THROUGH UNEXPECTED CHANGES AND SOCIAL DISTANCING, WE REMAINED FOCUSED ON MISSION AND CLOSE AT HAND.
Every man, woman and child alive today will remember 2020 as the year of COVID-19. The pandemic created disruptions in education and employment that will have consequences for a generation. It also revealed the selflessness and heroism of doctors, nurses, caregivers, first responders, teachers and millions more who risked exposure to the disease to put food on our tables and keep our communities operating.

This year also demonstrated in a very clear way the vital role of Alabama Public Television in education, civic engagement and public safety. With historic challenges to families, schools and businesses across the state, APT swiftly responded to the needs of each. When schools were forced to close, we quickly changed our daytime schedule to broadcast educational programs for pre-K, elementary, middle and high school students. For parents and students learning at home, we created an entirely new website to help families as well as teachers find learning materials and educational activities. We broadcast special programming to help small business owners understand the resources available to them through the Small Business Administration, including financial assistance. State Health Officer, Dr. Scott Harris, appeared on APT's Capitol Journal program every week to report on health measures and the status of COVID-19 in the state.

While these things were happening, we also had to change the way we did our jobs at APT. All but essential staff began working from home to ensure COVID did not spread through our offices and interrupt our services. I'm proud to say our people didn't miss a beat. In fact, some worked many more hours than usual, especially in the early days of the pandemic as we rushed to serve our communities. Although we had to change the way production was done due to safety measures, we continued to deliver programming of consequence throughout 2020, responding not only to the coronavirus but to the many other challenges our state and our nation faced.

The staff of Alabama Public Television can do what they do thanks to the combined support of individuals, organizations, corporations, state government and the Corporation for Public Broadcasting. We sincerely thank all of these partners.

Philip F. Hutcheson
Interim Executive Director
Alabama Public Television
### Visionary Service 20/20

<table>
<thead>
<tr>
<th>EDUCATION</th>
<th>CIVIC LEADERSHIP</th>
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<tbody>
<tr>
<td><strong>APT provides educational experiences</strong> for people of all ages, motivating children to learn, empowering students and teachers to succeed, and providing a lifelong path to knowledge through our unique programs and services. From award-winning interactive learning adventures to hands-on activities for pre-school, APT is a 24/7 hub of activity for teachers, students and parents.</td>
<td><strong>APT’s public affairs programming keeps citizens informed</strong> about state government, laws, regulations, budgets and plans. APT provides tools and guidance for young people exploring careers and training opportunities after high school. APT’s Young Heroes scholarship program honors high school students for academic excellence, community service and overcoming obstacles.</td>
<td><strong>APT is a vital link in the communications network for state law enforcement, homeland security and emergency notifications to the public</strong> throughout the state of Alabama. EAS alerts for all broadcasters, WARN alerts for cell phone users and Amber Alerts are all distributed via the microwave system that connects APT’s transmitters.</td>
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**OUR MISSION FOCUS GUIDES EVERYTHING WE DO.**
Watching and Learning WITH YOU...

Fiscal Year 2020 began like most years, with a new fall season of PBS series and our local productions including Discovering Alabama, the art series Monograph, Spotlight on Agriculture, Spotlight on Education and our Subcarrier music series.

Alabama’s three-year Bicentennial celebration drew to a close on Alabama Day, December 14, 2019 with a full day of events in Montgomery. APT presented live coverage of the Bicentennial Parade featuring floats and displays from across the state, the dedication of Alabama Bicentennial Park, and an Alabama Bicentennial Concert featuring many of Alabama’s well-known musicians. APT also had a live presence at the Alabama Day event, hosting a booth at Bicentennial Park and distributing Legacy Moment DVDs – a compilation of 20 stories from the 200 APT produced over the course of the Bicentennial – as well as children’s books, information about APT/PBS resources, and a craft activity for the children.

I never had a better job or worked with such an amazing team as I had at Alabama Public Television.

– ROY CLEM
STUDENT GUIDANCE
APT’s Education team worked in collaboration with the Alabama Office of Apprenticeship to produce a new live, interactive field trip Career Pathways: Apprenticeships in November 2019. Career Pathways explained what apprenticeships are, why they are beneficial for job seekers as well as employers, and how to participate in them. Subject matter experts defined the different types of apprenticeships and explored the advantages of participating in apprenticeships for youth as well as business and industry. Apprentices discussed their career paths. New legislation about apprenticeships was explained, and information about resources and ways to get involved were shared. Career Pathways is part of APT’s ongoing American Graduate: Getting to Work initiative made possible by the Corporation for Public Broadcasting (CPB).

FAMILY FUN
In December, APT hosted a “Be My Neighbor Day” family event at The Grounds in Mobile. More than 700 people attended the event which is based on the popular PBS KIDS show Daniel Tiger’s Neighborhood. Children got their photos made with Daniel Tiger, met first responders and completed activities where they learned the importance of giving back to their community. This was the fourth “Be My Neighbor Day” event, following similar events in Birmingham, Huntsville and Montgomery.

CELEBRATING HEROES
APT held its 2020 Young Heroes Awards celebrating students in grades 9-12 who have overcome obstacles, given of themselves to the community and achieved academic excellence. Educators, youth leaders and parents from around the state nominated students and five were selected to receive scholarships.

DISCOVERING ALABAMA
Discovering Alabama introduced viewers to the Alabama Mound Trail in January 2020. Most people in the state know about the ancient Native American settlement at Moundville Archaeological Park in Alabama – thanks in part to an earlier episode of the series – but there are many more Native American mounds of various shapes and sizes all over the state. Dr. Doug Phillips led viewers on a tour of the ancient earthen structures while exploring the history of the people who created them. Discovering Alabama celebrated its 35th anniversary on-air this year.

