

2023 PBS RENO LOCAL CONTENT & SERVICES REPORT TO THE COMMUNITY



“Looking back on the 40 years since we pushed that button that turned on Channel 5, I am very proud of how the organization has grown and evolved over the years to become such an indispensable part of our community.”

- Jim Pagliarini, PBS Reno founding CEO

PBS Reno provides trustworthy and accessible quality content and educational services.

Our mission is to “Entertain Your Curiosity”

Since September 29, 1983, PBS Reno has served the residents of northern Nevada with enriching programming. For over 40 years the station has expanded its reach by adapting to the rapid growth of technology, broadcasting to households over a 75,000 square mile service area covering central Nevada, northern Nevada, and parts of northeastern California. Each month, PBS Reno reaches over 288,854 viewers across varying platforms.

PBS Reno offers essential programming across three broadcast channels: PBS Reno 5.1, PBS Reno Create 5.2, and PBS KIDS Reno 5.3. To facilitate cross-platform access to PBS programming, PBS Reno makes content available through various digital platforms, including two YouTube TV channels, one YouTube channel, Hulu+ LiveTV, Local Now, social media (Instagram, TikTok, Facebook, X, LinkedIn), and the PBS Reno website (pbsreno.org). This report outlines PBS Reno’s activities during the 2023 Fiscal Year (October 1, 2022-September 30, 2023).



LOCAL VALUE

At PBS Reno, the creation of impactful local productions that highlight the region's rich culture and history is a cornerstone of the station's mission. PBS Reno's weekly program ARTEFFECTS provides a colorful glimpse into the work of local artists. With 140 segments selected by the PBS Major Market Group for distribution, this program touches viewers across the country, bringing the region's vibrant arts community to a nationwide audience. PBS Reno also offers *ArtViews*, a weekly online column featuring a variety of viewpoints from leaders of local arts organizations.

PBS Reno produces *Wild Nevada*, an original local travel series that showcases Nevada's diverse high desert landscape. Viewers follow hosts Chris Orr and Dave Santina as they explore the Silver State's hiking trails and share breathtaking views. The show promotes the outdoors is for everyone, highlighting adaptable hiking trails and outdoor recreation for people with different levels of ability.

In 2023, PBS Reno's most popular and highest rated series, *Wild Nevada*, completed its sixth season. Interest in Chris Orr

KEY SERVICES

and Dave Santina's adventures extend beyond local viewership—135 PBS member stations and the Create channel air *Wild Nevada*. To diversify and maximize viewership, PBS Reno uploaded *Wild Nevada*, ARTEFFECTS, and more local productions onto its YouTube channel.

In July 2022, for the third consecutive year, PBS Reno partnered with Classical Tahoe to livestream and record this festival's classical music performances from internationally renowned musicians. PBS Reno's team edited their performances into one-hour episodes to create Season 3 of *Classical Tahoe*, which made its debut in June 2023.

In 2023, PBS Reno partnered with The Reno Phil to livestream and produce recordings of three Classix performances. These livestreams-turned broadcast productions of the local philharmonic aired on Sunday afternoons to the enjoyment and education of many viewers. Additionally, in partnership with The Reno Phil, PBS Reno produced and edited a short arts segment on their *Spirit of the Season* holiday special, airing it on ARTEFFECTS and YouTube.

2023 was the year PBS Reno embraced a digital-first approach to broadcasting. The digital series, *FoodNotes**, and podcast, *Refugee's Daughter*, highlight diverse stories and cultures that resonate with our viewers. *FoodNotes** tells the cultural and culinary stories of restaurateurs that have found a home in northern Nevada. Hosts Christina Le and Enrique Sandoval explore cuisines from Mexican, North Indian, Basque, and Filipino traditions. In the *Refugee's Daughter* podcast, Christina Le delves into her Chinese-Vietnamese American upbringing. The series extends beyond her personal story, featuring guests of many backgrounds to share their experience of growing up with Chinese heritage. *Refugee's Daughter* aims to unite listeners through understanding and empathy.

