

Vegas  PBS.

2022 REPORT TO THE COMMUNITY



Vegas  PBS

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Vegas  PBS
 WORLD

 PBS
VIDEO
APP

JANUARY – DECEMBER 2022

MISSION

Vegas PBS creates an informed and engaged community through high-tech, high-touch experiences that educate and empower individuals and organizations.

VISION

Vegas PBS will be a leading educational public media organization connecting and creating community through trusted quality content and experiences that engage, entertain, inform and inspire.

CORE VALUES

- Teamwork
- Diversity and Inclusion
- Integrity
- Excellence
- Service

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Photo: Be My Neighbor Day 2022



LEADERSHIP AND ADVISORY COMMITTEES

VEGAS PBS MANAGEMENT TEAM

President and General Manager, Mare Mazur
Education Services and Business Development Director, Niki Bates
Development Director, Salvador Carrera
Digital Marketing Director, Terry Chi
Program Development, Acquisitions and Scheduling Director, Natalie Cullen
Recruitment, SNPT Board & Staff Resources Director, Bernie Goodemote
Fiscal Management Director, Brandon Merrill
Workforce Training & Economic Development Director, Debra Solt
Chief of Broadcast Operations & Emergency Response, John Turner

SOUTHERN NEVADA PUBLIC TELEVISION BOARD OF DIRECTORS

Executive Director, Mare Mazur, Vegas PBS
President, Nora Luna, UNR Cooperative Extension
Vice President, Jason Gastwirth, Caesars Entertainment
Secretary, Michael Cunningham, Bank of Nevada
Treasurer & SNPT Planned Giving Council Chair, Kim Walker, Kim Walker, CPA

BOARD MEMBERS

Tracy Bower, Desert Research Institute
Linda P. Cavazos, Clark County School District
Bill Curran, Ballard Spahr, LLP*
Mo Denis, Former Nevada State Senator
Clark Dumont, Dumont Communications, LLC
Peter Guzman, Latin Chamber of Commerce
Marydean Martin, Marydean & Associates*
Benson Riseman, BENSEA Enterprises, LLC
Andrew Thurlow, U.S. Bank
Tom Warden, The Howard Hughes Corporation

**SNPT Emeritus*

FCC LICENSEES CLARK COUNTY SCHOOL DISTRICT BOARD OF TRUSTEES

Lola Brooks
Irene Bustamante Adams
Linda P. Cavazos
Evelyn Garcia Morales
Lisa Guzmán
Katie Williams
Brenda Zamora

FROM THE DESK OF OUR PRESIDENT AND GENERAL MANAGER

After the storm of the pandemic, 2022 was like the sunlight beginning to break through the clouds. While not completely the same, life has seemed to return to a “new normal.” But while the return of community gatherings and other services was welcome, we were driven to take on new projects and push our limits.

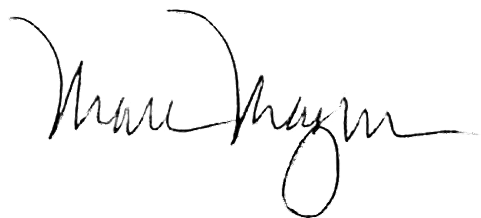
Throughout the year, we were faced with rapidly-evolving situations that required the combined efforts and talents of our entire staff to solve. Each time, we found creative and innovative solutions that strengthened our capabilities to serve our community.

We are broadcasters with much to offer beyond the broadcast. In alignment with our mission to educate and empower the individuals and organizations that make up Southern Nevada, we focus our efforts across four core areas of impact: Education, Workforce Development, Technology and Local Productions.

I am fortunate to be part of a team with such passion for delivering innovative and high-impact local experiences. Community is at the heart of everything we do. Throughout this report, you will find more information about the power of public media for public good. Because now more than ever, the world needs quality media we can trust – paired with holistic resources that truly make a difference.

With your continued support and a growing membership base, Vegas PBS will continue to positively impact the communities we serve for many more years to come.

Thank you for all your support.



Mare Mazur
President and General Manager



For 15 consecutive years, Vegas PBS has been ranked among the **TOP 10 MOST-WATCHED PBS STATIONS**

(based on overnight Nielsen ratings)



*Photo: Around the World in
80 Days on Masterpiece*

REACH & VIEWERSHIP

2.8 million

average monthly streams on
VEGAS PBS KIDS

106,000

average monthly total viewers on
Vegas PBS Create

158,400

average monthly views on
Vegas PBS website

AWARDS & RECOGNITION

**1 EMMY
AWARD**

and three nominations

**6 TELLY
AWARDS**

2 ADDYs
from the American
Advertising Awards

VEGAS PBS ORIGINALS



NEVADA WEEK

This weekly public affairs program provides insight into the most current and critical issues facing Nevada, covering a wide range of important issues such as health care, politics, arts and culture, education, economic development, social services and more.



