Broaden Your Horizons.

2019 COMMUNITY REPORT

www.aptv.org
The State of Alabama had much to celebrate in 2019. It was the year of Alabama’s 200th anniversary and Apollo 11’s 50th anniversary. Alabama Public Television played an important role in marking those occasions, but also in preparing students and citizens for the years ahead. This was also a year to celebrate Alabama music great Hank Williams, who figured prominently in filmmaker Ken Burns’ series Country Music – possibly his most popular undertaking yet.

APT excelled in its service to children again this year. In addition to the introduction of two new national PBS Kids programs, APT presented the first Alabama-produced children’s science series, Steve Trash Science, which we distributed to public television stations nationally. APT’s Early Childhood Education (ECE) team led or participated in family events around the state, including Read and Romp events in Birmingham and Tuscaloosa, the Gulf Coast Book Fair in Mobile and Thingamajig in Birmingham. The ECE team also presented 151 hands-on workshops around the state, reaching parents, educators and childcare providers in every county. APT’s award-winning Education team also produced two new interactive Learning Adventures this year, including Mission Control: Human Spaceflight that was seen by almost 200,000 students around the world.

With a dedication to education, civic leadership and public safety, APT provides vital services to the people of Alabama that are available nowhere else. We thank all of our partners – individuals, organizations, corporations, state government and the Corporation for Public Broadcasting – for helping APT provide the services that so many people depend on.

Philip F. Hutcheson
Interim Executive Director
Alabama Public Television

First Broadcast: Jan. 7, 1955
Ownership: State of Alabama
Governor’s Board: Alabama Educational Television Commission

Broadcasting
Oct. 1, 2018 – Sept. 30, 2019
APT Main Channel, APT PBS Kids Channel, APT Create Channel and APT World Channel:
8,760 hours each

Websites 2019
www.aptv.org
video.aptv.org
www.aptv/education.org

Visitors: 866,319 (+33%)
Page Views: 1.77 Million (+15%)
Videos Watched: 237,410 (+112.5%)
2019

A year of celebrations, discoveries, milestones, music and programs of consequence.

You joined us every step of the way. We’ve gone beyond the screen and throughout the state, to make you part of a larger world, and help us shed light on the bigger picture.
Alabama celebrated its **200th birthday in 2019** and Alabama Public Television created and broadcast significant content sharing stories of Alabama history, its people and its culture. APT worked closely with the **Alabama Bicentennial Commission** and many other state partners to celebrate Alabama’s past and lay the foundation for a bright future.

**ALABAMA LEGACY MOMENTS**

Three years in production, **Alabama Legacy Moments** is a series of **200 informational videos** exploring important people, places and events in Alabama history. APT’s award-winning production team traveled to every corner of the state to capture stories of civil rights icons and celebrities, racing cars and moon rockets. Who knew that Alabama was **FIRST** in so many things? All of the “Alabama Legacy Moments” were shared with other television and radio stations around the state to further raise awareness of “all things Alabama” among the general public. Teachers have been enthusiastic about using the Legacy Moments to introduce topics in the classroom. **Alabama Legacy Moments are timeless** and APT can continue to broadcast the pieces for many years. All 200 videos can be found online at [alabamalegacy.org](http://alabamalegacy.org) which registered **more than 100,000 online views** during the three years of the project.

**ALABAMA STATE GAMES**

APT broadcast live coverage of the opening ceremonies of the **37th annual Alabama State Games** from Huntsville in June. Student athletes from around the state compete in this Olympic-style event. **APT works with the Alabama Sport Foundation (ASF)** to promote participation in the games and the importance of academics, athletics, healthy lifestyles and good citizenship.

**ALABAMA STATE COUNCIL ON THE ARTS AWARDS**

APT broadcast the **Alabama State Council on the Arts 2019 “Celebration of the Arts” Awards**, recognizing individuals who have made important contributions to the state’s cultural landscape. This year’s eight winners are Martha Reeves, Jim and Elmore Inscoc, Frye Gaillard, Kyes Stevens, Yvonne Wells, Sudha Raghuram and Mayor Tommy Battle.
DISCOVERING ALABAMA
This year, Discovering Alabama told the stories of two cities that played important roles in Alabama history and that offer their residents convenient connections to the natural world. Prattville and Autauga County explores the place where Daniel Pratt created a manufacturing empire in the 1830s that provided cotton gins to farmers around the world. The City of Tuscaloosa developed in an area of natural bounty that supported indigenous tribes, European settlement and a cotton economy that would lead to Civil War. Today it’s a thriving cosmopolitan city. Host Doug Phillips examined the many ways Tuscaloosa reflects the story of Alabama.

BI-CENTENNIAL EDUCATION
Artistic Roots: Alabama’s Creative Culture was one of four interactive, digital field trips for schools that APT produced during the three-year celebration of Alabama’s Bicentennial. Students learned about Alabama musicians and artists; engaged in critical analysis within a framework of history, context, and aesthetics; and gained essential skills needed to create their own artistic expressions. “Artistic Roots” highlighted Alabama’s cultural traditions as well as Alabama’s contributions to popular culture through music, painting, ceramics and mixed medias. Approximately 10,000 students participated.

TEACHER TRAINING
APT staff trained 900 educators to use APT-produced digital resources at 40 Bicentennial Teacher Institutes held from 2017-2019. In addition, APT offered a free online professional development course in which educators explored online resources and technologies to plan, coordinate, and promote student learning and school/community engagement activities, emphasizing those that recognized the important people, places, and events of Alabama’s 200 years of statehood.
The 50th Anniversary of Apollo 11 this year provided enormous opportunities to celebrate Alabama’s crucial role in space exploration past, present and future. The NASA work in Huntsville was prominently featured in Chasing the Moon, a six-part AMERICAN EXPERIENCE special that aired during the summer. APT’s Education team examined the history and future of human space travel in a live, interactive event attended by almost 200,000 students in classrooms around the country. And Alabama citizens who watched Apollo 11 land or helped make it happen shared their stories about the momentous event.