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The PBS KIDS Reno Writers Contest invites kindergarten through 3rd grade children from communities across northern Nevada to use their boundless imaginations to create original stories and illustrations. The 2023 topic PBS Reno supplied was “ADVENTURE.” The responses from every grade level were nothing short of exciting! PBS Reno provided Writers Contest materials to 193 classrooms in 73 schools and received more than 2,790 entries! PBS Reno highlights the talents of the winning students by broadcasting and posting the winners of the PBS KIDS Reno Writers Contest, creating a published hard cover book for each winning story and holding a celebration ceremony.

PBS Reno’s content-rich website, pbsreno.org, includes an on-demand, online video player where visitors can find PBS content and all PBS Reno programs. This resource makes content available to viewers and members wherever and whenever they choose. In addition, donors can access a large library of content on-demand through PBS Passport. 64% of PBS Reno’s donor base are Passport members, above the 45% national average.

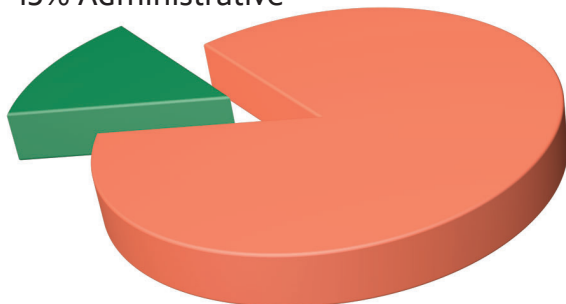
PBS Reno interacts daily with its audience across various social media platforms, including Facebook, Instagram, X, TikTok, YouTube, and LinkedIn. Followers are engaged through different immersive and interactive experiences like contests, quizzes, Facebook Live experiences, polls and more. These social platforms feature programming highlights from the three broadcast channels and provide additional content that further introduces viewers to staff, local content, and the community at large. PBS Reno also uses these platforms to promote self-care information and links to major news developments.

PBS Reno finished fiscal year 2023 on September 30 with gross revenues of \$7,396,204 and expenses of \$6,983,362. The continued emphasis on planned gifts and individual giving along with excellent performance in education, production, special events, grants, and major giving programs all contributed to another financially successful year.

PBS Reno receives 82% of its funding from local sources with only 18% coming from government sources. 85% of the funds raised are invested into programming and operational expenses. PBS Reno continues to operate free from long term debt.

2023 Local Expenses

15% Administrative



85% Programming & Operations

2023 Local Revenue

18% Federal & State Funding



82% Local Support

LOCAL IMPACT

PBS Reno's award-earning children's education programs and off-air educational outreach are lauded for their positive impact on the community across our vast broadcast area. In 2023, the PBS Reno Curiosity Classroom program was met with overwhelming enthusiasm and demand. The education team served over 120 schools throughout seven school districts in northern Nevada: Washoe, Carson City, Lyon, Douglas, Humboldt, Elko and White Pine School District. The name Curiosity Classroom refers to all "in-class" workshops and presentations. Camp Curiosity refers to all "out of class" experiences ie. *Story Time with Joy* and *JOYful Moments*, etc.

In June of 2023 PBS Reno received semi-finalist recognition in the National Association of Broadcasters Celebration of Service to America Awards for our Curiosity Classroom program, the annual Writers Contest, and additional educational resources for teachers, students, and their families.

The Curiosity Classroom program offers free children's STEM-based workshops for PreK-4th grade students throughout northern Nevada. These workshops are based on the Learning Triangle: VIEW, READ, DO. Each workshop incorporates an engaging video from PBS content, a read-aloud, and a fun hands-on activity to teach and reinforce the educational topic. Workshop topics include math, reading, science, technology, engineering, robotics, health, nutrition, financial literacy, arts, and more. In the 2022-2023 school year, PBS Reno's Education Services team delivered a record breaking 6,447 Curiosity Classroom workshops, serving 126,024 PreK-4th grade students across seven Nevada counties. In addition, 36,426 age-appropriate books were distributed to participating children to help build their home library. This is the first year Curiosity Classroom has surpassed this six-figure milestone for students served.

