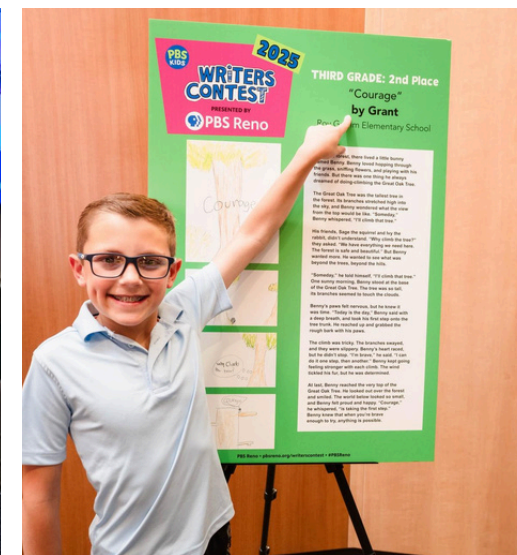




2025 PBS Reno Annual Report

pbsreno.org



Mission: Entertain Your Curiosity

Vision: Provide trustworthy and accessible quality content and educational services.



Message From our President & CEO

There is an old Chinese saying that is both a blessing and a curse. It says, “may you live in interesting times.” That is certainly true of the year PBS Reno has recently completed. Since we began serving this region in 1983, we have provided an unequalled schedule of PBS programming, richly supplemented by award-earning local series and documentaries, and our innovative in-classroom educational workshops. We have enjoyed record-high viewing across all of our platforms and the financial support of our region.

Then in the fall of 2025, despite the desires of a majority of Americans, Congress voted for the first time since 1967 to rescind all funding for public radio and television stations. This created a \$1.3 million dollar hole in PBS Reno’s operating budget, a hole that our viewers are helping us to fill. Our operating budget is \$7.5 million dollars, and PBS Reno proudly operates debt free, as we have for each of our 43 years of service. Foundations, companies, and individuals throughout our region have responded to this rescission by stepping up their donations to make sure the programs and services they treasure will continue...and for that we are more than grateful.

This past year saw another engaging season of our award earning Wild Nevada and ARTEFFECTS weekly series. Wild Nevada is seen nationwide on 220 PBS member stations and ARTEFFECTS celebrated its 11th anniversary. We have launched our wildly popular podcast series which allows more people to enjoy our content. PBS Reno’s three broadcast channels are available on livestream and on virtually any platform you choose, allowing us to reach 590,000 people monthly. And we connect with our community through wonderful events like Be My Neighbor Day, our entertaining murder mystery dinner, and our annual community celebration Spotlight Awards Gala. These and so many other events allow us to meet you, to listen to you, to thank you, all of which makes PBS Reno more valuable.

No discussion of our work is complete without our educational workshop program, which delivers literacy and STEM based workshops to pre-k through 4th graders in schools in a 9-county area. Led by retired teachers, we provided 6,794 workshops to over 130,000 students in the last school year. We received 3206 entries in our Young Writer’s contest and hosted hands-on Family Engagement Nights at local elementary schools. Along with our quality standards-based on-air programs make PBS Reno an educational giant in our region.

Interesting times like these present opportunities for those who are poised to capitalize on them. Rather than shrinking back, PBS Reno continues to move forward in our service to our region. We are stronger because of you. Thank you for allowing us to make this our finest hour.



With Gratitude,

A handwritten signature in blue ink, reading "Kurt A. Mische". The signature is stylized with a large, sweeping "K" and a cursive "Mische".

Kurt A. Mische,
PBS Reno President & CEO

Wild NEVADA

In Wild Nevada Season 8, host Chris Orr becomes your guide to the Silver State, embarking on a journey through its vast landscapes and layered history. This season masterfully connects the dots between adrenaline-pumping outdoor pursuits and the quiet moments of discovery that reveal Nevada's true character. You'll traverse time itself, from the ancient mammoths of a prehistoric lakebed to the gritty boomtowns of the mining era and the enduring legends of the Pony Express.

Each episode is a new chapter in this epic story. Experience the thrill of skijoring with sled dogs in Tahoe's snow, then feel the awe of standing beneath the fossilized bones of a giant ground sloth. We'll summit remote peaks for breathtaking views, soak in hidden desert hot springs under endless skies, and wander down America's loneliest—and most iconic—highways. From the vibrant fall colors of the aspen groves to the otherworldly geology of an extraterrestrial landscape, Season 8 is an unforgettable invitation to explore the hidden heart of Nevada, where adventure and history echo around every bend in the trail.

