taught in Arkansas schools. A [digital series](#) was also produced.

[Philander Smith College \(HBCU\)](#) and the Jewish Federation brought together African American and Jewish audiences for an intergenerational discussion.

[Springdale Public Library](#) helped us present a screening event and conversation emphasizing immigration and related issues. The audience included immigrant communities (Latino, Pacific Islanders, south Asian), teachers, and students.

[The University of Arkansas](#) partnership created a discussion about the South’s history and the Holocaust that, according to the academics, were not generally discussed in such a frank manner.

[The University of Arkansas Libraries](#), Fayetteville (U of A) hosted the United States Holocaust Memorial Museum (USHMM) and American Libraries Association (ALA) exhibit on Americans and the Holocaust. We promoted the exhibit and shared resources.

A screening event at the [Black River Community College](#) in rural north Arkansas included a live (virtual) presentation by Holocaust survivor Peter Feigl. It attracted a large audience of rural school educators and students from Arkansas and Missouri.

A [workshop for educators](#) connected to new legislation making Holocaust education mandatory in public schools was held with the Arkansas Holocaust Education Committee for Arkansas. PBS Learning Media materials and website were featured and shared with educators.



### “Election 2022: Arkansas PBS Debates”

Arkansas PBS produced [nine debates](#) covering the races for Governor, Lieutenant Governor, Attorney General, Secretary of State, four U.S. Congressional Districts and U.S. Senate. We provide the only statewide broadcast of debates as a service to keep Arkansans abreast of the candidates and issues they care about before they head to the polls.

#### YouTube:

- Views: 80,000+ (includes 43,000+ views for the Governor’s debate)
- Subscribers added: 1,500+

Media reach: 304M

### Meeting the needs of our rural and agriculture communities

Arkansas PBS created a range of original broadcast and digital content to raise awareness of the mental health challenges faced by farmers and farm families throughout the year.

#### “Good Roots”

This series is dedicated to rural audiences with stories focused on our state’s largest industry – agriculture. People featured in the series have been active on social sharing their stories, and a monthly blog post dives deeper into behind-the-scenes to extend the story for audiences.

*“I really enjoyed the segment on D. Davis and his story about his farm. Very powerful! Nice work.” Viewer S. Knight*

#### “Dirt”

From Craig Christiansen, former state representative: *“I just watched “Dirt”. I am very impressed, and that isn’t always easy! Please convey how much I enjoyed it. Very well done, thought provoking, and timely in its importance. (Also a pleasure to see a few people I know, and learn more about their operations and the reasons behind what they do) I had not seen it before tonight...really an excellent piece of work.”*

#### “The Growing Season”

A grant allowed us to produce a 10-episode, yearlong podcast, a one-hour studio show, and two documentary shorts focused on farmers’ mental health. The podcast followed six farmers over 10 months on their land, and through boots-on-the-ground journalism, we shared their stories of hardship and resilience.

## Education highlights

**Read to Succeed:** Eight free literacy workshops were held throughout the state and included a meal for families, story time, parent/child book discussion and engagement activity, and take-home resources. Locations included: Forrest City, Stuttgart, Eudora, Hughes, Springdale and Conway. All participants received a family engagement/literacy gift bag including a copy of the book that was read, an activity booklet, reading chart, journal stickers, pencil, kindness bingo chart and a healthy snack. Spanish versions of the materials were provided as needed. Total participants: 604.

### Ready to Learn events:

#### Learn and Grow Family and Community Learning Workshop

Partner: Jonesboro Housing Authority's Parents as Teachers Program

Participants: 8 families/caregivers, 21 children

Arkansas PBS facilitated a second Learn and Grow workshop on self-regulation and impulse control. Families participated in hands-on activities, shared a free meal and received educational materials to continue learning at home.

#### Learn and Grow Family and Community Learning Workshop

Partner: Jonesboro Housing Authority's Parents as Teachers Program

Participants: 12 families/caregivers, 33 children

Arkansas PBS facilitated a third Learn and Grow workshop on perseverance and task persistence. Arkansas PBS also provided families of the PAT program with take-home kits, including books, promotional items and resources focused on back-to-school, literacy and executive functioning.