MISSION CONTROL: HUMAN SPACEFLIGHT
WEBCAST MAY 3, 2019
This timely interactive event was webcast live from the U.S. Space and Rocket Center in Huntsville on International Space Day, May 3. It gave students a window into some of the nation’s most prominent space institutions, including the U.S. Space & Rocket Center (USSRC), NASA’s Marshall Space Flight Center, Johnson and Kennedy Space Centers, as well as the International Space Station. The program explored NASA’s human space flight history from the Apollo Missions to the Shuttle Era to the future of space flight—the Space Launch System (SLS). A panel of astronauts and engineers discussed current and future efforts in space while approximately 200,000 student participants were able to respond to polls and ask questions.

MISSION CONTROL DIGITAL SHORTS:
SPACE FOOD, SPACE CAMP, SPACE SUITS, PEEING IN SPACE
How is space food made? What is Space Camp like? How do you...? These questions were answered in a series of short videos shared online during the months leading up to the Mission Control learning adventure. These fun, information-filled videos explored topics that students would learn more about later – and also built interest in the May 3rd event.
SCREENING & PANEL DISCUSSION
WEBCAST MAY 3, 2019
APT arranged for Chasing the Moon filmmaker Robert Stone to visit the U.S. Space and Rocket Center in Huntsville on Friday, May 3 to attend a preview of his film and a panel discussion afterwards. More than 300 people were in the audience, including a number of NASA engineers and retired engineers – even some who had worked directly with Wernher von Braun in the 1960s. Joining Stone on the panel was von Braun’s daughter, Dr. Margrit von Braun, and American Experience producer Susan Bellows. The Space and Rocket Center’s CEO, Dr. Deborah Barnhart, moderated the discussion. Panelists and attendees continued sharing memories and congratulations on the film during a reception afterwards.

“I SAW IT/ I DID IT” PERSONAL HISTORIES
Alabama Public Television began asking viewers in early 2019 if they would share their memories of the Apollo 11 moon landing. Our goal was to give viewers – especially those who weren’t around back in 1969 – a perspective on that momentous time and what it meant to people. Sixty people submitted stories online or in letters and a number of those were asked to let us record their memories to share on-air and online. We heard from propulsion engineers and architects, from the children of rocket scientists and children who were inspired to be rocket scientists by watching Apollo. We heard from people who shared their big televisions with others that night – and from others who accepted such invitations. The written stories and the video recordings are preserved online at aptv.org/moonlanding.

AMERICAN EXPERIENCE
CHASING THE MOON
A FILM BY ROBERT STONE

In addition to Chasing the Moon, APT broadcast a variety of related programming during the summer, including its documentaries Missile to Moon (the story of Wernher von Braun and his impact on Huntsville) and Reaching New Heights, the story of the Russellville rocket team that won an international rocketry competition. NOVA premiered a six-part series on “The Planets.”
Filmmaker Ken Burns took public television viewers through the compelling history of Country Music in an eight-part, 16-hour film that broadcast in September on APT. From its deep and tangled roots in ballads, blues and hymns performed in small settings, to its worldwide popularity, Burns showed how country music evolved over the course of the 20th century, as it eventually emerged to become America’s music.

In the months leading up to the premiere, APT shared portions of Country Music with people at a series of public screenings.

**MEET THE PRODUCER EVENT**

Country Music’s writer and producer Dayton Duncan visited Alabama in March 2019 for a screening at the Alabama Department of Archives and History in Montgomery. Duncan’s presentation was centered around Alabama’s “Hillybilly Shakespeare,” Hank Williams, and included 45 minutes of clips from Country Music about the local legend. Duncan said that if there were a Mt. Rushmore of country music, Williams would definitely be one of the faces. Curators at the State Archives brought out a display of Williams memorabilia including a hat, written music, and posters that attendees could look at before and after the presentation. More than 100 people attended and many had terrific questions for Mr. Duncan following the previews.
**Billy Reid Shindig**

APT was invited to show a preview of *Country Music* at **Billy Reid’s Shindig 2019** in Florence in late August. For this two-day event, APT teamed up with Alabama Tourism who brought a blue 1953 Cadillac convertible – a replica of the car Hank Williams died in – which was parked next to APT’s tent. APT handed out logo hats and information about Burns’ documentary and showed a one-hour preview for *Country Music* each evening on a giant screen next to the music stage. Hundreds of people came by to say hi and talk about country music, including several well-known Alabama musicians.

**Department of Archives**

APT partnered with the Alabama Department of Archives and History in Montgomery for a second time in September to show a different screener for *Country Music*. Around 100 people attended this screening and enjoyed snacks and sweet tea prior to watching the film.

“Nothing says Alabama more than the soulful sound of classic country music,” said Steve Murray, director of the Alabama Department of Archives and History.

**Share Your Story**

For several months leading up to the broadcast premiere, **APT invited viewers to share their own feelings about country music by sending in text, video or audio files with a short story**. Many submissions were posted on the PBS website.

**Muscle Shoals to Music Row**

**Tribute to Hank Williams**

As a companion show to Ken Burns series *Country Music*, APT’s local series *Muscle Shoals to Music Row* staged a special tribute Alabama singer and songwriter Hank Williams that was also broadcast in September. Chuck Mead and his Grassy Knoll Boys performed Williams’ hits.
CAPITOL JOURNAL
Hosted by Don Dailey with reporters Karen Goldsmith and Randy Scott, Capitol Journal explores important Alabama news throughout the year, interviewing newsmakers, lawmakers and a range of experts about important issues facing the state and viewers. Capitol Journal's straightforward, unbiased reporting and in-depth coverage appeal to viewers, and the guests they are able to hear on the show – from state officials and legislators to school superintendents – is unique on television. In addition to broadcasts, Capitol Journal episodes are available online and across media platforms, including podcast, which users – including state legislators – say is particularly useful during legislative sessions.