Hosted by Dave Santina, Wild Nevadacast brings the spirit of Wild Nevada to audio—spotlighting the people, places, and adventures that define recreational travel across the Silver State.

Wild
NEVADA
CAST 

#2 Rated Travel Program

On Create Channel

2 Silver Telly Awards

Season 7 of Wild Nevada
#610 All Access episode

2 Gold Communicators

Season 7 of Wild Nevada
#706 Living with Wildfire

1 Silver Communicator

#610 All Access episode

1 Silver Signal Award

Podcast Mark Maynard

ARTEffects

PBS Reno's weekly series ARTEFFECTS, hosted by Beth Macmillan, offers a vibrant showcase of local artists, creators, and storytellers, celebrating the rich cultural landscape of northern Nevada. Since its debut on February 5, 2016, the producers of ARTEFFECTS have created 258 unique segments that highlight local artists and events; 168 of those segments have been selected for national distribution by WNET THIRTEEN – America's flagship PBS station in New York – to several PBS member stations around the country, giving multiple audiences a positive glimpse into the vibrant arts scene found in northern Nevada and surrounding areas.

Through its digital companion on YouTube, ARTEFFECTS continues to broaden its impact, engaging viewers worldwide and amplifying the voices and creativity of the region's artistic community.

ARTEFFECTS is PBS Reno's most decorated series, having earned 34 awards including:

- 10** Communicator Awards of Excellence – Gold
- 15** Communicator Awards of Distinction – Silver
- 7** Silver Telly Awards
- 2** Bronze Telly Awards



Host: Beth Macmillan



PBS Reno ARTS

PBS Reno ARTS connects audiences with the creators and cultural experiences that shape our region. Through engaging conversations and previews, listeners meet the artists behind the work, explore what inspires them, and discover upcoming performances in theater, music, and beyond. The program amplifies local voices, highlights the depth and diversity of our arts community, and strengthens connections between creators and audiences across northern Nevada and northeastern California.

By elevating local stories and expanding access to the arts, PBS Reno ARTS continues to enrich community life and deepen appreciation for the creative voices that define our region.

728 DOWNLOADS

#1 Downloaded

Martina Young

638 Web Views
1990 Web Events

Art Views

Online blog with perspectives from the arts community, featuring arts and culture stories of our region, its artists, and the power of their work.

8,767 Web Views
27,042 Web Events

STEM Works

PBS Reno STEM Works digital shorts connect curiosity to career opportunity. These engaging videos introduce students to in-demand STEM fields while serving as a practical resource for job seekers exploring career pathways. Through high-quality storytelling and partnerships with industry leaders, STEM Works showcases real workplaces—from Truckee Meadows Water Authority, Google, and DRI to Lion Dragon, Hamilton Medical, Renown Children's Hospital, the Nevada National Guard, Tesla, and more—highlighting local employers, real jobs, and strengthening Nevada's workforce pipeline.

26 Total Digital Shorts

4,413 Web Views
12,757 Web Events



STEM Works earned 2 Silver Telly Awards in 2024 for STEM Works Nevada National Guard and STEM Works Renown Children's Hospital, both in the General – Education & Training category.

HOLIDAY SCHOOL CHORUS SPECIAL

PBS Reno's 2024 Holiday High School Chorus Special brought together student choirs from Hug, McQueen, Reed, and Damonte Ranch High Schools for a three-day studio recording. Showcasing a dynamic range of performances—from a cappella to fully staged pieces—students delivered vibrant holiday programming under the guidance of their educators.

Made possible through community support, this inaugural production launched a new PBS Reno holiday tradition.





EDUCATION IMPACT | 2021-2025

"I love the PBS Reno workshops. It really helps reinforce concepts we are learning in class already while making it fun and different."

— **1st grade, Bethlehem Lutheran School, Carson City**

"I love that the students are exposed to different activities. Each student gets to bring home a book which is nice for them to have a chance to share with their family."

— **Liberty Peak, Pre-K, ECSD**

461,339

Pre-K – 4th grade students served in **9** counties in our region

23,940

CURIOSITY CLASSROOM WORKSHOPS DELIVERED



156,404 books distributed
— that's **93** pallets of books!

11,076 entries in the Young Writers Contest, including a record **3,206** in 2025.