A Leader that took us to new heights...
Executive Director, Roy Clem, retired in Nov. 2019 after seven years at APT and decades in commercial broadcasting. Clem often joked he had the best job in the world because all he had to do was take credit for the work of his dedicated staff, but his leadership – together with that of CFO and now acting CEO Phil Hutcheson – led the network to new heights and garnered esteem throughout the public broadcasting system.
PUBLIC CRISIS

Doing Something FOR YOU...

PBS NEWSHOUR and CAPITAL JOURNAL covered the steady progress of the unique coronavirus from China across the world and into America for two months to keep viewers informed. When the pandemic struck Alabama, we took immediate measures to meet the needs of multiple crises as schools and businesses closed. Parents needed help as they became their children’s teachers.

APT was uniquely prepared to meet the needs of state citizens thanks to its combination of statewide broadcast and digital capabilities, extensive partnerships with educators, and central role in public safety communications.

<table>
<thead>
<tr>
<th>SPECIAL BROADCASTING SCHEDULE</th>
<th>LEARN-AT-HOME WEBSITE</th>
<th>LIVESTREAMING</th>
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<td>APT launched a new daytime broadcast schedule featuring blocks of educational programs for pre-K through 12th grade in multiple subjects to provide students at home with meaningful content to finish the school year.</td>
<td>A new website, Learn at Home with Alabama Public Television, was created to give families as well as teachers easy access to broadcast schedules, thousands of digital resources, printable activities, and other supplemental materials.</td>
<td>APT engineers harnessed equipment used for our interactive online events to quickly provide a live stream of APT's educational broadcast schedule to increase availability and ease of use for families across the state.</td>
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</table>
State Health Officer, Dr. Scott Harris, began appearing on APT’s CAPITOL JOURNAL program every week to provide updates on COVID-19 in the state and explain the governor’s health orders to viewers as the situation developed.

Responding to confusion from businesses about CARES Act funding, APT partnered with the SBA and Business Council of Alabama to present two special programs to explain loans available, unemployment, tax relief and other concerns.

APT provided COVID-related health and safety information and educational features on-air and online, informed by federal recommendations. Kids science show host Steve Trash gave reassurance to young children.
CAPITOL JOURNAL

Host Don Dailey and reporters Karen Goldsmith and Randy Scott covered 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 offers viewers access to state officials and legislators that is unique on television. In addition to broadcasts, these one-hour CAPITOL JOURNAL WEEK IN REVIEW 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 capital when the Alabama Legislature is in session. Coverage in 2020 began in February with a live broadcast of Governor Kay Ivey’s State of the State address. The legislative session and CAPITOL JOURNAL’S nightly coverage were disrupted in March due to coronavirus.

Live Streaming of Alabama Legislative Hearings

Live Streaming of Legislative Hearings
To provide public access to the Alabama Legislature’s budget hearings amidst COVID restrictions, APT carried a livestream of proceedings from the House and Senate on our website.
**SPOTLIGHT ON EDUCATION**

Education is one of the top concerns of parents and taxpayers, as well as lawmakers, but little substantive reporting on education issues is seen on television news. APT’s quarterly series *Spotlight on Education* was created to fill this information void, covering a variety of issues from curriculum standards to spending priorities, academic success to job training. In an episode of particular interest to parents and teachers in July, State Superintendent of Education Dr. Eric Mackey, Selma City School Superintendent Dr. Avis Williams and AEA President Sherry Tucker all joined *Spotlight* to discuss Alabama schools’ plans for re-opening in August in the midst of ongoing pandemic concerns, and to explore possible distance learning alternatives for families concerned about their children returning to classrooms.

**SPOTLIGHT ON AGRICULTURE**

*Spotlight on Agriculture* explored several important topics in 2020, including research at Auburn University into food safety, which included everything from crop choices and transportation to storage and safe handling of foods. Another episode examined the complex relationships between humans and the environment that influence climate, weather and natural resources.

When COVID-19 began to sweep across the world in February and March 2020, there was tremendous concern that health systems even in wealthy nations might not have the number of ventilators necessary for all the patients who would need them. Poor nations lacked ventilators and could not afford them. *Spotlight on Agriculture* followed engineers at Auburn University who figured out how to quickly and inexpensively convert a CPAP machine used for treating sleep apnea into a functional ventilator – and possibly save thousands of lives.
MONOGRAPH

APT's documentary series covering Alabama’s creativity produced 10 short documentaries and 4 quarterly broadcast specials in 2020, adapting to pandemic safety measures and tailoring content to reflect our current events. In March, when Birmingham was under shelter-in-place orders, the team collaborated remotely to produce a video with the Alabama State Council of the Arts, offering an early overview of a rapidly developing situation for arts in the state. This first COVID-19 segment discussed the ways Alabama’s art community was already responding, got the word out about vital emergency arts grants, and promoted participation in surveys that would better help our national and state institutions assess COVID’s impact on the arts. As a part of 2020’s broadcasts, our host, Jackie Clay, interviewed artists and arts organization representatives throughout the state, discovering vibrancy and innovation alongside the tremendous challenges COVID-19 posed to Alabama’s creative communities. Brick and mortar settings for the arts were dramatically affected in 2020, but many organizations developed new ways to engage and bring art to the public through the digital space. Some of Monograph’s most encouraging pandemic coverage includes our short documentary about Stacey Holloway, a sculptor who constructed a series of “fabricated embraces” in response to the physical isolation of quarantine, and Jackie Clay’s conversation about the enduring magic of shared live music experiences with musician Brian Teasley, owner of a beloved Birmingham concert venue.

SUBCARRIER 400 SERIES

Taped at Saturn in Birmingham’s Avondale neighborhood, each episode of this music series features groups that bring a unique approach to their performances. Geared toward a younger audience than most public television music programs, Subcarrier has a strong online following in addition to its broadcast viewership. The fourth season featured Steve Gunn, Mountain Man, Le Butcherettes and Hand Habits, among others. The advent of the pandemic closed public venues like
Saturn, but our producers look forward to a time when gatherings and concert performances will be safe and enjoyable once again.

