



2023 REPORT TO THE COMMUNITY



JANUARY – DECEMBER 2023

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.

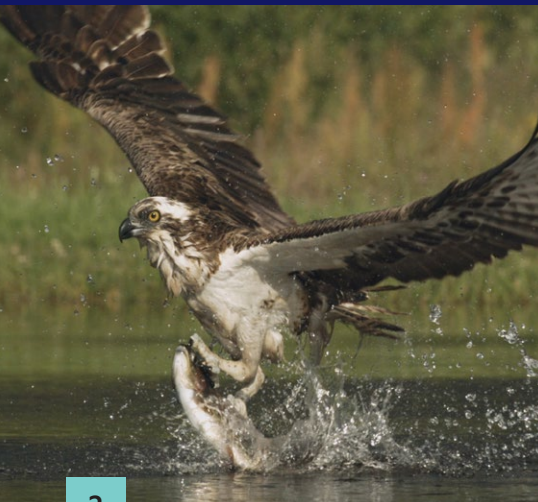
CORE VALUES

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

Vegas  PBS



Vegas  PBS
 create



Vegas  PBS
 WORLD

TABLE OF CONTENTS

Leadership and Advisory Committees	4
From the Desk of our President and General Manager	5
Vegas PBS Originals	6
Educational Media Services	8
Workforce Education	9
The Nevada Democracy Project	10
Emergency Operations	11
Membership & Community Engagement	12
2023 Operating Budget and Resources	14



Be My Neighbor Day 2023

LEADERSHIP AND ADVISORY COMMITTEES

VEGAS PBS MANAGEMENT TEAM

President and General Manager, Mare Mazur
Education Services and Business Development Director, Niki Bates
Digital Marketing Director, Terry Chi
Program Development, Acquisitions and Scheduling Director, Natalie Cullen
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, Jason Gastwirth, Interstate 15 Sports & Entertainment
Vice President, Benson Riseman, BENSEA Enterprises, LLC
Secretary, Andrew J. Thurlow, U.S. Bank
Treasurer & SNPT Planned Giving Council Chair, Kim Walker, CPA

BOARD MEMBERS

Linda P. Cavazos, Clark County School District
Bill Curran, Ballard Spahr, LLP*
Peter Guzman, Latin Chamber of Commerce
Marydean Martin, Marydean & Associates*
Shannon McCallum, Resorts World
Karen Rubel, Nathan Adelson Hospice
Ellen Schulhofer, Brownstein Hyatt Farber Schreck
Matt Walker, Howard Hughes Corporation
Anne Yamamoto, Frank, Rimmerman + Co. LLP
**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

In 2023, advances in technology and changes in audience behavior had a profound influence on all media, be it digital, television, radio, print, or film. As it becomes easier for creators to reach wider audiences, viewers conversely find themselves enclosed in the same spheres of content and perspectives.

As a public media outlet, our work is generated, produced, and delivered as a service to our community. Every day we listen to civic leaders and active citizens to determine what is needed for Southern Nevada to prosper. What stories need to be told? What models of education work best? How do we make sure that everyone feels that they are seen in a time when a spate of content is available at the tap of finger?

This past year, we've labored to address those burning questions. The answers are not easy to find, but they push us to get creative in all arenas of our work. In the months ahead, the fruits of our labor will take form in a way that inspires a new generation and reminds loyal subscribers why they fell in love with Vegas PBS in the first place.

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 have a positive impact on the communities we serve for many more years to come.



A handwritten signature in black ink, reading "Mare Mazur". The signature is fluid and cursive, with the last name "Mazur" being more prominent.

Mare Mazur
President and General Manager



For 16 consecutive years, Vegas PBS has been ranked among the **TOP 10 MOST-WATCHED PBS STATIONS**

(based on overnight Nielsen ratings)

REACH & VIEWERSHIP

2.8 million

average monthly streams on
VEGAS PBS KIDS

400,000

average monthly total viewers on
Vegas PBS Broadcast Channels

151,000

average monthly views on
Vegas PBS website

AWARDS & RECOGNITION

3 EMMY AWARDS

**VEGAS PBS KIDS Writers Contest
Presented by Janice Allen**

Vegas PBS STEAM Camp

The Great Vegas Recipe

4 TELLY AWARDS

**Silver Telly for
The Great Vegas Recipe**

**Silver Telly for
Vegas PBS STEAM Camp**

**Silver Telly for Nevada Week:
First Responder Mental Health**

**Bronze Telly for
60's Lunch Week PSA**

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.