In partnership with Washoe County School District and the NV Broadcasters Association, PBS Reno launched a school attendance campaign in Fall 2024. WCSD reports a **71% improvement in attendance** for the 2024–25 school year.



PBS Reno Curiosity Classroom **2024-2025 SCHOOL YEAR**

6,794 Curiosity Classroom Workshops

904 Robotics Workshops

LOCATIONS: Carson City, Washoe,
Elko, Douglas, Humboldt, Lyon,
Storey, and White Pine Counties:
South Lake Tahoe

128,087 Workshop Student Participants

47,314 Books Distributed

2,681 Reading Buddies Participants

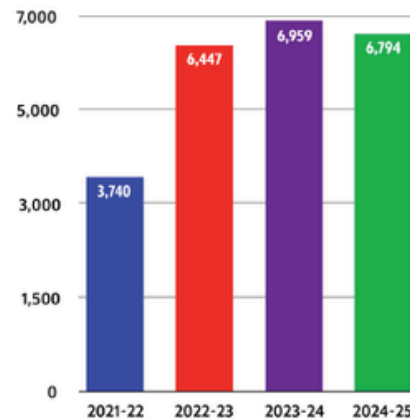
3,206 Writers Contest Entries

2,468.25 Volunteer Hours

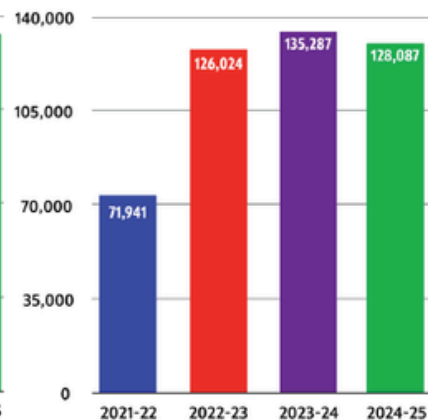
ENDORSED by the University
of Nevada, Reno, College of
Education in 2018-19

PBS Reno Curiosity Classroom workshops are presented free of charge to pre-K through 4th grade classrooms, and include high-quality video clips, a read-aloud, and a fun hands-on activity. Each workshop is a lesson in Science, Technology, Engineering, and Math (STEM) and is aligned to Nevada Academic Content Standards, Common Core Standards, and Next Generation Science Standards. All materials are supplied, and students receive free books to build their own libraries at home.