Capitol Journal adds nightly coverage of issues and activities in the state when the Alabama Legislature is in session. Coverage in 2019 began in March with a live broadcast of Governor Kay Ivey’s State of the State address and continued until May. Each weeknight, viewers were able to hear from lawmakers about legislation in progress, why it was important, and how it would affect them.

MONOGRAPH
New This Year
Monograph is a showcase of the broad spectrum of creative works and artistic endeavors occurring throughout the state of Alabama. Segments include artist profiles, coverage of exhibitions, performances, shows, and discussion/interviews delving into creativity, process, discipline, and form, as well as the social and economic impact of the arts in Alabama. Segments of “Monograph” are released on digital platforms on a regular basis prior to quarterly broadcasts. Broadcasts include several segments and added content.

APT tells the story of Alabama every day of the year. Programs share the news and celebrate the life and culture of the state with all of its citizens.
SPOTLIGHT ON AGRICULTURE

APT explores agriculture, wildlife and forestry in Alabama, revealing important research and programs at Auburn University that help farmers and ranchers, forest owners, the horticulture industry, and many others including viewers at home. Three episodes this season reported on the work of Auburn’s School of Forestry and Wildlife Sciences. Another episode examined a unique cancer intervention program initiated by UAB.

SPOTLIGHT ON EDUCATION

Spotlight on Education covers the news of Alabama schools, from education budgets and spending priorities to classroom initiatives and student achievement scores. In conjunction with CPB’s American Graduate – Getting to Work initiative, several episodes this year focused on workforce development initiatives in schools and apprenticeship programs, including advancements in career tech and changing perceptions about the field.

[ SPECIAL PROGRAM ]

ALABAMA P-3

Alabama’s Pre-K through 3rd Grade Integrated Approach to Early Learning, known as “P-3,” can provide a way for more children to achieve success by the end of third grade. This APT special shared stories from a variety of school leaders about recent achievements in their schools and districts.
**LIVE FROM AVALON: JIMMY HALL AND THE SWAMPERS**

In a special edition of *Live from Avalon* broadcast in September, Jimmy Hall of Wet Willie joined the Swampers of Muscle Shoals’ for some southern musical magic, including the Wet Willi hits “Keep on Smilin,” “Givin it Up,” “I Still Want to Be Your Man,” “People Get Ready” and “Land of a Thousand Dances.” This was the last recorded performance of Swamper Jimmy Johnson.

**MUSCLE SHOALS TO MUSIC ROW**

Taped at the legendary FAME Recording Studios in Muscle Shoals and produced for Alabama Public Television by the Sam Phillips Music Corporation, the third season of this popular local series included performances from John Paul White, CJ Solar, Reed Turchi and his Kudzu Choir and many more. *Muscle Shoals to Music Row* staged a special tribute to influential Alabama singer and songwriter Hank Williams as a companion program to the Ken Burns series *Country Music.*
SUBCARRIER
Taped at Saturn in Birmingham’s Avondale neighborhood, this music series features groups that bring a unique approach to their music. Geared toward a younger audience than most public television music programs, Subcarrier has developed a strong online audience in addition to its broadcast viewers, and this was the second year that episodes were released on digital platforms first. Performers this year included YOB, Cloud Nothings, Lucy Dacus and Deerhoof.

DUGGER MOUNTAIN MUSIC HALL
Taped on the intimate stage of an old converted church on Highway 9 in Calhoun County, Dugger Mountain Music Hall attracts performers from all over the South, and their music finds its way into homes across Alabama every week on APT. Performers this year included Max T. Barnes, Dalton McSwain, Drew Ashworth and Lard Bucket, just to name a few.

CLASSIC AND QUIRKY SERIES

30 YEARS OF BOOKS
BOOKMARK WITH DON NOBLE CLASSICS
To mark the 30th year of the Bookmark program, APT added “Bookmark Classics” to its schedule of weekly author interviews. The classics included interviews done years ago with table authors including Ray Bradbury, Horton Foote, Toni Morrison, Ann Rice, and Rita Dove. New author interviews included historians Howard Jones and Frye Gaillard, and “Forest Gump” author Winston Groom.

CHILDREN’S SCIENCE SERIES!
STEVE TRASH SCIENCE
Eco-magician Steve Trash, who grew up and lives outside Florence, has entertained millions of kids around the world with his live acts and is known to parents and educators around Alabama. In partnership with APT, Steve created Steve Trash Science, a 10-part science series for children that premiered in June 2019. The episodes engage and entertain kids while introducing a variety of science and technology topics from pollination to sound waves to robotics. APT shared Steve Trash Science with other PBS stations and many of them aired the series as well.
EARLY CHILDHOOD EDUCATION

Everyone is familiar with PBS Kids programs like *Sesame Street*, *Daniel Tiger’s Neighborhood* and *Wild Kratts* that delight and educate young minds across Alabama. However, TV is only one part of APT’s educational services. APT connects with children and their parents on air, online and hands on! Even on the phone!

ON AIR

APT’s twenty-four-hour PBS Kids Channel offers popular favorites such as *Daniel Tiger’s Neighborhood*, *Odd Squad*, *Wild Kratts* and *Dinosaur Train* throughout the day. PBS Kids programming is proven to help children start school better prepared to learn and makes them more successful throughout school. The PBS Kids Channel makes sure children can benefit from these programs 24 hours a day, including primetime and other after-school hours when viewing among families is high. Parents are encouraged to watch with their children to reinforce the lessons covered by the programs. Viewers can also watch the channel’s live stream on APT’s website and on the PBS Kids Video App, which is available on a variety of mobile devices, tablets and over-the-top platforms such as Roku, Apple TV, Amazon Fire TV, Android TV, Xbox One and Chromecast.