NEVADA WEEK IN PERSON

Nevada Week In Person brings viewers insightful yet casual conversations with artists, athletes, entertainers, business and thought leaders, influencers, and newsmakers to talk about their personal passions, projects, and compelling stories.



OUTDOOR NEVADA

In 2023, this beloved series was distributed nationally on nearly 300 public television stations. Season 6 was filmed in 2023 for a January 2024 release with new host Connor Fields as he takes viewers across Nevada in search of its wide-open spaces, hidden treasures, and rich history.



OUTDOOR NEVADA PRESENTS TALES FROM THE TRAILS

Hosted by Maria Silva, **Tales from the Trails** is a digital-first companion to Outdoor Nevada, showcasing diverse and stunning natural landscapes within a two-hour drive from Las Vegas.



STUDENT SHOWCASE

Vegas PBS educational productions include the **Clark County School District Spelling Bee Finals**, **Varsity Quiz**, and **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.

1M+

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

16,000+

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

150,000+

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

1,400+

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



Photo credit: Silver State
Schools Credit Union

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 55% of Vegas PBS Workforce Education students say they choose Vegas PBS courses because they're more convenient and fit better into their schedules and over 95% plan to take another course.

400+

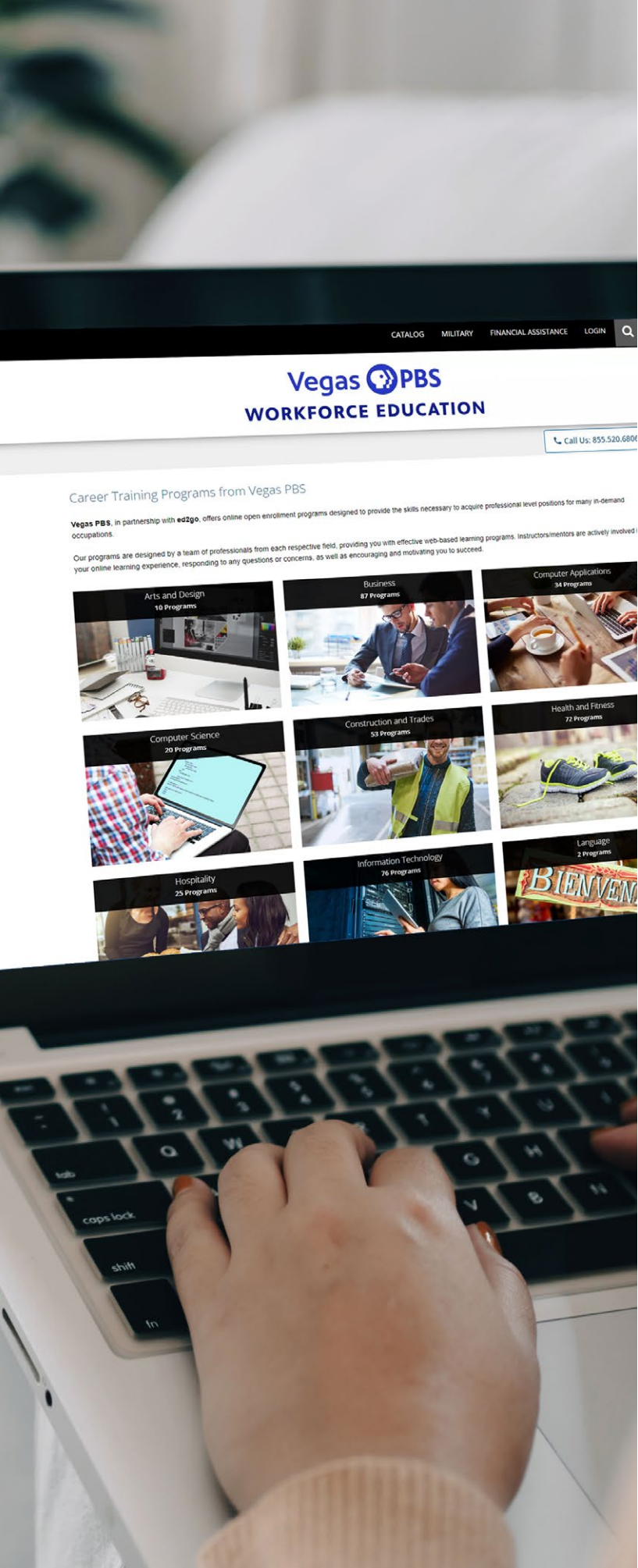
Career Training programs to get certified in high wage jobs across high demand industries.