ALABAMA GOSPEL ROOTS

Gospel music has been popular on public television for quite some time, but nationally syndicated programs in this genre have typically failed to share the rich tradition and music of the Black community. *Alabama Gospel Roots* was created to fill that void, and to provide a regular platform for all Alabama gospel singers and musicians. Hosted by Tuscaloosa native George W. Stewart, programs included performances and interviews with the artists as well as short interviews with people and organizations in the Black community making a difference in people’s lives.

ALABAMA: IN THE MAKING

To celebrate its 200th anniversary of statehood, the State of Alabama created a Bicentennial Park in the heart of historic Montgomery and commissioned artist Caleb O’Connor to design a series of sculptural works depicting the state’s full history, from Native mound builders to cotton plantations, civil rights marches to moon rockets. *Alabama: In the Making* followed the artist’s incredible work creating these pieces that fully represent the story of Alabama’s people for two centuries. Broadcast of the program was particularly timely as a debate on the appropriateness of Civil War-related monuments swept the country.

LET US NOW PRAISE FAMOUS MEN – BICENTENNIAL OPERA

For Alabama’s Bicentennial, Joseph Landers composed this original opera based on the classic book by author James Agee. The story of a sharecropper family in 1930s Alabama celebrated the strength and dignity of the people amid hardship and tragedy. This premiere performance featured the Tuscaloosa Symphony Orchestra and UA Opera Theatre at the Moody Music Building and Concert Hall.

Timely Message During Pandemic

*Let Us Now Praise Famous Men* celebrated the strength and dignity of the people amid hardship and tragedy.
ALABAMA BLACK BELT BLUES  
[ Alabama StoryMakers ]

Alabama's blues tradition, centered in its fertile Black Belt, is more rural than the well-known Mississippi Delta blues and in some sense closer to the original source. What is known as the blues developed out of the slave culture of the 19th century and lives on today in the impoverished yet culturally rich Alabama Black Belt.

APT engaged filmmaker Robert Clem, whose work has included several documentaries on Alabama music and history, to tell the story of the Black Belt's contribution to American music. *Alabama Black Belt Blues* used slave narratives, archival blues recordings, and the recorded music of contemporary African American blues musicians to explore the role this music has played in the region from slavery onward. From cotton fields to church pews, prison spaces to juke joints rural and urban, the film followed the refrain of the region's blues through the cultural landscapes of Alabama, yesterday and today.

APT created a website for Alabama Black Belt Blues to share video clips of blues artists while the film was in production and to provide further information about the musicians and their legacy. [aptv.org/alabama-blackbelt-blues](http://aptv.org/alabama-blackbelt-blues)

FEATURED ARTISTS
- Clarence “Bluesman” Davis
- Sam Frazier, Jr.
- Willie King
- “Little Lee” & Band
- Cleo “Big Bo” McGee
- Candy Martin Shines
- Nigel Speights
- Jock Webb
- Earl “Guitar” Williams

Meeting Viewers Where They Are
Broadcast • Livestreaming • Online Television • Computer • Tablet Phone • Set-Top Box
We love to get out into the community and meet our viewers at live events, but when the pandemic made these unsafe, we transitioned quickly to interactive online systems. Although we can't shake hands online, the viewings and panel discussions have received enthusiastic comments from participants and have had similar attendance to live events.

THE VOTE

In June 2020, APT partnered with the Alabama Department of Archives and History to present a preview of the American Experience: The Vote followed by an interactive panel discussion with expert scholars on women's suffrage in Alabama. The free event was held using public television’s Online Viewing and Engagement Experience (OVEE) platform, which allowed attendees to watch video preview segments and see panelists during the discussion and to ask questions through a chat function. Panelists included Dr. Valerie Pope Burnes, Associate Professor at the University of West Alabama, Livingston; Dr. Tara White, Instructor of History at Wallace Community College in Selma; and Dr. Susan Ashmore, Professor of History at Oxford College, Emory University, in Atlanta. More than 100 people attended.

Over the following months free OVEE events were held to preview the broadcasts of Alabama: In the Making and Alabama Black Belt Blues with similar attendance. These events gave participants a chance to hear from filmmakers and experts involved in those programs, and to ask questions during the discussions. For Alabama: In the Making, panelists included filmmaker George Edmonson, sculptor Caleb O’Connor, Elliot Knight, Director of the Alabama State Council on the Arts and Dorothy Walker, Director of the Freedom Rides Museum in Montgomery. For Alabama Black Belt Blues, filmmaker Robert Clem, musician BJ Reed with the Alabama Blues Project, Joey Brackner of the Alabama State Council on the Arts and Kern Jackson, director of the African American Studies program at the University of South Alabama provided great insight into the film.
For 50 years, PBS KIDS programming has proven to help children start school better prepared to learn and do better throughout school, and parents trust the PBS programs above all others on television. Children’s programs make up a major part of APT’s broadcast day, and our PBS KIDS Channel makes sure children and parents can benefit from these programs 24 hours a day. We always encourage parents to watch with their children and reinforce the lessons covered by the programs.

PBSKIDS is also one of the most popular websites for families, offering educational games as well as episodes of popular series. A variety of educational PBS KIDS apps can be easily downloaded so children can keep learning without internet access.

“With the PBS KIDS Channel, my grandchildren can wake up learning and fall asleep learning!” – APT viewer

Full Steam Ahead
Learning Happens Between Programs Too!
APT partnered with Emmy-winning producer/science teacher Kevin Cornell, also known as “Mr. C,” to offer his series of one-minute STEM education videos, *Full Steam Ahead*, during program breaks on APT and our PBS KIDS Channel, and on our website. *Full Steam Ahead* videos demonstrate quick science concepts – kinetic energy, the color spectrum, the law of gravity – with fun experiments children can actually do at home. Mr. C makes science look both fun AND relevant to kids and encourages them to experiment. With that mindset, children are more likely to take interest in science in school and explore careers in STEM fields.

