

2024

Arkansas  PBS

REPORT TO THE COMMUNITY

FY24 (JULY 2023 - JUNE 2024)



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Mission

Arkansas PBS serves as a daily and essential resource for Arkansans. We empower learners of all ages and educate, inform, entertain and inspire our community by creating, sharing, celebrating and driving conversations around Arkansas stories.

Core Services

BROADCAST TELEVISION

We currently broadcast four television channels. Arkansas PBS is our primary TV channel with the broadest reach, available over the air and via cable and satellite services.

We also broadcast three digital subchannels:

Arkansas PBS KIDS – 24 hours of PBS KIDS educational children’s programming, seven days a week.

WORLD Channel – documentaries, public affairs and international programming.

Create TV – travel, cooking, design, DIY and lifestyle programming.

ON-DEMAND STREAMING

Stream live TV, or binge entire seasons of your favorite PBS programs, by visiting myarkansaspbs.org or downloading the PBS app.

OUTREACH & ENGAGEMENT

From reading events for kids to screening events for adults, Arkansas PBS is ever-present in Arkansas communities.

ARKANSASIDEAS

Free, online professional development courses and resources for K-12 Arkansas educators statewide.

AR-CAN

AR-CAN – the Arkansas Citizens Access Network – provides livestream access to state government-related events and meetings via a single hub.

ARKANSAS LIVE

Free, front-row access to some of the state’s most educational and entertaining events via vivid, multi-camera livestream productions.

PREPARING OUR YOUNGEST LEARNERS



Arkansas PBS is often referred to as Arkansas's preschool because of our high-quality educational content that helps prepare children, especially those living in underserved communities, for success in kindergarten and beyond.

We offer 40+ hours a week of free children's programming on our main channel, as well as the PBS KIDS channel with commercial-free children's educational television 24 hours a day, seven days a week.

In addition to offering educational content from PBS KIDS, Arkansas PBS has been given opportunities to develop local children's programs in partnership with the Arkansas Department of Education's Division of Elementary and Secondary Education.

“ I love that you offer intelligent programming that grows my mind. I work with children every day and see the huge value in children's programming for early intervention. Keep up the great work ... my Arkansas PBS is a state treasure! Blessings to you all!”

– KIM
SEARCY, AR

“Mystery League”

The Arkansas PBS original program, “Mystery League” is our live-action, 18-episode series for kindergarten through second-grade students and is aligned with Arkansas academic standards in areas including civic engagement, economics, community involvement and leadership. “Mystery League” also offers digital shorts, online games, a book inspired by the characters and printable learning resources. Extensive community outreach plans and educational resources were developed to enhance the series, including screening events and an original children’s book.

“The Messy Garden Mystery,” a children’s book created in collaboration with the Keep Arkansas Beautiful Commission, was written for grades K-2 and teaches lessons in the curriculum areas of science, geography, civics and social competence. Copies of the book, along with additional resources, were distributed to more than 500 schools throughout the state.

Events were held throughout the state to celebrate with communities represented in the series and introduce this new program to young audiences.



MID-AMERICA REGIONAL EMMY AWARDS

Informational/Instructional - Long Form Content
“Mystery League: The McGillicuddy Solution”

Entertainment - Short or Long Form Content
“Mystery League: Crop Circle Mystery”

Director - Short or Long Form Content
“Mystery League: Crop Circle Mystery Part 1 & 2”

Audio - Live or Post Production
“Mystery League: The Masked Sloth Mystery”

Graphic Arts
“Mystery League” title sequence

NETA PUBLIC MEDIA AWARDS

Educational Resources for the Community
Community Engagement - Kids & Family

IMPACT

18
EDUCATIONAL
EPISODES

7,235
DIGITAL
STREAMS

1.9M
EARNED MEDIA
REACH FROM 33
MENTIONS

50,000
FREE COPIES
OF “THE MESSY
GARDEN MYSTERY”
ORIGINAL
CHILDREN’S
BOOK

10
“DANCING
DETECTIVE”
EDUCATIONAL
INTERSTITIALS

72
K-2 ARKANSAS
LEARNING
STANDARDS

1,117
ATTENDEES
AT FIVE
COMMUNITY
EVENTS

PREPARING OUR YOUNGEST LEARNERS

“Rise and Shine”

An Arkansas PBS original series, “Rise and Shine” is a multifaceted educational program that features video lessons and free workbooks to boost summer learning and address learning gaps for K-5 students. Content includes mini lessons in core subjects, virtual field trips featuring statewide partners, and creative interstitials like “The Spelling B’s” (literacy), “Zach Lunch” (nutrition) and “Jungle Explorers!” (shapes and colors).

