PURPOSE To enrich and empower all Arkansans with compelling and relevant multiplatform programming and services that educate, inform, engage and inspire, through innovative and efficient use of public and private resources. We serve as an indispensable resource for educators and learners by creating, sharing and celebrating Arkansas stories.

AETN is the leader in telling Arkansas stories -- delivering educational programming and services to communities statewide for 53 years.

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

AETN is a leader in Arkansas education, working within three main educational focus areas -- professional development, early education and PBS educational resources – to impact student achievement and help to meet critical state and national educational goals.

In 2018, AETN provided these vital local services:

AETN refreshed “Arkansas Week” (public affairs), and continued programs that highlighted distinguished Arkansans, included call-in audiences, interviewed persons of interest, and featured outdoors/culture.

AETN engagement expanded to new audiences, focusing on deepening relationships and increased events including “The Great American Read,” “Vietnam.”

AETN’s ArkansasIDEAS provided nearly 600 professional development courses with more than 50,000 educators earning 2.4 million hours of credit. Lynda.com, offered for free, had 15,000 logins and nearly 61,000 videos viewed.

AETN local services had deep impact in Arkansas:

AETN took a more proactive approach to sharing PBS KIDS resources and increased summer learning activities with partners.

ArkansasIDEAS provided critical digital content around issues such as suicide, dyslexia, parental involvement and child maltreatment.

A deeper relationship has formed with the minority communities due to a concerted effort to provide true partnership, relevant content and conversation.

Statewide engagement and conversations with veterans proved to be much-needed and appreciated.

“AETN’s outreach to the veteran community has been superb. It has opened doors, minds and hearts.”
– Col. (ret.) Anita Deason, Military and Veterans Advisor, Sen. John Boozman’s office.
“Tell Them We Are Rising” screening events
AETN hosted a screening event of “Tell Them We Are Rising” Feb. 3 at the Mosaic Templars Cultural Center in Little Rock. The film premiered on AETN Feb. 19. “Barnes and … A Conversation With…Stanley Nelson” aired directly preceding the premiere. AETN also produced a set of shorts highlighting Arkansas’s Historically Black Colleges. 120+ attended.

Statewide Mister Rogers’ Neighborhood Sweater Drive
More than 35 libraries across the state collected new and gently used sweaters and winter clothing in the 2017 Mister Rogers’ Neighborhood Sweater Drive for the Arkansas Salvation Army and a variety of local Arkansas charities. Last year, Arkansans donated more than 5,000 sweaters and clothing items for neighbors in need.

“Men and Women of Distinction: Ray Rodgers” screening event
A screening event was held at the Arkansas Sports Hall of Fame to screen “Men & Women of Distinction: Ray Rodgers” that tells the story of Arkansas Sports Hall of Famer Ray Rodgers who has dedicated more than 70 years of his life to boxing, from amateur boxer to coach to the top leadership posts in the sport. His skills as a “cutman” are legendary, and he’s worked in the corners of some of professional boxing’s greatest champions. 150+ attended the event.

“Bridging the Divide: Tom Bradley and the Politics of Race” screening event
AETN hosted a screening of “Bridging the Divide” at Philander Smith College. Partners included the Arkansas Black Caucus, the Little Rock Mayor’s office and the Association of Black Police Officers. The panel featured legislators, a circuit judge and a Little Rock police officer. Steve Barnes moderated. 150+ attended.

“Little Women” screening event
A “Little Women” screening event was held May 5 at the Historic Arkansas Museum in Little Rock to help promote “The Great American Read.” A promo clip was shared, TGAR booklets were given out, and we had more great conversations about both the book “Little Women” and others on the list. More than 75 people attended, mostly moms (and some dads) with their daughters. “Little Women” was also screened at the Fort Smith Public Library in January.

Quiz Bowl 2018
Promotions started in April. AETN produced and broadcasted the final rounds of the Arkansas Quiz Bowl. More than 1,000 students participated. AETN also livestreamed the event and had good engagement from communities through this service.

Native American Cultural Symposium
AETN worked with our Northwest Arkansas partners to collect stories at “Reunification through Reinvention: The Creative Visions of Contemporary Native America” – Crystal Bridges/Museum of Native American History partners. Content was used for promotions of the PBS series “Native America.”

“Student Selects: A Young Filmmakers Showcase”
This annual broadcast event highlights the creativity and talent of the state’s kindergarten through 12th grade students. Student Selects also helps young filmmakers with educational workshops and film festival screenings.

