

Arkansas



“This was the most complete summer learning and teaching curriculum to benefit my children. Thank you!” - Mary M., “Rise and Shine” viewer

FY 2022 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.

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.

Broadcast coverage was expanded to reach 95.5% of the state, up from 76% previously, due to CARES ACT funding.

In FY 2022, Arkansas PBS provided vital local services:

Local programming and engagement around topics that matter including the opioid crisis, rising suicide rates among veterans, COVID-19 vaccines, and mental health awareness in our agriculture and rural communities.

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 Say My Piece poetry camps engaged communities across the state to keep our families 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 MUHAMMAD ALI resonated with university partners, athletes, and communities around the state, as we convened conversations around activism, the role of athletes as role models, racial healing and more.

COVID-19 vaccine awareness campaign

Arkansas PBS continued efforts to share critical COVID-19 information by leading a statewide friends and neighbors vaccine awareness campaign thanks to funding from the Arkansas Community Foundation and the Corporation for Public Broadcasting (CPB). Arkansas was experiencing a pandemic of the unvaccinated due to challenges with rural healthcare access and rampant vaccine misinformation. We identified stories from many parts of the state; produced broadcast and digital videos and public service announcements (PSAs); and “boots on the ground” outreach to distribute the assets. We created and released more than 30 PSAs with individuals who lost loved ones, healthcare professionals, and the Latino and Marshallese communities. Two story-based videos were shared in excerpted form in the COVID-19 Town Hall program. We also created a wide range of vaccine information and resources for community organizations and media outlets, including further links to the PSAs in various technical formats (ready for download by others to broadcast or post on social media), as well as print ads, flyers, and a social media toolkit online at <https://www.myarkansaspbs.org/covid-vaccine>.

“MUHAMMAD ALI” Community Engagement:

Arkansas PBS partnered with universities, athletic clubs and youth organizations to host screening events, conversations and unique workshops to help educate and empower youth and communities.

University of Arkansas at Pine Bluff (UAPB) 2021 Homecoming - Arkansas's largest HBCU

Arkansas PBS had a booth at the 2021 UAPB Homecoming to share information about the "Muhammad Ali" broadcast and upcoming screening event. We collected stories about the 1990 homecoming when Muhammad Ali was in attendance in Pine Bluff and was the grand marshal of the homecoming parade. The stories were used in the short documentary "The Greatest Homecoming," which premiered during the Arkansas PBS broadcast of the Arkansas high school football finals.

Link to video: <https://drive.google.com/file/d/1gf79AYUHTyxRrUst9oUJsCXJEyqXSPAi/view?usp=sharing>

Participants: 500 people attended.

Racial Healing through the Arts

In commemoration of MLK Day and the National Day of Racial Healing 2022, UCA Downtown hosted make-and-take art journaling and button-making activities on the theme of racial healing through the arts, alongside a gallery exhibit on the Art of Words curated by Students for the Arts and SLANT. Arkansas PBS was a partner and provided materials on Ali's Six Core Principles for the journaling activities. The University of Central Arkansas (UCA), Downtown Conway (Conway, Arkansas), and Conway Art Walk were partners.

Participants: 60 participated in the art journaling with 100 total attendees.

Ali in Arkansas: Athlete to Leader virtual screening and discussion

Arkansas PBS held an in-person and virtual screening event co-hosted by the University of Arkansas at Pine Bluff (UAPB) and their UAPB athletic, social justice, student affairs and community engagement divisions. The event shared clips of the film "Muhammad Ali" with a moderated discussion around social justice (past and present), sports and diplomacy, the intersection between race, religion, and politics, and the power of activism. Moderated by Clarice and Kwami Abdul-Bey, co-conveners of the Arkansas Peace and Justice Memorial Movement.

