

Arkansas



“As an educator and parent, I salute each of you for the incredible work you all do and the tireless efforts you put into everything that you do!”

Stacey McAdoo

2019 Arkansas Teacher of the Year

2020 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

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 – delivering daily and essential educational and inspiring content to communities statewide for 50+ years – on all the platforms people watch now including livestream and increased on demand options.

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.

In 2020, Arkansas PBS provided vital local services:

Local programming and engagement offering critical information about the COVID-19 pandemic and helping Arkansans cope with being isolated at home.

“Election 2020: Arkansas PBS Debates” allowing viewers to hear directly from candidates so they could make informed decisions at the polls. Programs also addressed ballot initiatives.

AR PBS Sports, recognizing the vital role sports play in the education and development of young adults, and connecting audiences statewide during high school championship games.

Arkansas PBS local services had deep impact in Arkansas:

“Arkansas AMI” delivered daily school-at-home on air and online utilizing PBS KIDS content and Arkansas teachers.

More than ever, AR-CAN was a critical avenue to share daily COVID-19 updates from the Governor and state officials.

ArkansasIDEAS provided essential content, including anti-bullying strategies, suicide prevention and more to educators.

Key campaigns addressed issues such as Census, suicide, civics education, race relations and the opioid crisis.

AR-CAN (Arkansas Citizens Access Network): AR-CAN provides unprecedented access to state government, giving Arkansas citizens a front row seat to legislative proceedings, board and commission meetings, and other government hearings and activities through livestreaming. In 2020: 167 COVID-19 or Arkansas CARES Act Steering committee livestreams, including streaming coverage of the Arkansas House of Representatives special session to address COVID-19 and coverage of special fiscal sessions. myarkansaspbs.org/arcan

Census 2020: Arkansas PBS supported the state's activities to encourage Arkansans to 'be counted' by serving as the media partner, hosting and livestreaming the Governor's Census Committee meetings, creating and airing PSAs, "Arkansas Week" panelists and raising awareness throughout the timeframe. The household response rate for Arkansas was 99.9 percent.

Suicide Prevention campaign: For Suicide Prevention Month in September, Arkansas PBS created a multi-platform awareness campaign, sharing a 17-part digital series originally created for educators, topical interstitials, free printed resources, blog series and an online space with downloadable resources, veterans' resources and crisis information. myarkansaspbs.org/suicideprevention

PBS American Portrait: Arkansas PBS worked with communities to share their true-life experiences for "PBS American Portrait," a national conversation about what it means to be an American today. Seven workshops and one live event were carried out to encourage Arkansans to submit their stories online. Arkansas PBS also partnered with #SeeALICE, to raise awareness. myarkansaspbs.org/americanportrait

Say My Piece Poetry Camp: The Say My Piece poetry camp provided students the opportunity to interact with mentors and teachers to work through the writing process and perform for an audience.

Arkansas PBS KIDS Writers Contest: The 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 a prize pack. First place winners also received a PBS KIDS Playtime Pad. myarkansaspbs.org/writerscontest

NASA livestream with schools: Arkansas PBS, the Arkansas Department of Education and Arkansas State University partnered with the Nettleton STEAM Intermediate School on a NASA grant that allowed students in grades 3-6 science classes the opportunity to share in a conversation with the astronauts aboard the International Space Station through a shared downlink. myarkansaspbs.org/nasa-downlink

Appy Hour – "Splash and Bubbles": This event centered on the new "Splash and Bubbles" parents app and engaged 20 families in learning about the ocean. In that learning, we gathered feedback to test the app's performance.

Appy Hour – "Elinor Wonders Why": This event encouraged teachers, promoted the new PBS KIDS show "Elinor Wonders Why," showcased PBS KIDS apps and resources and featured giveaways, including a PBS KIDS Playtime Pad.

Red Ribbon Week campaign: Arkansas PBS, ArkansasIDEAS, and the Division of Elementary and Secondary Education partnered for Red Ribbon Week to provide resources, a series of PSAs and a special episode of "Arkansas Week," and promoted a statewide screening established by the Arkansas Drug Director, Little Rock FBI office, DESE and the Arkansas Department of Health to help fight the opioid crisis. myarkansaspbs.org/redribbonweek

Early Learning Summit: Arkansas PBS presented at the Virtual Early Learning Summit with partners Lakeshore Learning and Childcare Aware North central Arkansas to approximately 65 participants.

