



2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

Vegas PBS' Mission is to use television and other technologies to educate and empower individuals and to extend and amplify the effectiveness of community organizations

Services of Vegas PBS

Educational Media Services(EMS)

EMS is dedicated to assisting parents, teachers, and other school officials by providing students with the best education possible; through the use of television, technology, tools, and media sources that support their curriculum. EMS services extend throughout all areas of the District, and also align with the Clark County School District Board of School Trustees, Strategic Imperatives and Focus Areas.

Academic Excellence (Strategic Imperative)

- *Educational Media Center (EMC)*- A full service educational media distribution center that is a lending library which contains over 15,000 titles of video, CD-ROM, DVD, and audio books that are accessible to CCSD staff.
- *Cable in the Classroom*- Provides users with dozens of educational and local school channels.
- *Teacher Video Streaming/OnePlace*- Free resource that is aligned with the Nevada Academic Content Standards (NACS), and gives CCSD students and teachers online access to over 550,000 digital media resources, such as full videos, images, and clip art designed to enhance students' learning experiences.

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Engagement (Strategic Imperative) & Achievement Gaps (Focus Area)

- *Ready To Learn (RTL)* services– Provides literacy, health, and math-based family engagement workshops to schools and families. RTL focuses approximately 90% of its outreach efforts on CCSD Title I schools and neighborhood centers. Over 7,450 parent surveys were collected showing that 94% of parents learned new skills to help their child learn through RTL workshops and 91% will use the information at home.
- *Keeping Kids Fit (KKF)* workshops - Address childhood obesity by promoting healthy lifestyles. Vegas PBS Keeping Kids Fit staff in collaboration with content and educational specialists, have developed an extensive curriculum to assist teachers, and families in providing long term assistance with healthy exercise and nutrition practices. Learning kits for both elementary and middle school students along with their families, provide a host of resources including exercise equipment, and nutritional information.
- *Special Needs Resource Library (SNRL)* – Grant Funded free-loan library available to all Nevadans which offer Braille printing services for schools, businesses, and government. The DCMC offers Braille literacy backpacks, and is a lending library for video programs, and also includes books, games, and toys, along with parent and teacher resource materials.

College and Career Readiness (Focus Area)

American Graduate- Helps local communities find solutions to address the drop out crisis. Vegas PBS combines community outreach, on-air production, and online resources, mentor recruitment and training to try and bring community awareness to this issue.

Workforce Training and Economic Development

Workforce Training & Economic Development provides quality programs, training, and development services to meet the workforce and economic demands and enrichment needs of the businesses and citizens within our community.

- Global Online Advanced Learning (GOAL) offers 313 Instructor-led Career Certification Courses, 500 Instructor-led Continuing Education Courses, and 5,000 self-paced workplace skills or personal enrichment courses.
- FY 2017-18 Workforce enrolled over 119,000 students into its development programs, some examples of courses offered include:
 - GED/ TASC/Hi Set
 - ESL
 - Teacher Licensure
 - Workplace Courses
 - Career Certification Programs



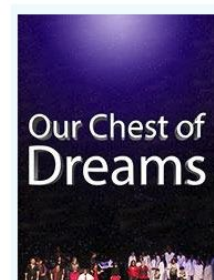
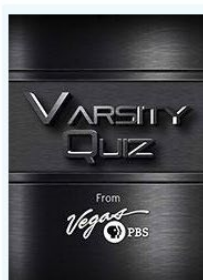
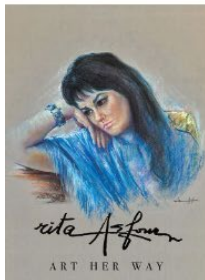
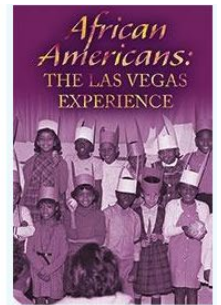
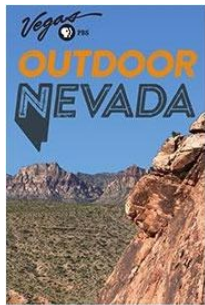
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Public Service Media (PSM)

PSM includes public television, educational cable, internet services, programming outreach activities, and emergency communication services that are funded with non-District revenues received through donations from individuals, corporations, foundations, service fees, tuition and federal matching grants.