MID-AMERICA REGIONAL EMMY AWARDS

Musical Composition/Arrangement
“Rise and Shine: Season 3”

**Informational/Instructional -
Short Form Content**
“Blueberry’s Clubhouse:
Space Invader Blueberry”



IMPACT

45
EDUCATIONAL
EPISODES

33,900
DIGITAL
STREAMS

14,000
EDUCATIONAL “POWER
PACKETS” DELIVERED TO
71 OF 75 AR COUNTIES

17
ORIGINAL
EDUCATIONAL
INTERSTITIALS

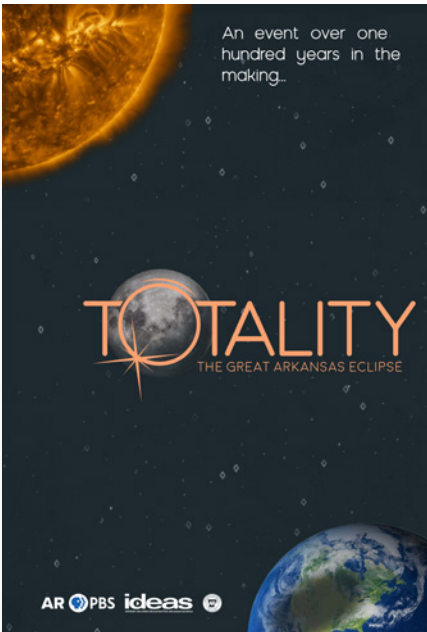
29
ORIGINAL
FIELD TRIP
SEGMENTS

43
ORIGINAL
MINI LESSONS

“Totality: The Great Arkansas Eclipse”

On April 8, 2024, Arkansas witnessed its first total solar eclipse in over a century. To build excitement for this historic event and to help prepare and engage Arkansas learners and science enthusiasts of all ages, ArkansasIDEAS, a partnership between Arkansas PBS and the Arkansas Department of Education’s Division of Elementary and Secondary Education, produced a three-part video series on the eclipse consisting of a 30-minute documentary, a one-hour livestream, and a second, longer version of the documentary combining the original documentary with the livestream footage.

“TOTALITY: The Great Arkansas Eclipse” weaves together the unique stories of Arkansas astronomers, highlighting the science behind eclipses and sharing the importance of eclipse safety. The live event was the only one of its kind in Arkansas to follow the total solar eclipse across the state from four strategic locations, beginning with community gatherings and continuing through the full 14-minute arc. Through the livestream, communities, schools and families – both inside and outside the path of totality – had an exclusive front row seat for this rare occasion as each livestream location experienced totality one after another.



IMPACT

800
PBS APP
DOWNLOADS
FROM
DOCUMENTARY

7,103
YOUTUBE
STREAMS
FROM 4/8/24-
6/30/24

4.5M
EARNED
MEDIA REACH
FROM 17
MENTIONS

“ Thank you so much for doing this. I made plans to go to my hometown to witness this, but unfortunately after months of planning things occurred that I can’t. So now I can at least see it from my home state. You are awesome.”

– BRENDA
FACEBOOK FOLLOWER

PREPARING OUR YOUNGEST LEARNERS

Read to Succeed



Through an endowment provided directly to the Arkansas PBS Education Department, the Read to Succeed initiative provides family events to distribute literacy resources and encourage family engagement through educational activities. Attendees receive a literacy resource bag, including a book, family engagement activities and snack bag to take home.

IMPACT

 397
ATTENDEES TOTAL
AT SEVEN EVENTS

Ready to Learn

Arkansas PBS was awarded a grant from the U.S. Department of Education and Corporation for Public Broadcasting to fund our Ready to Learn initiative. Community events use guided play to introduce kids and grown-ups to exciting digital and tangible tools designed to support the development of Ready to Learn priorities: Computational Thinking, World of Work Knowledge and Skills, Everyday Literacy and Intergenerational Learning. Each event includes a meal, educational activities and a resource bag to continue learning at home.



EVENTS INCLUDED

- Kid's Gardening Farm to Table workshop
- PBS KIDS Family and Community Learning events: "Work It Out Wombats"
- Family and Community Learning sessions: The World of Work

IMPACT

 125
ATTENDEES TOTAL
AT SIX EVENTS



EDUCATING OUR TEACHERS

From instructional videos and classroom resources to teacher professional development, we strive to expand educational opportunities and create learning successes for Arkansas educators and students.



“

I would like to thank your team for giving me this opportunity to enhance my skills and knowledge to support me during my professional development journey.”

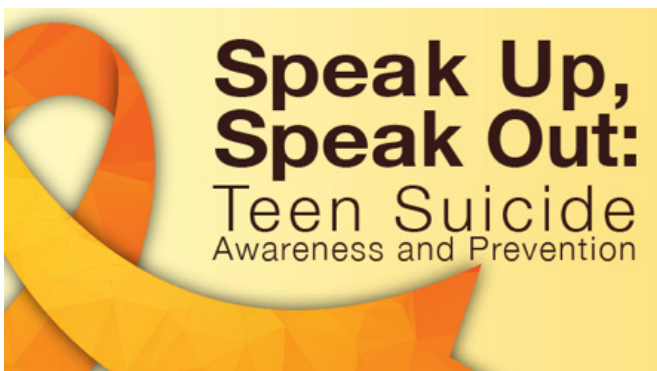
– AHMED H.
ARKANSASIDEAS USER

ArkansasIDEAS


ArkansasIDEAS is the most used online teacher professional development resource for K-12 educators in Arkansas. A partnership with the Arkansas Department of Education, ArkansasIDEAS provides professional development to teachers, school support staff and administrators. ArkansasIDEAS is funded by the Arkansas Department of Education's Division of Elementary and Secondary Education and serves over 92,000 educators.

