

# 2024 PBS RENO LOCAL CONTENT & SERVICES REPORT TO THE COMMUNITY



*“PBS Reno is a vital institution that enhances northern Nevada’s cultural and educational landscape. I’m inspired by their commitment to cultivating meaningful connections through its programming and look forward to being a part of advancing its mission in our community.”*  
- Taylor Adams, President & CEO EDAWN

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

**Our mission is to “Entertain Your Curiosity”**

Founded in 1983, PBS Reno has served as a community pillar of award-earning television and educational programming. By adapting to the rapid growth of technology, PBS Reno’s coverage area is among the largest of any PBS member station in the nation—spanning a 75,000 square mile service area over central and northern Nevada and northeastern California. Each month, PBS Reno reaches over 540,000 viewers across varying platforms, bringing quality programming and educational resources to communities throughout the region.

PBS Reno offers nationally acclaimed productions and local content to viewers across three broadcast channels: PBS Reno 5.1, PBS Reno Create 5.2, and PBS KIDS Reno 5.3. Viewers can also access PBS Reno via livestream and various digital platforms, including two YouTube TV channels, one YouTube channel, Hulu+ LiveTV, Amazon Prime, Local Now, social media (Instagram, TikTok, Facebook, X, LinkedIn), and the PBS Reno website ([pbsreno.org](https://pbsreno.org)). This report outlines PBS Reno’s activities during the 2024 Fiscal Year (October 1, 2023-September 30, 2024).



## 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 to "Entertain Your Curiosity". PBS Reno's weekly program, ARTEFFECTS, provides a colorful glimpse into the work of local artists. With 159 segments selected by the PBS Major Market Group for distribution, this program shares Nevada's vibrant art scene with viewers across the country. Complementing this production, *ArtViews*, a weekly online column, features a variety of viewpoints from leaders of local arts organizations.

PBS Reno also produces *Wild Nevada*, an original local travel series that showcases Nevada's diverse high desert landscape. Hosted by Chris Orr, the show takes viewers along on scenic trails and outdoor adventures across the Silver State, promoting the idea that the outdoors are for everyone. By highlighting adaptable outdoor recreation and accessible trails, *Wild Nevada* encourages people of all abilities to get outside and explore. Additionally, in 2024, PBS Reno created 4 more segments of the digital-first series *FoodNotes\** which tells the cultural and culinary stories of restauranteurs that have found a home in northern Nevada. Hosts Christina Le and Enrique Sandoval explore cuisines from Italian, Kamayan, Basque, and Filipino traditions.

## KEY SERVICES



In 2024, PBS Reno's most popular and highest-rated series, *Wild Nevada*, completed its seventh season. Interest in Chris Orr's adventures extend beyond local viewership—208 PBS member stations and the Create channel air *Wild Nevada*. To diversify and maximize viewership, PBS Reno uploads *Wild Nevada*, ARTEFFECTS, and other local productions onto its YouTube channel.

This past year PBS Reno built on the success of *Wild Nevada* and ARTEFFECTS by introducing companion podcasts. *Wild Nevadacast* hosted by Dave Santana, introduces listeners to fascinating and fun people who embody the *Wild Nevada* spirit of recreational travel in Nevada. The *PBS Reno Arts* podcast brings listeners closer to the creators, performers, and cultural enrichment opportunities that make our region unique. The station also produced a second season of *Refugee's Daughter*, a Signal Award-earning podcast that highlights diverse stories and cultures that resonate with our community.

PBS Reno partnered with The Reno Phil to produce recordings of three Classix performances. These broadcast productions aired on Sunday afternoons, providing access to live music to many viewers. Additionally, PBS Reno partnered with Classical Tahoe for a 4th year and broadcast *Classical Tahoe* on Sunday afternoons leading up to the July festival.

Encouraging creativity and literacy in young learners, 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 2024 topic PBS Reno supplied was "WONDER." The responses received from every grade level were nothing short of exciting! PBS Reno provided Writers Contest materials to 160 classrooms in 54 schools and received 2,777 entries! PBS Reno highlighted the talents of the winning students by broadcasting and posting the winners of

### KEY SERVICES

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](http://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. Donors also enjoy access to a large library of content on-demand through PBS Passport—a benefit used by 71% of PBS Reno’s donor base, well above the 47% national average.