102 in attendance (92 OVEE and 10 in person with Gloves not Guns youth boxing group)

OVEE analytics: <https://aetnnet.sharepoint.com/sites/marketingstaff/Shared%20Documents/Ali/metrics.pdf>

Radio Show: <https://open.spotify.com/episode/13x7Ex0hXfnMlb5Tqj0T7M>

SoulCon BIPOC media conference The 2022 SoulCon BIPOC Media Conference is the first of its kind in Arkansas, created expressly for professionals of color in the media industry, presented by Arkansas Soul Media, in partnership with the Micheaux Award and Film Labs. Producers Tanisha Joe-Conway, Casey Sanders and Eric White presented the “Telling a Better Story” session for aspiring filmmakers and writers. Director of Production Levi Agee acted as a judge on a panel for projects from within this community to award a cash prize to a worthy project from attendees.

AR PBS Sports – Football, Basketball, Baseball and Softball Arkansas PBS produced and broadcast the 2020/2021 high school football, basketball, baseball and softball 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

“Worth Fighting For” Arkansas PBS explored the struggle to save veteran lives as suicide rates rise. An experienced panel discussed mental health resources, coping with loss and other issues that can lead to suicide ideation.

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

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 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

Dolly Parton Special Event

Dolly Parton visited Arkansas to celebrate the success of her Imagination Library program in the state at a closed event hosted by Arkansas Imagination Library (ARIL). Community leaders representing Imagination Library affiliates across the state attended the event, along with statewide leaders and supporters of ARIL. Understanding that this event would be enjoyed by the entire state, Arkansas PBS stepped in to livestream the event for the general public, not only to experience a moment with Dolly but to share awareness of the amazing resources of books the Arkansas Imagination Library provides in our state for free to children. The livestream included Gov. Asa Hutchinson, a local anchor, performance by Parton, and an interview with our COO to promote literacy in our state.

“The Rose That Grew From Concrete” screening event – Mosaic Templars Cultural Center

Arkansas PBS participated and helped promote an in-person and virtual hybrid screening of “Connected: A Search for Unity: The Rose that Grew From Concrete.” The film features Tim Campbell, a former all-state athlete who attended the historic Central High School in Little Rock, Arkansas. Central High is a few blocks from his childhood home and Wolfe Street, once one of the most violent streets in America due to gang activity. While struggle and hardship still exist, Campbell reveals the truth: Wolfe Street is a place of incredible beauty and extraordinary people. The Arkansas Movement for Change hosted the film screening at Mosaic Templars Cultural Center.

Juneteenth screening events - Mosaic Templars Cultural Center

Arkansas PBS, in partnership with Mosaic Templars Cultural Center and the Central Arkansas Library System (CALs), presented the documentary "Dream Land: Little Rock's West 9th Street" as part of Juneteenth in Da Rock. Little Rock's West 9th Street was the African American business and entertainment district. The documentary explores the street's glory days and how Urban Renewal, the Eisenhower Interstate Program and more influenced its future. It was part of the event, "9th Street and Beyond: Black Communities That Sustained Us Then and Now," held at CALs Ron Robinson Theater.

Tower Power Events

Tower Power Tour: CARES ACT funding has allowed Arkansas PBS to expand our tower coverage with five new antennas. When completed, our signal will cover 99.5% of the state versus our previous coverage of 76%. A comprehensive public awareness campaign launched ensuring that all households, no matter how remote or at what income level, had the opportunity to receive educational content over the air. A kick-off community event/press conference was held in Russellville, our first community/region receiving our signal.

Red Ribbon Week Resources and Opioid Awareness

Arkansas PBS, in partnership with the Arkansas Department of Education, the Office of the State Drug Director, the Drug Enforcement Administration and the Federal Bureau of Investigation – Little Rock Office, created resources to combat the opioid epidemic in Arkansas, including Red Ribbon Week resources, opioid awareness PSAs, and the documentary, “7 Days: The Opioid Crisis in Arkansas,” which was presented to students across the state. “7 Days” is an intimate documentary that illustrates the effects of the opioid crisis and shares stories from Arkansans.

Supporting rural and agriculture communities

As mental health issues and suicides increase in our farming communities, we focused on telling stories about rural Arkansas and in the agriculture industry including “**Good Roots**,” a monthly segment airing the second Friday of the month.

