

QUICK INSIGHTS

INSIDE APT

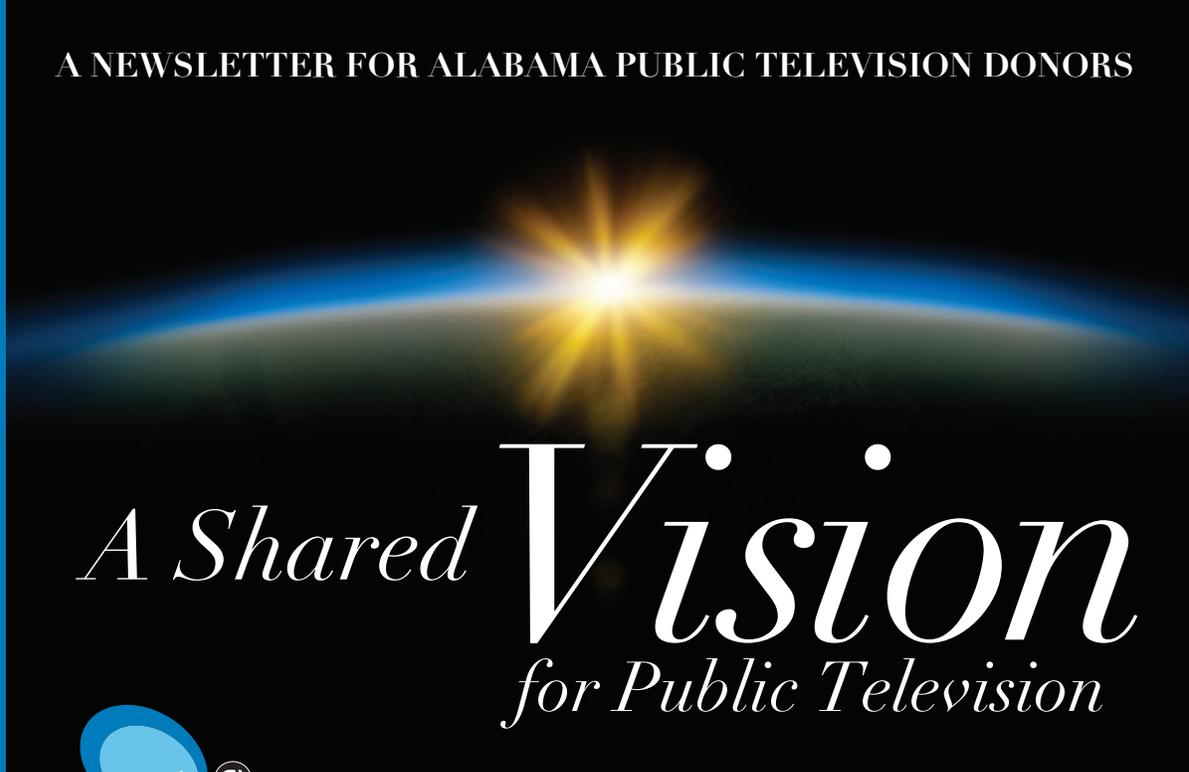
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A Shared Vision for Public Television



Issue 1, Vol. 1 Summer 2018

A Shared Conversation



I am pleased to introduce to you the first issue of *A Shared Vision*, a new quarterly newsletter about the most current happenings at Alabama Public Television. *A Shared Vision* will give you an inside look at what we do, why we do it and what your major gift support makes possible. It is a shared conversation between us about public media's vision to educate, inform and inspire, old or young, urban dweller or rural resident. I hope you enjoy reading it and learning more about APT.