In 2023, PBS Reno received the third installment from a TESLA award allocation to enhance STEM and robotics education in schools, organizations, and the community! This endorsement by a large, well-known national company, allowed Education Services to expand the Curiosity Classroom robotics instruction across northern Nevada. These introductory robotics lessons have quickly become staples in local classrooms. 1,389 robotic workshops were held in the 2022-2023 school year, nearly double compared to the last academic year. The robotics lessons give even the youngest learners hands-on experience with basic robot programming. From "What is a robot?" to "Program your robot to do the Hokey Pokey," the lessons for students from PreK-4th grade are designed to get robots into the hands of every student. Each grade level is introduced to a different robot with a different way of programming, i.e. scanning, use of a remote, sensors, and more.



Curiosity Classroom Robotic Workshops for PreK-4th Grade students. Students are exploring how to program robots to follow simple commands.

LOCAL IMPACT

JOYful Moments, featuring Joy Foremaster of PBS Reno, Director of Education, continues to grow an audience on social media. These videos showcase Joy conducting PBS

KIDS projects and encourage kids and families to follow the simple step-by-step engaging activities. These videos have accumulated 3,900 views.

PBS Reno STEM Works digital shorts offer a fun, fresh look into careers in Science, Technology, Engineering and Mathematics. Entertaining and informative for kids of all ages, STEM Works digital shorts promote interest and awareness in STEM career opportunities in Nevada. These 7-12 minute videos, available at pbsreno.org/stemworks and on YouTube, are a free resource for teachers and students. The series currently features 17 northern Nevada companies and provides insight into the STEM career opportunities within their industry. Teachers can earn free *PBS Reno STEM Works* notebooks for their classroom when they watch *STEM Works* digital shorts in their classroom.

Teachers are also encouraged to join *PBS Reno STEM Works* for the monthly Speaker Series on a national platform called NEPRIS/Pathful Connect. Students can ask questions directly to industry professionals during live Q&A during these monthly Speaker Series Zoom presentations. Students learn about STEM career opportunities at international companies and companies located in northern Nevada. Students learn everyone has a different path to finding their STEM career. This program has had participating classrooms from not only Nevada, but also Texas, New Hampshire and other states.

The annual PBS KIDS Reno Writers Contest invites Kindergarten through 3rd grade children from communities across northern Nevada to use their boundless imagination to create original stories and illustrations. The 2023 writing topic PBS Reno supplied was "ADVENTURE". The responses received from every grade level were nothing short of exciting! PBS Reno received 2,794 entries from classrooms across seven counties who participate in the Curiosity Classroom program in 2023. The winning young authors in each grade level were honored in a variety of exciting ways. Their stories were published into hardcover books. The child reading an introduction to their story was broadcast on all 3 PBS Reno broadcast channels and featured on the PBS Reno website. The stories were also on display at the Reno Public Market. The children and their families were honored with a celebration at the Reno Public Market. It was obvious to all that the contest winners and their families had a wonderful time!

In addition to the in-class workshops, PBS Reno also offers two PBS Reno Reading Buddies programs: Martha Speaks and Arthur SEL (social-emotional learning). These programs pair younger elementary students (Kindergarten-2nd graders) with older elementary students (3rd-5th graders) to meet one-on-one for several weeks. Each session introduces new vocabulary words and then reinforces them as the buddy pairs watch a selected PBS KIDS® episode, work collaboratively to read books, and participate in hands-on activities. Students learn to listen for and utilize the new vocabulary words of the day during each segment of the lesson. Through this partnership, both the younger and older students develop self-esteem, social-emotional skills, and an enhanced love for books and reading.

LOCAL IMPACT

At the end of the Reading Buddies program, PBS Reno honors participants with a new book to take home to add to their home libraries. In the 2022-2023 school year, 2,918

students participated in the program. PBS Reno is proud of its work on and off the air and the impact made by our foundational work in education. PBS Reno is proud to have the opportunity to serve the region that supports us so well.