Quick Fact:
APT broadcasts 11.5 hours of children’s programs every weekday on our main channel and 24 hours a day on the PBS KIDS Channel. That adds up to almost 12,000 hours each year!
READY TO LEARN

APT received a two-year CPB Ready To Learn (RTL) local Community Collaborative for Early Learning Media grant for FY 2019 & 2020 to improve science and information literacy in children ages 2-8 living in under-served areas. Using a two-generation approach, the program includes a variety of hands-on activities designed to develop inquiry skills and spark curiosity.

In February 2020, we presented a Molly of Denali Family and Community Learning (FCL) program with Oakman Middle School and Carbon Hill Jr High. Families came two hours each week for 4 weeks in a row. The evenings all started with dinner and an episode of Molly of Denali. Then the families worked together to explore different activities to complement information from the program. One activity was making a living museum. Each night every child left with a book tied to the night’s theme. Families that attended all four sessions were given a PBS Playtime pad in addition to other books and materials. APT staff members were particularly struck by a grandmother who attended the Molly of Denali FCL sessions each week with her grandson and talked about the special bond the two had that deepened as they attended together.

PBS KIDS Edcamps were also made possible by the CPB grant. Edcamps are 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. On Jan. 6, 2020, we hosted an APT PBS KIDS Edcamp in Jasper with 57 professionals serving 995 children in attendance. After schools closed due to COVID-19, we shifted trainings and Edcamps to virtual delivery using Zoom. Ten trainings reaching 211 ECE professionals serving more than 1,500 children across the state were delivered. In June, we hosted 2 more virtual Edcamps – with 240 total in attendance.

Family Fun!

In December 2019, APT hosted a “Be My Neighbor Day” family event at The Grounds in Mobile. More than 700 people attended the event which is based on the popular PBS Kids show Daniel Tiger’s Neighborhood. Children got their photos made with Daniel Tiger, met first responders and completed activities where they learned the importance of giving back to their community.

PBS KIDS BOX

In FY 2020 APT received a small grant from PBS to be one of 8 PBS stations to pilot a new PBS KIDS Box program. The program is designed as a quarterly or monthly offering of an integrated, curriculum-based lesson plan including video clips, class activities with required materials, and a take-home activity promoting use of PBS KIDS digital content designed for Early Childhood Educators to implement in local classrooms. We worked with 10 First Class pre-K classrooms across the state and launched in December 2019 with a face-to-face training in Montgomery. Teachers received a PBS KIDS playtime pad and the first two resource boxes. The remaining boxes were mailed to the participants. Approximately 180 children were directly impacted by the PBS KIDS Box program, which concluded in March 2020. APT plans to launch a similar program in FY 2021 targeting parents living in rural communities.
EDUCATOR TRAINING

APT’s Early Childhood Education team provides online and face-to-face training for childcare providers throughout Alabama.

A total of 606 childcare providers enrolled in online facilitated professional development courses in 2020, impacting an estimated 6,772 children:

- Alabama Early Childhood Guidelines (AELG) Credential (287)
- CDA Credential: An Introduction (63)
- Essentials of High Quality Child Care (32)
- STEM for the Preschool Classroom (64)
- Early Brain Development/Lasting Importance of Caregiver-Child Relationships (52)
- Character Education: Life's Little Lessons With Daniel Tiger and Friends (40)
- Adverse Child Experiences (52)
- Exploring Literacy With PBS KIDS! (16)

More than 750 providers enrolled in APT's On-Demand Courses, impacting an estimated 20,166 children:

- Addressing Homelessness (136)
- Recognizing Child Abuse (181)
- I Can Handle It! Promoting Emotional Intelligence (115)
- Basic Health and Safety (205)
- Challenging Behaviors (101)
- Kids and Allergies (27)

APT and our partners led face-to-face trainings for 3,675 participants, impacting an estimated 64,155 children in 2020.
TRAININGS & TUTORIALS

Through the following trainings and tutorials, APT reached more than 900 participants, impacting an estimated 25,830 students. Numbers do not include on-demand tutorials.

- Workshops/conferences (688 participants serving 20,260 children)
- Parent Trainings (60 participants serving 180 children)
- AMSTI Trainings (ALSDE) (144 participants serving 4,640 children)
- Family Resource Center Staff Training (25 participants serving 750 children)

Additional training included delivery of 7 virtual parent/educator trainings on the use of our resources; a partnership with AMSTI (Alabama Math Science and Technology) to offer 5 online trainings on the use of APT/PBS resources; and 4 additional online trainings, including training on the physical education resources developed for The World Games 2022.

Training for educators and parents on the use of our educational resources continues to be a critical part of APT’s pandemic response. Staff recorded 2 tutorials for educators to demonstrate how to integrate PBS LearningMedia content with Schoology and add the ALSDE critical standards to their own accounts. These tutorials are on our APT website for teachers to access on demand.

PROFESSIONAL DEVELOPMENT CREDITS

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. APT offered 4 courses in 2020 with a total of 113 participants, and estimated impact on 7,180 students.
SPECIAL BROADCAST SCHEDULE

APT launched a new daytime broadcast schedule featuring blocks of educational programs for Pre-K through 12th grade in multiple subjects to provide students at home with meaningful content to finish the school year. In collaboration with the Alabama State Department of Education (ALSDE), we ensured that the broadcast changes we made were aligned with state standards, and prioritized specific subject areas identified as “critical.”