Professional development for early childcare providers
AETN partnered with Curricula Concepts on a grant from NEMOURS to support professional development growth of early care and education providers in Arkansas with a focus on promoting healthy changes. Goals of the collaborative included improving nutrition, reducing screen time for youngsters, increasing physical activity and engaging families as partners. The program is open to ECE programs located in Faulkner and Mississippi counties.

AETN PBS KIDS Writers Contest
The 2018 AETN PBS KIDS Writers Contest encouraged children in grades K-3 to celebrate creativity by submitting their original stories and illustrations. Entries were judged on originality, creative expression, storytelling and integration of text and illustrations. Each entrant received a participation certificate, and 12 winners – three from each grade – received an AETN prize pack. First place winners also received a PBS KIDS Playtime Pad, which came preloaded with educational games, music and videos.

The Great American Read
AETN’s presence at events – such as the Arkansas Literary Festival, Books in Bloom Literary Festival, and many other events – garnered large audiences who engaged with us about their love of books and reading. Statewide partnerships including 20+ libraries, book festivals, kids’ writing workshops and more helped us reach diverse audiences of all ages.
Hot Springs Film Festival participation
AETN shared several locally produced pieces in the festival and also carried out student filmmaker workshops. Digital shorts were created from interviews with filmmakers and actors.

Toad Suck Daze
AETN hosted PBS KIDS characters for photos at Central Arkansas’s largest 3-day festival in May, engaging thousands of people from all over the state. Visitors also received branded stickers and pencils.

AETN Day at the Capitol
This year’s Day at the Capitol featured Clifford the Big Red Dog, The Cat in the Hat and Curious George. Marketing & Engagement and Education set up information tables with handouts and promo items. A display in the rotunda detailed AETN and PBS KIDS’ impact on early childhood education, as well as public media’s impact on the state.

Juneteenth Celebration
AETN is an annual partner with the Mosaic Templars Cultural Center in Little Rock for a series of screenings during their Juneteenth celebration. Documentaries screened included the AETN original production “Dream Land: Little Rock’s West 9th Street”, ”Soul Food Junkies”, “Black America Since MLK” and “Maya Angelou and Still I Rise.” 250+ attended the screenings.

AETN Day at Mid-America Science Museum (Hot Springs)
AETN partnered with the Mid-America Science Museum in Hot Springs to host an AETN Day at the museum Sept. 30. Visitors had the opportunity to visit with Nature Cat and Super Why, as well enjoy all the exciting activities of the museum.

Spring Break at the Museum of Discovery (Little Rock)
AETN and the Museum of Discovery partnered for spring break week March 19 and 20. Featured characters included Buddy the Dinosaur from “Dinosaur Train” and Super Why and Wonder Red from “Super Why!”. Attendees were invited to have their pictures made with characters, watch PBS KIDS programs in the theater, participate in STEM activities, learn more about AETN and spend the day learning in a fun environment.

Springfest – Museum of Discovery (Little Rock)
AETN partnered with the Museum of Discovery for the family event Springfest held in Little Rock on April 7. The featured character, Jet Propulsion from “Ready Jet Go!”, was available for photos.

AETN Day at the Travelers (Little Rock)
AETN partnered with the Arkansas Travelers Minor League Baseball team for school day at Dickey-Stephens Park April 10. Students watched an episode of “Ready, Jet, Go!” and visited with Jet Propulsion, the show’s featured character.

“Pinkalicious” engagement activities
AETN partnered with Reynolds Performance Hall on the University of Central Arkansas campus for the live stage production of “Pinkalicious.” With UCA, we held contests on social media, gave away family packs of tickets to the live performance and shared resources with teachers. The series “Pinkalicious and Peteriffic” premiered on AETN Feb. 19. In conjunction with the live show and the premiere, we ran two Facebook contests and gave away “Pinkalicious” books and activity sets.

Arkansas Library Association conference – Little Rock
AETN attended the 2018 Arkansas Library Association Conference in Rogers, Arkansas, Sept. 22-24. We received great responses from libraries across the state regarding “The Great American Read.” Librarians and book club members were so excited to take part in creating a community of readers, all in the search for America’s favorite book. Many were speculating the outcome, asking if we had any data to share on the current title holder.

AETN Adult/Community Education
AETN provided events to educate and engage the community, parents and students on a variety of topics, plus provided books, materials and activities. Over 200 parents attended the trainings.

