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**CPB Awards \$191,790 to KLRU-TV, Austin PBS
for American Graduate: Getting to Work Initiative**
Public Media Initiative to Advance Education and Career Readiness

(Austin, TX – February 13, 2018)—The Corporation for Public Broadcasting (CPB) announced a grant of \$191,790 to KLRU for the American Graduate: Getting to Work initiative to help advance education and career readiness locally. The station will work with partners in Central Texas to assess workforce challenges and opportunities, and produce content focused on the essential skills needed for students and workers to succeed in the job markets of today and tomorrow.

“KLRU is pleased to receive funding to help raise awareness around workforce issues.” said KLRU CEO Bill Stotesbery. “The area’s workforce issues are critical as presented in the recent Austin Metro Area Master Community Workforce Plan. Austin’s booming economy presents many opportunities and challenges. KLRU can help advance the Plan by amplifying the work of the organizations currently in this space and by raising the visibility of Austin’s existing resources and strategic initiatives available to jobseekers.”

The new grant represents the next phase of public media’s successful American Graduate initiative, which was launched in 2011 to address the nation’s dropout rate. During the past six years, public media stations across the country forged community connections and innovative partnerships to help improve student outcomes – substantially contributing to an increase in the national high school graduation rate to an all-time high of 84 percent.

“The American Graduate initiative attracted local business and community leader support and engagement by focusing on keeping young people on the path to success in school and life,” said Pat Harrison, CPB President and CEO. “All Americans want our young people to be prepared to fill jobs that currently are unfilled because of a skills gap.”

KLRU is one of 19 stations receiving an American Graduate grant as part of the national effort.

Local partners include Austin Community College, the Office of the Mayor of the City of Austin, The University of Texas at Austin: Ray Marshall Center for the Study of Human Resources, Travis County Judge’s Office and Workforce Solutions Capital Area.

“The Austin Metro Area Master Community Workforce Plan is a remarkable coming-together of 40 agencies, institutions, and enterprises seeking to offer our neighbors pathways to jobs that currently exist, pay livable wages, and that can help us keep our community affordable for working families,” said Mayor Steve Adler. “The Plan establishes the bold goal of helping at least 10,000 people in our community to escape poverty by preparing them for middle-skill jobs over the next five years. The potential for KLRU to serve as a media outlet for these

opportunities is absolutely critical to achieving our community's goals. We know KLRU is trusted, we know it's already a part of many families' homes, and this new use for their media gives us great hope that we will be successful.”

Travis County Judge Sarah Eckhardt said, “The CPB’s grant to KLRU for the American Graduate initiative will be a key element in helping Travis County and the City of Austin implement the Workforce Master Plan. I’m confident that KLRU-produced content focused on our workforce-readiness will help amplify key messages of jobs aligned with skills, helping Travis County residents climb ladders of opportunity. KLRU is a vital non-profit institution in Central Texas, producing and distributing content that enriches and empowers. We look forward to our ongoing partnership with KLRU and helping our workforce succeed.”

District 2 Council Member. Council Member Delia Garza said, “The City of Austin is rich in people, and culture, and community. We have some of the best, brightest, and hardest working young people right here in our city. But, we also have an increasing affordability problem pushing our families out of the city and preventing them from reaching their full potential. Efforts like the American Graduate: Getting to Work initiative can help address our affordability crisis by giving families and young people the tools they need to stay rooted and thrive in our community.”

Mayor Pro Tem Kathie Tovo – District 9 said, “I applaud KLRU’s continued commitment to promoting education and career readiness. The American Graduate initiative will help amplify our community’s ongoing efforts to ensure that Austinites of different backgrounds and skill levels all have the ability to experience prosperity and economic opportunity.”

About American Graduate

American Graduate is public media’s long-term commitment to supporting community-based solutions to help young people succeed in school, career and life. Supported by the Corporation for Public Broadcasting (CPB), more than 125 public television and radio stations have joined forces with over 1,700 partners to elevate the stories of youth and the supportive adults that help them succeed. Through American Graduate, public media, with its unique position as a trusted resource and important partner in local communities, provides a critical platform to shine a light on pathways to graduation and successful student outcomes. National and local reporting, on air and online is helping communities understand the challenges and community-driven solutions associated with education and future successes. Public forums, town halls and community conversations are activating discussions between community leaders, educators and more.

About CPB

The Corporation for Public Broadcasting (CPB), a private, nonprofit corporation created by Congress in 1967, is the steward of the federal government’s investment in public broadcasting. It helps support the operations of nearly 1,500 locally owned and operated public television and radio stations nationwide. CPB is also the largest single source of funding for research, technology, and program development for public radio, television, and related online services. For more information, visit <http://www.cpb.org>, follow on Twitter [@CPBmedia](#), [Facebook](#) and [LinkedIn](#), and [subscribe](#) for email updates.

About KLRU

KLRU-TV, Austin PBS is dedicated to telling stories that entertain, inspire and change our lives. KLRU highlights what makes Austin unique – whether music, arts or public issues – by creating and distributing award-winning original content. KLRU produces several series including Austin City Limits, Arts In Context, Central Texas Gardener, Decibel and Overheard with Evan Smith. As a nonprofit educational organization, KLRU also prepares children to succeed in school and creates lifelong learning opportunities for all. Find out more at KLRU.org