LEARN-AT-HOME WEBSITE

A new website, Learn at Home with Alabama Public Television, was created to give families as well as teachers easy access to thousands of digital resources including videos, lesson plans and activities organized by grade and subject area. An interactive broadcast schedule allowed users to set up a weekly viewing schedule based on the needs of their children. Each program in the schedule was linked to a collection of curated, standards-aligned educational activities, games, and lesson plans that specifically complemented that show’s grade level and subject area. APT offered free online training on how to use our new Learn at Home website for childcare providers, teachers and parents.

LIVESTREAMING

APT engineers harnessed equipment used for our interactive online events to quickly provide a live stream of APT’s educational broadcast schedule to increase availability and ease of use for families across the state.

Steve Trash Says You’re Safe!

Steve Trash, host of APT’s Steve Trash Science, provided reassurance to young children between PBS KIDS programs on APT after the pandemic struck.
A SMARTER SUMMER

Educators have recognized for decades a phenomenon known as “summer slide,” the tendency for students, especially those from low-income families, to lose some of the achievement gains they made during the previous school year. Due to the early end of school in March, and the uneven accessibility to online learning that replaced it, the summer slide of 2020 had the potential to be greater than any before it.

In response to concern from parents and educators, APT increased its usual number of learning activities between June and August 2020 and emphasized fun. Beginning in July, APT Summer Fun included daily streaming programs for preschoolers through rising 12th grade students, and consisted of PBS Kids activities, “Full Steam Ahead Live,” Hoover Library Storytime, Math Camp, Career Day, College & Career Prep and viewings of APT learning adventures. With funding from our Ready to Learn grant, APT hosted an Odd Squad ‘Be the Agent’ summer camp. Children gained skills in teamwork and problem-solving while finding the solutions to Odd Squad’s oddest cases – all while having lots of fun and learning STEM (Science, Technology, Engineering, and Mathematics) skills. These camps took place via Zoom and each child was sent a box containing all the supplies needed to complete the activities. APT ran two camp sessions, serving a total of 40 families with 52 children.

For older students, APT continued a schedule of educational programs on our World Channel from 11am to 4pm each weekday. The schedule included the same assortment of science, history, arts and literature subjects broadcast on World and the main channel from March to May. This strand of programming continued into the new school year, when schools returned with a mix of in-person and online classes.

BACK TO SCHOOL

When schools opened for the 2020-2021 school year in August, some in-person and others virtually, Alabama Public Television continued to serve Alabama’s pre-K-12th grade students, teachers, and families with high-quality broadcast programs and digital resources. Broadcast programming for pre-K through fifth grade students, organized around weekly themes, was offered daily on APT’s main channel and PBS KIDS! A five-hour learning block designed for students in grades 6-12, including content in social studies, science/engineering and English Language Arts, was scheduled from 11am – 4pm Monday through Friday on APT’s WORLD channel.

The COVID-19 pandemic was still running in full force at the end of Fiscal 2020. The efforts we began in March 2020 will continue.

APT broadcast more than 1,000 hours of programming for grades 6-12 between March and October. The number of videos viewed or downloaded from APT’s website in FY 2020 nearly doubled from the previous year to reach 293,148!
**100 YEARS - The 19th Ammendment**

In celebration of the 100th anniversary of the ratification of the 19th Amendment, Alabama Public Television produced *Unstoppable: The Road to Women’s Rights*. This interactive live-streamed educational event examined the women's suffrage movement, the struggle for women's equality and the role of women in politics today. *Unstoppable* brought the history of the women's suffrage movement and its impact on resulting legislation into the classroom. Participating students –

**183,813 attended nationally** - followed the path of the hundreds of women that tried casting votes before it was legal to the present, where more than one hundred women make up the most diverse Congress ever elected.

A broadcast version of *Unstoppable* was aired in April as part of our Learn at Home student schedule, and a full recording of the live webcast was viewed online 920 times. Shorter portions of the program – covering specific topics – were viewed 3,242 times.

In addition to the live event and archived videos, APT’s website offered teachers and students additional resources for studying women’s suffrage. These included:

- Women’s Suffrage Issue Guide from The David Mathews Center for Civic Life
- National Park Service Women's Suffrage Storymap
- Discussion Questions
- Links to women’s suffrage resources from the National Parks Service, Library of Congress, National Archives, and Alabama Women’s Suffrage Centennial

**183,813 students participated in Unstoppable**

**3,990,306 students have now participated in one of APT’s Learning Adventures.**

Archives of full-length Learning Adventures have been streamed **100,020 times.**
THEY DARED!

Strong and determined women have advanced the cause of women's rights and other important issues in Alabama from before we became a state to the modern day. What would our lives be like if not for their courage and insight, and ultimately their perseverance?

To recognize these women who broke with convention, APT created the special digital series “They Dared” using an unconventional process. A cross-department team of women was formed including only four members who had experience shooting and editing: the two producers of our Monograph program, our Director of Educational Production and the multimedia/design producer from the Education department. The rest of team were staff members who were inspired to tell the important stories of Alabama women and learn new skills. They found it to be a rewarding process – and viewers were rewarded with the stories of eleven women who “Dared” during the two months leading up to the anniversary of the 19th amendment in August 2020. Videos were released online and on social media.
APPRENTICESHIP TOWN HALL

On November 14th, 2019 during National Apprenticeship Week (November 11-15), a town hall style program was presented as part of the Alabama Apprenticeship Summit and simultaneously live streamed as a learning adventure, Career Pathways: Apprenticeships. The program explored what apprenticeships are, why they are beneficial for job seekers as well as employers, and how to participate in them. We collaborated with the Alabama Office of Apprenticeship (AOA), the Alabama Community College System, the Department of Commerce, and the David Mathews Center to plan and facilitate this event. The panel was moderated by Don Dailey. Approximately 400 students attended the event and 1,148 participated online.*

STATEWIDE STUDENT VIDEO CONTEST

APT partnered with the Alabama Association of School Boards in the 9th annual “Road to Success” video contest. This year students were asked to create short videos about the positive school experiences that inspire students to graduate fully prepared for any “road to success” they choose. APT staff judged the entries. This year’s winners were:

- **1st Place** – Wetumpka High School
- **2nd Place** – Childersburg High School
- **3rd Place** – Colbert Heights High School
- **Honorable Mention** – Flomaton High School

The contest was sponsored by AASB and Fairbanks LLC, and American Graduate “Getting to Work” funded by the Corporation for Public Broadcasting.