OUTDOOR NEVADA

This series highlights the places and people that make Nevada unique and fascinating. In 2022, an interactive map was posted on the Vegas PBS website that allows viewers to plan their trips based on destinations featured in the show.



VEGAS PBS STEAM CAMP

This series features interviews with community experts, interactive at-home STEAM challenges and more to support inquiry-based learning for children ages 6-8. New episodes featured the Vegas Golden Knights, the Silverton Aquarium, Republic Services and more.



THE GREAT VEGAS RECIPE

Public TV icon Martin Yan hosts this Vegas PBS Original Digital Series. Four CCSD culinary students had the opportunity to cook alongside Chef Yan and share family recipes, including cactus salad, seafood cakes, aguachiles and pork adobo.



STUDENT SHOWCASE

Vegas PBS educational productions include the **Clark County School District Spelling Bee Finals**, **Varsity Quiz**, **African American History Challenge**, and **Student Spotlight**. These programs showcase the many skills and talents of local students, as well as the incredible staff that helps them succeed.

EDUCATIONAL MEDIA SERVICES

From teacher professional development to a wealth of instructional resources available for free, the Vegas PBS Educational Media Services department offers a wide range of both physical and digital resources for educators, families, and caregivers, to meet the unique educational needs of our community.

1.6M

Streams and pageviews of educational media to support distance learning, on platforms like OnePlace and ClassroomCast.

5,700+

Teacher online enrollments for courses designed to help educators improve their skills and enhance student achievement.

146,000+

Children, parents and caregivers reached through Vegas PBS' Ready To Learn Services (learning activities to supplement PBS KIDS programming).

1,000+

Educational workshops and community events for families, caregivers and educators.





WORKFORCE EDUCATION

Vegas PBS' Workforce Education provides Southern Nevadans with resources to increase their occupational knowledge and excel within high-earning, high-demand careers.

Over 50% of Vegas PBS Workforce Education students say they choose Vegas PBS courses because they're more convenient and fit better into their schedules.

350+

Career Training programs to get certified in high wage jobs across high demand industries.

4,000+

Assessments and certification exams facilitated at the Vegas PBS Testing Center computer lab.

750+

Short-term career exploration, skill enhancement and personal enrichment courses offered.



BOLSTERING PRODUCTION

PUBLIC MEDIA JOINING FORCES

Vegas PBS collaborated with Nevada Public Radio to produce **Nevada Decides**, a political program consisting of a live televised debate between Nevada's 4th Congressional District candidates Steven Horsford and Sam Peters; and a separate, taped interview with Nevada's 1st Congressional District Candidate Dina Titus.



VEGAS PBS MEDIA CREW

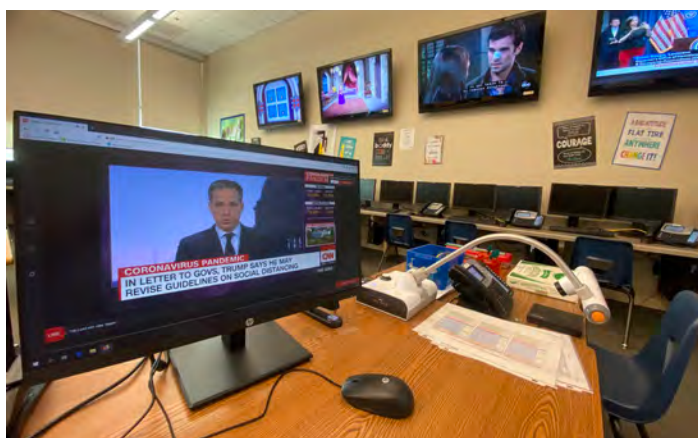
Vegas PBS was one of twelve public media stations to be selected for participation in the By/With/For Youth: Inspiring Next Gen Public Media Audiences project. A cohort of seven Clark County School District students formed the station's first-ever Vegas PBS Media Crew. The students were responsible for researching, creating, producing and distributing content for a new segment called **In Our Opinion**.