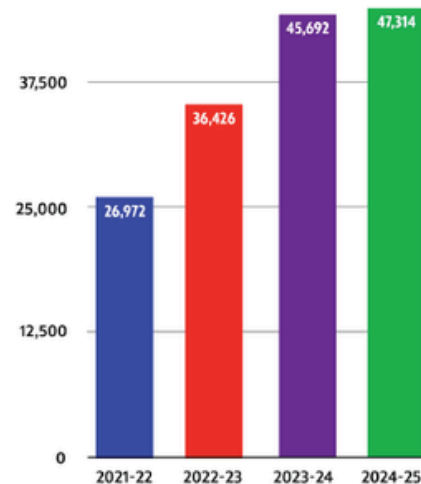
Curiosity Classroom Workshops



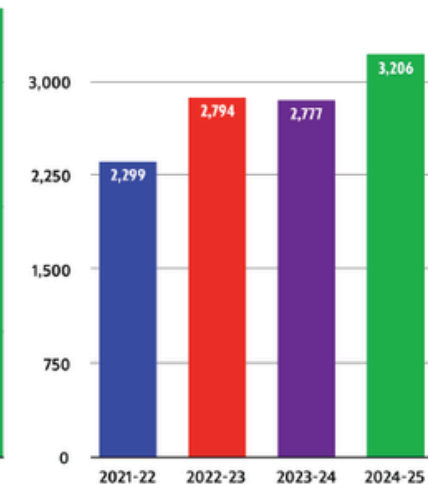
Student Participants in Workshops

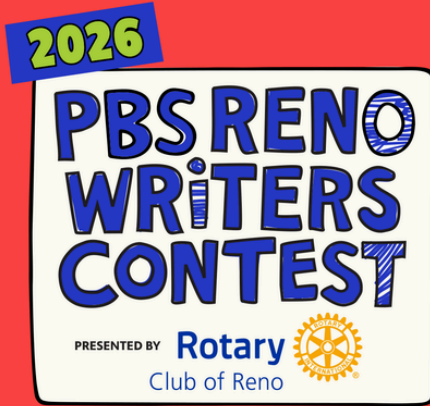


Books Distributed to Students



Writers Contest Entries





EDUCATION

2026 Writers Contest

Kindergarten Winners

1st Place, "A Broken Toilet" by Caisey, Coral Academy

2nd Place, "Perrito" by Daenerys, Coral Academy

3rd Place, "My Mom" by Tinsley, Nancy Gomes Elementary School

1st Grade Winners

1st Place, "A Special Power" by Sadie, Individual Entry

2nd Place, "Rocky the Special Rock Star" by Ferguson, Pinecrest Academy

3rd Place, "Lost Ball" by Enzo, JWood Raw Elementary

2nd Grade Winners

1st Place, "Mom's Bhindi Masala" by Srialia, Coral Academy

2nd Place, "Martin Saved the World" by Emmett, Brown Elementary School

3rd Place, "The Amazing Baker Lilly" by Lilly, Caughlin Ranch Elementary

3rd Grade Winners

1st Place, "Todd the Turtle" by Sophia, Westergard Elementary School

2nd Place, "The Story of Special" by Zoey, Westergard Elementary School

3rd Place, "Special Difference" by Charlie, Westergard Elementary School

2,638
STORY ENTRIES

PBS Reno Reach Across Nevada

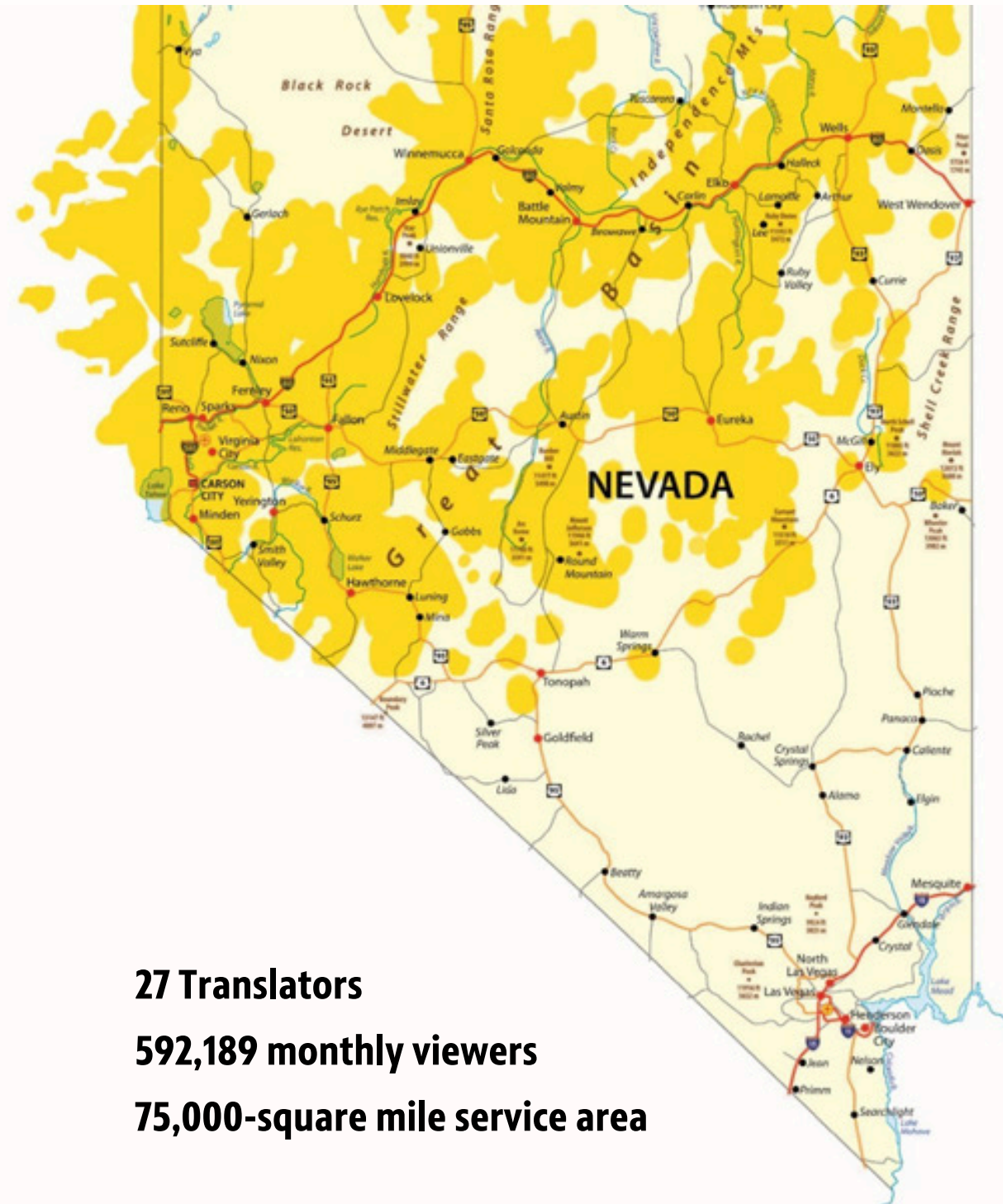
In fiscal year 2024–2025, PBS Reno reached viewers across northern and central Nevada and northeastern California through three broadcast channels, YouTube, livestreams, and digital platforms.