- Roy Clem
Executive Director, Alabama Public Television

INSIDE APT

Telling Alabama's Story

During 2018, APT will bring to you new and continuing programs like *Capitol Journal*, *Discovering Alabama*, *Spotlight on Education* and *Muscle Shoals to Music Row* - all programs about Alabama's people and places. New this year is the *Spotlight on Agriculture* series produced in partnership with Auburn University. The series covers Alabama's farmers, scientists and students who bring cutting-edge technology to the state's agriculture

industry. *Journey Proud*, with host Joey Brackner, will continue to travel the highways and byways of Alabama to bring you a new story each year about Alabama's folkways. Our first full-length, 60-minute episode of *Journey Proud*, produced in conjunction with the Alabama State Council on the Arts, is an exploration of "Alabama Pottery."

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VIOLINS *of* HOPE BIRMINGHAM

Violins of Hope Birmingham was a week-long community initiative that came to Alabama in April. Centered on those instruments that survived the Holocaust, the *Violins of Hope* program provides opportunities for learning about and reflections on the Holocaust. These historic, heritage instruments tour worldwide to be used in local performances. APT was there when students at the Alabama School of Fine Arts in Birmingham were introduced to the surviving instruments - APT captured the moment, along with faculty and staff, for our *Spotlight on Education* quarterly show. APT also created online educational resources to share with students and teachers statewide.

Stay tuned for these and more APT-produced programs during 2018, as our award-winning producers and crews go on the road weekly to record and tell these stories.

On-Air Pre-K

You may have heard references to APT as Alabama's "largest classroom," which is true when you see the numbers of pre-K through 12th grade caregivers, children

and educators that we serve each year. **Approximately 35% of Alabama's kids are enrolled in a licensed pre-K program**, leaving the majority of our state's youngsters without the critical preschool preparation needed to succeed in school. We are proud that our **PBS KIDS** programs and related face-to-face workshops with early childhood educators and parents offer training for daily learning opportunities in literacy, STEM (Science, Technology, Engineering and Math) and social skills for our youngest, and often most vulnerable children.

Award-Winning Learning Adventures

Alabama Public Television received three 2018 Southeast Region Emmy Awards for online, interactive field trips produced during the past year. You may have seen broadcast versions of these "Learning Adventures" that were recorded from live events back in the fall.

FBI: Inside the Crime Lab received the Emmy Award for Interactivity. *Archaeology Adventures: Early Alabama History*, a field trip exploring Moundville State Park, won Emmys for Writing and Graphic Arts-Animation. More than half a million Alabama students and approximately 3.6 million students around the country have participated in APT's Learning Adventures in recent years.

The Vietnam Veterans Memorial Learning Adventure had its premiere webcasts in March. It is our most recent internet-based, interactive field trip. Without leaving their classrooms, 7th - 12th grade students met Vietnam veterans and visited the Vietnam Veterans Memorial in Washington D.C. Students learned compelling stories grounded in the personal experiences of Alabama veterans - veterans who were touched by the Vietnam War - and the lasting effects of the war upon families, communities and the nation. The live online event was recorded and edited for on-air broadcasts, two during May, and for on-demand, online streaming.

Dynamic learning that comes to the student

OCCUPATION:



Occupation: STEM is a new APT-produced series for 6th - 12th grade students. It is designed to spark interest in STEM-related careers. The series features scientists, engineers and other STEM professionals working in Alabama-based companies, such as NASA's Marshall Space Flight Center, the HudsonAlpha Institute of Biotechnology in Huntsville, The Continental Motors Group, and the University of South Alabama in Mobile. More interviews will be taped with STEM-career professionals during this year and in years to come.

INSIDE PBS

Did you know that children ages 5 - 8 years who watch the **PBS KIDS** program *Odd Squad* improve their addition and subtraction skills by 12%? *Odd Squad* is just one of several programs that teach STEM skills. *The Cat in the Hat Knows A Lot About That*, *Curious George* and *Peg + Cat* and others are programs that make learning STEM skills fun and give our children a leg-up in school. America's beloved *Mister Rogers' Neighborhood* is celebrating its 50th anniversary this year and is still going strong with the animated series *Daniel Tiger's Neighborhood*, which teaches kids about neighborly values like kindness.