Every day, PBS Reno interacts with its audience across various social media platforms, including Facebook, Instagram, X, TikTok, YouTube, and LinkedIn. PBS Reno engages followers through different immersive and interactive experiences like contests, quizzes, Facebook Live experiences, polls, and more. These social platforms also feature programming highlights, behind-the-scenes content, and a closer look at our team, local content, events, and the community at large. PBS Reno also uses these platforms to share self-care information and links to major news developments.

PBS Reno finished fiscal year 2024 on September 30 with gross revenues of \$6,721,718 and expenses of \$6,680,428. The continued emphasis on planned gifts and individual giving alongside excellent performance in education, production, special events, grants, and major giving programs contributed to another financially successful year.

With 82% of PBS Reno’s funding coming from local sources and only 18% coming from government sources, PBS Reno remains deeply committed to community support. 85% of the funds raised are invested directly into programming and operational expenses—all while continuing to operate free from long-term debt.

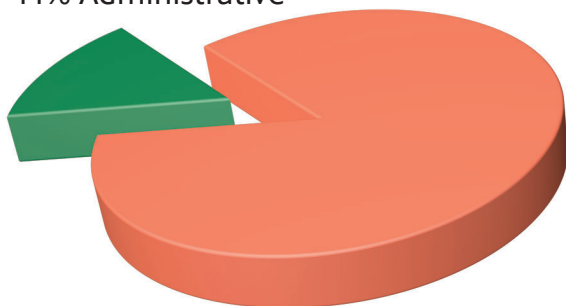


EPISODE 502: Pioche



### 2024 Local Expenses

14% Administrative



86% Programming & Operations

### 2024 Local Revenue

17% Federal & State Funding



83% Local Support

**LOCAL IMPACT**

PBS Reno’s award-earning children’s education programs and off-air educational outreach continue to make an impact across our vast broadcast region. In 2024, the Curiosity Classroom program was met with overwhelming enthusiasm and demand. The PBS Reno education team served 137 schools throughout nine counties in Nevada and California: Washoe, Carson City, Lyon, Douglas, Humboldt, Elko, White Pine, Storey, and El Dorado. 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.

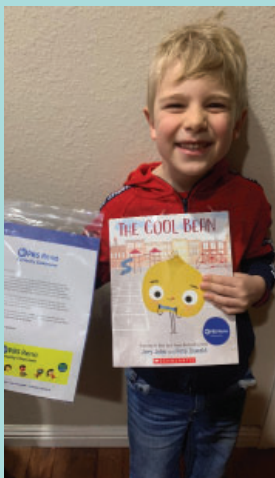
The PBS Reno Curiosity Classroom program provides free STEM-based workshops for PreK-4th grade students throughout northern and central Nevada and northeastern California. Each workshop provides classrooms with all materials for each student and a trained facilitator. These workshops use in-class, online, and print resources to help parents, caregivers, and educators prepare children for success in school and beyond. Curiosity Classroom facilitators conduct hands-on workshops that are specifically developed for PreK through 4th grade students.

PBS Reno’s Curiosity Classroom workshops are based on the philosophy of the Learning Triangle: VIEW, READ, DO. Students view an educational PBS video, participate in a read-aloud activity, and complete a hands-on activity to reinforce the lesson. The topics covered are wide-ranging and include math, science, technology, engineering, STEM, robotics, health, nutrition, financial literacy, and the arts. This approach provides students with an innovative learning experience that traditional classroom instruction often does not allow. In the 2023-2024 school year, PBS Reno delivered 6,959 Curiosity Classroom workshops in 137 schools to 135,287 student participants. In addition, PBS Reno distributed 48,772 age-appropriate books to participating children to help build their home library. This is the second year Curiosity Classroom has surpassed this six-figure milestone for students served.