The station delivers PBS national programming and award-earning local content, with segments shared online and through [PBSReno.org](https://pbsreno.org), including its streaming video portal.

27 Translators

592,189 monthly viewers

75,000-square mile service area



Viewership & Ratings



Each week, PBS Reno and PBS KIDS Reno deliver 207 hours of non-commercial, non-violent children's programming designed to educate, inspire, and entertain young learners. Additionally, PBS Reno audiences enjoy acclaimed dramatic and documentary programming, including Masterpiece favorites such as All Creatures Great and Small, Miss Scarlet, and Endeavour. PBS once again earned more Emmy Awards than any other broadcast or cable network, underscoring the strength and quality of its content. Beloved series including NOVA, Nature, This Old House, Antiques Roadshow, PBS News Hour, and popular British comedies and mysteries offer viewers a diverse and unmatched programming lineup. Locally, PBS Reno features Father Brown and Midsomer Murders on Thursday evenings, followed by Friday night Masterpiece presentations.



Channel 5.2, Reno Create, offers engaging how-to programming with series and specials focused on cooking, travel, arts and crafts, gardening, home improvement, and more. It is the first additional digital channel in the local market to qualify for Nielsen ratings. Channel 5.3, PBS KIDS Reno, also qualifies for Nielsen ratings, making PBS Reno the first and only broadcaster in the market with all three multicast channels reporting simultaneously.



PBS KIDS Reno provides children's programming 24 hours a day, 365 days a year. Available free over the air, the channel ensures that families have continuous access to high-quality, education-based, non-violent, and non-vulgar content—supporting learning and curiosity anytime, anywhere.

"I just feel such a warmth when talking to you and watching PBS and that we are sitting around like family watching PBS together. If we didn't have PBS, I don't know what I would do. My life would be so incomplete without."

-Valerie V.



EVENT

PBS Reno Antique Valuation Day

APRIL 12, 2025

PBS Reno and Witherell Auction House presented What's It Worth? PBS Reno Antique Valuation Day at the California Building at Idlewild Park. Throughout the day, dozens of treasures were verbally evaluated by experts from Auction House Witherell. Items include fine art, jewelry, coins, and collectibles.

\$5,275 raised

~200 in attendance

6,172 web event counts



EVENT

Heritage Wine Auction

APRIL 17, 2025

On April 17, 2025, PBS Reno hosted the Heritage Wine Auction at The Club at ArrowCreek, bringing together supporters for an elegant evening in support of PBS Reno. The event featured an auction of high-end, rare, and premium wines. Guests also enjoyed an exceptional dinner experience. PBS Reno was thrilled to have Whittier Trust as the presenting sponsor of the event. This event generated financial support for PBS Reno, that helps sustain the quality programming and services we provide to the community.

\$61,550 raised

126 in attendance



EVENT

Murder Mystery: Death at the Disco

MAY 17, 2025

Death at the Disco was an interactive 1970s-themed murder mystery where guests became detectives inside a glamorous nightclub setting. The immersive evening combined storytelling, dining, and fun engagement—while raising critical support for PBS Reno's programming and educational initiatives.

\$38,326 raised

281 in attendance

9,612 web event counts



EVENT

Be My Neighbor Day

JULY 19, 2025

At PBS Reno's 2nd Annual Be My Neighbor Day, children and parents learned the value of community-focused kindness by giving back to their community. PBS Reno celebrated the rich cultural diversity of northern Nevada through hands-on crafts and a vibrant vendor space highlighting local resources. Families enjoyed photo opportunities with Daniel Tiger and Katerina Kittycat, stars of Daniel Tiger's Neighborhood.