Built by Arkansas educators, for Arkansas educators, ArkansasIDEAS courses are tailored to the needs of our state and provide K-12 educators with access to high-quality, innovative professional development opportunities 24/7/365 via an online learning management system (LMS).

ArkansasIDEAS offers courses for teacher licensure that support laws including, but not limited to, The Science of Reading (ACA 6-17-429), Human Trafficking (ACA 6-17-710 and ACA 6-15-1303), Child Maltreatment (ACA 6-61-133), Bullying Prevention (ACA 6-17-711), Mental Health Awareness and Suicide Prevention (ACA 6-16-160 and ACA 6-17-708), and the Arkansas Online Professional Development Initiative (ACA 6-17-707).



IMPACT

 **92,756**
USERS FROM
ALL 75
ARKANSAS
COUNTIES

 **320,511**
CREDIT
HOURS
EARNED

 **874**
CREDIT
HOURS
OFFERED

 **604**
COURSES
OFFERED

EDUCATING OUR TEACHERS

“Autism Amplified”



In support of National Autism Acceptance Month, Arkansas PBS presented “Autism Amplified: Acceptance Through Communication,” designed to inform and raise awareness about autism. The program featured personal stories, as well as conversations with autistic individuals, caregivers, a medical expert and educators. “Autism Amplified” explored what autism acceptance should look like, including fostering inclusivity and understanding and how acceptance strengthens communities.

IMPACT

 520
DIGITAL
STREAMS

10

Support for Military Families

Arkansas PBS partnered with the Arkansas Department of Education’s Division of Elementary and Secondary Education and Arkansas’s Teacher of the Year to create professional development for teachers to support the 6,000+ military-connected children in our schools.

“Fostering Positive Educational Transitions for Children of Military Families” offered additional educational resources and support on the ArkansasIDEAS free professional development portal.



IMPACT

 737
COURSE
COMPLETIONS

“ I have two sons, one Marine, now in the Army, and one Army now transitioning to civilian. As a proud father and grandfather to one grandchild who is autistic and one who is not, I thank you for this.”

– ARKANSASIDEAS USER



“

Arkansas PBS did an amazing job telling this story on 'Autism Amplified.' I am so proud of all of the people who shared their voices and experiences and the incredibly hard work to make this story come to life. Thank you, Arkansas PBS.”

– JESSICA WHEELER SAUM
2022 ARKANSAS TEACHER OF THE YEAR

INCREASING PUBLIC SAFETY



As Arkansas's only statewide broadcaster, our 10 broadcast towers across the state bring our free over-the-air television signal to 96% of all Arkansans.

Through our network of towers, Arkansas PBS serves as the essential nerve center for Arkansas's Emergency Alert System, providing statewide infrastructure for first responder and homeland security services and helping protect citizens from tornadoes, floods and other severe weather events with life-saving alerts and messaging.

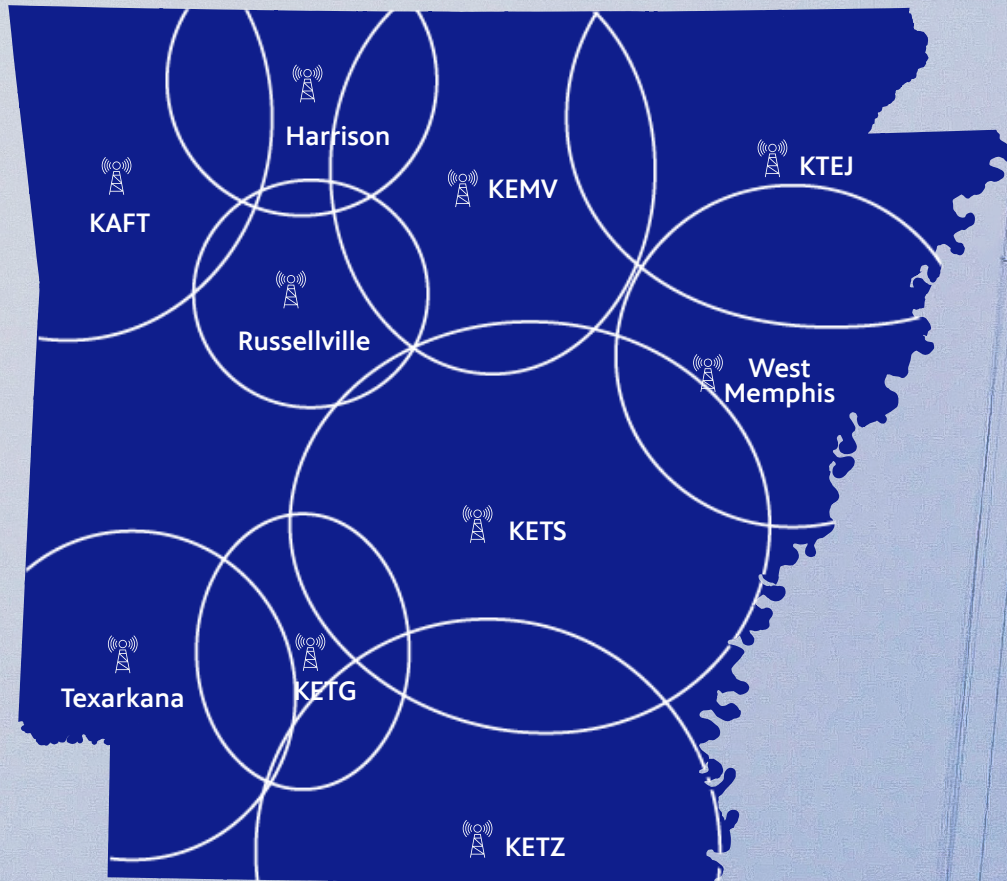
With the PBS WARN (Warning, Alert and Response Network) system, Arkansans have even more protection as cell carriers are required to utilize public media's highly reliable and lowcost distribution channel for delivering Wireless Enabled Alerts such as emergency messages from FEMA.

