



PBS Utah



FY20

Local Content & Service Report to the Community

ABOUT PBS UTAH

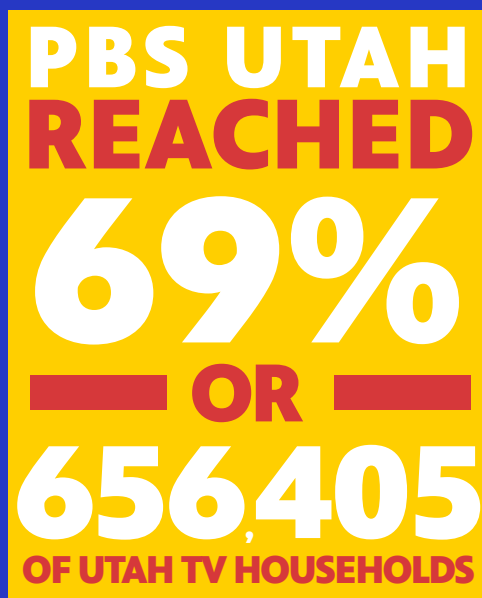
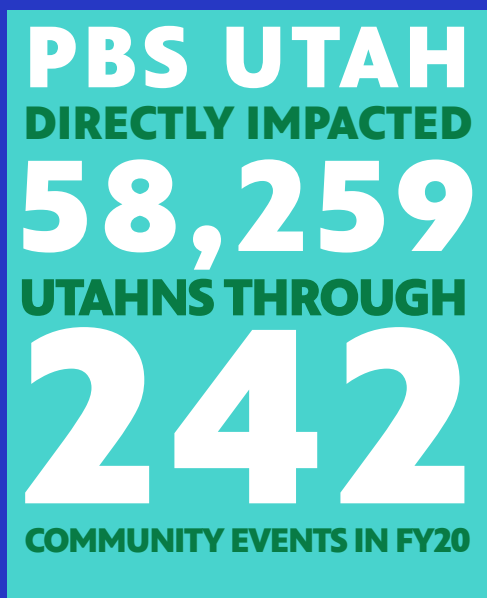
PBS Utah, licensed to The University of Utah, is the sole PBS station for the state, providing viewers with access to quality educational, arts, and entertainment programs 24 hours a day, on four broadcast channels and online. PBS Utah airs national PBS programming in addition to award-winning, locally produced documentaries and series. Recognized as one of the leading public television stations in the country, PBS Utah serves Utah's communities through diverse local productions, educational programs, and community engagement.

On November 25, 2019, the station gained a new look and a new name. Building on the station's 61-year legacy of delivering trusted, quality programming to Utah viewers, KUED became PBS Utah. This historic change was an evolution of the brand that reflects the station's role as the only PBS station serving the entire state.

OUR MISSION

PBS Utah delivers trusted, quality programming that entertains, enriches, and informs viewers of all ages, in urban and rural areas, on-air, online, and in the community. Our relevant programming and services reflect our commitment to integrity, fairness, independence, and innovation.

LOCAL IMPACT IN THE COMMUNITY





UTAH INSIGHT

FY20 STREAMS
1,276
MAY-JUNE 2020

OF GUESTS
84
EPISODES
11

CITIES VISITED
SALT LAKE CITY • LOGAN
OGDEN • BEAR RIVER
WESTSIDE OF SLC
PROVO

In May 2020, PBS Utah launched **Utah Insight**, a new weekly series that examines the most pressing issues facing the state, as hosts Liz Adeola and RaeAnn Christensen joined leading authorities and newsmakers to shed light on the issues that matter to Utahns most. Each episode featured a panel of experts, interviews with people on the front lines, and a segment illustrating the human impact these issues have on our families, friends, and neighbors. With a full half hour dedicated to each topic, **Utah Insight** is a central resource for thorough analysis on the issues Utahns care about. Viewer feedback is also built into the end of every episode, featuring commentary shared through email and social media. Topics covered in FY20 included “Utah’s New Normal After COVID-19,” “Reducing Utah’s Suicide Epidemic,” “How Teachers Teach Without Classes,” and “Preparing for the Unexpected.”