Beyond High School: Arkansas PBS carried out workshops for high school and young adults to prepare them for the job market. Participants receive training, job information packets, resources and give-a-ways.

Since the beginning of the pandemic, Arkansas PBS has created specialized programs to support Arkansans:

“Arkansas Week” - Weekly public affairs and news updates about the pandemic with special guests.

“Arkansans Ask” - Live call-in specials with expert panelists discussed COVID-19 and offered tips during pandemic.

“Exploring Arkansas: Swimmin’ Holes” - Top swimming holes were identified in the state to help Arkansans enjoy summer safely distanced.

“Exploring Arkansas: Trails Less Travelled” - Remote trails were identified in the state to help Arkansans enjoy the outdoors safely distanced.

“Cookin’ with Kat & Friends” – Author and foodie Kat Robinson hosted this cooking show with easy-to-follow recipes to make at stuck at home.

“**Election 2020: Arkansas PBS Debates**”: Candidates in four races, including U.S. Congressional districts and Senate, participated in “Election 2020: Arkansas PBS Debates,” which livestreamed and aired in October. Debates included four districts. In addition to keeping viewers informed about the candidates, Arkansas PBS also produced “Election 2020: Ballot Initiatives,” which featured proposed initiatives that have reached the ballot and was produced in conjunction with the University of Arkansas Cooperative Extension Service. Two follow-up broadcasts were produced with each of the Senate candidates.

myarkansaspbs.org/elections

AR PBS Sports – Football: Arkansas PBS produced and broadcast the 2020 high school football state finals live in partnership with the Arkansas Activities Association (AAA), offering families and fans a safe viewing option in uncertain times. In addition, profiles of student athletes and stand out schools were broadcast during the games and archived online.

myarkansaspbs.org/sports

“**Hazel Walker’s Arkansas Travelers**”: Arkansan Hazel Walker was the only woman ever to own, manage and star for her own professional basketball team. For 16 seasons – from 1949 to 1965 – her Arkansas Travelers barnstormed the country playing only men's teams under men's rules with 80-85 percent of their games ending in Travelers’ wins. This segment, produced by Charles Eric White, also won a 2020 Mid-America Regional Emmy Award for Historic/Cultural – Program Feature Segment.

“**Urban Forge: Ozark Artistry**”: In Mountain View, Arkansas, a talented group of men and women keep the time-honored tradition of metal smithing alive through their daily work at Urban Forge, a blacksmith shop dedicated to creativity, skill and artistry. The process is labor intensive and rewarding in equal measure, producing great works of art forged in fire with attention, sweat and love. Arkansas PBS goes behind the scenes and illuminates their craft in the original one-hour documentary “Urban Forge: Ozark Artistry,” which has since been made available for stations nationwide for pledge programming. myarkansaspbs.org/urbanforge

“**Arkansans Ask: Veterans**”: Arkansas PBS explored veteran benefits and resources in this live call-in program during Veterans Day week. A panel of experts discussed issues like healthcare, benefits, services and concerns throughout the state.

myarkansaspbs.org/arkansansask

“**Arkansas Women’s Hall of Fame**”: In partnership with the Arkansas Women’s Hall of Fame, this historical and moving digital series highlights extraordinary women in Arkansas.

Shelter-in-Place Film Series partner: The Arkansas Peace & Justice Memorial Movement, co-convened by Kwami and Clarice Abdul-Bey, organized a theme-based series that highlighted Black voices that showcased Arkansas PBS and PBS programs.

Student Selects and Hot Springs Documentary Film Festival: Arkansas PBS hosted virtual Emerging Filmmakers Program workshops, recruiting and instructing young filmmakers as part of this long running and popular documentary film festival.