Unless you have a preschool child in the house, you probably haven't experienced the new **PBS KIDS** program, *Pinkalicious & Peterrific*, which debuted in February. It's worth a look. (After all, a little bit of child lurks in all of us.) For children ages 3 - 5, the pink world of these animated siblings is based on the popular series of children's books of the same name, and it is the first **PBS KIDS** program celebrating the arts. In a time when school arts programs are being cut due to budgetary constraints, *Pinkalicious* and her younger brother *Peterrific* encourage children to try music, dance and the visual arts - in other words, to enter a world of magic where art is seen in everyday things.

WHAT'S HAPPENING IN GOVERNMENT

Funding for Alabama Public Television

On the national level, President Trump's budget called for the elimination of funding for the Corporation for Public Broadcasting (CPB). CPB is a private, nonprofit corporation created by Congress in the Public Broadcasting Act of 1967, the largest single source of funding for public radio, television and related online and mobile services. We are thankful that CPB has broad bipartisan support in the United States Congress because of our commitment to education, public safety and civic leadership. We believe that Congress will preserve and

protect the small amount of dollars that are spent on our behalf and yours—small dollars in the federal budget but a huge part of APT's budget that provides outstanding rewards for Alabama and the nation.

The case to eliminate federal funding rests on the erroneous assumption that public television can rely exclusively on private support. In fact, it takes private and public support, which is especially critical for our rural areas of service. We always make sure our congressional delegation knows how important CPB is to Alabama

Public Television's ability to provide critical services to our state.

In 1953, the Alabama legislature and administration created Alabama Public Television to serve our state. APT is the perfect public/private partnership, and we are thankful for the outstanding support our legislature and administration have shown to us. Your donations to APT have been and continue to be critical to our operation. We appreciate your support more than we can fully express.

NEW TECHNOLOGIES

Just as there are generational differences in how children learn their ABCs and 1-2-3s, so too has the world of public broadcasting changed. From on-air viewing via broadcast television to internet-based streaming via computers, smart televisions and mobile devices, the Internet enables the world of public broadcasting to expand its horizons, as well as yours. Our horizons have changed in the way we view and deliver programs. For APT, new technologies and platforms bring ever-evolving challenges and opportunities to serve the public. We are committed to always rise to these challenges. Our goal is to bring all these exciting new opportunities to you as we carry out our mission to educate, inform and inspire.

COMMUNITY ENGAGEMENT

Part of something larger than ourselves...

APT and many public broadcasting stations reach out to engage our communities through public dialogue and service. From APT's *Daniel Tiger's Be My Neighbor Day* event for pre-school children and their parents, to our annual *Young Writers and Illustrators Contest* for K - 3rd grade, to *Alabama Remembers Vietnam*, our special project collecting oral histories from veterans of the war and their families, our goal is to provide the citizens of Alabama with a platform - whether face-to-face or online - for learning and engaging with one another in a meaningful, civil manner.

APT and Be My Neighbor Day featuring Daniel Tiger will be in Montgomery at Eastdale Mall, August 18th from 10 a.m. to 1 p.m. The event is free to the public.

If you have kids or teenagers home this summer, don't miss APT's web-based *Summer Learning Adventures*, a series that provides enrichment activities for informal learning. The adventures are streamed from APT with the

PBS OVEE online viewing platform. During a live stream, OVEE offers hosted, live chats online so you and your children can ask questions about the focus of an adventure. To better serve Alabama's youth and further support APT's mission, these *Summer Learning Adventures* are offered at no charge. Coming in July are *The Vietnam Veterans Memorial*, *Archaeology Adventures: Early Alabama History* and *FBI: Inside the Crime Lab*. Visit the **APT IQ Learning Network** at www.aptv.org/summer for more information.

At APT, we believe in serving the public through these programs and more. As the nation's first statewide educational television network, our overriding mission is to bring the best of public broadcasting and services to you, your family and your community. All are made possible, in part, by your generosity, support and advocacy.

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