ONLINE

A total of 550 child care providers enrolled in Early Childhood Education (ECE) online professional development courses in 2019, marking a 20% increase over the previous year. Courses included:

**FACILITATED COURSES:**
- Character Education: Life’s Little Lessons with Daniel Tiger and Friends (18)
- Early Brain Development and the Last Importance of Caregiver – Child Relationships (17)
- CDA Creditional: An Introduction (25)
- Essentials of High Quality Early Child Care (22)
- STEM for the Preschool Classroom (18)
- Alabama Early Childhood Guidelines (AELG) Credential (164)
- Addressing Homelessness (92)
- Recognizing Child Abuse and Neglect (86)
- I Can Handle It! Promoting Emotional Intelligence (61)
- Basic Health and Safety (47)

ON THE PHONE: BRIGHT BY TEXT

Brand new in 2019, Bright by Text is a free service for parents and adults who care for young children from birth through age 8. Caregivers register for the service using their child’s birthdate and will receive text messages providing developmentally appropriate information and activities from trusted national and local sources. Bright by Text messages offer information on health and safety, early literacy, nutrition and other topics, and also include URLs linking users to more in-depth information and helpful videos. Users receive no more than four messages per week per registered child and can opt out at any time. Service is available in English and Spanish. Standard text and data fees from the user’s phone service may apply. The new service has 311 subscribers with 337 children registered in 49 Alabama counties so far.
HANDS ON
During 2019, APT Early Childhood Education and their state partners facilitated 546 hands-on workshops with 6,720 participants impacting 108,891 children (a 63% increase over the previous year). More than 26,700 children’s books, DVDs, CDs and training kits were distributed free-of-charge at the workshops held in FY 2019.

WORKING WITH FAMILIES
READY TO LEARN
APT received a CPB Ready To Learn (RTL) local Community Collaborative for Early Learning Media grant for fiscal year 2019 to improve science and literacy levels in children ages of 2-8 living in underserved areas. Using a two-generation approach, the program includes a variety of hands-on activities designed to develop inquiry skills and spark curiosity. The grant’s strategy uses content, community, and collaboration to create lasting changes in the communities served.

Through funding from the RTL grant, APT is working with Oakman Middle School and Carbon Hill Junior High School to improve science and literacy skills in families with young children. Family and Community Learning workshops introduce science concepts to families with children between the ages of 3-8 by using PBS Kids shows, digital games, hands-on activities, and a read-aloud storybook. During the month of June at Oakman Middle School, campers explored space while learning about the engineering and design process in a “Ready, Jet, Go!” space camp. They also earned special space scout badges. An Odd Squad: Be the Agent Camp was held July 8-11th at Carbon Hill Junior High School. Campers went through “Odd Squad” agent training and learned to use math to solve life’s mysteries. At the end of the camp they became honorary “Odd Squad” agents.

APT worked with partners in Carbon Hill and Oakman to create five “Little Free Libraries,” free book exchange boxes, in their towns. “The Daily Mountain Eagle” contributed five newspaper boxes for the project which students in the afterschool program at Oakman Middle School sanded and painted. The little libraries were completed and loaded with books provided by APT in September. Oakman residents were especially enthusiastic about the project because their town doesn’t have a library and the nearest one is about 20 minutes away.

READ AND ROMP
APT co-hosted the 8th annual Read and Romp Birmingham on October 6, 2018 with partners Reach Out and Read Alabama, Birmingham Public Library and United Way of Central Alabama. More than 150 families attended the event at the 5 Points West Library and APT distributed over 1,000 books to children in attendance. APT also participated in Read and Romp Tuscaloosa this year.
THINGAMAJIG INVENTION CONVENTION
APT took part in the Thingamajig Invention Convention on July 30th put on by the YMCA of Greater Birmingham. APT staff lead 3 STEM-related activities for the Thingamajig Jr (4-7-year old’s). These activities included Building a Robot, Milky Madness, and build your own Kazoo. Approximately 500 children were at the event.

GULF COAST BOOK FAIR
APT distributed books, cups, pencils, bags, PBS KIDS app sheets, and other APT promotional flyers to more than 4,000 attendees and hosted an interactive booth for children to explore PBS KIDS Apps on tablets. In addition, APT participated in the Storybook Festival in Eufaula in April.

WORKING WITH EDUCATORS AND CAREGIVERS
ED CAMPS
This year APT partnered with PBS to offer three PBS KIDS Ed Camps, participant-driven events for early childhood educators, childcare providers and community members invested in education. These “un-conferences” provided opportunities for participants to connect with other professionals in their field, learn about topics important to their work, and share their own experiences. Participants received credit for 4.5 training hours.

April 27, 2019 at Harris Early Learning Center (63)
June 7, 2019 at Eufaula City Schools (57)
Sept 27th, 2019 at Leon Sheffield Magnet School in Decatur (50)

APT’S SUMMER AND AFTER SCHOOL LEARNING KIT (SASL)
This interactive, hands-on workshop introduced participants to the Summer and Afterschool Learning Kit, an educational kit geared towards summer and afterschool professionals who work with children ages 4-8. The kit contained over 40 theme-based activity plans designed specifically to meet the needs of children in extended-care programs. In addition, the kit contained a combination of DVDs of PBS Kids programs, more than 25 children’s books, and hands-on activities cards designed to promote learning in a summer or after-school setting.
SUMMER & AFTER SCHOOL

APT provided 3 training opportunities for Summer and After School programs serving children ages 4-8. Each training was free and two hours in length.