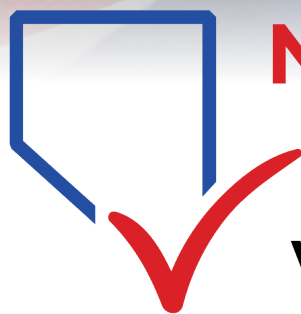
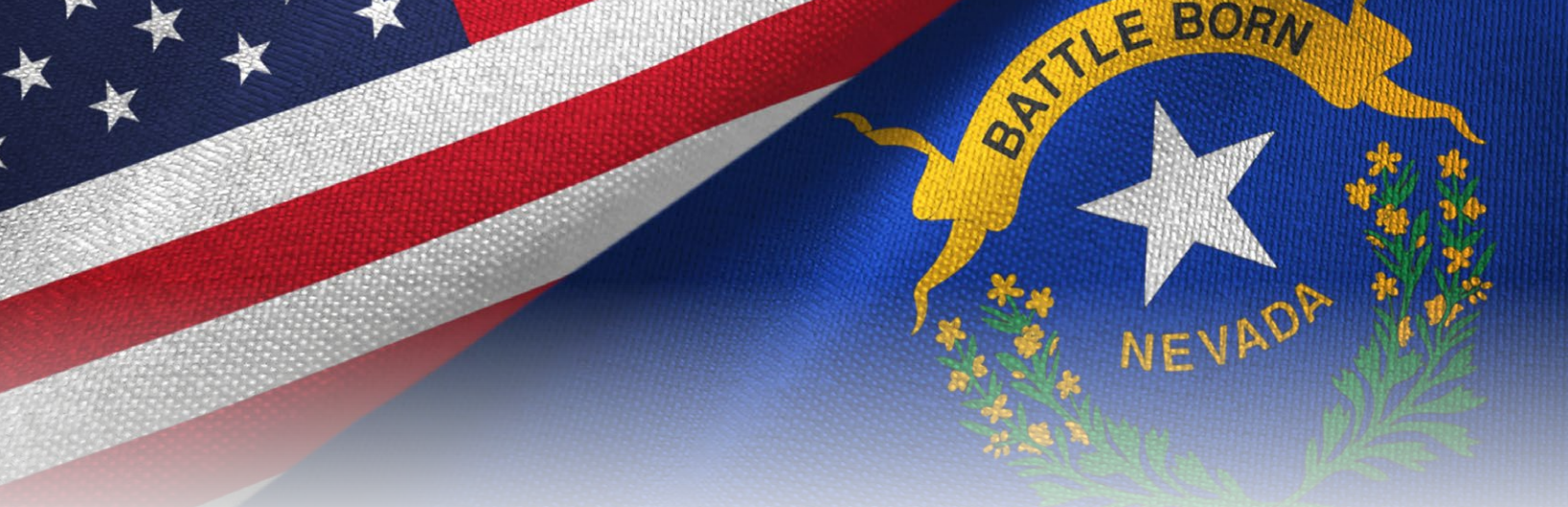
4,700+

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

1,500+

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





Nevada Democracy Project

Presented by

Vegas  PBS

 The **NEVADA** INDEPENDENT

The Nevada Democracy Project is a new initiative focused on civic engagement and community conversations. It is a partnership between **Vegas PBS** and **The Nevada Independent** that is based on the democratic principle that every Nevadan – regardless of background – who is affected by an issue should have a say in the decision-making around it.

