



Arkansas  

# Arkansas AMI

March 30 - May 22

“I loved how quickly and creatively AR PBS came to the rescue in our unique educational situation.”

*AMI viewer*

## Daily and Essential.

**Today, more than ever, Arkansas PBS** is providing daily and essential services to Arkansas students, teachers and families during an unprecedented time.

Arkansas PBS, in partnership with the Arkansas Department of Education’s Division of Elementary and Secondary Education (DESE), is working to keep students learning from home with Arkansas AMI (Alternative Methods of Instruction.)

Since March 17, we have dedicated the majority of our resources toward this critical goal: broadcast streamlined, curriculum-based programming for the state’s pre-K through 8th grade students weekdays from 8 a.m. to 1 p.m. and make that broadcast available on all the platforms where students learn.

**20**

**Hours of Original Educator Content**

**400**

**Hours of Total AMI Content**

**400+**

**Original Clips**

*\*total for the full 8-week program*

“Thank you and Arkansas PBS for this awesome educational service to our children and grandchildren. At times like these we need you now more than ever. We have always been strong supporters of Arkansas PBS and will continue with our support.”

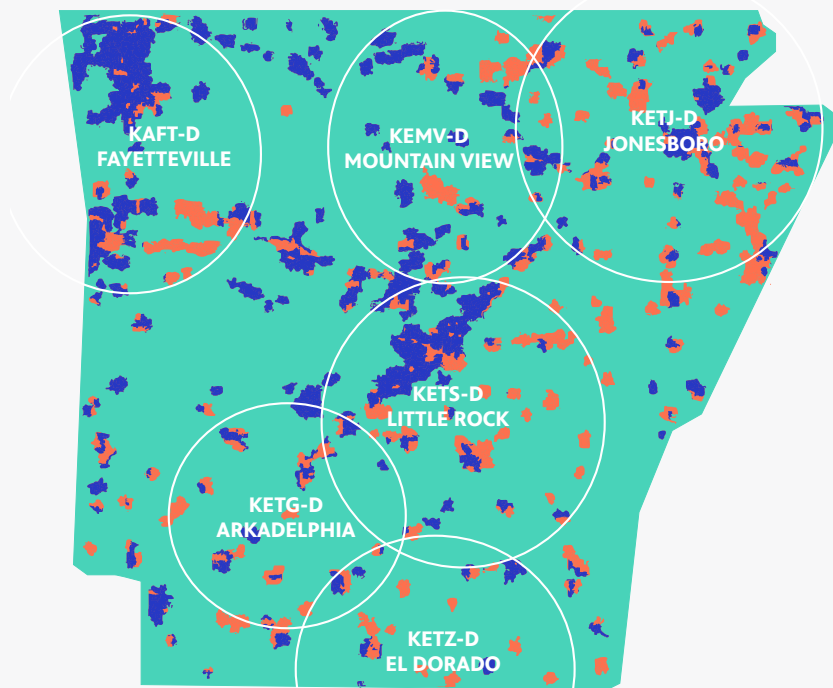
*Bill and Joanne R., Little Rock*

# Meeting A Need

For more than 15 years, Arkansas PBS and ADE have worked together to provide professional development for all Arkansas licensed educators through ArkansasIDEAS. “Arkansas AMI” furthers our partnership to provide statewide access to free educational resources to students learning at home.

“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.”

## Arkansas PBS’s coverage area & Arkansas’s broadband access



- Areas of the state with no broadband
- Areas of the state with slow-speed broadband
- Areas of the state with high-speed broadband

**42% of Arkansans** live in rural communities and may not have internet access.

Utilizing wide-ranging media tools, Arkansas PBS is uniquely positioned to reach Arkansas families with learning resources through the power of television and a variety of digital platforms.

## Reaching Statewide.

Currently, 76% of Arkansans receive our free, over-the-air broadcast signal. Rising to the challenge of providing accessibility for the remaining 24% of families, we have made these broadcast instruction resources available to communities in areas where broadcast gaps exist through streaming and digital content. And, we are continuing to work with cable and satellite providers to further extend our reach.

### Ways to watch

- Broadcast
- Cable and Satellite
- Live streaming
- On-demand and archived online
- Engage Arkansas app
- PBS app on mobile and streaming devices
- YouTube TV

Two additional locations – Texarkana and West Memphis – now have access to Arkansas PBS TV programs.

“I want to thank you for what PBS is doing for Arkansas students, parents, and teachers. I am with Des Arc School District. ... We are 70% rural with no or limited internet access. Thank you for all your help!”