CODE IT! CREATE IT! PBS CODING ADVENTURES

This workshop was designed to teach providers fun ways to engage school-age children in a variety of coding activities. The workshop provided essential information about computer programming, sequence, and coding. It also featured PBS KIDS Scratch Jr, a FREE coding app that children can explore and use to make their creations come to life. The hands-on activities were designed to benefit both caregivers and children ages 5-8.

STEM CREATIONS IN THE OUT-OF-SCHOOL SETTING

In this workshop, participants explored a wide range of STEM topics designed to engage young children's minds. We used the engineering design process – finding, testing, and revising a problem to create designs. Using PBS KIDS programs, hands-on activities, and books, we investigated ways to incorporate activities into the out-of-school setting that benefit both caregivers and children ages 5-8.

WORKING IN SCHOOLS

ONLINE DELIVERY

Alabama Public Television has been a trusted resource for Alabama teachers for sixty-five years. Once, students learned handwriting by watching a TV in their classroom. Today they might learn coding from an online course on APT’s website. APT connects teachers and classrooms to a myriad of free online resources with a breadth and depth unimaginable before the digital age.

More than 150,000 videos and other digital assets were accessed in 2019!

Every day, educators across Alabama visit APT’s Education webpages to find new ideas and new resources for their classrooms. Visitors to the website can sign up for online professional development courses. They can register their class for an upcoming live webcast – one of APT’s award-winning “Learning Adventures” – or download teaching guides and stream recordings of past events. With APT and PBS Learning Media, educators have free access to 40,000 teacher resources that consist of more than 100,000 digital assets to engage students. Teachers can search for videos and other resources by grade level, subject matter, or curriculum standards. PBS Learning Media offers a suite of productivity tools for teachers that make it easy to create personalized learning experiences for students to explore inside or outside the classroom.

EDUCATIONAL DIGITAL RESOURCES

ACCESSED IN FISCAL 2019

Digital Library Views: 51,763
Education Homepage Views: 219,142
Education Homepage Visitors: 46,838
PBS LearningMedia Assets Viewed/Downloaded: 153,083

APT Educational Services Student Impact: 541,801
LEARNING ADVENTURES 2019

Schools still sometimes use buses to take students on field trips, but for the past decade students in Alabama and across the country have been taking “field trips” digitally with APT’s live, interactive Learning Adventures. Scheduled at various times during school year, these are collaborative experiences engaging students and teachers alike. Each Adventure uses pre-recorded video elements combined with live, interactive segments during which students query scholars and others via email, text messaging and mobile apps. Students can also ask questions and participate in interactive polling. The live webcasts are recorded and edited for online, on-demand streaming and on-air broadcast. Online resources for students and teachers enrich pre- and post-event activities.

ARTISTIC ROOTS: ALABAMA’S CREATIVE CULTURE

This Learning Adventure explored the study and creation of music, theatre, sculpture, folk, and visual arts around the state. Students had the opportunity to learn about folk art from the Cargo Collection at the Birmingham Museum of Art, meet Medusa being carved from Sylacauga marble, visit a community playhouse in Montgomery, witness a giant sting ray mural come to life on Dauphin Island, discover what it takes to become a record producer in Birmingham, and experience a studio session at the infamous Muscle Shoals Sound Studio. Studying the arts provides opportunities for students to expand their understanding of the world and their place in it and gain essential skills needed to create their own artistic expressions.

MISSION CONTROL: HUMAN SPACEFLIGHT

This unique journey gave students a window into some of the nation’s most prominent space institutions, including the U.S. Space & Rocket Center (USSRC), NASA’s Marshall Space Flight Center, Johnson and Kennedy Space Centers, as well as the International Space Station. The program explored NASA’s human space flight history from the Apollo Missions to the Shuttle Era to the future of space flight—the Space Launch System (SLS). Students heard from Apollo 11 and 13 NASA Flight Director Gene Kranz as well as astronauts and engineers working today. More than 14,000 students in Alabama and another 185,000 around the country participated in the live event and teachers continue to use the archived program and resources.

More than 531,000 students in Alabama and 3.8 million around the world have participated in the live Learning Adventures. All Adventures and supporting resource materials are available online for teachers to use at any time. The total number of streams of episodes and segments surpassed 102,000 in 2019.

NOTE: APT’s Learning Adventures are also broadcast so they can be watched or recorded in schools and homes around Alabama.

UPDATE CONTINUING OUR JOURNEY IN EDUCATION AND CIVIC LEADERSHIP

In 2017, as part of our Alabama Remembers: Vietnam initiative, APT began airing on-air spots for the Alabama Veterans Project, an initiative by Auburn high school students and teacher Dr. Blake Busbin with the goal of locating a photograph for each of the 1,210 Alabamians killed in the Vietnam war. These photographs appear on the national Wall of Faces, a digital memorial. When the APT spots began running there were 238 missing photos. This year in June, the final missing photograph was located. We are proud to have had a role in ensuring that all Alabama military personnel who made the ultimate sacrifice would appear on The Wall of Faces. Congratulations to Dr. Busbin and his students for leading this important effort and seeing it all the way through to its conclusion.
LIGHTING THE WAY IN 2019
ONLINE PROFESSIONAL DEVELOPMENT

Alabama Public Television is a trusted leader in providing online professional development courses for educators. Courses are developed by APT and submitted to the Alabama State Department of Education for approval. Through APT, educators can earn the professional development credits (PLUs) that are necessary to retain their professional licensure.

327 administrators completed courses in 2019 (+33%)
Estimated student impact 243,062 (+49%)

New PLU courses for 2019 included Leading Implementation of Digital Literacy & Computer Science and Digital Resources.

- Bicentennial Resources
- Book Study: Kids Deserve It
- Bullying Prevention
- Classroom Management
- College & Career Readiness for Secondary Educators
- Digital Resources NEW
- Flipped Instruction
- Future-Ready School Leaders
- Growth Mindset
- Leading Implementation of Digital Literacy & Computer Science NEW
- Leading Schools in Challenging & Uncertain Times

WORKING...
AMERICAN GRADUATE GETTING TO WORK

It is estimated that by 2025 Alabama will need to add 500,000 high-skilled employees to the workforce in order to fill the needs of existing industries and compete for new businesses.