96%

STATEWIDE COVERAGE

2,945,022

ARKANSANS REACHED



INFORMING THE PUBLIC

AR-CAN – the Arkansas Citizens Access Network – provides unprecedented access to Arkansas state government via livestreaming and archived on-demand viewing of legislative proceedings, board and commission meetings, press briefings from the governor and more.



IMPACT

115 
LIVESTREAMED
EVENTS

34,393 
YOUTUBE
STREAMS

ARCAN
ARKANSAS CITIZENS ACCESS NETWORK

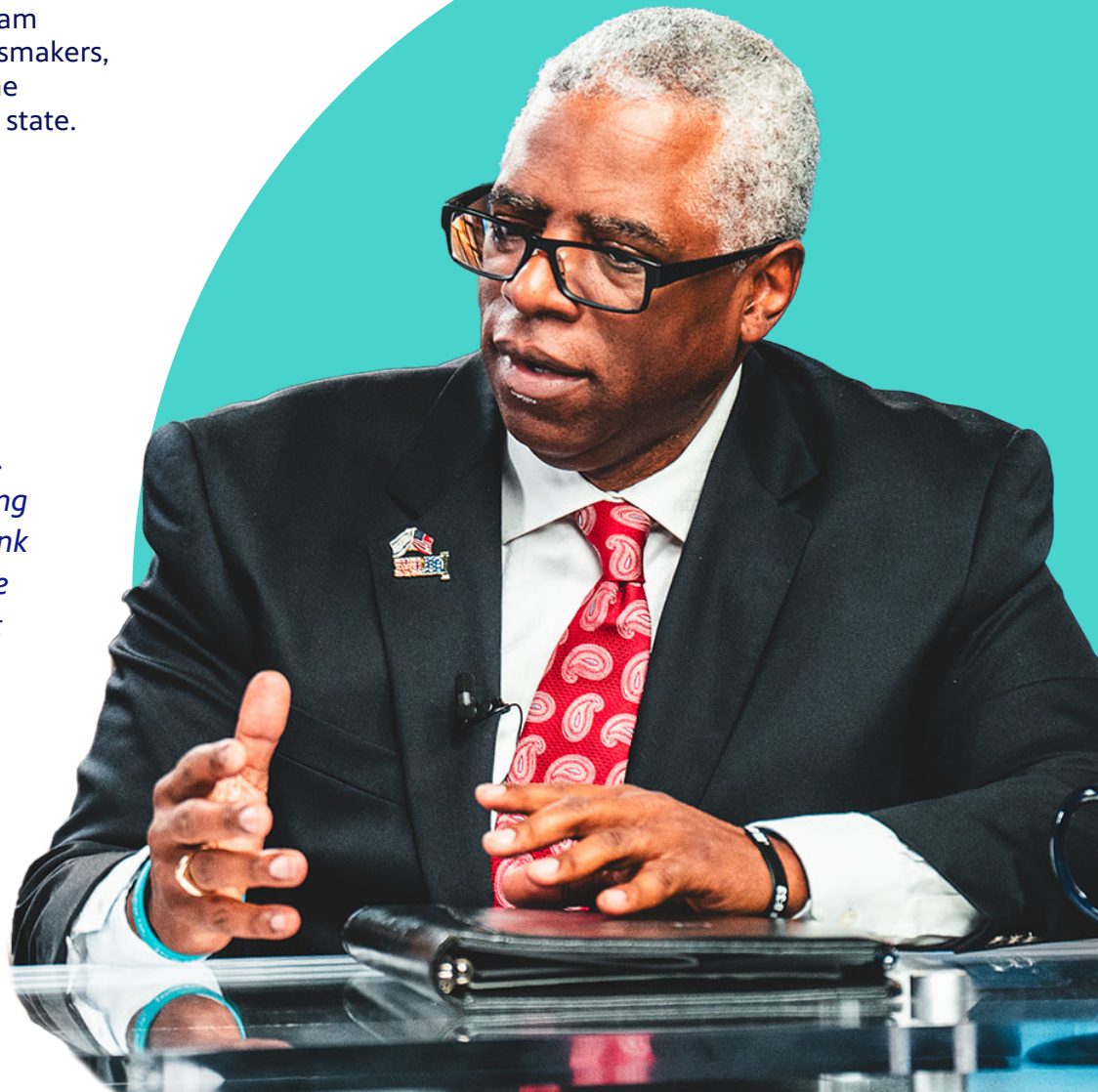
EXPLORING THE ISSUES

We provide a forum to convene conversations about a wide range of topics important to Arkansans.