THE HINCKLEY REPORT WITH JASON PERRY

11,885
PODCAST
LISTENS & DOWNLOADS

FY20 STREAMS
2,860
UP 66% FROM FY19

The Hinckley Report, a weekly public affairs program featuring local reporters, journalists, and policymakers, returned for a fourth season with host Jason Perry of the Hinckley Institute of Politics at The University of Utah. At a time when divisive political news dominated headlines, **The Hinckley Report** provided unbiased and civil roundtable discussions that unpacked the issues Utahns face in a deep and insightful way. This season also saw the continuation of **The Hinckley Report** Podcast, bringing each week’s events and political news to even broader audiences.

SUPPORTING CIVIL RIGHTS

- PBS Utah partnered with the Martin Luther King Jr. Human Rights Commission to curate a Book Club in a Box on civil rights and engaged their board members Emma Houston and Dr. Karen Johnson to put together the box and promote it throughout Utah.
- PBS Utah hosted a “King Conversation” at the Eccles Broadcast Center with the Office of Multicultural Affairs, facilitated by Dr. Karen Johnson, to discuss the book *Coming of Age in Mississippi* and the local film **Utah’s Freedom Riders**.
- PBS Utah partnered with the Nora Eccles Harrison Museum of Art in Logan to screen the film led by Professor Scott Bushman, **Utah’s Freedom Riders** and engaged the visitors in a discussion about the film, and the book *Coming of Age in Mississippi* led by Professor Scott Bushman.
- PBS Utah partnered with the Nora Eccles Harrison Museum of Art in Logan to screen the film **Martha Hughes Cannon** and engage the visitors in a discussion about the film and the book *The Invention of Wings* by Sue Monk Kidd — a book about abolitionists and women paving the way for equality.

ADDRESSING ANTISEMITISM

PBS Utah partnered with the Salt Lake Jewish Community Center on a virtual screening and panel discussion of **Viral: Antisemitism in Four Mutations**, which examines the rise of antisemitism traveling through four countries. The filmmaker, Andrew Goldberg, was available for a Q&A afterwards via Zoom at his home in New York City. The moderator was Dr. Jay Jacobson in Utah. 119 people attended.

RESPONSE TO COVID-19

COVERAGE OF GOVERNOR'S COVID-19 UPDATES

PBS Utah was quick to invest in equipment to support and enhance the station's ability to provide live coverage and transmit the program to minority stations, such as Utah's Spanish language channels. This became critical as the station pivoted to provide the technology for the Governor's daily updates regarding COVID-19.

PBS UTAH  **OF REGULAR**  **FROM THE GOVERNOR'S OFFICE**
FACILITATED DISTRIBUTION COVID-19 UPDATES TO LOCAL BROADCASTERS IN FY20

COVID-19 IN UTAH: YOUR QUESTIONS ANSWERED TOWN HALL

During this one-hour town hall special, health experts and Utah government officials addressed the impact of COVID-19 and answered questions submitted by viewers.

PBS KIDS UTAH BLOG

With the closing of schools until the end of the school year, PBS Utah launched a virtual at-home option to the in-person Family Nights which were hosted at schools. To share the hands-on activities created for Family Nights, as well as activities from PBS KIDS, and resources from our community partners, PBS KIDS Utah started a blog series featuring Education Program Manager Elise Brimhall. These weekly themed activities initially focused on literacy and STEAM (science, technology, engineering, art, and math) learning, but shifted as schools started their distance-learning programs to feature ways for teachers and students to connect, more family activities (game night ideas), and support (such as mindfulness and scheduling).