Telling significant local stories and producing content of local interest is one of PBS Reno's strategic priorities. In 2023, PBS Reno received 14 awards for its work. The station was honored to be recognized as the NCET Tech Non-Profit of the Year. The station received six Gold International Communicator Awards; two awards—for *STEM Works* featuring Hamilton Medical and Wood Rodgers, one award for *Wild Nevada Memories*, one award for *Classical Tahoe Season 2*, one award for a "Fund-A-Need" promotional announcement, and one award for PBS Reno's Spotlight Philanthropist of the Year video. PBS Reno's productions earned an additional three Silver International Communicator Awards for the weekly series ARTEFFECTS. PBS Reno also earned four Telly Awards; two silver for *STEM Works*, one silver and one bronze for ARTEFFECTS. This brings the total number of production awards earned by PBS Reno in its 40-year history to 110—with 24 of these awards being earned in the last two years! While PBS Reno does not produce this content for the sole purpose of winning awards, this international recognition is another measure of the station's success and impact in the region served.

Each week, PBS Reno and PBS KIDS Reno feature 207 hours of non-commercial, non-violent children's programs that not only entertain young kids but also educate. Most of these programs have free interactive websites and free tablet and smartphone apps that allow young children to continue interacting with their favorite characters when the broadcast program is complete. PBS Reno children's content is designed to meet the Department of Education's common core standards.

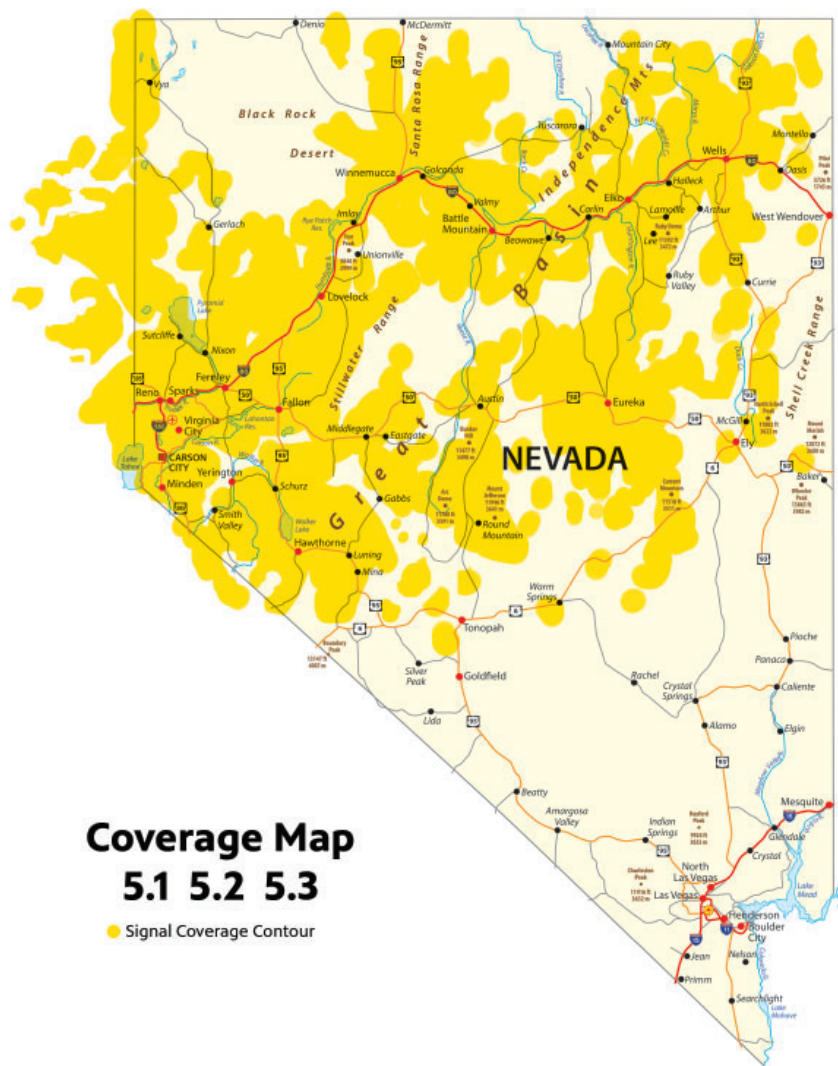
PBS Reno viewers enjoy dramatic productions on Masterpiece that include *All Creatures Great and Small*, *Miss Scarlet and the Duke*, and *Endeavour*. As usual, PBS won more Emmy awards than any other network or cable channel. Favorites like *NOVA*, *Nature*, *This Old House*, *Antiques Roadshow*, *PBS NewsHour*, and the Saturday evening British comedies and mysteries continue to delight viewers, offering a diverse range of programming that is unmatched by other broadcasters. PBS Reno's local drama lineup includes Thursday night offerings of *Father Brown* and *Midsomer Murders* followed with Friday evenings featuring Masterpiece. The station has also made local changes to feature more DEI programming.