Our weekly public affairs program “Arkansas Week” engages newsmakers, policymakers and experts on the important issues impacting the state.

“*It is always a pleasure working with your team. We look forward to seeing the segment. Again, thank you for helping get these important messages out to our veterans.*”

– HUNTER HALL
MPA, CENTRAL ARKANSAS
VETERANS HEALTHCARE
SYSTEM



**ARKANSAS
WEEK** ★ ★ ★

IMPACT

▶ 46
WEEKLY
EPISODES

📺 15,799
YOUTUBE
STREAMS

CELEBRATING ARKANSAS, ITS PEOPLE AND ITS HISTORY



We are Arkansas's storytellers, documenting the rich history of our state for today and future generations. Locally produced programming shines a spotlight on the people, places and events that define the state's cultural landscape.

“ *This was a unique event for us, and the folks who attended really seemed to enjoy it (I LOVED it!). Thank you so much for all the work you put in to make it happen!*”

– ANONYMOUS
“SOUTHERN STORYTELLERS”
EVENT ATTENDEE

“Southern Storytellers”



Celebrate Southern identity through the eyes of contemporary creators of literature, music, film and TV. Come to know Arkansas through native Arkansas creators Justin Moore, Billy Bob Thornton, Mary Steenburgen and Qui Nguyen, among other Southern creators.

The documentary series premiered July 18, 2023, on PBS stations nationwide. In support of the series premiere, Arkansas PBS led a collaborative effort with 11 other Southern public media stations to engage audiences through online and in-person storytelling. A series-specific Instagram account, @SouthernStorytellersPBS, was created to engage a niche community from all 12 public media stations. Arkansas PBS’s local screening events were hosted at Crystal Bridges Museum of American Art with special guests Mary Steenburgen and Qui Nguyen and at the Hot Springs Documentary Film Festival with Mary Steenburgen.

IMPACT

 550
ATTENDEES
TOTAL AT
TWO EVENTS

 4,848
DIGITAL
STREAMS

 286,000
ORGANIC
IMPRESSIONS
ON INSTAGRAM

 13,000
ORGANIC
ENGAGEMENTS
ON INSTAGRAM

CELEBRATING ARKANSAS, ITS PEOPLE AND ITS HISTORY

“Arkansas Treasures”



“Arkansas Treasures” unlocks the stories of Arkansans’ antiques, collectibles and treasures in an ongoing program featuring in-studio tapings where ticketed guests meet with professional evaluators to find out “What’s it worth?” In August 2023, nearly 500 Arkansans (and beyond) joined us over a weekend with their treasures and stories, and the eagerness about “next time” proved we had not only a hit show, but also an engagement success story.

MID-AMERICA REGIONAL EMMY AWARD

Lifestyle - Short or Long Form Content

IMPACT

 500
ATTENDEES AT
THE AUGUST
2023 TAPING
EVENT

 6
BROADCAST
EPISODES

 20
DIGITAL EXTRAS

 3,702
YOUTUBE
STREAMS

“Homegrown”



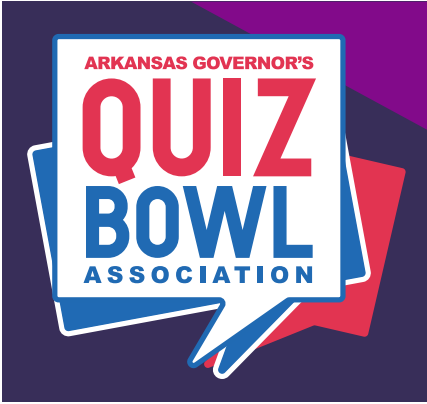
The Arkansas PBS original series “Homegrown” is a tribute to the essence of Arkansas – an exploration of remarkable individuals, their narratives and the rich heritage they contribute to their communities. The series delves into the diverse tapestry of life in Arkansas through the lives of difference makers, innovators, families and rural communities.

IMPACT

 1,111
DIGITAL STREAMS

CELEBRATING ARKANSAS, ITS PEOPLE AND ITS HISTORY

“Arkansas Governor’s Quiz Bowl”



An Arkansas PBS tradition since 1985, “Quiz Bowl” is a celebration and recognition of scholarship for high school students across Arkansas.