WEBSITE TRAFFIC
13,186
PAGEVIEWS IN FY20

STREAMS IN FY20
474

PBS KIDS UTAH BLOG

PBS Utah's Digital Media team launched **Let's Talk**, an online series about talking to kids about race, racism, and cultural differences. The goal of the program was to inspire parents, caregivers, and teachers to take action in having conversations with kids, as well as each other, about race and racism, and provide resources, information, and tips on talking to kids. Host Karen Tao, Professor of Educational Psychology at the University of Utah, sat down with parents to have lively conversations about race and racism and how these topics inform their family life. **Let's Talk** proved an invaluable resource for parents and caregivers at a time when Americans faced a national reckoning on race.



BOOK CLUB IN A BOX

BOOK CLUBS HELD
158

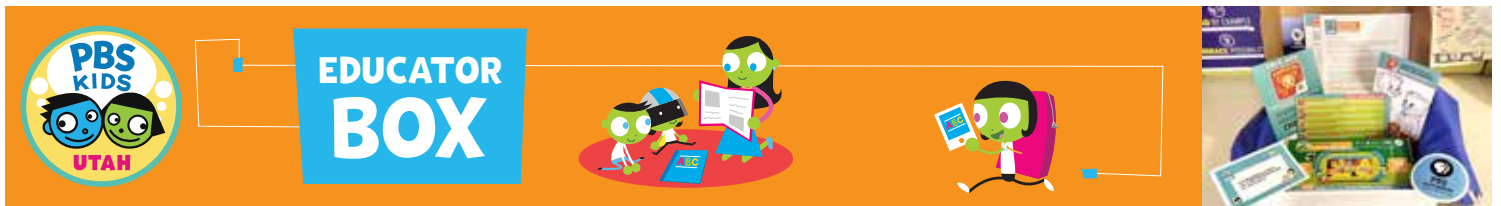
PEOPLE REACHED
1,981

PBS Utah's **Book Club in a Box** engages small, private book clubs with big questions surrounding issues important to Utahns, through the pairing of a film and a book. In FY20, the program engaged participants with topics relating to civil rights, autism, gender identity, and cultural preservation. **Book Club** kits were mailed out to cities throughout the state (beyond the Wasatch Front), including Elk Ridge, Roosevelt, St. George, Lehi, Spanish Fork, Vineyard, Helper, and Duchesne, to name a few.

“ This is our second time using Book Club in a Box, and we all enjoy the way the film complements the reading. It's not something we would be able to come up with on our own, I don't think. This last documentary tied the book to our local history, which made for an especially interesting discussion. Sometimes a group can get a little insular and 'self-selecting' and this program gives us the opportunity to stretch. ”

“ With the current issues going on in our community right now, it is so beneficial to read books that open our minds up. This program is amazing because it gives you the tools to have open and honest conversation with your friends and family. ”

PBS Utah sponsored the annual Native American Summit in Orem, Utah, and gave a presentation to those in attendance about the **Book Club in a Box** program and PBS Utah's film **Unspoken: America's Native American Boarding Schools**. PBS Utah engaged with Utah's Native American population through this program, amplifying the voice of Native Utahns to share their stories.



PBS Utah started a new **Educator Box** program in 2019. These boxes are filled with educational materials and resources that educators can use to tie into curriculum as a fun and engaging way to educate kids. The target audience is educators in rural communities who have limited teaching resources. There are three options to choose from: Social/Emotional, Math, and Summer Camp. Each box includes a variation of lesson plans, classroom activities, supplies, at-home activities, a DVD of **Daniel Tiger's Neighborhood** or **Peg + Cat**, children's book, PBS Playtime Pad, headphones, and PBS KIDS app card.

Between July and September, PBS Utah sent out 33 total **Educator Boxes** to educators in Tooele, Santaquin, Orangeville, Bullfrog, Smithfield, Monument Valley, Ephraim, Minersville, Stansbury Park, St. George, West Jordan, Elmo, Nephi, Salina, Fayette, Tremonton, Sandy, Randolph, Castle Dale, Orangeville, Salem, Nibley, Logan, and Providence. PBS Utah received very positive feedback from the educators.