EMERGENCY OPERATIONS & TECHNOLOGY

EOC EMERGENCY OPERATIONS CENTER

The Vegas PBS station is designated as the primary Emergency Operations Center (EOC) for the Clark County School District, maintaining wired and wireless connections to other EOCs, media providers, schools, hospitals and first responders. Vegas PBS serves as the hub of emergency services datacasting, providing the CCSD Police Department with real time alerts, messaging, and streaming video to first responders.



MASTER CONTROL

Vegas PBS spent the bulk of 2022 updating its Master Control system while simultaneously keeping its signal on the air. As of the end of 2022, the upgrade is 85 percent complete and set to be fully operational in 2023.



MEMBERSHIP & COMMUNITY ENGAGEMENT

Vegas PBS offers community events that extend our programming beyond the broadcast, covering science, nature, drama, the arts and more. Events ranged from community outreach, panel discussions, virtual paint-alongs, cooking demonstrations and access to concert ticket offers, giveaways, and regional trips.



Presented by the Howard Hughes Corporation, Be My Neighbor Day is an annual event that promotes being a caring neighbor. Attendees engaged in family friendly activities, explored first-responder vehicles, and enjoyed live performances by beloved characters. In 2022, the event had more than 8,000 community members in attendance - the largest attendance to date.





VEGAS PBS KIDS WRITERS CONTEST PRESENTED BY JANICE ALLEN

The VEGAS PBS KIDS Writers Contest presented by Janice Allen is designed to promote the advancement of children's literacy skills through hands-on, active learning. The contest — made possible by local financial support from Janice Allen — empowers children in grades K-5 to celebrate creativity by writing and illustrating their very own stories.



LIVE COOKING DEMO

In conjunction with the premiere of **The Great American Recipe** and **The Great Vegas Recipe**, Vegas PBS organized a live cooking demo with Chef Martin Yan at the Rio test kitchen.



U.S. AND THE HOLOCAUST SCREENING

Vegas PBS hosted a preview screening of **The U.S. and the Holocaust** for supporters and donors ahead of the premiere in September. Holocaust survivors were among the attendees and local scholars led a discussion about the documentary and the nation's response to the crisis.



ANNUAL TEA

Guests at the Vegas PBS Annual Tea event enjoy tea, sweets, savories, and entertainment – plus take home a souvenir tea cup and saucer. In 2022, guests got an exclusive sneak peek of the third season of **All Creatures Great and Small**.

PLANNED GIVING SEMINARS

These complimentary seminars, led by Vegas PBS Planned Giving Council members, help community members explore charitable contributions and planned giving, as well as learn about wills and trusts, investing and retirement planning. This year, we were able to resume conducting these seminars in person at our studio.

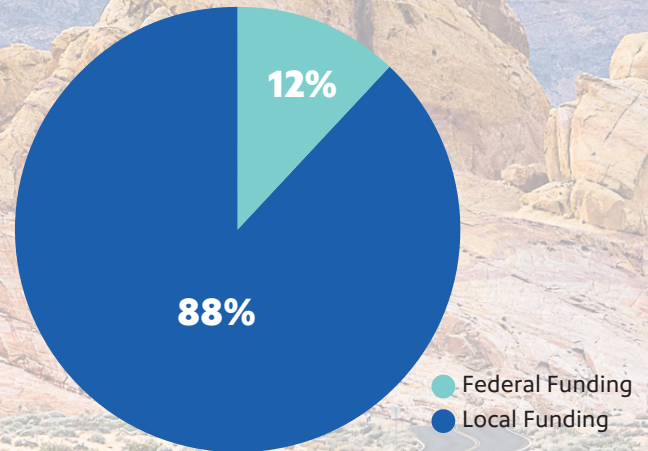
2022 OPERATING BUDGET

\$13.1 million

2022 Operating Budget

Vegas PBS received **\$1,697,735** in Corporation for Public Broadcasting Community Service Grant funds and leveraged this seed money to raise **\$12,550,000** from the community.

That's a **739%** return on investment!



STATION RESOURCES

\$380,000+

in Grants

\$517,197

in State Funding

\$407,000+

in Corporate Sponsorships

\$3.4 million

in Individual Member Donations

238 Silver Legacy Society members

(individuals who have included Vegas PBS in their estate plans and planned giving)

385 Charlotte Hill Society members

(annual gifts \$1,000 or more)



**High-tech,
high-touch**
experiences that
educate and
empower the
community.





Vegas  PBS®

PUBLIC MEDIA FOR PUBLIC GOOD

     @vegaspbs

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