The podcast “**The Growing Season**” focused on Arkansas farmers who struggled with the real – and often overlooked – mental health crisis this population suffers. “*This is such a great podcast [...] extremely insightful and personal.*” -- *JtheWolfmanM*

“Growing Hope: Combatting Stress in Agriculture”

“Growing Hope” looked at both sides of the mental health crisis facing farmers today and offered possible solutions. Segments included: a look at yoga for farmers through a 4-H program, a unique farming method for cutting costs to reduce financial stress, and the QPR method of approaching someone about the topic of suicide. “*I believe if they had more knowledge of different resources, things could be different, and that’s why these programs are so beneficial, for people to create more self-awareness and to create more awareness of the different resources available for them.*” – *Mandy Davis, Mental Health Therapist, program guest*

“Blueberry’s Clubhouse” Season 2

In partnership with the Arkansas Museum of Fine Arts, Blueberry and her friend Max learn about the power of empathy – all while meeting a whole slew of new characters and seeing the sights and sounds of their Arkansas home. “*I can’t believe how beautifully this all came together, what amazing artistry! So special! We are so grateful.*” - *mömandpöp music*

“AR PBS Sports” Speaking Volumes

Arkansas PBS also works to share inspiring sports stories occurring off the field. Inspired by her time with EAST Initiative, Cross County High School, 10th-grader Lexi Jarrett has been working toward a career in sports broadcasting for the last several seasons. While producing coursework in media studies, Lexi currently serves as the Thunderbirds’ first female commentator while leading a team of students to livestream football games, produce podcasts and more — all while showing resilience through personal trials with Tourette Syndrome.

“7 Days: The Opioid Crisis in Arkansas”

By the numbers

43,313 students viewed the documentary

180 schools showed the documentary

1.1M YouTube views (as of Feb. 2023)

Top 10: Listed by Zinnia Health in a national article as one of the “10 essential documentaries on the opioid crisis” in January 2022.

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”

“I have learned a great deal about sustainable farming practices in Arkansas. I changed purchasing practices to buy Ralston rice grown in the river valley.” – AR PBS donor comment

“The Growing Season”

Webpage:

https://www.myarkansaspbs.org/podcasts/podcasts/the_growing_season/the_growing_season

YouTube:

<https://www.youtube.com/playlist?list=PL0j1Y5NdFHD0MBqQdcQ7tu6mM8zLOFr0->

“Growing Hope Combatting Stress in Agriculture”

YouTube:

<https://www.youtube.com/playlist?list=PL0j1Y5NdFHD2J6mIR-5tTvyC7Y1plljsH>

Blog:

https://www.myarkansaspbs.org/engage/blog/growing_hope_combatting_stress_in_agriculture

Education highlights

Read to Succeed: Reading in the Delta. We held six free literacy events in the Arkansas Delta. All included a meal and story time featuring “The Dot,” followed by a discussion and activity. Families received a family engagement literacy gift bag and snack bag to take home. Spanish versions of materials were provided. Total: 351 participants. **Reading in the Northeast:** We held four family literacy workshops in Jonesboro and Paragould (NE Arkansas.) All families received take-home bags and healthy snacks. Total: 677 participants.

Ready to Learn Learn and Grow Family and Community Learning Series – Session 1. Arkansas PBS provided a session centered on self-awareness. The session included a meal and active, hands-on learning experiences. Each family received a bag with a picture book, PBS KIDS activity sheets, promotional items, and a caregiver guide with additional information. Partner: Jonesboro Housing Authority’s Parents as Teachers. Participants: 19 families/caregivers, 26 children. Survey participants rated the session 4.5/5 stars.

“I learned ways to encourage my child that no matter how hard it seems, you can do it.” – workshop attendee

Summer Learning Event We held a summer enrichment event for 160 students in Jacksonville. Students from three campuses participated: Jacksonville, Pine Bluff and Little Rock. Using “Splash and Bubbles,” students learned about the ocean. Students also engaged in hands-on activities and discussion time. All received a take-home bag with resources.