With support from the Corporation for Public Broadcasting (CPB) and the American Graduate: Getting to Work initiative, Alabama Public Television is working with partner organizations around the state to provide content and resources that educate, inform and connect Alabamians with skills to meet the needs of the job market and improve outcomes for individuals and their families, especially those from high-needs communities.

APT’s American Graduate website is a gateway to resources for career pathways. The site includes APT-produced career-related digital content, resources from community partners and content from other American Graduate stations.

Career Technical Education provides a foundation for students pursuing a variety of high-skill, high-demand careers, but many students and parents aren’t aware of the possibilities. APT produced a series of 10 short videos called “Career Forward” for broadcast, online and social media distribution. Videos profiled people who have followed various pathways to high-demand jobs that don’t require a 4-year degree. APT also hosted online and face-to-face partner and community conversations, deliberative discussions and other events, as well as online professional development courses for educators and administrators.

- At the state Career Development Conference for Counselors, APT and several partners presented a session on engaging parents and the community in workforce development.
- APT’s American Graduate project manager moderated a panel discussion at the David Mathews Institute in August which focused on preparing high school graduates to make informed decisions about college and career pathways.
- A “Grill and Chill” event in September connected 30 employers and more than 300 job seekers in Chatom.
- APT worked with Career Tech Centers in Walker and Chilton counties to design and print brochures providing an overview of their career programs.

GED FAST FOWARD

More than 700,000 adults in Alabama don’t have a high school diploma, which puts them at a disadvantage in the job market. APT is working with the Alabama Community College System (ACCS) to connect Alabama citizens to high-school equivalency preparation and workforce development resources. Through APT’s partnership with ACCS this year, 708 students have been able to prepare for the exam at adult education centers around the state for free, and then received steep discounts on taking the exam itself. ACCS also helps these students plot the next steps in college or career education.

ALABAMA ASSOCIATION OF SCHOOL BOARDS VIDEO CONTEST

APT has worked with the Alabama Association of School Boards for several years to promote participation in statewide student video contests. The 2019 theme was “Road to Success” and students were asked to create videos that spoke to how their school prepares students for the many different avenues to success, whether those paths lead straight to the workforce, the military or to a two or four-year college/university and beyond. Participating students gained added awareness of their career and education choices. Haleyville High School won first place, followed by Central High of Phenix City and South Baldwin Center for Technology in second and third. Jemison Middle School won an honorable mention.
YOUNG HEROES 2019

Each year, Alabama Public Television recognizes students in grades 9-12 who have excelled in academics, given of themselves through public service, overcome adversity or inspired others through deeds and strength of character. APT received nominations from all around the state and five students were selected by our judges to receive the 2019 Alabama Young Heroes Awards. Each student received a $5,000 college scholarship, a tablet computer and other prizes.

A hero is someone who has given his or her life to something bigger than oneself.
– Joseph Campbell

Winners of the Young Heroes Awards and their families traveled to Montgomery on Wednesday, April 24 for a reception and dinner at the Capital City Club. Several legislators from the students’ congressional districts also attended the event to congratulate the winners. The Young Heroes visited the Alabama House and Senate chambers on the following morning and were recognized for their achievements.

2019 Young Heroes
Kathryn Anderson of Madison
JaMichael Angel of Wadley
Justin Skelton of Winfield
Diamond Sparks of Birmingham
Mary White of Hoover
ALABAMA YOUNG WRITERS AWARDS

This contest for kindergarten through third grade encourages children to write and illustrate their own books, a process that helps develop basic writing skills and artistic abilities. Books can be fiction or non-fiction, poetry or prose. Parents are encouraged to lend their support and assist young children who need help with spelling, but the stories and illustrations must be done by the children themselves. First, second and third place awards are presented for each grade level.

The twelve writing contest winners were invited to the Alabama Book Festival in Montgomery on Saturday, April 13 to receive their prizes and read their books out loud in historic Old Alabama Town. The children and their families were then treated to ice cream and drinks and spent the rest of the afternoon exploring the Book Festival’s many activities.

**KINDERGARTEN:**

**FIRST PLACE**  
Seth Schouten  
The Brave Lion  
Alexander City

**SECOND PLACE**  
Ethan King Chatteron  
The Spaghetti River  
Hoover

**THIRD PLACE**  
Sadie Claire Bishop  
The Ocean  
Camouflage  
Kellyton

**FIRST GRADE:**

**FIRST PLACE**  
Brennan Lockwood  
A Dog in My Family  
Huntsville

**SECOND PLACE**  
Juliana Torres  
The Short Princess  
Madison

**THIRD PLACE**  
Mary Michael Hardy  
Slime Gone Wrong  
Newville

**SECOND GRADE:**

**FIRST PLACE**  
Summer Lee  
Lilly’s First Sleepover  
Madison

**SECOND PLACE**  
Anna Kate Allcorn  
Frogs, Flies, and Huckleberry Pies  
Cullman

**THIRD PLACE**  
Alodie Hill  
The Great American Ballerina  
Arab

**THIRD GRADE:**

**FIRST PLACE**  
Abram J. Powell  
Camping Under the Bluff  
Cullman

**SECOND PLACE**  
Sarah Ann Hicks  
Unicorn Diaries  
New Hope

**THIRD PLACE**  
Margot Smith  
Petunia & Clyde  
Birmingham
PUBLIC SAFETY

Alabama Public Television is the backbone of Alabama’s Emergency Alert System. APT delivers local, state and national emergency broadcast signals. Not only do we help educate the citizens of the state, we also keep Alabamian’s safe.