Curiosity Classroom robotics workshops are staples in local classrooms. In the 2023-2024 school year, PBS Reno delivered 1,066 Curiosity Classroom robotic workshops, providing essential hands-on engagement with basic programming. Lessons range from “What is a robot?” to “Program your robot

to do the Hokey Pokey,” ensuring that PreK-4th grade students have interactive learning experiences with robotics. Each grade level is introduced to a different robot, focused on essential programming subjects, including scanning, remote control, sequencing, and sensors.

JOYful Moments, featuring Joy Foremaster, PBS Reno Director of Education, continues to grow an audience on social media. These videos showcase step-by-step PBS KIDS projects, encouraging families to engage in creative learning at home. In the last year alone, JOYful Moments have accumulated



Curiosity Classroom Robotic Workshops for PreK-4th Grade students. Students explore how to program robots to follow simple commands. (above).

One student shows off his take home book and lesson. (left).

**LOCAL IMPACT**

over 10,000 views, bringing the total to 13,800, with more than 146 hours of total watch time.

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](https://pbsreno.org/stemworks) and on YouTube, are a valuable, free resource for teachers and students. To date, the series features 22 local companies, providing insight into various STEM career opportunities. Teachers can earn free PBS Reno STEM Works notebooks for their classroom when they watch STEM Works digital shorts in their classroom.

The annual PBS KIDS Reno Writers Contest invites Kindergarten through 3rd grade children across northern Nevada to use their boundless imagination by creating original stories and illustrations. The 2024 writing topic was “WONDER” and the responses received were nothing short of exciting! PBS Reno received 2,777 entries from 160 classrooms across 54 schools. The winning authors in each grade were honored in a variety of exciting ways. Their stories were published into hardcover books, and each child had the opportunity to introduce their story on air, with their recordings broadcast across all three PBS Reno channels and featured on the PBS Reno website. Additionally, winning stories were displayed at Renown Children’s Hospital and the State of Nevada Department of Education building in Carson City. To honor their achievements, the young authors and their families were honored with a celebration at Renown Children’s Hospital. The joy and excitement in the room made it clear—this is a truly unforgettable and meaningful experience for all!

In addition to the in-class workshops and annual Writers Contest, 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) for one on-one mentorship over several sessions, tracking their progress in a shared Reading Buddies journal. Through this partnership, both the younger and older students develop self-esteem, social-emotional skills, and an enhanced love for books and reading. 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 2023-2024 school year, 2,773 students across 128 classrooms participated in the program.

On August 3rd, 2024, over 1,000 people joined PBS Reno for Be My Neighbor Day at Idlewild Park. In addition to the festivities, PBS Reno hosted a “Fill the Bus” donation drive in partnership with The Children’s Cabinet, Food Bank of Northern Nevada, and the RennerVation Foundation to fill the RennerVation Bus with nonperishable food, personal hygiene supplies, and teacher supplies for our community. This memorable event brings our community together, promoting the values of empathy, kindness, and togetherness. This free community event celebrated early education, health, safety, and the spirit of being a good neighbor. Participating organizations have the opportunity to share their missions, provide activities, and share resources for children and families.



**LOCAL IMPACT**

Telling significant local stories and producing content of local interest is one of PBS Reno's strategic priorities. In 2024, PBS Reno earned a total of 16 production awards,



bringing our total to 126 awards in our 41-year history-29 of which were earned in just the last two years! This year, PBS Reno garnered significant recognition with four prestigious Gold Communicator Awards of Excellence: *FoodNotes\** (two awards), "Who is Jim Pagliarini?" (one award), and *Classical Tahoe* (one award). The station also received four Silver Communicator Awards of Distinction: ARTEFFECTS (one award), *Wild Nevada* (one award), PBS Reno Spotlight Brian Sandoval (one award), and *Refugee's Daughter* (one award). PBS Reno also received five Silver Telly Awards: *FoodNotes\** (one award), ARTEFFECTS (one award), and PBS Reno Spotlight Brian Sandoval (one award), and *STEM Works* (two awards). PBS Reno also earned three Bronze Telly Awards: *Wild Nevada* (one award), *FoodNotes\** (one award), and PBS Reno Spotlight Brian Sandoval (one award). 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 designed to educate and entertain young children. Many of these programs have free interactive websites and mobile apps, allowing young children to continue learning with their favorite characters off-air. PBS Reno children's content is designed to align with the Department of Education's Common Core Standards.