#### Play and Learn Science Series

Partner: El Centro Hispano (Jonesboro)

Participants: 20 families/caregivers, 36 children

Arkansas PBS partnered with El Centro Hispano to facilitate the Play & Learn Science Family and Community Learning series, which included sessions on ramps, shadows, weather, and water. The series was facilitated in Spanish and English. As part of the series, Arkansas PBS provided families with take-home kits, including FCL materials, PBS KIDS printables, promotional items and various items that could be used for science projects at home.

#### Jonesboro Housing Authority's Parents as Teachers

##### December Group Connections

Partner: Jonesboro Housing Authority's Parents as Teachers Program

Participants: 25 families/caregivers, 33 children

Arkansas PBS provided Jonesboro Housing Authority with activities, materials and take-home bags so they could facilitate a holiday-themed literacy session with families in their program. Arkansas PBS also provided a meal for the families.

## ArkansasIDEAS

ArkansasIDEAS is a longstanding partnership with the Arkansas Department of Education. This professional development portal is a statewide, high-quality, online learning management system built for Arkansas teachers by Arkansas teachers.

### By the Numbers

87,060 total users served  
173,196 courses completed  
5,534 new users added  
16.5 additional credit hours  
11 new courses  
704 online courses available

*"You have a truly amazing library of courses and resources in ArkansasIDEAS. I've been really impressed by what I've seen so far." – educator moving to Arkansas*

[ideas.myarkansaspbs.org](https://ideas.myarkansaspbs.org)

## "Rise and Shine"

This summer series was designed to mitigate learning loss for K-5 students, totaling 29 days of educational programming during the summer months.

### By the Numbers

110 educational episodes  
208 mini lessons from 7 AR teachers of the year and 3 guest teachers  
41 book readings from authors, teachers, volunteers  
14 original songs  
28 original educational interstitials  
11,250 activity goody bags mailed to students  
30 original field trip segments  
6 28-page Power Packet workbooks created  
55,000+ Power packets delivered to all 75 Arkansas counties

*"Thank you for using Arkansas pictures with activities. Excellent writing activities that prepare for ACT Aspire testing. Thank you for giving Spanish option!!!!" – Viewer*

*"This was the most complete summer learning and teaching curriculum to benefit my children. Thank you!" – Mary M.*

[myarkansaspbs.org/riseandshine](https://myarkansaspbs.org/riseandshine)

## Education. Engagement. Arkansas's storyteller.

Arkansas PBS works every day to provide the most educational, informative, and entertaining content to all Arkansans. We continue to be innovative digital leaders – to be everywhere our audiences consume content. We continue to convene conversations and provide content about issues on the minds of all Arkansans.

### Awards

#### Mid-America Emmy Awards:

- “The One and Only Canaan Sandy” – Sports Story – Short Form Content
- “Dirt” – Audio – Live or Post Production
- “Blueberry’s Clubhouse: Campfire Tales” – Director – Short or Long Form Content
- “Rise and Shine: Songs Away” – Musical Composition/Arrangement
- “Be Pro, Be Proud: Tyson” – Business/Consumer Short Form Content

#### Public Media Awards:

- Community Initiative – “Rise and Shine” Season 2
- Kids and Family – Arkansas PBS Family Day 2022

### What our audience says about us

#### “The U.S. and The Holocaust” community engagement

*“It’s about intersectionality. You’re not coming to watch about those people in Germany – you’re watching something connected to us!” – Attendee of the Philander Smith College screening.*

#### AR PBS Sports:

*“Arkansas PBS does a great job of broadcasting the state football title games on TV. Great job. The production is really good.” – Sports viewer, social.*

*“Outstanding job, Arkansas PBS. Thank you for highlighting such a remarkable person,” – Anita D.*

*“Thanks for the amazing coverage of the game. It was first rate and made it possible for so many people to cheer for their special kids!” – Social comment.*

#### Mister Rogers’ Neighborhood Sweater Drive:

*“My office is getting crowded with all the sweaters that don’t fit in the donation box. I have filled 2 large boxes and 2 smaller boxes with sweaters, coats, jackets, sweatpants, socks, scarves, and warm shirts. And the donation box itself is still half full. I have not counted them yet, but this has been fantastic!*

*Thank you for putting materials together. Our community has been able to participate and really help out those in need.” - Jamie V., Baxter County Library*