IMPACT

 619
YOUTUBE STREAMS
OF FY24 SEASON

“Celebrating Arkansas: Holiday Traditions”



An Arkansas PBS original series, “Celebrating Arkansas: Holiday Traditions” takes viewers on a journey across the seasons and across The Natural State as Arkansans share the memories, family rituals, food and time-honored traditions that bring their loved ones together.

MID-AMERICA REGIONAL EMMY AWARD

Program Host/Moderator/Correspondent

IMPACT

 3,512
YOUTUBE STREAMS

CELEBRATING ARKANSAS, ITS PEOPLE AND ITS HISTORY

A LOOK AHEAD

“Passage”

Arkansas PBS began following two adventurers on the trip of a lifetime as they attempted a 2,200-mile trip through the Northwest Passage in handmade rowboats in June 2023. The resulting film “Passage” features Arkansan Adam Riley of Fayetteville and Canadian Matty Clarke as they embark on a journey through uncharted waters, setting out to conquer the final grail of adventure: rowing over the top of Canada in handmade rowboats, a feat that would make them the first ever to cross the Northwest Passage, self-propelled, in a single season.



CELEBRATING ARKANSAS, ITS PEOPLE AND ITS HISTORY

A LOOK AHEAD

“Unveiled: Daisy Bates and Johnny Cash”

“Unveiled: Daisy Bates and Johnny Cash” celebrates the enduring legacies of two of Arkansas’s most iconic figures. Daisy Bates, who courageously led the fight for civil rights, and Johnny Cash, whose music captured the soul of America, are immortalized in bronze in the U.S. Capitol’s National Statuary Hall. Explore the profound impact of their lives on history, from their humble beginnings to their lasting influence. Their statues stand as a tribute to their pivotal roles in shaping American culture and society.



CHAMPIONING HIGH SCHOOL SPORTS

As the home of Arkansas High School Championships in football, basketball, softball, baseball and volleyball, we believe that live sports coverage does more than entertain – it brings communities together.



“

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.”

– ANONYMOUS
SOCIAL MEDIA COMMENTER



In partnership with the Arkansas Activities Association, our exclusive live broadcasts are top-quality productions that serve student-athletes and their families by televising some of the most important moments in the lives of Arkansas high school players, making it possible for family, friends and sports fans statewide to watch and share in these unforgettable moments.

We go beyond the games to produce award-winning videos that tell the stories of student-athletes, coaches, legendary teams, Arkansas sports history and the pageantry – the bands and cheer squads – that surrounds high school sports.



IMPACT

36
GAMES
PRODUCED
DURING 11
DAYS OF LIVE
SPORTS
PRODUCTION

50,773
YOUTUBE
STREAMS ACROSS
ALL GAMES

19M
EARNED
MEDIA
REACH
FROM 38
MENTIONS

PARTNERING WITH COMMUNITIES



From libraries and schools to museums and innovation hubs, Arkansas PBS is a valuable partner to communities throughout the state. By fostering learning, creativity and cultural connection, we ensure that knowledge and opportunity are accessible to all.

“ 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! Our community has been able to participate and really help out those in need.

– JAMIE V.

BAXTER COUNTY LIBRARY

Community Outreach

ARKANSAS PBS FAMILY DAY

Annually, we invite thousands of Arkansas families to join us in Central and Northwest Arkansas for Arkansas PBS Family Day – free public events that encourage community spirit and philanthropy through family-friendly fun, entertainment and educational activities. The events feature PBS KIDS costume characters, free snacks for children, live entertainment, hands-on kids’ activities and games, and giveaways and prizes. We also partner with the Arkansas Foodbank for donations to support families who struggle with food insecurity.



IMPACT

 10,000
ATTENDEES
TOTAL AT
TWO EVENTS

 39
COMMUNITY
PARTNERS

MISTER ROGERS’ NEIGHBORHOOD SWEATER DRIVE

Each year, the statewide Mister Rogers’ Neighborhood Sweater Drive helps our neighbors in need secure warm winter gear. The statewide effort serves all of Arkansas, largely rural communities, with donation points at public libraries and community agencies.



IMPACT

 85
DROP-OFF
LOCATIONS
IN 33
COUNTIES

 7,126
ITEMS
COLLECTED

 247,317
EARNED
MEDIA
REACH
FROM 23
MENTIONS

PARTNERING WITH COMMUNITIES

LITTLE ROCK MARATHON

Annually, Arkansas PBS partners with the Little Rock Marathon to provide a PBS KIDS area that includes free educational resources and character meet and greets. More than 8,000 people participate in the marathon each year.

TOAD SUCK DAZE

Each year, we partner with this regional festival in Central Arkansas as a centerpiece in the kids' area, providing educational resources, character meet and greets, and more. Annually, more than 100,000 people attend this weekend-long spring festival.

FARMER'S MARKET TOUR

For the past two summers, Arkansas PBS has travelled around the state for a six-city Farmers Market Tour to meet viewers, answer questions and be more accessible to our viewers and members, engaging more than 2,000 people.