GED FAST FOWARD

APT’s educational services aren’t limited to K-12 students. For example, 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, **804 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.
ACCESSIBLE TO ALL

Public television has been a leader in providing accessible media to the 36 million Americans who are deaf, blind, hard of hearing or visually impaired for more than 40 years. PBS began captioning – and then closed captioning – programs in the 1970s. Twenty years later, PBS station WGBH created DVS, or audio description services for viewers who are blind or low vision. Captioning is a benefit to all viewers, making it possible to keep up with dialogue while exercising, for example, or displaying the words of characters with difficult accents on British television dramas. Captioning has even helped non-English speaking adults learn how to speak English by watching programs like Sesame Street with their children – who also become proficient English speakers from the show.

APT is committed to serving and sharing the story of deaf, blind and deaf/blind citizens of all ages.

BECOMING HELEN KELLER

Helen Keller is without a doubt the most well-known deaf/blind person in our nation’s history, a woman who refused to let her physical challenges limit her life. Soon, PBS stations will bring her story to a new generation and with new insight. In July 2020, APT received a grant from PBS station WNET in New York related to an upcoming AMERICAN EXPERIENCE documentary on the life of Helen Keller. The grant will permit us to create local programming and resources that build on the national documentary, now expected for broadcast 2022.

Members of APT’s Communication, Education and Production departments have participated in online training sessions conducted by the National Center for Accessible Media (NCAM) at WGBH. Audits have been carried out on our website and social media and online courses to improve accessibility on these platforms, and we will continue to look at new ways to innovate.

In August 2020, APT assembled an accessibility advisory board to assist station staff in developing meaningful content for and about Alabama’s deaf, blind and deaf/blind citizens and to help promote Becoming Helen Keller to everyone in the state.

Becoming Helen Keller Advisory Board

Dr. John Mascia, President Alabama Institute for the Deaf & Blind
Barbara Manuel, President Alabama Federation of the Blind
April Chamberlain, Technology Coordinator, Trussville City School System/National Fellow, Fund for Teachers
Mindy Dill, American Association of the Deaf-Blind
Dr. Marissa K. Locy, Center for Low Vision Rehabilitation, University of Alabama-Birmingham
Susan Harrell, Helen Keller Birthplace - Historic House Museum (volunteer).
Ingrid Pfau, Lakeshore Foundation
CIVIC LEADERSHIP

Each of us has the ability to be a hero.
Heroism is not the urge to surpass all others at whatever cost, but the urge to serve others at whatever cost.
- Arthur Ashe

YOUNG HEROES 2020

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 as winners. We couldn't have a live awards ceremony due to the coronavirus this year, but that didn't stop us from honoring Alabama’s Young Heroes. Each student received a $5,000 college scholarship, a tablet computer and other prizes.

2020 Young Heroes
Top, left to right: Danielle Davis, Huntsville High School; Kaleigh Gable, Alabama School for the Blind; Daniela Lucario, Headland High School Taylor Reed, Washington County High School; Bottom, left: Zea Remo, Clay-Chalkville High School
ALABAMA YOUNG WRITERS AWARDS

Our annual Young Writers contest celebrated its 25th anniversary in 2020, engaging students in kindergarten through third grade who wrote and illustrated their own books, a process that helps develop basic writing skills and artistic abilities. Books included works of fiction and non-fiction, and some kids tried their hands at poetry. We always encourage parents 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 were presented for each grade level.

KINDergarten:
First Place to Ves Peters of Alexander City for Snakes
Second Place to Cooper Scott of Alexander City for The Mysterious Dog
Third Place to John Luke Allcorn of Cullman for Symbol of America

First Grade:
First Place to Sam Wade of Hoover for A Sunflower’s Life
Second Place to Ethan Chatterton of Hoover for The Boy Who Wanted to Touch the Stars
Third Place to Sharisia Upchurch of New Market for Leslie’s Pets

Second Grade:
First Place to Bria Cecil Moses of Crossville for Anna’s Alliteration Adventure
Second Place to Jon Macri of Madison for How to Get the Perfect Christmas Tree
Third Place to Brycelyn Blackmon of Boaz for The Snake’s Feast

Third Grade:
First Place to Anna Kate Allcorn of Cullman for Cherokee Girl
Second Place to Alodie Hill of Arab for My Favorite Birds
Third Place to Janie Kate Taggart of Montgomery for Pig People.
The 2020 United States census was crucial to Alabama in multiple ways. The results will govern the state’s share of federal funding for healthcare, schools, housing, roads and many other vital needs over the next 10 years. Additionally, Alabama could also lose congressional seats in Washington without having the most complete count possible.

APT launched an extensive multimedia campaign beginning in February 2020 and continuing to the very end of the Census. Messages reminded viewers why the census was important and that it was just 10 questions, took less than six minutes to fill out, and was completely private.

YOU COUNT CAMPAIGN
- Television spots with Sesame Street characters
- Television spots with interim executive director Phil Hutcheson and Capitol Journal host Don Dailey
- Stories on Capitol Journal.

Extensive online promotion campaign with individual stories touching on the impact of the census on people’s lives.
- Be Counted for Safe Travel
- Be Counted to Support Schools
- Be Counted for your Own Health

All stories were linked to the state’s Alabama Census website or directly to the U.S. Census website to make Census completion easy, and also provided the phone number to complete the census by phone.