Channel 5.2, Reno Create, provides how-to programming, including series and specials on cooking, travel, arts and crafts, gardening, home improvement and other interests. This channel is the first of the additional digital channels in the market to qualify for inclusion in Nielsen ratings. Channel 5.3, PBS KIDS Reno, also qualifies for inclusion in Nielsen ratings. PBS Reno is the first and only broadcaster in this market to have all three multicast channels reporting simultaneously.

LOCAL IMPACT

Channel 5.3, PBS KIDS Reno provides PBS children’s programming on a 24/7/365 basis. Since the channel is available for free over the air, families with young children anywhere in PBS Reno’s 75,000 square mile service area can access the high-quality, education-based, non-violent, and non-vulgar programming at any time.

The “Family Estate Planning” workshops were taught by estate planning attorneys and professionals in the Spring and the Fall of 2023. Since this series began in 2010, 2,600 people have attended these 7-week workshops. The series focuses on the basics of estate planning and are presented without cost or obligation. PBS Reno, in partnership with the Community Foundation of Northern Nevada and other local nonprofits, offers this service to the community.



PBS RENO LOCAL PRODUCTIONS

ARTEFFECTS: In September of 2023, PBS Reno began production of Season 9 of ARTEFFECTS, a weekly series that explores the vibrant arts and cultural scene found in northern Nevada and northeastern California. All locally produced segments are provided to the national distributor. To date, 140 PBS Reno segments have been included in the national feed for viewing around the country.

Wild Nevada: Hosts Chris Orr and Dave Santina produced Season 6's final eight recreational journeys across the state of Nevada. Production resumed in April 2023 and continued through September 2023. These eight episodes included a trip south of Valley of Fire and Spring Mountains National Recreational Area, a trip to Truckee, CA, an epic trek along the Toiyabe Crest Trail, and more.

Classical Tahoe: PBS Reno completed editing of Season 3 and premiered these concerts in July along with behind the scenes and in-depth interviews with the musicians and staff of Classical Tahoe.

PBS Reno STEM Works: STEM Works digital short videos offer a fun, fresh look at careers in Science, Technology, Engineering and Mathematics. The videos are geared toward kids aged 9-17, but are also entertaining and informative for "kids" of all ages. These videos are available online and on-air.



PBS RENO LOCAL PRODUCTIONS

FoodNotes*: *FoodNotes** is a digital food series that highlights the cultural culinary facets and identities that have found a home in northern Nevada. Hosts Christina Le and Enrique Sandoval visit a variety of local establishments and dive into specific culinary topics and cultures. These are available online and on-air.

Refugee's Daughter: *Refugee's Daughter* is PBS Reno's first podcast series. The program explores host, Christina Le's memories and experiences growing up as a Chinese-Vietnamese American. Her guests discuss what growing up as a person of Chinese heritage has meant for them. This podcast is available online and on all major podcast entities.