CHAMBER AFTER HOURS

In late 2023, Arkansas PBS Foundation partnered with the Conway Chamber of Commerce to host a fun and engaging event for regional business and community leaders. Guests were invited to participate in a customized version of "Quiz Bowl," the annual competition for high-school student scholars televised by Arkansas PBS for more than 35 years. Local companies put together their own teams to compete on the actual "Quiz Bowl" set in the Arkansas PBS studios. The event connected us with local business and community leaders while providing them a unique perspective on our original productions.



PARTNERING WITH COMMUNITIES

Student Outreach



EMERGING FILMMAKERS PROGRAM

Our partnership with the Hot Springs Documentary Film Festival (HSDFF) includes the Emerging Filmmakers Program, the Brent Renaud Foundation workshops, screening events and more to support and educate student documentary filmmakers.

HSDFF FILMMAKER FORUM

In partnership with CPB and PBS, this two-day hybrid event brought together over 70 filmmakers and 20 industry experts focused on the business, art and craft of documentary storytelling with a focus on public media.

ARKANSAS PBS EMERGING FILMMAKERS WORKSHOP

Designed for middle and high school students, this workshop nurtures documentary filmmaking talent at all skill levels.

BRENT RENAUD FOUNDATION STUDENT MENTORSHIP PROGRAM

This program provides mentorship for experienced young filmmakers with ongoing documentary projects. The program offers a small, focused setting, fostering advanced skills and creativity.

SCREENING EVENT AND PANEL DISCUSSION

“Southern Storytellers,” an Arkansas PBS original docuseries that celebrates the resilience and joy of Southern people and their stories, was screened, and a panel discussion followed. Arkansas native Mary Steenburgen, who is featured in the film, and filmmaker Craig Renaud led the conversation moderated by Arkansas PBS CEO Courtney Pledger.



IMPACT



238

ATTENDEES TOTAL
AT THREE EVENTS

PARTNERING WITH COMMUNITIES

Screening Events

“GOSPEL”

“Gospel,” created by Dr. Henry Louis Gates Jr., ignited enthusiastic engagement with Arkansas audiences and provided an opportunity to work with Arkansas’s African American churches, HBCUs, the University of Arkansas and the Mosaic Templars Cultural Center to share the rich history of gospel music in Arkansas and beyond. These community partners brought resources and expertise, extending our reach and impact to new communities.

Our main event with Mosaic Templars Cultural Center drew a standing room only crowd. Attendees were treated to live music featuring HBCU choirs, praise bands, a panel discussion with four local pastors, hand-held fans reminiscent of churches long-ago and a bountiful grazing table.



“

I'm very pleased to see a cross-section of the community at this event.”

– SYBILL HAMPTON

RETIRED WINTHROP ROCKEFELLER
FOUNDATION DIRECTOR AND LONGTIME
ARKANSAS PBS SUPPORTER

IMPACT

 700
ATTENDEES
TOTAL AT
TWO EVENTS

 4,100
FACEBOOK
REEL VIEWS

PARTNERING WITH COMMUNITIES

“WILMAR JUNE DINNER”

The small town of Wilmar, located in Southeast Arkansas, holds one of the longest running Juneteenth celebrations in Arkansas history, having been celebrated since the late 1800s. We captured the history and relationships that draw people back to Wilmar year after year in a new documentary short, “Wilmar June Dinner,” produced as part of the Arkansas PBS series “Celebrating Arkansas.” The documentary was screened at six Juneteenth events around Central Arkansas in partnership with Mosaic Templars Cultural Center and the Central Arkansas Library System, as well as at the 2024 June Dinner in Wilmar.



“ The ‘Wilmar June Dinner’ piece is absolutely wonderful! Y’all should be so proud, it’s just great, and I’ve watched it a dozen times already! Thank you for ALL of your help with this idea coming to fruition. We’re super excited for the first screenings tonight at the Dee Brown Library!

Once again, I can’t thank you enough for all of your help and assistance with this program! I simply couldn’t have done this without you!

Thank you!”

– JOHN MILLER
CENTRAL ARKANSAS LIBRARY SYSTEM
SCREENING EVENTS PARTNER

IMPACT

 750
ATTENDEES
TOTAL AT
SIX EVENTS

 1,685
YOUTUBE
STREAMS

PARTNERING WITH COMMUNITIES

2024 Arkansas Tour Stop

“ANTIQUES ROADSHOW”

Arkansas PBS collaborated with GBH and Crystal Bridges Museum of American Art on a Bentonville tour stop for “Antiques Roadshow: Season 29.” We engaged with community organizations, recruited volunteers and interacted with 4,500 guests.

More than one-third of our guests were Arkansans, but some guests traveled from as far as Hawaii and Canada to visit our state and attend this special event, creating a positive economic impact for Arkansas.



IMPACT

4,500
ATTENDEES
AT THE MAY
2024 TAPING
EVENT

130
VOLUNTEERS

\$153,000
OF ECONOMIC
IMPACT VIA
LOCAL CREW
AND SERVICE
PROVIDERS

Livestreaming

ARKANSAS LIVE

Arkansas Live is an initiative from Arkansas PBS that makes the mission of public media tangible. Through events offered online or in person, viewers get front-row access to some of the most educational and entertaining events across Arkansas.