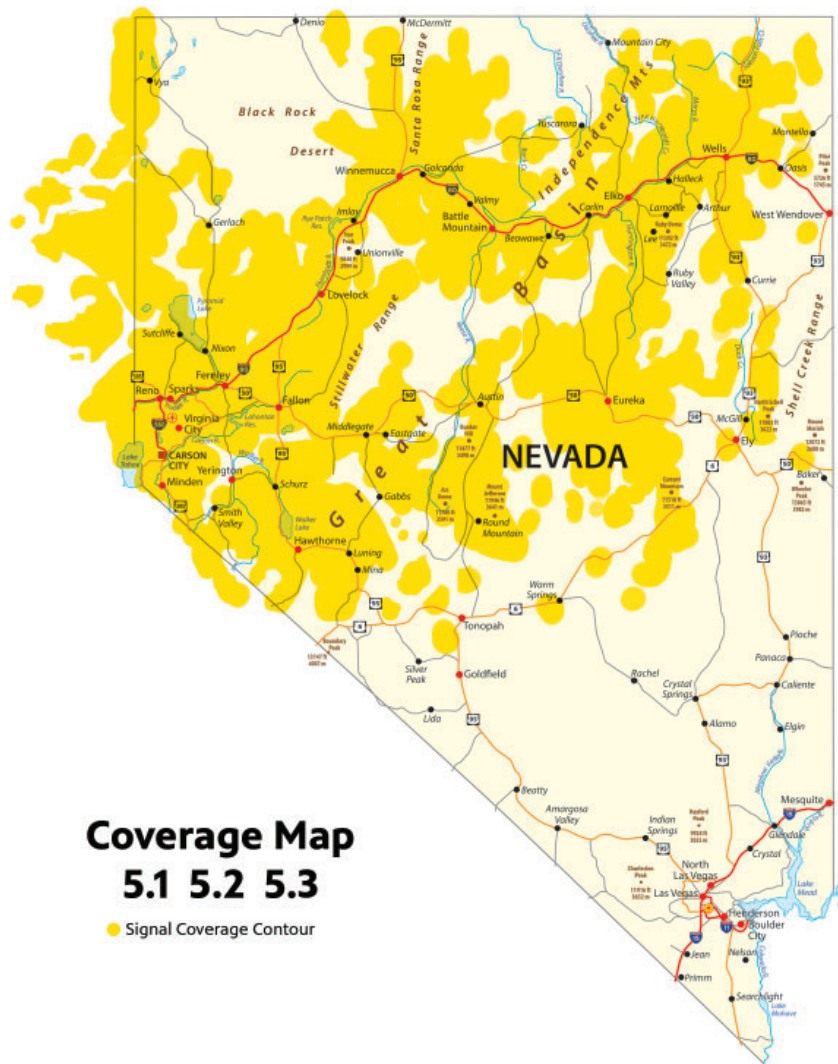
PBS Reno viewers continue to enjoy dramatic productions on Masterpiece, featuring *All Creatures Great and Small*, *Miss Scarlet*, and *Endeavour*. As usual, PBS won more Emmy awards than any other network or cable channel. Favorites like *NOVA*, *Nature*, *This Old House*, *Antiques Roadshow*, *PBS News Hour*, and 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 productions.

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, 2,800 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:** PBS Reno debuted Season 10 of ARTEFFECTS, a weekly series that explores the vibrant arts and cultural scene in northern Nevada and northeastern California. All locally produced segments are provided to the national distributor. To date, 159 PBS Reno segments have aired around the country.

**PBS Reno Arts:** *PBS Reno Arts* brings listeners up-close with the creators, performers, and cultural enrichment opportunities in our region. Listeners learn about the passionate people who are the arts in our region, learn what stokes their passions, and preview what's coming up in theater, music, and more.

**Wild Nevada:** Host Chris Orr produced Season 7, highlighting new recreational opportunities in Nevada. Production began in May 2024 and continued into FY 2025. These six episodes covered topics like lakes of the Eastern Sierra, living with wildfire, and a return journey on the Black Rock Desert.