"I've always had the utmost respect for ballet. This is such an insightful video to our community's beloved Nutcracker production!" - **@sarahisselling (regarding ARTEFFECTS - featuring AVA Ballet)**

"The food looks good and I enjoyed learning about the culture. Normally I'd be a little intimidated by foods that I am not familiar with. But now I think I'll have to visit the restaurant someday and try it out!" - **Jim, Reno (regarding FoodNotes* - featuring Thali)**

"Thank you so much for doing this episode on Access to our Wild Nevada landscape. Everyone I have shared this with really likes it. Please share with everyone on the crew what a pleasure it was to work with all of you." - **Pete, Dir. of Research and Development at Beneficial Designs, Inc. (regarding Wild Nevada - featuring accessible trails)**

"It's been a pleasure working with PBS Reno. Ormat values the impact and influence *STEM Works* has put into educating children in and beyond the classrooms in our northern Nevada communities. We want to continue contributing to programming that excites learning and continues to advance careers in a sustainable energy future!" - **Kerry, Ormat (regarding STEM Works - featuring Ormat)**

PBS RENO EDUCATION SERVICES

PBS Reno is deeply involved in education both on and off the air. Education is at the core of the PBS Reno mission. From the PBS KIDS 24/7 Channel of non-commercial, non-violent, educational programs for children, to resources for teachers to inspire their students in the classroom, to programs like NOVA, Nature, and more, PBS Reno provides opportunities for life-long learning. The PBS Reno Curiosity Classroom program completed its 24th year of services for children, parents, caregivers, and teachers. These workshops demonstrate how television and PBS resources can be used as a teaching tool to encourage reading, writing, and learning.

Reach in the Community:

In 2023, PBS Reno Education Services conducted 6,447 Curiosity Classroom workshops for children in Washoe, Carson City, Douglas, Humboldt, Lyon, Elko and White Pine School Districts. These workshops accounted for 126,024 interactions with area students. In addition, 36,426 age-appropriate books were given to participating students to help build their home library. Each workshop is led by a certified facilitator who uses a PBS related video, a read aloud, and a fun hands-on activity to encourage STEM literacy-based learning. PBS Reno's education workshops are available to public, private, parochial, charter, and homeschools.

Partnerships:

PBS Reno works closely with state agencies, schools, teachers, daycare providers, and other caregivers in the community. Every facet of a PBS Reno Education Services' activity is developed and delivered through partner relationships, including local school districts, Head Start Programs, public libraries, higher education institutions, and community organizations. Additionally, PBS Reno has developed long-term partnerships with the Food Bank of Northern Nevada, The Children's Cabinet, Desert Research Institute, Northern Nevada Literacy Council, Washoe County Library System, and the Discovery Museum to help advance early childhood educational resources, parent engagement, and summer learning.

“My class gets super excited when they see ‘PBS Kids’ on the schedule and I have to spend all day answering the question ‘when is PBS Kids coming?’ We love this program. It is a great way to supplement our curriculum in a fun exciting way. It also gives the students a chance to learn from someone other than me and that makes it new and exciting.”

- 1st grade, Bethlehem Lutheran E.S.

“I love the interactive part of these lessons, where we as the teachers get to get on our hands and knees and work alongside students as they make discoveries and make connections.”

- 2nd grade, Minden E.S.

“One student told her dad ‘when we get home I’ll teach you how to budget!’”

- 3rd grade, Spanish Springs E.S.



Students showing their books and smiles after attending a PBS Reno Curiosity Classroom robotics workshop.

PBS RENO EDUCATION SERVICES

Impact and Community Feedback:

PBS Reno offered the annual PBS KIDS Writers Contest for children in grades K-3 and received 2,795 entries in March 2023. Winning stories were shown at the annual awards ceremony and recorded for on-air broadcast and online. The winning stories were also on display at the Reno Public Market. PBS Reno for Families provides a curated collection of information relating to health and safety, nature, the outdoors, libraries and learning, and family fun. The PBS Reno for Families page provides families with resources and links to partner organizations, like Parent University at the Washoe County School District.



“My students developed a further interest in learning about weather and clouds. It was a way to open up communication with parents as the kits were sent home and I sent out a message to parents about the activity that students participated in.”