28

vendors

6

sponsors

~2000

in attendance

\$23,000

raised

11,285

web event counts



EVENT

Spotlight Awards Gala

SEPTEMBER 12, 2025

The PBS Reno Spotlight Awards Gala is the station's premier fundraiser, celebrating individuals and organizations making a meaningful impact in our community. The evening features awards, tribute videos, dining, and an auction, with proceeds supporting PBS Reno's local programs such as Wild Nevada and ARTEFFECTS and educational initiatives like Curiosity Classroom.

7

new sponsors

53

sponsors total

611

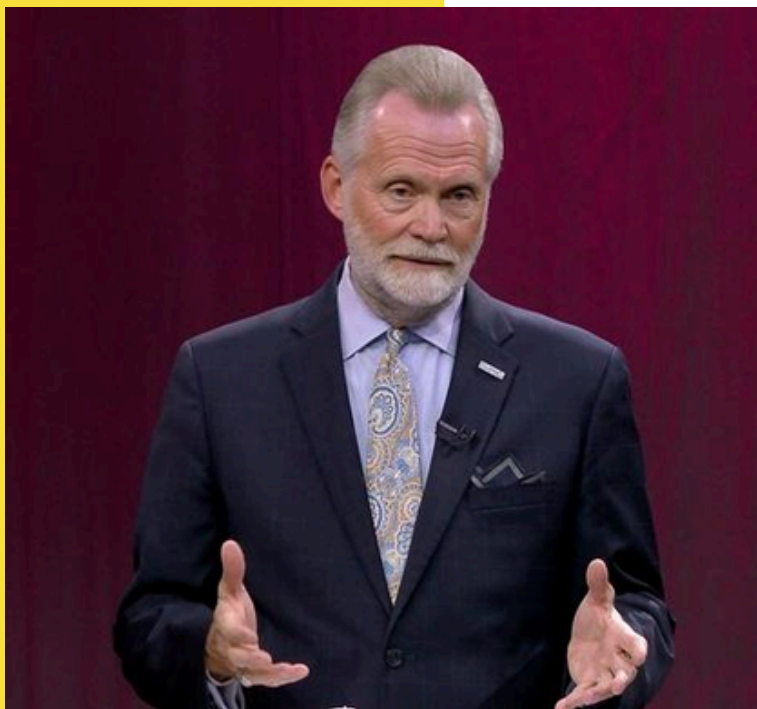
in attendance

\$360,560

raised

40,458

web event counts



Financial Estate Planning Seminar Series

PBS Reno's commitment to educating and empowering its community is evident in its long-running Financial Estate Planning Seminar Series—a 7-week program that is offered twice each year, free to the public. Over the past 16 years, FEPS has welcomed more than 3,200 attendees.

This community engagement has translated into extraordinary philanthropic impact. Since 2017, the station has averaged approximately \$474,000 in legacy gifts each year. In 2025, that surged to a remarkable milestone, with PBS Reno securing over \$2.5 million in legacy commitments.



PBS Reno depends on support from the community. Volunteers are truly the backbone of our organization.

At PBS Reno, we are blessed to have an amazing group of dedicated volunteers.

**3,185
HOURS**

**100
VOLUNTEERS**

PBS Reno is a nonprofit public television station sustained by the generosity of our community. More than 17,000 families and individuals—alongside more than 4,700 foundations, and corporate and community partners—invest in a shared belief that education, culture, and public service matter. Through this collective commitment, PBS Reno operates completely debt-free, a testament to thoughtful stewardship and trust.

In 2025, this generosity resulted in more than \$10,134,883 in direct support, fueling programs and services that educate, inspire, and connect communities across our region.

At the heart of this support is PBS Reno's Silver Circle, a group of our most dedicated philanthropic leaders. More than 400 families made gifts of \$1,200 or more, providing more than a million dollars in unrestricted funding—the kind of flexible support that allows PBS Reno to respond where the need is greatest. Silver Circle members are invited to exclusive events throughout the year, offering a deeper connection to the mission they so meaningfully sustain.



2024-2025 PBS RENO BY THE NUMBERS

Supporting Members:

17,000 +

Major Donors:

400 +

Legacy Gifts:

\$2.5 million +

**Viewership
Across Platforms:**

592,189

**Social Media
Followers:**

10,000

Website Users:

96,214

**Curiosity Classroom
Workshops:**

6,794

Students Served:

128,087

Writers Contest Entries:

3,206

Awards Earned:

23

Events:

19

Events Attendees:

3,635