“ Oh my goodness! I am so impressed with the quality of this kit. The activities are so appropriate for Kindergarten and I know the kids are going to have so much fun hunting and counting their 'chickens.' I'm super impressed with all the work that has gone into developing this. I already use PBS KIDS to show videos that pertain to what we are learning and I love the additional problem solving activities that you have extended the videos with. I am so happy to be able to add this to our math curriculum as a very fun and engaging way of having the kiddos count. THANK YOU SO MUCH!!!! ”



STREAMS FY20
12,761
 UP 380% FROM FY19

WEBSITE TRAFFIC FY20
27,267
 UP 98% FROM FY19

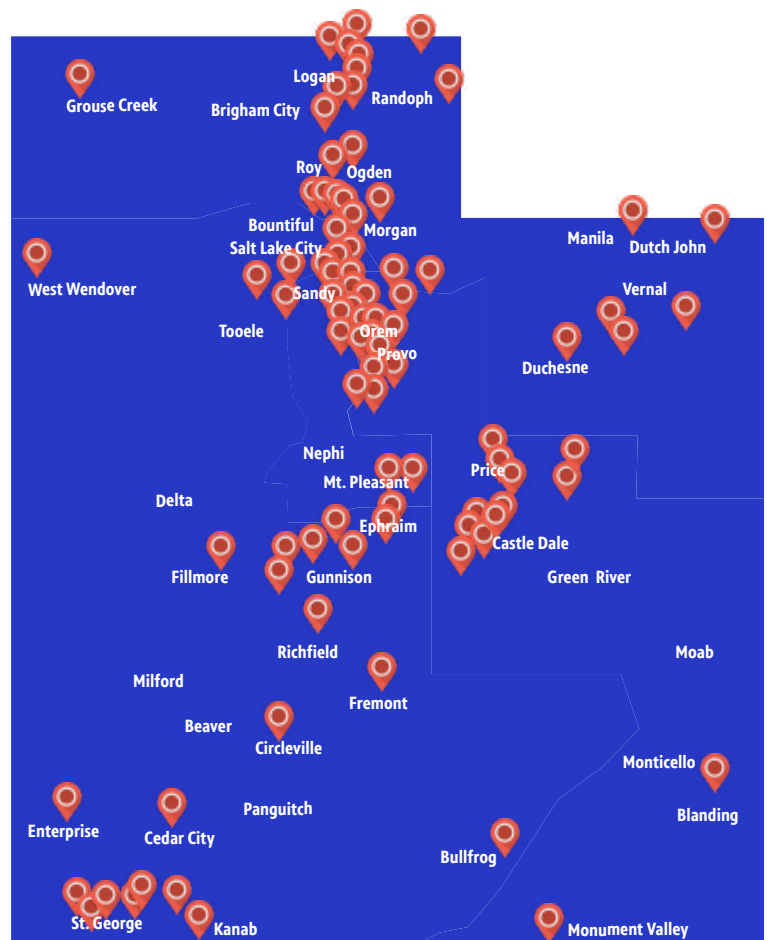
THIS IS UTAH

A weekly series from PBS Utah celebrating the diverse people who call this state home, returned for its second season in February 2020. Host Liz Adeola guided viewers through stories about the arts, culture, places, and events, as told through the voices of the people and communities that make Utah unique. Season two added 12 new vibrant stories (compiled into four episodes) about Utahns and organizations, including Women of the World, 1520 Arts, Wasatch Mountain Club, Utah Shakespeare Festival, and State Street Boxing Gym.

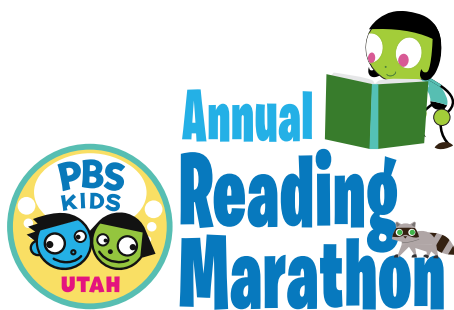
UEA EXCELLENCE IN TEACHING AWARDS

PBS Utah, with its 60-year commitment to education, partnered with the Utah Education Association to produce video profiles of the Excellence in Teaching Award winners. The Excellence in Teaching Awards are presented each year to 10 Utah public school teachers whose efforts in the classroom have significantly impacted the life of an individual child or group of children. In 2016, PBS Utah became the official media sponsor. The UEA has sponsored the awards since 2000. Educators from around the state were selected by a panel of judges to receive the award. PBS Utah hosted the winners and their nominators in studio to record their interviews.

