

## PRESERVING

# AUSTIN CITY LIMITS®

A TEXAS TRADITION. AN AUSTIN PBS ORIGINAL.

## WHY AUSTIN PBS MATTERS

Austin PBS, KLRU TV, is the region's **only locally-owned** broadcast station. We provide **free, high-quality educational programming**, cultural storytelling, and trusted news to families who rely on us, especially those without paid cable or streaming services.

### Impact by the Numbers

- 12% of Austin PBS's \$21M annual operating budget was lost with the elimination of federal funding.
- 3 Million Central Texans are served across 20+ counties.



## WHY ACL MATTERS

Austin City Limits (ACL), the longest-running music television series in history, has defined Austin's creative identity, celebrating legendary artists, spotlighting emerging musicians and sharing live music with the world. ACL is both a priceless cultural asset and a powerful driver of economic impact, anchoring Austin's identity while generating measurable returns for our community, including:

- Contributing **38%** of Austin PBS's annual operating budget through the ACL brand.
- Elevating Austin's global reputation as the **Live Music Capital of the World**.
- Supporting Austin's creative ecosystem, strengthening the arts, fueling the local music economy, and helping our city thrive as a global music destination.
- Achieving national recognition as the only television program ever to receive the National Medal of Arts.

## INTRODUCING THE ACL TRUST

To ensure the long-term future of ACL, Austin PBS has established the ACL Trust, a new fund dedicated exclusively to sustaining ACL programming. To launch the ACL Trust, our goal is to raise \$6 million over the next three years. The ACL Trust is designed to serve as a reserve fund to support operational and production costs of future ACL seasons.

## WHY NOW

ACL is the flagship series at Austin PBS. The launch of the ACL Trust will preserve the long-term success of ACL and the essential services Austin PBS provides to Central Texas. At a time when public broadcasting stations, including ours, are experiencing federal funding losses, this special fund will protect the programs, educational initiatives, and community storytelling that define public media in our region.

# INVEST IN THE FUTURE OF AUSTIN CITY LIMITS GREAT MUSIC. NO LIMITS.

Join a community of founding donors committed to preserving what makes Austin special while securing the future of live music, emerging artists, and Austin PBS programming through a gift to the ACL Trust.



## HOW THE ACL TRUST WORKS

The ACL Trust is a dedicated reserve created to ensure long-term stability for Austin City Limits. Funds are managed with Board oversight, financial controls and clear spending policies. Raised funds are intended to build and maintain a reserve to ensure ACL remains in the homes across the country for another 50 years and beyond.

- A **reserve fund**, not an annual operating budget
- Provides continuity if traditional funding fluctuates
- Creates opportunities for specialized programming
- Restricted to all costs related to ACL TV
- Transparent reporting and responsible stewardship for donors

## HOW YOU CAN SUPPORT

You may support the ACL Trust in the following ways:

- Make a one-time gift
- Make a multi-year gift over three years

A detailed overview is outlined in the ACL Trust Giving Levels.

## BENEFITS AS A FOUNGING SUPPORTER

- Recognition as a Founding Donor of the ACL Trust
- Invitations to select ACL Trust gatherings and studio tapings
- Special updates on the growth and impact of the ACL Trust

## WHILE OUR CITY SKYLINE CONTINUALLY CHANGES, AUSTIN CITY LIMITS REMAINS A CONSTANT

As Terry Lickona, long-time producer of ACL, says:

“The world of music continues to grow and change, ACL continues to discover generations of new artists to share with our audience. ACL is always ahead of the curve - no matter the genre.”

**Questions? Contact Amanda Hutchins, Director, Friends of ACL at [ahutchins@klru.org](mailto:ahutchins@klru.org).**