McArthur Museum of Arkansas Military History screening series
AETN is in its fourth year as a partner providing content and films for a military themed screening series at the MacArthur Museum of Arkansas Military History in downtown Little Rock. Highlights included screenings of PBS tentpoles “The Great War,” “Last Days of Vietnam,” “Time of Fear” and “War Letters.”
Reducing the summer slide

To help encourage a summer of reading and help prevent the “summer slide,” AETN shared literacy resources statewide for communities from Gravette to Yellville, and from Bentonville to Lonoke and Cabot.

We also partnered with the Arkansas Campaign for Grade-Level Reading and Arkansas Community Foundation to fight summer learning loss and improve reading scores. With a new focus on student growth under the Every Student Succeeds Act (ESSA) accountability plan, schools and communities were looking for new ways to help students meet their full potential. Seven summer learning programs across the state were selected to receive grants as part of a summer learning initiative. Nearly 1,200 students visited with the PBS KIDS character Super Why as he traveled to their communities delivering books, activities, goodie bags and more.

“We received the box of summer reading materials today. We very much appreciate them. The goodies will be great for prizes. I was excited to see the information about the apps. We have PBS KIDS as our home page for our youth computers and will distribute the cards so the children can access the apps at home. We have also decorated with “The Great American Read” and set up a display of the books. THANK YOU!” – Karen Benson, Gravette Public Library

“I Am Not Your Negro” screening events and panel discussions

As part of a grant, AETN hosted a screening event for “I Am Not Your Negro” at Ron Robinson Theater in Little Rock Nov. 2. Panelists included Arkansas authors Daniel Black, Ph.D., and Vincent Tolliver. Dr. Black – who spent his boyhood in rural Conway County, Arkansas – is an award-winning novelist and professor of African-American Studies at Clark Atlanta University. Tolliver is a Little Rock-based writer, activist and James Baldwin scholar.

250+ attended.

Other screening events included:
Fayetteville Public Library (Fayetteville) 175+
Arts and Science Center for SE Arkansas (Pine Bluff) 75+
Mosaic Templars Cultural Center (Little Rock) 150+

“He received the box of summer reading materials today. We very much appreciate them. The goodies will be great for prizes. I was excited to see the information about the apps. We have PBS KIDS as our home page for our youth computers and will distribute the cards so the children can access the apps at home. We have also decorated with “The Great American Read” and set up a display of the books. THANK YOU!” – Karen Benson, Gravette Public Library

“Thank you so much for the awareness...this event was unforgettable.” – Glenda Crawley, event attendee

ArkansasIDEAS

ArkansasIDEAS is a partnership between AETN and the Arkansas Department of Education to provide online, statewide professional development resources and courses for K-12 Arkansas educators at no charge via ideas.aetn.org.

By the numbers

12,720 new users
50,222 registered users total
8,551 Help Desk emails and phone calls
61 new courses added
598 total courses

Top 5 most visited courses
Child Maltreatment: 19,098
Human Trafficking: 12,288
Dyslexia: 3,420
Something to Talk About: Suicide Awareness: 3,420
Parental Involvement: Introduction: 1,728

Impact

“This opened my eyes to a problem that I did not think could happen where I live.” – Educator taking Human Trafficking course

“Very informative material and good to have access to this kind of information.” – Educator taking The Code of Ethics Training video

“Great tool for beginning to understand what is to come.” – Educator taking The Science of Reading: The Right to Read Act

ArkansasIDEAS Top 5 Video Resources (FY18)

<table>
<thead>
<tr>
<th>Video</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child Maltreatment</td>
<td>1988</td>
</tr>
<tr>
<td>108 Degrees Critical Response</td>
<td>215</td>
</tr>
<tr>
<td>Youth Suicide Prevention Awareness</td>
<td>177</td>
</tr>
<tr>
<td>Bell Ringer: The Invisible Brain Injury</td>
<td>141</td>
</tr>
<tr>
<td>Leave Me Alone! Bullying!</td>
<td>129</td>
</tr>
</tbody>
</table>
AETN Salutes
Arkansas Vietnam Veterans Initiative

Reach in the Community: 4,000+ at events
Partnerships: 35+

Impact and Community Feedback:

AETN received a $10,000 grant to carry out the AETN Salutes Arkansas Vietnam Veterans initiative in conjunction with Ken Burns’s film “The Vietnam War.” More than 10 screening and discussion events were held across the state with new and previous partners.

Because of this project, new partnerships have formed in parts of the state that were not available to us before. The level of emotion and civil discourse was phenomenal. Hundreds of people attended the screening events all across the state.