PBS UTAH'S STATEWIDE REACH EDUCATION AND COMMUNITY ENGAGEMENT ACTIVITIES







5,005
CHILDREN
PARTICIPATED

2,725
PARENTS
PARTICIPATED

3.7
MILLION
MINUTES READ
UP 28% FROM YOY



On November 2, 2019, PBS Utah held the 27th Annual Reading Marathon Kickoff at The City Library in Salt Lake City. Over 1,600 people attended the free event. PBS Utah's Education team worked with 30 community partners to coordinate STEM focused activities designed to engage children and get them excited about reading. Each child got to take home a book.

Additionally, PBS KIDS Utah provided support to rural libraries, schools, and non-profit organizations to host their own Mini Reading Marathons. These Mini Reading Marathons ensure populations affected by Utah's geography can equally access and benefit from PBS Utah's early literacy initiatives. In FY20 PBS KIDS Utah awarded grants to 32 organizations located in the following cities: Bullfrog, Castle Dale, Circleville, Elmo, Enterprise, Ferron, Garden City, Grouse Creek, Gunnison, Helper, Hildale, Huntington, La Verkin, Logan, Manila, Monument Valley, Moroni, Neola, Orangeville, Richfield, Richmond, Smithfield, Springdale, St. George, Sunnyside, Tooele, Vernal, and Wellington.

4,509
CHILDREN

1,457
PARENTS

REACHED THROUGH
RURAL MINI READING MARATHONS

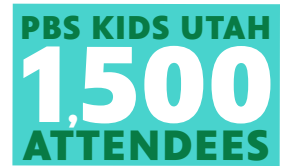


Ready To Learn

Family Nights

In Fall 2019, PBS Utah hosted literacy-themed Family Nights at 26 Title I elementary schools in Granite School District. In total, PBS Utah reached 7,233 participants through its Fall Literacy Family Nights (4,084 children, 2,560 adults, and 589 volunteers). PBS distributed 4,100 books to children. In Spring 2020, PBS Utah hosted STEAM (Science, Technology, Engineering, Art, and Math) themed Family Nights. Because of the pandemic and school closures, Family Nights were terminated in March. However, prior to closures, PBS Utah reached 2,433 participants through its Spring STEAM Family Nights with activity stations for children and their families (1,358 children, 885 adults, and 190 volunteers). distributed 1,358 books to children at the Spring Family Nights, and provided books to schools to distribute in their homework packets as students began their distance learning.

“ Thank you ALL for a very successful PBS KIDS Utah Family Night! I am so lucky to have the privilege of working with such warm individuals! I can't wait to do it again in the spring. Thank you! ”



50TH ANNIVERSARY OF THE LUNAR LANDING

PBS KIDS Utah teamed up with Clark Planetarium for a full day of family-friendly activities, celebrating the Apollo 11 moon landing 50th anniversary. The celebration started with a free screening of **Ready Jet Go!** “One Small Step.” PBS KIDS Utah also had a table to give out children's books, crowns, stickers, bookmarks, and space-themed activities. In addition to the celebration, this event also kicked off the traveling exhibit of PBS KIDS Utah's 2019 Writers and Illustrators contest winners. 1,500 people attended this event (1,005 kids and 495 parents) and 700 space-themed books were handed out.