Under the Nevada Democracy Project, the partners will team up for regular community listening sessions and from those conversations they will create coordinated, in-depth story coverage on Vegas PBS' weekly public affairs show **Nevada Week** and in **The Nevada Independent**.

In November 2023, the first Community Listening Session was held, moderated by **Nevada Week's** Amber Renee Dixon and Naoka Foreman from **The Nevada Independent**. It generated a thought-provoking and spirited conversation that touched on issues of racism and its effects on urban development, law enforcement and more. The town hall environment is an engaging atmosphere that empowers all citizens to make themselves heard. The next community listening session is scheduled for February 2024.





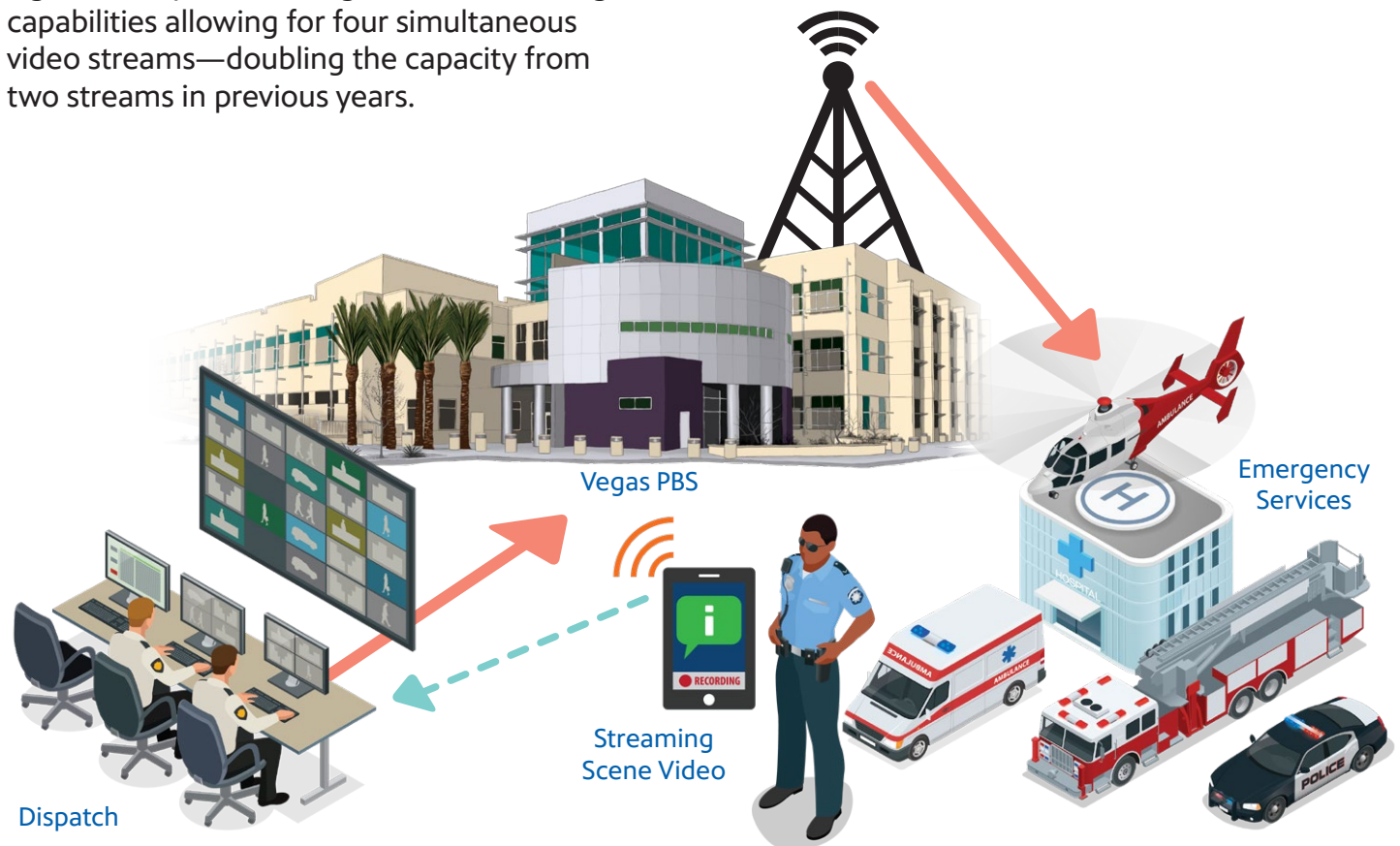
EMERGENCY OPERATIONS

PUBLIC SAFETY

Vegas PBS engaged in the design of a CCSD Police Department mobile communications and command vehicle, set to be delivered and stationed at Vegas PBS in early March 2024. Additionally, Vegas PBS was instrumental in obtaining a 40-foot mobile command vehicle for CCSD Emergency Management, which will also be housed at Vegas PBS.

DATACASTING

Datacasting is public safety technology that uses a dedicated portion of existing broadcast television bandwidth to provide secure, targeted data delivery, including files, messages, images, alerts and video. Significant updates to Vegas PBS Datacasting capabilities allowing for four simultaneous video streams—doubling the capacity from two streams in previous years.





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 and PNC, 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 2023, the event had more than 9,000 community members in attendance - the largest attendance to date.



VEGAS PBS HAS **20,000+** MEMBERS



VEGAS PBS KIDS WRITERS CONTEST PRESENTED BY JANICE ALLEN