Vietnam story collection – AETN collected stories of those who experienced the Vietnam War. The public was invited to share stories through social media with #VietnamStoriesPBS or the “Share Your Story” tool at aetn.org/vietnam

The Wall of Faces – The Vietnam Veterans Memorial Fund is committed to finding a photo to go with each of the more than 58,000 names on the Vietnam Veterans Memorial. AETN encouraged the public to help collect the 244 missing Arkansas photos for The Wall of Faces – by the end of the project all photos were found.

Quilts of Valor – AETN and the Arkansas chapter of the Quilts of Valor Foundation partnered to provide quilts of comfort and healing for Arkansas Vietnam veterans. The public was invited to nominate a veteran to receive a quilt. Anyone interested in contributing to the quilters’ efforts could donate fabric and other quilting items at local screening events.

Preview screening events – AETN and community partners hosted more than 10 preview screenings of “The Vietnam War” throughout the state in August and September. An opportunity for discussion followed each screening.

Local productions – AETN produced local programs in conjunction with the series premiere, including “Arkansans Ask: Veterans History Project” Sept. 14 and “Barnes and … A Conversation With Col. Karen Lloyd” Oct. 9. Additionally, each Thursday night following regularly scheduled programs at 8 and 9 p.m., AETN aired short videos produced to complement “The Vietnam War.”

“I think our collaboration has been incredibly helpful in reaching our veteran population. Our partnership has enabled us to reach more veterans and connect them with VA resources, as well as many other organizations and programs. I often ask veterans if they have seen ‘The Vietnam War,’ or a live broadcast, or an interview, or a highlighted veteran or veteran service organization, etc., shown on AETN. Those conversations are helpful and healthy and most often, the initial steps in getting veterans to resources they have earned through their service to our country.”
– Col. (ret.) Anita Deason, Military and Veterans Advisor, Sen. John Boozman’s office

“This project brought excellent media coverage in the region. We pulled in new customers, especially those that come to town for the VA hospital. Our town has a high concentration of both those who served and those that protested the war. The discussions were tremendous and the shared perspectives touched so many in the crowd.”
– Heather Robideaux, Fayetteville Public Library

“We had a huge turnout, over 300 at the screening and many of those were really impressed with everything.”
– Jeff Meek, Hot Springs Village Voice, veterans oral history collector (300+ interviews)

“I have had a long time to think about the war and how it changed my life. There are many Veterans who won’t share their story, but maybe this will help them.”
– Darrell Dickson, veteran, panelist

Community Engagement by the numbers
Social Media impressions: 391,230
Event attendees: 4,000+
Webpage unique visits: 4,983
aetn.org/vietnam
AETN works every day to provide the most educational, informative, smart content to all Arkansans. As Arkansas sits on the bottom of many lists – including food insecurity, quality pre-K opportunities, poverty, teen pregnancy, the digital divide and more – we feel there is great opportunity to make a real, meaningful impact on the lives of our little citizens to our most senior.

We intend to satisfy our state’s mandates to teachers by providing quality professional development and courses that impact student achievement. We will continue to convene conversations about issues on the minds of citizens, such as race, the need for a trained workforce, STEM education for girls, poverty issues and much more.

What our audience says about us

“This lecture on culturally responsive teaching helped me to understand the need to be more connected to students and their cultures. It is very important to be able to relate to students in a classroom emotionally and socially. It is important to incorporate activities related to your students’ backgrounds and cultures. This lecture was extremely relevant to today’s classroom and the diverse learners that make up these classrooms.” – survey response, Arkansas IDEAS LMS

“AETN staff have been instrumental in helping our nonprofit, Childcare Aware, to have successful events for our community by providing materials, personal services, advice and direction … and much more!” – Carol Crockett, ChildCare Aware

Thank you SO much! My daughter has loved AETN shows for years and was thrilled to discover the writing contest. It was such a great motivation for her to use her creative skills and a wonderful exercise in perseverance. She is thrilled and proud to have achieved this honor through AETN (as are her parents!). Thank you so much for the opportunity.” – Michelle Wright, mother of elementary school winner in AETN/PBS KIDS Writers Contest

“THANK YOU for supporting Conway Public Schools by trying to provide us with new resources! I appreciate your partnership so much! My students have absolutely LOVED ScratchJr. – and many of them went home and quickly moved on to programming with Scratch ON THEIR OWN! I probably would not have started with ScratchJr. with my kids if it hadn’t been for the AETN session at Arkansas Tech. Your instruction helped me get started with a program that has been such a hit with my classes. Thanks again!” – Arkansas educator