Say My Piece Poetry Camp The Say My Piece Slam Camp Initiative launched a statewide youth poetry movement to nurture the next generation of Arkansas’s poetic voices with a multi-day camp. Students learned about poetry and Poetry Slam, learned how to express their unique and personal thoughts and emotions through spoken word, and presented their work to an audience as a “slam” competition.

“Thank you to all the staff that made this workshop possible. Our daughter asked to spend her Spring Break and drive 30 miles each day to participate. We have never seen her more engaged in such an artistic way. This opportunity has opened many more aspects and avenues for our daughter. We cannot thank you enough. – Kristen and Jeff Peek

Writer’s Contest K-3 students across Arkansas submitted 93 entries and 14 winners received prizes: First place winners received a PBS KIDS tablet, books and journal. Other winners received books and journals and every entrant received a certificate and an invitation to participate in a virtual celebration.

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

81,548 users served
175,804 courses completed
6,164 new users added
16.5 additional credit hours
11 new courses
724 total courses

“I loved this training. It was informative, engaging and fun to learn from. It gave me a lot of different tools and ideas to help contribute to the community.” – AR teacher

ideas.myarkansaspbs.org

“Rise and Shine”

In response to a call to support Arkansas K-5 students experiencing summer learning loss and help them retain key academic learning targets, Arkansas PBS partnered with the Arkansas Department of Education to support kids and families through “Rise and Shine.” The six-week program provided Arkansas children with skill recovery and extended summer learning over the air, on demand, and accompanied by printed Power Packet workbooks.

By the Numbers

110 educational episodes
208 mini lessons from 7 AR teachers of the year
167,453 video views on digital platforms
11,250 activity goody bags mailed to students
30 original field trip segments
All 75 Arkansas counties requested or received 28-page dual language Power Packets:
55,095 total Packets delivered
805 parents received Packets
105 grandparents received Packets
34 Title 1 Schools received Packets
78 educational organizations received Packets

“Thank you for using Arkansas pictures with activities. Excellent writing activities that prepare for ACTaspire testing. Thank you for giving Spanish option!!!!” – Viewer

<https://www.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. This past year, our role as public media leaders in Arkansas was even more critical as the need continued for education catchup due to COVID-19 gaps, racial tension increased, and elections were top of mind. We continue to be innovative digital leaders – to be everywhere our audiences consume content. We will continue to convene conversations and provide content about issues on the minds of all Arkansans.

Awards

Mid-America Emmy Awards:

- Community Service – for education, civic engagement, public affairs, race relations, early childhood programming
- “Rap Squad” – Documentary - Cultural
- “Blueberry’s Clubhouse: Exploring Helium, Hydrogen and Nitrogen” – Informational/Instructional – Short Form content
- “Blueberry’s Clubhouse: Blueberry’s End of Summer Jamboree” - Informational/Instructional – Long Form content
- “Urban Forge: Ozark Artistry” – Lifestyle – Long Form content

Public Media Awards:

- Overall Excellence in Content
- Overall Excellence in Marketing/Communications
- Reading in the Delta – Local Project
- “Urban Forge: Ozark Artistry” – Cultural Documentary
- “Rap Squad” – Independent Production

What our audience says about us

AR-CAN:

*“At one point DFA was spending \$**** per meeting to have someone livestream it for us. Now we set up a Zoom meeting, use built in cameras in our conference room and send AR-CAN the zoom login to live stream. This saves us \$**** per meeting which adds up quickly! We really appreciate having the AR-CAN option.” – AR Department of Finance and Administration*

AR PBS Sports:

“It was cool to go to this game and see it televised. ❤️ This was my brother’s final game, and nothing is cooler than seeing your little brother on tv!” – Megan Plymale, viewer

“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!! This is why I love watching [Arkansas PBS] programming! Keep up the great work!” – Wayne Garner, Magnolia, AR



“STEM Girls”



“AR PBS Sports”



“Blueberry’s Clubhouse”