IN FY24, ARKANSAS LIVESTREAMING EVENTS INCLUDED:

- Van Cliburn Concert Series with Vadym Kholodenko and Joyce Yang
- “Exhibition Opening Lecture: Annie Liebovitz at Work”
- Arkansas Governor’s Arts Awards
- Arkansas Century Farm Induction Ceremony
- “Exhibition Opening Talk: Exquisite Creatures with Christopher Marley”
- Arkansas Women Veterans’ Symposium at the Clinton Presidential Library & Museum
- Arkansas Women’s Hall of Fame Induction Ceremony
- Crystal Bridges Museum of American Art’s Wellness Festival, including Jewel, Tonya Lewis Lee, Susan Magsamen, Noah Robinson and Arianna Huffington



IMPACT

 14
LIVESTREAMED
EVENTS

 15,828
YOUTUBE
STREAMS

Supporting Arkansas PBS

When you donate to Arkansas PBS, your gift serves your community through media that educates, inspires and entertains – and, you get the PBS shows you love along with the pride of knowing that you are making a difference!

BECOME A MEMBER

Give a one-time donation or spread your giving out over the year through a sustaining membership that provides a steady stream of support. Gifts of any amount qualify you as a member of Arkansas PBS.

PHILANTHROPIC GIFTS

The philanthropic gifts of Ambassadors Circle donors ensure the future sustainability of Arkansas PBS. Annual gifts of \$600 or more support our mission to educate, inform, entertain and inspire all Arkansans.

PLANNED GIVING

An investment in Arkansas PBS is an investment in the education, culture and future of Arkansas. Leave a legacy by placing Arkansas PBS Foundation as a beneficiary in your will, retirement and/or investment account, or insurance policy.

DONATE A VEHICLE

Donate your car, truck, van, RV, boat or other vehicle to support Arkansas PBS and the public television programming you love. Vehicle donations are quick and easy, with free pick up and a tax deduction for itemizing taxpayers.

SHOP TO SUPPORT

Enjoy more of your favorite locally produced Arkansas PBS shows by purchasing program DVDs or cookbooks. Every purchase goes directly to the local production fund to bring you even more Arkansas programming.

CORPORATE SUPPORT

Becoming an Arkansas PBS Business Member offers your business the unique opportunity to be recognized and promoted as a socially responsible company. Business Member levels range from annual gifts of \$500 to \$5,000 and beyond.

Visit myarkansaspbsfoundation.org, or call 1-866-246-2400 to learn more.





“ Thank you for all you do at Arkansas PBS to bring the world into our Arkansas living rooms! I love PBS, and the programming it offers. I want to do my part to ‘be the change’ I want to see in the world. You help me to do this by keeping me informed, and more importantly, educated!

– HOLLY
BELLA VISTA, AR

Community Representation Statement

In keeping with the founding spirit of public media, Arkansas PBS is committed to representing the voices and visions of all Arkansans.

We are committed to a workforce that embraces, respects and celebrates the distinct authentic personalities and abilities of each individual. We seek candidates, community partners, volunteer groups and interns who add different perspectives to our workplace because we believe it broadens our capacities and our horizons.

Arkansas PBS is also committed to creating, selecting and presenting programming and engagement activities that are reflective of the communities we serve and to the development of content that addresses the needs of unserved and underserved audiences.



FISCAL 2024 IMPACT HIGHLIGHTS

7,126

**SWEATER DRIVE
DONATIONS**

46

**ARKANSAS WEEK
EPISODES**

130

**LIVESTREAMED
EVENTS**

45

**“RISE AND
SHINE”
EPISODES**

18

**“MYSTERY
LEAGUE”
EPISODES**

20,227

**COMMUNITY EVENT
PARTICIPANTS**

52,082

**LIVESTREAMED
EVENT VIEWS**

9

**MID-AMERICA
REGIONAL
EMMY
AWARDS**

2

**NETA
PUBLIC
MEDIA
AWARDS**

36

**SPORTS
CHAMPIONSHIP
GAMES**

129,959

DIGITAL STREAMS

43

**COMMUNITY
EVENTS**

78,542

**EMAIL
SUBSCRIBERS**

50,000

FREE BOOKS

“THE MESSY GARDEN MYSTERY”
ORIGINAL CHILDREN’S BOOK

38,812

**FACEBOOK
FOLLOWERS**

5,385

**INSTAGRAM
FOLLOWERS**

7,687

**X
FOLLOWERS**

92,756

**USERS FROM ALL
75 AR COUNTIES**
ARKANSASIDEAS

14,000

**EDUCATIONAL “POWER
PACKETS” TO 71 AR COUNTIES**

1,843

**LINKEDIN
FOLLOWERS**

543

VOLUNTEERS

320,511

**CREDIT HOURS
EARNED**
ARKANSASIDEAS

\$153,000

ECONOMIC IMPACT
“ANTIQUES ROADSHOW” TOUR STOP

604

**COURSES
OFFERED**
ARKANSASIDEAS

FISCAL 2024 IMPACT HIGHLIGHTS

Arkansas  **PBS**

myarpbs.org