- 2nd grade, Liberty Peak E.S.

“I have been present for PBS Reno events in the past and was blown away by how engaging and educationally valuable they were.”

- K-12 Science & Sustainability Coordinator, CCSD

“My students loved the robotics lesson so much. It was engaging and so informative and the children learned about how robots work. I got great feedback from parents too that their child was so excited to tell them about what they learned.”

- Kindergarten, Moss E.S.

2023
PBS KIDS WRITERS CONTEST
PRESENTED BY **PBS Reno**

SECOND GRADE: 1st Place
“Jack and the Internet Transporter”
by Elijah
North Star Online School

JACK AND THE INTERNET TRANSPORTER
by Elijah

It was a stormy night in Masonville. Jack was a curious second grader whose dad was a scientist. His work was top secret. On that stormy night Jack became bored in his room. The wind was whistling and the electricity was out. Jack wondered if he could explore his dad's science room. Jack crept quietly down the stairs and noticed the room was unlocked. He decided to peek inside.

He was surprised by huge monitors, and what looked like a time machine. What caught his attention most was a big red button. Jack's curiosity could not be stopped and he jumped on the big red button. Suddenly, Jack found himself inside a giant computer land with words everywhere.

He saw a giant search bar. “What is the biggest mountain in the world?” he read as the words appeared. Jack immediately found himself on Mount Everest up 29,032 feet in the sky. He thought, “Wow, this is amazing!” But as he looked down, he started to feel scared, cold, and breathless. Back in the giant computer, someone typed...

“What layer of the rain forest can I find monkeys?” In a flash, Jack was in a humid rain forest canopy in South America surrounded by very loud Howler Monkeys. He was speechless as he swung between branches, past sloths, and tasted a fig. Just then...

“Who were fearsome predators during the Ice Age?” Jack was now back in time, face to face with Sabre Tooth Cats. He saw a young kitten and ran toward it. Jack rolled around in the grass with the kitten. Back in Masonville, the storm stopped, the power came back on, and Jack's dad realized what Jack had done. He quickly hit the big red button...!

Jack was back in his bedroom. As he exclaimed, “that was the most amazing adventure ever,” he looked over on his bed and noticed the Sabre Tooth kitten had transported home with him.

2 years later...
Jack hasn't been allowed back into his dad's science room but his adventures continue.

PBS Reno • pbsreno.org/writerscontest • #PBSReno



PBS Reno's Joy Foremaster engages students during a Curiosity Classroom workshop.



2023 PBS Reno Spotlight Awards and Auction Philanthropist of the Year UNR President and former Nevada Governor Brian Sandoval addresses a crowd of more than 400 at the annual gala.



The Nevada State Assembly honored PBS Reno with a Proclamation for having served the communities of northern and central Nevada since September 29, 1983.



PBS Reno President and CEO Kurt Mische shares what he likes to call the “I didn’t know” tour with local educators. Lots of people take the tour and upon leaving they comment on the large breadth and depth of what PBS Reno does, especially in the area of our Education Services.

PBS Reno has partnered with the Reno Phil, Washoe County School District, Carson City School District, Elko County School District, Douglas County School District, Humboldt County School District, Lyon County School District, White Pine County School District, Children’s Cabinet, Reno Chamber Orchestra, Bank of America, Nevada Museum of Art, Truckee Meadows Community College, Community Foundation of Western Nevada, Washoe County Library, University of Nevada, Reno, Renown Health, The Food Bank of Northern Nevada, Whittier Trust, NV Energy, Nevada Humanities, Artown, Reno-Sparks Chamber of Commerce, Western Nevada Supply Co., Washoe County Sheriff’s Office, Wood Rodgers, Sierra Nevada Corporation, Google, Western Nevada Corporation, NV Air National Guard, Ormat, Nevada Arts Council, Travel Nevada, Nevada Tourism and Cultural Affairs, The Row, Boys and Girls Club of Truckee Meadows, Carson Tahoe Health, and Communities in Schools among others.