VITAL PROTECTION

Did you ever wonder where the emergency alert warnings that you hear on radio and television stations come from? Alabama Public Television’s 2200-mile microwave network does a lot more than carry television programs around the state. APT is the backbone of Alabama’s Emergency Alert System (EAS), distributing national, state and local emergency broadcast signals to all radio and television broadcasters throughout the state. APT is also the hub for Alabama’s Amber Alert system to track missing children. Cell phone providers rely on APT’s WARN system for similar notifications. APT’s microwave system provides extensive the state. A microwave connection to the State Emergency Operations Center (SEOC) bunker in Clanton provides constant communications with the ability to disseminate emergency messages, as well as live video/audio broadcasts directly from the SEOC bunker, to 99% of TV households in the state of Alabama, as well as nationally from APT’s satellite uplink center in Montgomery.

FAMILY SAFETY INFORMATION

Following the devasting tornadoes that ripped through Alabama in April 2011, Alabama Public Television created a special section on its website devoted to emergency preparation and safety for families. The website was updated this year to include a new resource for families – Here for Each Other: Helping Families After Emergencies, a guide created by SESAME STREET with input from the American Red Cross and other experts. A separate Community Guide created by SESAME STREET was also added. Resources are available at aptv.org/emergency.
AWARDED FOR EXCELLENCE

Dedication to excellence and the goal of supporting and uplifting the art and science of public media, Alabama Public Television has been locally and nationally honored. We are humbled and grateful, as the nation’s first public broadcasting network, we always strive to be the best. Hopefully, we’ve broadened your horizons along the way.

DOCUMENTARIES
JOURNEY PROUD: ALABAMA POTTERY
- 2019 National Bronze Telly Award for Television, General-Cultural
- 2019 National Bronze Telly Award for Television, Craft-Voiceover
- 2019 National Bronze Telly Award for Television, Craft-Writing

REACHING NEW HEIGHTS: RUSSELLVILLE’S ROCKET TEAM
- 2019 National Bronze Telly Award for Television, Craft-Directing
- 2019 National Bronze Telly Award for Television, General-Documentary

MEETING MAX: A HOLOCAUST SURVIVOR’S STORY
- 2019 Alabama Broadcasters Association, Best in Broadcasting Award for Television, Documentary

PUBLIC AFFAIRS/ENTERTAINMENT
SPOTLIGHT ON AGRICULTURE, SCIENCE SERIES
- 2019 National Bronze Telly Award for Television, Craft-Editing
- 2019 National Bronze Telly Award for Television, Craft-Aerial Cinematography Subcarrier, Music Series
- 2019 National Bronze Telly Award for Television, General-Entertainment

EDUCATIONAL MEDIA
ARTISTIC ROOTS: ALABAMA’S CREATIVE CULTURE LEARNING ADVENTURE
- 2019 National Silver Telly Award for Television, Craft-Editing
- 2019 National Silver Telly Award for Television, General-Education
- 2019 National Bronze Telly Award for Television, Craft-Videography/Cinematography
- 2019 National Bronze Telly Award for Television, General-Cultural

EDUCATIONAL OUTREACH/COMMUNITY ENGAGEMENT
- 2019 Alabama Broadcasters Association, Best in Broadcasting, Judges Merit Award for TV/Event/Client Promotion, Large Market, ALABAMA REMEMBERS VIETNAM – WALL OF FACES

OTHER
- 2019 National Bronze Telly Award for Online, General-Public Interest/Awareness, CAREER FORWARD
- 2019 National Bronze Telly Award for Online, General-Education, SPACE FOOD!
- 2019 National Silver Telly Award for Television, General-Social Responsibility, VIOLINS OF HOPE
- 2019 National Bronze Telly Award for Television, General-Cultural, VIOLINS OF HOPE
### USING RESOURCES WISELY

#### 2019 REVENUES

<table>
<thead>
<tr>
<th>Source</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>State of Alabama</td>
<td>53%</td>
</tr>
<tr>
<td>CPB Grant (Corporation for Public Broadcasting)</td>
<td>14%</td>
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<tr>
<td>Private / Corporate</td>
<td>33%</td>
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#### 2019 EXPENSES

<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Programming &amp; Production</td>
<td>46%</td>
</tr>
<tr>
<td>Broadcasting</td>
<td>20%</td>
</tr>
<tr>
<td>Management &amp; General</td>
<td>19%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>11%</td>
</tr>
<tr>
<td>Public Information &amp; Promotion</td>
<td>4%</td>
</tr>
</tbody>
</table>
OUR SUPPORTERS
FY 2019

GENERAL & Project SUPPORT
The Alabama Educational Television Foundation Authority
AERO Thermo Technology, Inc.
Alabama Heritage Magazine
Alabama Department of Human Resources
Alabama Magazine
B-Metro Magazine
Birmingham Magazine
Birmingham Mountain Radio
Boutwell Family Foundation
Central Alabama Community Foundation
Till Family Charity Fund
City of Montgomery
City of Vestavia Hills
The Community Foundation of South Alabama, The Helen A. Young Charitable Fund
Cornerstone Media
Daniel Foundation of Alabama
Decatur Daily / Times Daily
Dunn French Foundation
Solon and Martha Dixon Foundation
Frame It Birmingham
C.D., Helen & Jeff Glaze Foundation
Hobbs Foundation
Holle Family Foundation
Nelson and Charlene Kemp Foundation
Lee County Youth Development Center
Lewis Investment Company
Nielsen Family Fund
Laura Lee Patillo Norquest Charitable Foundation
Piassick Family Foundation
Royal Cup Coffee
James Rushton Fund
State of Alabama Rehabilitation Services
Tennessee Valley Media
Vulcan, Inc.
Wallace, Jordan, Ratliff and Brandt, LLC
Bobbie Weaver
Yellowhammer Creative