Continuous promotion in APT’s weekly e-newsletter, including the stories from the online campaign, again linked to Census websites and providing the Census phone number.

Despite widely reported statistics that Alabama was last in the nation throughout the filing process, the Census announced that the state finished with an overall household response rate of 99.9%, equal to 48 other states.
Alabama Public Television’s 2,200-mile microwave network 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, and WARN system notifications for cell phones. APT’s microwave system provides extensive communication services for Homeland Security, the Alabama Department of Public Safety, State Capitol Police and 68 E911 centers throughout 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.

When the pandemic struck, APT provided COVID-related health and safety information in television spots, on our website and in our social media, tapping state and federal health experts to provide the most up-to-date information available. Alabama’s State Health Officer, Dr. Scott Harris, appeared on APT’s CAPITOL JOURNAL every week to provide updates on COVID-19 in the state.
WEBSITE RE-LAUNCH

Thousands of people visit APT’s website every day to check schedules, read stories and watch APT and PBS programs online. In recent years, we began to see limitations to what the site was capable of doing and the advantages of moving to a better platform. The advent of COVID-19 and immediate need to provide extra help to students learning at home propelled us to launch a new Learn at Home website for educational resources in less than a month in April 2020. Three months later, on July 1, 2020, we officially relaunched aptv.org.

APT’s new website provides a markedly improved experience for our users, most notably in the ease of watching programs online. Our creative services and web team simplified the top and bottom menus and improved navigation and graphics throughout the site. The new schedule pages make it easier to see what is playing on all four APT channels at one time and includes the ability for users to set calendar reminders for programs they want to see. A large percentage of APT’s web traffic comes from smart phones, so the site is designed for ease of use on mobile devices. It is also more tightly integrated with APT’s app for mobile and tablets.

Another innovation on APT’s website is livestreaming of our broadcast. Users are now able to see free livestreams of APT HD, World Channel and PBS Kids. A livestream of the Create Channel will become available in 2021.

Of particular importance to our staff, the new website has tremendous flexibility in how content can be displayed and an interface that saves us time doing this creative work.
AWARDED FOR EXCELLENCE

PUBLIC AFFAIRS/ENTERTAINMENT

MONOGRAPH: A SPOTLIGHT ON ART & CREATIVITY IN ALABAMA
- 2020 National Silver Telly Award for Online: Sound/Sound Design
- 2020 National Silver Telly Award for Online: Videography/Cinematography
- 2020 National Silver Telly Award for Online: Web series: Documentary
- 2020 Alabama Broadcasters Association, Best in Broadcasting for Television Local Programming
- 2020 Southeastern Emmy Nomination for Excellence in Editor, Program, Monograph: Spotlight on Arts & Creativity in Alabama
- 2020 Southeastern Emmy Nomination for Excellence in Photography, Program, Monograph: Spotlight on Arts & Creativity in Alabama

SUBCARRIER
- 2020 National Bronze Telly Award for Television, Title Design

EDUCATION

UNSTOPPABLE: THE ROAD TO WOMEN’S RIGHTS LEARNING ADVENTURE
- 2020 National Educational Telecommunications Association, Public Media Award for Education, Virtual Learning Events

MISSION CONTROL: HUMAN SPACEFLIGHT LEARNING ADVENTURE
- 2020 Southeastern Emmy Award for Excellence in Children/Youth Program, Space Camp
- 2020 National Gold Telly Award for Television, Education
- 2020 National Silver Telly Award for Online, Education
- 2020 National Silver Telly Award for Online, Live Events
- 2020 National Silver Telly Award for Online, Science & Technology
- 2020 National Silver Telly Award for Television, Editing
- 2019 National Educational Telecommunications Association Award for Education, Live Virtual Learning Events

CAREER PATHWAYS: APPRENTICESHIPS
- 2020 National Silver Telly Award for Online, Public Interest/Awareness
VITAL INFORMATION

WEBSITES 2020
www.aptv.org
video.aptv.org
www.aptv/education.org

Main Page Visitors: 412,698
Main Page Views: 1,640,986
Education Page Views: 68,446
Education Page Visitors: 197,412

FIRST BROADCAST
Jan. 7, 1955

OWNERSHIP
State of Alabama

GOVERNING BOARD
Alabama Educational Television Commission

FY
Oct. 1, 2019 – Sept. 30, 2020

APT Main Channel,
APT PBS Kids Channel,
APT Create Channel and
APT World Channel:
8,760 hours each
ALABAMA PUBLIC TELEVISION COMMUNITY REPORT 2020

FISCAL RESPONSIBILITY

2020 REVENUES

54% State of Alabama
15% CPB Grant (Corporation for Public Broadcasting)
31% Private / Corporate

2020 EXPENSES

48% Programming & Production
19% Broadcasting
18% Management & General
10% Fundraising
5% Public Information & Promotion
## EDUCATIONAL PARTNERSHIPS

**OCTOBER 1, 2019 – SEPTEMBER 30, 2020**

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.