*Jaime E., Des Arc School District*

# Dashboard

myarkansaspbs.org

**1,633,403**

webpage views

**301,958**

unique visitors

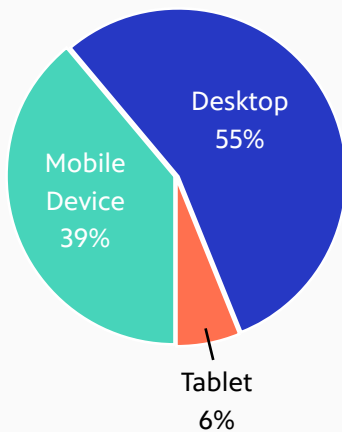
**300,300**

video views

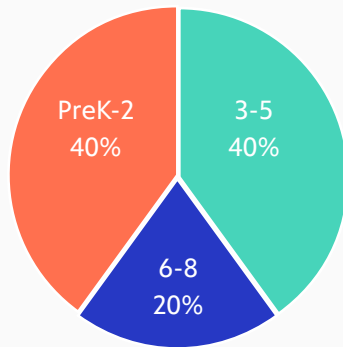
**1,671,200**

video digital impressions

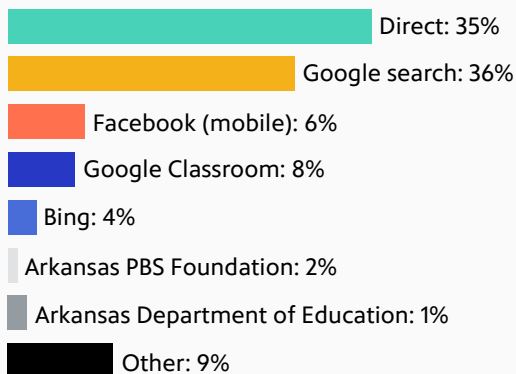
## PLATFORMS VISITORS ARE USING



## VIDEO VIEWS BY GRADE BAND



## HOW VISITORS ARE FINDING US



User Inquiries

**1,010**

Media Exposure

**6.24M**

Engage Arkansas PBS App

**20,200**

unique visitors

**20,200**

downloads

**732,261**

page views

**299,306**

video plays

## Social Media Engagement

FACEBOOK

**▲ 53%**

post engagement peak

**786,247**

total reach

TWITTER

**442,027**

total impressions

INSTAGRAM

**146,000**

total impressions

## “Schoolhouse Daily” Learning Resources email

**3,304**

peak total subscribers

**31.61%**

average open rate since inception

**7.14%**

average click rate since inception

Arkansas IDEAS AMI email (April 14, 2020)

**49.9%**

open rate

**8.3%**

click rate

“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*

# PBS KIDS is #1



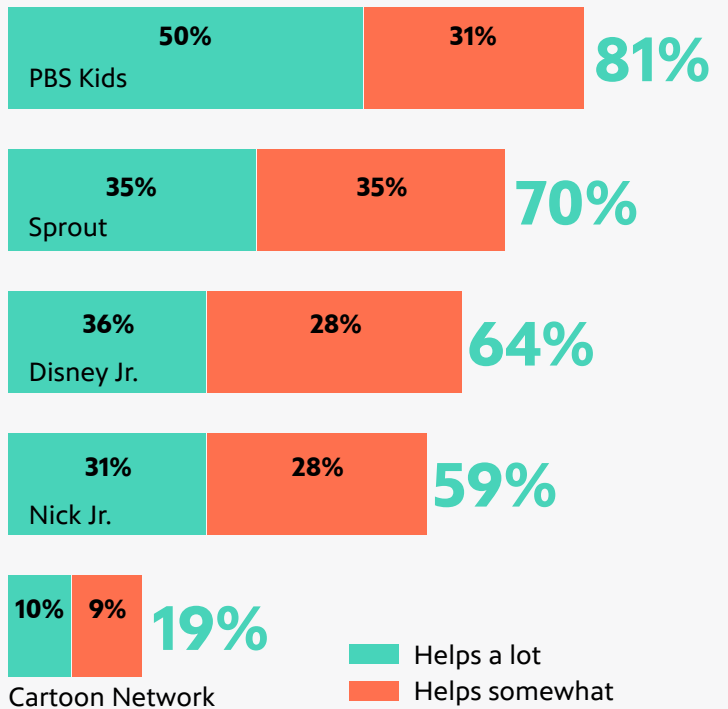
**Arkansas PBS was established** more than 50 years ago as an essential educational resource for Arkansans statewide.

For more than 15 years, PBS KIDS is the #1 Children's Educational Media Brand. (M&RR 2020 survey)

## PBS KIDS is #1 in school readiness.

(M/M survey, 2016)

How well did/does each of these networks prepare your child for school?



## Arkansas PBS is #2 in PBS LearningMedia engagement

(March 2020)



**Arkansas PBS provides** free national and local content to classrooms through Arkansas PBS LearningMedia, as well as teacher training and professional development through the ArkansasIDEAS professional development portal, which currently serves 60,000 users throughout the state.

“Thank you! This program helps us ‘homeschool teachers’ so much! I love the structure. And, my kids crave it! Thanks for all your hard work. This means the world to our family. Keep up the awesome work! My son with anxiety really misses his teachers and the structure of school. Having a schedule for his day and the shows to watch has eased his anxiety so much!”

*Parent message on social media*