This annual contest is designed to promote the advancement of children's literacy skills through hands-on, active learning. Made possible by local financial support from Janice Allen, children in grades K-5 are empowered to celebrate creativity by writing and illustrating their very own stories. In 2023, the contest received 834 entries!



STORMING CAESEARS PALACE

Vegas PBS and Make It Work Nevada cohosted an Indie Lens Pop Up Screening for the documentary **Independent Lens: Storming Caesars Palace** which included a Q&A with the film's director and main subject Ruby Duncan, a Las Vegas local.



WORKFORCE GRADUATION

Vegas PBS held its inaugural Workforce Education Graduation Luncheon on Saturday, August 5, 2023. The ceremony recognized over 200 graduates of the Workforce Education program.



WNBA STARS VISIT VEGAS PBS

A'ja Wilson and friends visited with local youth at the Vegas PBS Special Needs Resource Library to learn about inclusive learning tools. A'ja Wilson discussed her own experiences with dyslexia and her ability to overcome her learning challenges.



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.

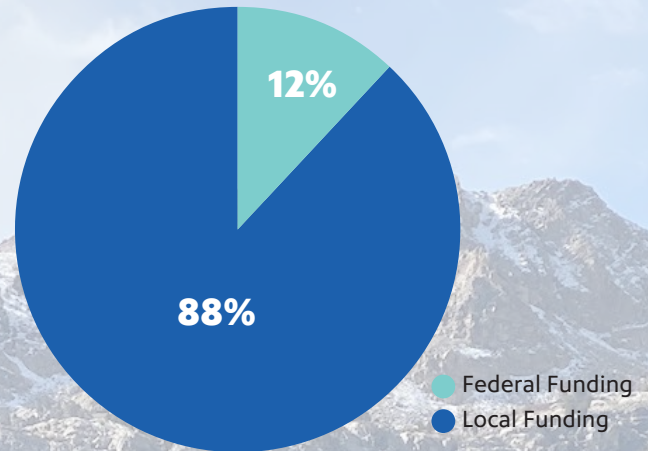
2023 OPERATING BUDGET

\$14.4 million

2023 Operating Budget

Vegas PBS received **\$1,709,102** in Corporation for Public Broadcasting Community Service Grant funds and leveraged this seed money to raise **\$12,690,000** from the community.

That's a **742%** return on investment!



STATION RESOURCES

\$474,000+

in Grants

\$334,966

in State Funding

\$500,000+

in Corporate Sponsorships

\$3.54 million

in Individual Member Donations

228 Silver Legacy Society members

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

330 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

vegaspbs.org | 702.799.1010
3050 E Flamingo Road, Las Vegas, NV 89121