<table>
<thead>
<tr>
<th>Alabama Association of School Boards</th>
<th>Alabama State Dept. of Education, AMSTI/Career &amp; Technical Education/Superintendent’s Extending Access to Education (SEAL) Roadmap to School Year 2020/2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama Bicentennial Commission</td>
<td>Auburn University, Civic Learning Initiatives, College of Liberal Arts/Dept. of Human Development &amp; Family Studies, Auburn</td>
</tr>
<tr>
<td>Alabama Community College System, Adult Education</td>
<td>Better Basics, Birmingham</td>
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<tr>
<td>Alabama Dept. of Archives &amp; History</td>
<td>Birmingham Business Alliance</td>
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<tr>
<td>Alabama Dept. of Commerce</td>
<td>Birmingham Civil Rights Institute</td>
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<tr>
<td>Alabama Dept. of Children’s Affairs</td>
<td>Birmingham Holocaust Education Center</td>
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<tr>
<td>Alabama Dept. of Early Childhood Education</td>
<td>Bold Goals Coalition of Central Alabama, Birmingham</td>
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<tr>
<td>Alabama Dept. of Human Resources</td>
<td>Boys &amp; Girls Club of South Alabama, Mobile</td>
</tr>
<tr>
<td>Alabama Dept. of Labor</td>
<td>Carbon Hill Junior High School</td>
</tr>
<tr>
<td>Alabama Governor’s Office of Education &amp; Workforce Transformation</td>
<td>CAWACO Resource Conservation &amp; Development Council, Birmingham</td>
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<tr>
<td>Alabama Humanities Foundation</td>
<td>Child Care Central, Talladega &amp; Huntsville</td>
</tr>
<tr>
<td>Alabama Institute for the Deaf &amp; Blind</td>
<td>Child Care Resource Center, Opelika</td>
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<tr>
<td>Alabama Library Association</td>
<td>Child Development Resources, Tuscaloosa</td>
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<tr>
<td>Alabama Literacy Alliance</td>
<td>Childcare Resources, Birmingham</td>
</tr>
<tr>
<td>Alabama Office of Apprenticeship</td>
<td>Childcare Resource Network, Fort Payne</td>
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<tr>
<td>Alabama Office of School Readiness</td>
<td>Chilton County High School Career Tech</td>
</tr>
<tr>
<td>Alabama Possible, Birmingham</td>
<td>David Mathews Center for Civic Life, Montevallo</td>
</tr>
<tr>
<td>Alabama School Library Association</td>
<td></td>
</tr>
<tr>
<td>Alabama State Council on the Arts</td>
<td></td>
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</tbody>
</table>
Family Child Care Partnerships, Auburn
Family Guidance Center of Dothan
Family Guidance Center of Montgomery
Fund for Teachers, Houston, Tx.
Gear Up, Alabama
Girls Rock, Birmingham
Gulf Regional Early Childhood Services, Mobile
Homewood High School, Birmingham
Hoover Public Library, Hoover
Ingram State Technical College
Jefferson County Children’s Policy Council, Birmingham
Jefferson State Community College, Jefferson County
Kentucky Educational Television, Lexington, Ky.
Kids & Kin, Montgomery
Lakeshore Foundation, Birmingham
Literacy Council of Central Alabama, Birmingham
Mr. C., LLC, Dayton, Oh.
NASA/Marshall Space Flight Center, Huntsville
National Educational Telecommunications Association (NETA), Columbia, S.C.
North Alabama Workforce Development Council, 13 counties
Oakman Middle School
PBS LearningMedia, Washington, D.C.
Reach Out & Read Alabama, Montgomery
San Diego Zoo Television, San Diego, Ca.
Southwest Alabama Workforce Development Council, Mobile
Southeast Alabama Workforce Development Council, Dothan
Success by Six, Birmingham & Gadsden
Summer Adventures in Learning (SAIL), Birmingham
Sylacauga Alliance for Family Enhancement (SAFE) Family Services Center
The Grounds, Mobile
Trussville City Schools
United Way of Central Alabama, Birmingham
University of Alabama at Birmingham, The Graduate School/The School of Public Health/IT Dept.
University of West Alabama, Division of Economic Development & Outreach, Livingston
US Space & Rocket Center, Huntsville
Walker Area Community Foundation, Jasper
Walker County Board of Education, Jasper
Walker County High School Career Tech, Jasper
WXXI, Rochester, N.Y.
The World Games 2022, Birmingham
YMCA of Greater Birmingham
OUR SUPPORTERS

FY 2020

GENERAL & PROJECT SUPPORT
Aero Thermo-Tech
The Alabama Educational Television
Foundation Authority
Alabama Heritage Magazine
Alabama Department of Human Resources
Alabama Magazine
B-Metro Magazine
Birmingham Mountain Radio
Boulware Family Fund
Central Alabama Community Foundation,
Till Family Charitable Fund
City of Montgomery
City of Vestavia Hills
Cornerstone Media
Community Foundation of South Alabama,
Helen A. Young Charitable Fund
Community Foundation of Greater Birmingham,
James Rushton Fund
Daniel Foundation of Alabama
Decatur Daily / Times Daily
Dunn-French Foundation
Eppes-Jefferson Foundation
Frame It Birmingham
C.D., Helen & Jeff Glaze Foundation
Hobbs Foundation
Holle Family Foundation
Nelson and Charlene Kemp Foundation
Nielsen Family Fund
Piassick Family Foundation
PMT Publishing
Precision Graphics
Bruno Rumore Foundation
Royal Cup Coffee
State of Alabama Rehabilitation Services
Tennessee Valley Media
Upton Investment Company
Wallace, Jordan, Ratliff and Brandt, LLC
Bobbye Weaver

PROGRAM SUPPORT
200 Alabama Bicentennial
Alabama Humanities Foundation
Alabama Power
Alabama State Council on the Arts
Alabama State Parks
Alabama Tourism Department
Birmingham Home & Garden Magazine
Blue Cross and Blue Shield of Alabama
Business Alabama
The Chapman Foundation
Children’s of Alabama
Community Foundation of Greater
Birmingham, Opera Association Fund
Daniel Foundation of Alabama
Frame It Birmingham
HEAL of Alabama
Medical Properties Trust
Mobile Symphony Orchestra
Opera Birmingham
Paul & Alma Fischer Education Endowment
Spring Hill College
The Lonnie & Kitty Strickland Foundation
Adam and Dawn Schloss
The S. Adam Schloss Foundation
The Tony & Libba Rane Foundation
VP Funds

AND YOU.
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

Mr. Pete Conroy  
Jacksonville  
3rd Congressional District

Mr. William A. Green  
Montgomery  
7th Congressional District

Alabama Public Television  

Interim Executive Director: Phillip F. Hutcheson