**Wild Nevadacast:** Complementing the *Wild Nevada* broadcast series, *Wild Nevadacast* is a relaxed podcast inspired by the adventurous spirit of Wild Nevada road trips. The podcast highlights unique people, places, and stories found only in Nevada.

**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 entertaining and informative for all ages. These videos are available online and on-air.





## PBS RENO LOCAL PRODUCTIONS

**FoodNotes\*:** *FoodNotes\** is a digital food series highlighting 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. As of September 30th, 2024, PBS Reno has produced 6 segments of *FoodNotes\** and two 30-minute broadcast episodes. The series earned 4 awards in 2024 and accumulated over 4,500 views on YouTube. These are available online and on-air.



**Refugee's Daughter:** *Refugee's Daughter* is PBS Reno's first podcast series. Hosted by Christina Le, the program explores her memories and experiences growing up as a Chinese-Vietnamese American. Her guests share their own experiences of growing up as a person of Chinese heritage. Available online and on all major podcast entities, *Refugee's Daughter* earned a Bronze Signal Award in the Diversity, Equity & Inclusion category—PBS Reno's first podcast award—and was nominated for a Listener's Choice award. *Refugee's Daughter* is available online and on all major podcast entities.



“Just a quick note about how much I enjoyed watching your Icky (ichthyosaurus) piece — you have masterfully woven together all the different strands of the story and the result feels very authentic & simpatico, bravo!” - **Nik Hafermaas (regarding ARTEFFECTS - featuring Deep Time)**

“Reminds me of my mom in Ethiopia. Thank you so much for your service representing Ethiopia in the best way possible... Thanks for sharing this. - **@Bahir21 (regarding FoodNotes\* - featuring Zagol)**

“I’ve taken the time these last few days to continue my journey with your podcasts. You are a saint in a land of wonder, and you make me feel so alive with anticipation about all those things I want to see and experience. I love, absolutely love listening to your podcasts and can’t wait to see all of you again. They take me away to another place.” - **Frank Groach, referencing both (PBS Reno Arts and Wild Nevadacast)**

## **PBS RENO EDUCATION SERVICES**

PBS Reno is deeply committed to education, both on and off the air. As a cornerstone of PBS Reno's mission, education drives our expanse of programs and services that support life-long learning. The PBS KIDS 24/7 channel provides commercial-free, non-violent, and educational programs for children, while accessible resources empower teachers to inspire their students in the classroom. Programs like NOVA, *Nature*, and more, offer engaging opportunities to promote learning for all ages. In 2024, the PBS Reno Curiosity Classroom program celebrated its 25th year of services for children, parents, caregivers, and teachers. These hands-on workshops demonstrate how PBS programming and resources can be used as a teaching tool to encourage reading, writing, and learning.

### **Reach in the Community:**

In 2024, PBS Reno Education Services conducted 6,959 Curiosity Classroom workshops for children throughout nine counties in Nevada and California: Washoe, Carson, Douglas, Humboldt, Lyon, Elko, Storey, White Pine, and El Dorado. These workshops accounted for 135,287 interactions with area students. In addition, 48,772 age appropriate books were distributed to participating students to help build their home library. Each workshop is led by a certified facilitator who uses a PBS 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, museums, and community organizations. Additionally, PBS Reno has developed long-term partnerships with the Food Bank of Northern Nevada, University of Nevada, Reno, The Children's Cabinet, Desert Research Institute, Northern Nevada Literacy Council, Washoe County Library System, Renown, Nevada Museum of Art, the Discovery Museum, and more.

"I have several nonverbal children, and one particular child figured out during your workshop how to program his critter (robot) mommy to meet its (robot) baby. When this happened, he let out a verbal cheer! This was very exciting, as it was the first time he has verbalized his excitement. Thank you for bringing these opportunities to our children."

- **Liberty Peak**

"All workshops have been engaging and different than what is done in the classroom. Students are excited to participate and share the information they have learned. One student in particular said that she wanted to be a scientist now and work at PBS Reno."

- **3rd Grade, Beasley**

"When they worked with the robots, they were all smiles and giggles. It was fun watching them be so excited to interact with their own robot."