Vegas PBS produces many privately funded local programs for KLVX-DT Channel 10/10.1/1010 which are intended to meet community interest and civic needs including:

- *Inside Education*- Explores K-12 School issues for the general public.
- *Community Calendar*'s highlights hundreds of community lectures, nonprofit fundraisers, cultural performances, and ethnic celebrations.
- *2018 Varsity Quiz and 2018 Jr. Varsity Quiz*
- *2018 Clark County School District Spelling Bee*
- *2018 Nevada Science Bowl*
- *Nevada Week*
- *Outdoor Nevada*





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STORIES OF IMPACT

Adult and Teacher Education

Utilizing partnerships with other local agencies including Southern Nevada Health District, Clark County Education Association, State Area Health Education Centers, and many other non-profit and governmental Agencies, Vegas PBS has helped educate over 100,000 people in the Nevada workforce. . .



Special Needs Resource Library

Originally named the Described and Captioned Media Center, it was renamed the Vegas PBS Special Needs Resource Library to better reflect the growth that has happened since its inception. The Special Needs Resource Library now provides Learning resources such as puzzles, games, books, dvds, as well as workshops for all ages to help a wide variety of students. The Special needs resource Library is the only one in existence thought Nevada that provides free resources available for checkout to the public. Mailing items statewide it has garnered a reputation as an incredibly valuable resource to the community we serve.



Current Affairs – *NevadaWeek*

After a 3 year Hiatus, Vegas PBS brought back a new version of a local current affairs show focused on help educate viewers about Local and Public Affairs relevant to Nevada. The show discusses important issues in depth and striving to give and unbiased and diverse view into the relevant topics.





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Ready to Learn – Early Childhood Literacy Program

The Vegas PBS Ready to Learn (RTL) project provides literacy, health, and math-based family engagement workshops to schools and families. Vegas PBS RTL focuses approximately 90% of its outreach efforts on Clark County School District (CCSD) Title I schools. New, free books are provided to participants through workshops to help maximize their educational impact. Vegas PBS RTL provides over 85,000 new books to at-risk families annually, serving tens of thousands of children.



Reach in the Community:

Vegas PBS RTL outreach efforts are seen in numerous locations throughout Southern Nevada, providing workshops in CCSD Classrooms, after-school programs, public libraries, childcare facilities, non-profit preschool programs, shelters, and recreation centers.

Partnerships:

- ☐ Clark County School District
- ☐ Las Vegas Valley Library District
- ☐ United Way
- ☐ Speedway Charities
- ☐ Wells Fargo Bank
- ☐ Corporation for Public Broadcasting
- ☐ Speedway Charities

Impact and Community Feedback:

As Nevada strives to improve its place in most educational categories, the RTL program reaches out to those most needing extra help and provides an avenue of learning not always available in the classroom setting. Whether it be through Parent and Family Engagement workshops or going in to the classrooms directly and work with small groups of students, the impact of these services is amazing.

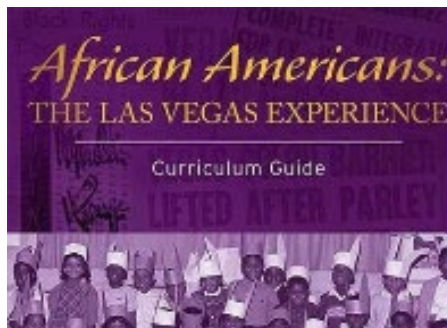
We support Vegas PBS because they recognize the importance of providing children with educational programming that encourages learning through unique and creative ways, including music and the arts”

– Las Vegas Philharmonic, Donato Cabrera, Conductor



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Evaluating Outcomes, Measuring Impact



☐ In 2018 Vegas PBS had the Highest whole day gross rating point totals of any PBS affiliate in the United States.

☐ Vegas PBS' GOAL program offered over 9,000 training courses has delivered over 113,000 course enrollments each year for the past 5 years

☐ Vegas PBS provides over 1,000 community workshops in basic literacy, environmental print, music, and sign language to thousands of children and parents



The Vegas PBS vision statement says that Vegas PBS will be known as the leading information resource, online education provider, and preferred partner for local media content creation and distribution. Vegas PBS is realizing this vision by developing strong partnerships with the local industries, providing state of the art educational resources to the community and delivering content that meets viewers needs of being trusted, valued and essential.