“Blueberry’s Clubhouse”

Arkansas PBS premiered this new, four-episode, pre-K-2 children’s program featuring Blueberry, a curious puppet guide to engaging and insightful activities for students out of school for the summer months. Initially created as part of “Arkansas AMI,” Blueberry evolved into a stand-alone program designed to provide a safe, at-home summer camp experience, focusing on social and emotional issues to help families cope with life during a pandemic. Kids joined Blueberry on adventures across the state each Friday on broadcast and weekdays in a digital summer series. Blueberry introduced various topics to help young viewers learn and play. The series was produced in partnership with the Arkansas Arts Center. More than 15 other statewide partners came together to provide support.

myarkansaspbs.org/blueberrysclubhouse

Civics Education in an Election Year

For this election season, we created a multifaceted campaign to grow AR-CAN and share educational resources to schools and parents. Using the educator created “Assemble” toolkits, we shared resources in PBS LearningMedia (most states have visited) and produced four “Civics in a Minute” interstitials. We also promoted programming and virtual events and carried out a digital “New voters” campaign through digital shorts and video diaries with University of Central Arkansas first-time voters. myarkansaspbs.org/civics

“The Glow With Big Piph”

This new, digital-only six-part series hosted by Epiphany Morrow, or Big Piph, premiered on the Arkansas PBS YouTube Channel and an episode was shared each week on social channels. The series celebrates minority entrepreneurs, artists and makers. The host and guests held watch parties on Facebook and Instagram and shared content with their individual audiences. In the first three days we had 2,659 video views and a social reach of 18,982. myarkansaspbs.org/theglow

“Healing the Divide: Race Relations in Arkansas”

Arkansas PBS examined how race permeates and affects the lives of Arkansans in the live program “Healing the Divide: Race Relations in Arkansas.” Host Dr. Malcolm Glover, CEO of Glover Global Consulting, and guests, including an appearance by Gov. Asa Hutchinson, discussed topics involving race, such as police brutality, racial history, disparities and community interactions. A second program examined the younger generation’s voice and the role and thoughts of activists.

“Delta Stories”: Arkansas PBS along with LPB and MPB have spent the last year finding Delta stories of fortitude, determination, and resilience about the place they proudly call “home.” Through this project, the partner organizations have conducted a broad environmental scan resulting in a deep dive in the Delta’s rural communities to discover and share its rich stories.

ArkansasIDEAS

ArkansasIDEAS is a partnership between ArkansasPBS 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.myarkansaspbs.org.

By the numbers:

9,405 new users added
56.5 additional credit hours
73 new courses added
701 total courses

Top 10 most Course Completions

Suicide Prevention – Looking Deeper
The Science of Reading Parts 9-12
Human Trafficking: Inside Arkansas Schools
The Science of Reading Parts 6, 5

4.22 out of 5 Likert score on top 10 completed courses

Portraits of Courage: The Story of Women’s Suffrage in Arkansas

“So educational! I was actually moved to tears. So much more interesting than I thought”

“Being in an election year, this was the absolute best time to take this course. I love the imagery of all the women who fought for this right standing behind each female voter.”

Coaching Self-Expression: Go In, Poet

“This is one of the best PD courses I’ve taken on AR IDEAS. The way it is formatted with the teacher modeling the LAMP strategy while also demonstrating that each student has individual needs. There is no wonder why Ms. McAdoo was teacher of the year!”

Sit With us: Anti-Bullying Strategies for Arkansas Schools

“This has been one of the best ArkansasIDEAS courses I’ve ever taken. Kudos to all involved!”

The Science of Reading

“Wow! I am already doing many things the best way, yet I am learning additional ways to improve my teaching. Thank you!”

Arkansas AMI

With schools closed due to COVID-19, Arkansas PBS, in partnership with the Arkansas Department of Education's (ADE) Division of Elementary and Secondary Education (DESE), met a desperate need, collaborating to keep students learning from home with Arkansas AMI (Alternative Methods of Instruction), available statewide for all audiences.

More than ever, Arkansas PBS provided daily and essential services to Arkansas students, teachers and families while school was dismissed. From March 17 until May 22, we dedicated the majority of our resources (with no budget) toward the critical goal of broadcasting curriculum-based programming and making it available on all platforms where students learn.

"Arkansas AMI," created in partnership with the Department of Education Division of Early and Secondary Education in response to COVID-19, featured 24 original learning guides and broadcast 400 hours of programming for pre-K through 8th grade, including over 300 PBS programs and 400 clips (20+ hours) of original content featuring teachers and community partners.

Arkansas PBS's streamlined, curriculum-based programming and content was specifically targeted to the learning needs of children enrolled in pre-K through the 8th grade. This broadcast and digital learning continued Monday-Friday 8 a.m.- 1 p.m. until the school year ended on May 22.