COUNTRY MUSIC

A FILM BY KEN BURNS

PBS Utah received a \$10,000 grant to engage Utahns with the Ken Burns documentary, **Country Music**. The project activities demonstrated how country music is a part of American culture and for many of us who grew up in America, we identified with its stories, sounds, and influence. PBS Utah curated a three-part course called “Why You Like Country Music Even if You Don’t” with three different instructors that touched on country music's influence on other genres, its crossover into mainstream, and its stories that are a part of every human experience. PBS Utah also held a public concert featuring bands that weren't country bands, but chose their favorite country song to cover. The final event was a sing along that demonstrated how country music has been a part of every American child's musical anthology. A singer led attendees in childhood songs that stemmed from country tunes, including “Rudolf the Red Nosed Reindeer” (written by Gene Autry), “I’ve Been Working on the Railroad,” and “On Top of Old Smokey.”

CONTACT

with Mary Dickson



PBS Utah is committed to inviting individual leaders from diverse communities to share their programs and events on **Contact**, a nightly interview program that airs on PBS Utah and is available to stream online. The program provided a platform for 43 individuals (up 59% from FY19) representing a variety of cultures and promoting services to minority and marginalized communities. **Billboard**, PBS Utah's on-air weekly events listing, aired a total of 47 events throughout the year, promoting events and programs surrounding support and representation of diverse populations.





- Adams Elementary School
- American Chemical Society
- American Indian Education, Utah State Board of Education
- Bacchus Elementary
- Bad Dog Arts
- Beehive Elementary
- Boys & Girls Club of Greater Tooele
- Bruin Point Elementary
- Carl Sandburg Elementary
- Castle Dale Branch Library
- Circleville Elementary School
- Clark Planetarium
- Cottonwood Elementary School
- David Gourley Elementary
- Discovery Gateway
- Elk Run Elementary
- Elmo Library
- Encircle Together
- Enterprise Elementary
- Esperanza Elementary
- Farnsworth Elementary
- Ferron Elementary
- Garden City Library
- Granger Elementary
- Grouse Creek Elementary
- Gunnison Valley Elementary School
- Heart & Soul Music Stroll
- Helper City Library
- Hillsdale Elementary
- Hunter Elementary
- Huntington Elementary
- Huntington Library
- Intermountain Therapy Animals
- Jackling Elementary
- James E. Moss Elementary
- KUER
- La Verkin Elementary
- Lake Powell School
- Latinos in Action
- Lincoln Elementary
- Manila Elementary School
- MLK Human Rights Commission
- Monroe Elementary
- Moroni Elementary Library
- Natural History Museum of Utah
- Neola Elementary
- Nora Eccles Harrison Museum of Art
- Ogden Nature Center
- Orangeville Library
- Osher Lifelong Learning
- Pioneer Elementary
- Plymouth Elementary
- Preservation Utah
- Red Butte Garden
- Redwood Elementary
- Richmond Public Library
- Robert Frost Elementary
- Rolling Meadows Elementary
- Salt Lake City Public Library System
- Salt Lake County
- Salt Lake County Library
- Salt Lake Film Society
- Salt Lake Jewish Community Center
- San Rafael Middle School & Canyon View Middle School
- Silver Hills Elementary
- SLUG Magazine
- Smithfield Public Library
- South Kearns Elementary
- Springdale Elementary
- Stansbury Elementary
- Success in Education
- The City Library
- The Leonardo
- The Terra Academy
- Tracy Aviary
- TrouBeliever Festival
- Tse'Bii'Nidziszgai Elementary
- UEN
- Uintah County Library
- UMOCA
- United Jewish Federation of Utah
- United Way - Help Me Grow
- United Way: Early Learners
- Utah Community Action - Head Start
- Utah Education Network
- Utah Film
- Utah Office of Indian Affairs
- Utah Online School
- Utah Presents
- Utah PTA
- Utah Symphony Utah Opera
- Utah's Hogle Zoo
- Washington County Library
- Water Canyon Elementary School
- Wellington Elementary
- West Kearns Elementary
- Westbrook Elementary
- Western Hills Elementary
- Westminster College
- Whittier Elementary
- Woodrow Wilson Elementary
- Writ & Vision, Provo