PROGRAM SUPPORT
Alabama Humanities Foundation
Alabama Power
Alabama Shakespeare Festival
Alabama State Parks
Alabama Tourism Department
Blue Buffalo
Blue Cross and Blue Shield of Alabama
Books-A-Million
Chapman Foundation
Children’s of Alabama
Community Foundation of Greater Birmingham, Opera Association Fund
Good People Brewing Company
HEAL of Alabama
Medical Properties Trust
Mobile Symphony Orchestra
Opera Birmingham
Pizzelle’s Confections
Redstone Federal Credit Union
Seasick Records
Southern Museum of Flight
VP Funds

EDUCATION SUPPORT
C.W. Daniel Charitable Trust
Malone Family Foundation
Sybil Smith Foundation
Wells Fargo Foundation

AND YOU.
EDUCATIONAL PARTNERS
FY 2019

Educational partners are those organizations that assist APT, or APT assists, in providing services for pre-K through adult education. Charitable contributors are not included in this listing.

Alabama Association of School Boards
Alabama Aviation College, Enterprise
Alabama Book Festival
Alabama Bicentennial Commission/Committee on Education
Alabama Career Center System
Alabama Community College System/Adult Education
Alabama Department of Archives & History
Alabama Department of Commerce
Alabama Department of Corrections/Prison Education
Alabama Department of Children’s Affairs
Alabama Department of Early Childhood Education
Alabama Department of Education/Family & Consumer Science Program/Prevention & Support Services/Alabama Ahead (Digital) Oversight/Career Technical Education/Workforce Development
Alabama Department of Human Resources
Alabama Department of Labor
Alabama A+ Education Partnership/A+ College Ready Program
Alabama Governor’s Office of Education & Workforce Transformation
Alabama Humanities Foundation
Alabama Industrial Development Training
Alabama Library Association
Alabama Literacy Alliance
Alabama Office of Apprenticeship
Alabama Office of School Readiness
Alabama Partnership for Children/Help Me Grow Alabama, Montgomery
Alabama Possible, Birmingham
Alabama School Library Association
Alabama State Council on the Arts
Auburn High School/Veterans Project, Auburn
Auburn University/Civic Learning Initiatives, College of Liberal Arts/College of Agriculture/Department of Human Development and Family Studies, Auburn
Austral USA, Mobile
BBVA, Birmingham
Better Basics, Birmingham
Birmingham Business Alliance
Birmingham Children’s Theatre
Birmingham Civil Rights Institute
Birmingham Education Foundation/Summer Adventures in Learning (SAIL)
Birmingham Holocaust Education Center
Birmingham Museum of Art
Birmingham Pledge Foundation
Bold Goals Coalition of Central Alabama, Birmingham
Brown Precision, Huntsville
Carbon Hill Junior High School, Carbon Hill
CAWACO Resource, Conservation & Development Council, Birmingham
Chickasaw City Schools, Chickasaw
Child Care Central, Talladega & Huntsville
Child Care Resource Center, Opelika
Child Development Resources, Tuscaloosa
Childcare Resources, Birmingham
Childcare Resource Network, Fort Payne
Council for Leaders in Alabama Schools (CLAS), Montgomery
David Mathews Center for Civic Life, Montevallo
Family Child Care Partnerships, Auburn
Family Guidance Center of Dothan
Family Guidance Center of Montgomery
Folger Shakespeare Library, Washington, D.C.
Fund for Teachers, Houston, Tx.
Girls Rock, Birmingham
EDUCATIONAL PARTNERS
FY 2019

Gulf Regional Early Childhood Services, Mobile
Homewood High School, Birmingham
Innovate Birmingham
Jefferson County Children's Policy Council, Birmingham
Jefferson State Community College, Jefferson County
Kentucky Educational Television, Lexington, Ky
Kids and Kin, Montgomery
Literacy Council of Central Alabama, Birmingham
McWane Science Center, Birmingham
NASA/ Marshall Space Flight Center, Huntsville
National Educational Telecommunications Association (NETA), Columbia, SC
North Alabama Workforce Development Council, (13 counties)
Oakman Middle School, Oakman
PBS LearningMedia, Washington, D.C.
Phifer, Incorporated, Tuscaloosa
Reach Out & Read Alabama, Montgomery
San Diego Zoo Television, San Diego
Sanders Aviation, Jasper
SAWDC (Southwest Alabama Workforce Development Council), Mobile
Spring Valley School, Birmingham
Southeast Alabama Workforce Development Council, Dothan
Southern Research, Birmingham
Success by Six, Birmingham & Gadsden
United Way of Central Alabama, Birmingham
University of Alabama at Birmingham/The Graduate School/The School of Public Health/IT Department, Birmingham
University of Alabama at Tuscaloosa /College of Communications & Information Science, Minority Journalism Workshop/Center for Public Television/Center for Business and Economic Research (CBER) Tuscaloosa
University of South Alabama/School of Computer Science, Mobile
University of West Alabama, Division of Economic Development and Outreach, Livingston
US Space & Rocket Center, Huntsville
Walker Area Community Foundation, Jasper
Walker County Board of Education, Jasper
Walker County Career Technical Center, Jasper
Washington County Career Technical Center, Chatom
Washington County Hospital, Chatom
WXXI, Rochester, NY
Woodlawn Foundation, Birmingham
The World Games 2021, Birmingham
YMCA of Greater Birmingham
Alabama Educational Television Commission

Mr. Ferris W. Stephens
Chairman, Birmingham
6th Congressional District

Mrs. Bebe Williams
Huntsville
5th Congressional District

Mr. J. Holland
Secretary/Treasurer, Gadsden
4th Congressional District

Mr. Lester Barnett
Mobile
1st Congressional District

Mrs. Tijuanna Adetunji
Montgomery
2nd Congressional District

Alabama Public Television
Interim Executive Director: Phillip F. Hutcheson