This same broadcast content was livestreamed at myarkansaspbs.org/ArkansasAMI, available on-demand and archived at myarkansaspbs.org/ArkansasAMI each day by 10 a.m., available on the Engage Arkansas PBS app, on the PBS Video app, through on-demand services and devices such as Apple TV and Roku where the PBS Video app is available, and on the Arkansas PBS channel for YouTube TV subscribers.

"Communication, professionalism, artistry, thoughtfulness, consideration, and vision are just a few reasons why the Arkansas Arts Center loves this partnership. The team at Arkansas PBS is top notch. 10/10, 5 stars, would recommend! Our shared goal to have a positive impact on the lives of young Arkansans across the state through the arts has forged a great bond." – *Katie Campbell, director, Children's Theatre and Performing Arts, Arkansas Arts Center*

By the numbers

Webpage views: 1,633,403

Video views: 300,300

Video digital impressions: 1.67 M

Brand new Engage Arkansas PBS app: 20,200 downloads; 299,306 video plays; 732,261 page views

Facebook post engagement peak 53%

"Schoolhouse Daily" Learning resources email: average open rate: 31.61%; 7.14% average click rate

Media exposure: 6.24 M

AMI users:
64 counties
134 cities
161 schools

"This partnership between Arkansas PBS and the Arkansas Department of Education demonstrates the type of creative solutions we need during this crisis," *Gov. Asa Hutchinson said*. "Our ability to meet the needs of our citizens and provide our children with educational instruction regardless of the circumstances is important. Our goal is to limit the amount of lost instruction time, and to limit the impact on our children as much as possible. This coordination helps us accomplish that goal."

myarkansaspbs.org/ArkansasAMI

Education. Engagement. Arkansas's storyteller.

Arkansas PBS works every day to provide the most educational, informative and entertaining content to all Arkansans. This past year, our role as public media leaders in Arkansas was even more critical. As Arkansas schools closed, Arkansas PBS quickly pivoted with the Arkansas Department of Education to provide daily, engaging content on air and online for pre-K through 8th grade students on air and online. We continue to be innovative digital leaders – to be everywhere our audiences consume content. We will continue to convene conversations about issues on the minds of citizens, such as the COVID-19 pandemic, race, suicide prevention, bullying, the opioid crisis and much more.

Awards

Country Music, NETA [Nomination](#), Community Engagement, National Project

Hazel Walker's Arkansas Travelers, NETA [Nomination](#), Content, Short Form

Arkansas AMI, NETA Division One Award, Education, Educational Resources for the Community

Coaching Self-Expression - Go in, Poet, NETA Division One Award, Education, Teacher Professional Learning

GobbledyBook, NETA Division One Award, Marketing/Communications, Integrated Media Campaign

Education Campaign, NETA [Nomination](#), Marketing/Communications, COVID-19 Marketing/Communications

Arkansas PBS Community Engagement, NETA Excellence in Community Engagement Award, Overall Excellence in Community Engagement

Arkansas PBS, NETA [Nomination](#), Overall Excellence in Content

Arkansas PBS Education Programming, NETA Excellence in Education Award, Overall Excellence in Education

What our audience says about us

“Arkansas AMI”:

“I continue to admire and applaud what you bring to our state. And, I like your outreach efforts for kids as we struggle to educate them in these hard times. My intent is to double my monthly donation.” – Curtis, Conway, AR

Say My Piece Poetry Camp:

“Say My Piece not only encouraged my daughter to value and share her deep thoughts and emotions but gave her the tools to harness her own words in a way that invites others into her experience.” – parent of participant

AR PBS Sports:

“Awesome! I thoroughly enjoyed being able to watch the high school football championship games ... with the weather being so poor this past November, it was a wonderful and pleasant surprise to be able to watch them on TV in the comfort of your home!! Now, you're providing the basketball championships, too!! This is why I love watching [Arkansas PBS] programming! Keep up the great work!” – Wayne Garner of Magnolia

“Blueberry's Clubhouse”

Thanks Blueberry! Really felt like camp happened this year after all – Shanon, Innovation Hub partner
This is so good. Great job Arkansas PBS. Move over “Sesame Street.” – D. Wingfield, Facebook viewer