- **4th grade, JWood Raw**

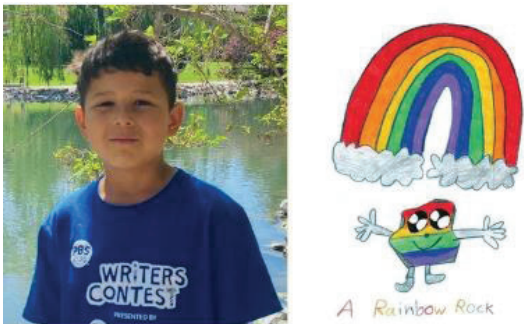


Students showing their koala drawings after attending a PBS Reno Curiosity Classroom workshop about koalas.

## 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 2,777 entries in March 2024. 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 Renown Children’s Hospital and the Department of Education in Carson City. 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.



“Students get a hands-on extension of lessons and topics we are doing. This gives them a chance to dive deeper and gain more comprehension.”  
- 1st Grade, Coral Academy

“One of the wonderful aspects of PBS lessons is the accessibility for my students who join our class from the strategies program. It is so inclusive for everyone.”  
- 2nd Grade, Brown

“My class loves the stories, experiments and lessons taught through PBS workshops each year.”  
- 2nd Grade, Spanish Springs

“After the conclusion of the workshop students continued to use the vocabulary that they had acquired.”  
- 2nd Grade, Mt. Rose

**2024**  
**PBS KIDS WRITERS CONTEST**  
PRESENTED BY  
**PBS Reno**

**SECOND GRADE: 1st Place**  
“A Rainbow Rock”  
by Ivan  
Coral Academy of Science

Once upon a time, there were rocks in a jar. They were carefully collected by a boy who loved them all. Quartz was pink, Obsidian was black, and Turquoise was turquoise. They were happy to be together, until...Crash! Bang! Thud! A big rough rock fell on them. Right into the jar!  
“How ugly!” said Quartz. “How rude!” said Obsidian. And Turquoise just turquoisely turquoised.  
The new rock was not pink, it was not black, and it was not turquoise. The boy painted it red, orange, yellow, green, blue, and purple. It was a beautiful rainbow color, but the other rocks did not like it.  
“Rocks like you don’t exist!” said Quartz.  
“What are you doing here?” asked Obsidian.  
“Turquoise out of here!” yelled Turquoise.  
The rock was sad. Was it his fault he was so different?  
One day, the boy was playing in the garage with his rocks. The rain came and went away quickly, but something wonderful was left in the sky: something Quartz, Obsidian, and Turquoise had never seen before.  
“What a beauty!” said Quartz.  
“What a miracle!” said Obsidian.  
“What a turquoise!” said Turquoise.  
The rainbow rock looked at the sky. He saw a wonderful arch of colors. Then he looked at himself. What a surprise! They all were on him in the same order.  
“I am a rainbow! I am a rainbow!” proudly shouted the rock. The other rocks were amazed.  
“No, you are a rock from the sky!” said Quartz.  
“No, you are a tiny rainbow on the ground!” said Obsidian.  
“No, you are a WONDER!” said Turquoise.  
The rocks hugged each other.  
They began to live peacefully in the jar, until...

**A Rainbow Rock**

PBS Reno • pbsreno.org/writerscontest • #PBSReno



PBS Reno’s Joy Foremaster engages students during a classroom tour of the PBS Reno station as part of a Curiosity Classroom workshop.



2024 PBS Reno Spotlight Awards and Auction Philanthropist of the Year, Rick Reviglio, President & General Manager of Western Nevada Supply addresses a record breaking crowd of more than 580 at the annual gala.



Kurt Mische, President and CEO of PBS Reno and Heidi Lea Rich, Director of Programming RennerVation Foundation invite viewers to help fill the bus with food and needed goods during Be My Neighbor Day.



PBS Reno hosted a screening featuring an episode of *Wild Nevada* that explored Pyramid Lake and invited a panel of different tribal leaders and influencers as well as Native dancers (above). This interactive Q & A screening was attended by over 100 people from across our viewing area.

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, Storey County School District, El Dorado 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.