

# 2022 PBS RENO LOCAL CONTENT & SERVICES REPORT TO THE COMMUNITY



*"I have never engaged in anything that has been as rewarding as the work I do with PBS Reno. The Nell J. Redfield Foundation has been partnering with PBS Reno for over 30 years. Education is the foundation of our society and PBS Reno plays a large role in our community."*

- Jerry Smith, Nell J. Redfield Foundation

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

## **Our mission is to "Entertain Your Curiosity"**

PBS Reno began serving this region on September 29, 1983 with one analog television channel. As we celebrate 39 years of service, PBS Reno continues to serve a 75,000 square mile area encompassing central and northern Nevada and parts of northeastern California with three broadcast channels (PBS Reno channel, 5.1, PBS Reno Create, channel 5.2, and PBS KIDS Reno, channel 5.3), a content-rich website ([pbsreno.org](https://pbsreno.org)), two YouTubeTV channels, and a livestreamed main channel 5.1. Our channels are also available on various platforms so viewers can access us anytime on the device and platform of their choice. Our priority is to continue to expand our programs and services in response to the needs and desires of this large, varied area. This report outlines our activities for Fiscal Year 2022 (October 1, 2021 - September 30, 2022).



**LOCAL VALUE**

PBS Reno produces and broadcasts a weekly program, ARTEFFECTS. This program highlights artists and art throughout our region. 127 of our local segments have been chosen by the PBS Major Market Group for distribution to other participating PBS stations around the country, giving residents in those cities a positive look at our region and its vibrant arts community. Additionally, our Native American art segments have been requested for use outside of the ARTEFFECTS program.

In 2022, we had hoped to complete Season 6 of our most popular beloved local series *Wild Nevada*. With the COVID restrictions relaxed we were able to resume filming. Hosts Chris Orr and Dave Santina headed back out and filmed 5 episodes of Season 6 and we will commence filming the remainder of the season in April of 2023. We are proud that 135 PBS member stations, and the Create channel air this series.

For the third straight year, PBS Reno shared the story of *Classical Tahoe*. The PBS Reno staff and the musicians of Classical Tahoe livestreamed and recorded this two-week concert series. The recorded concerts were edited into one-hour broadcasts seen on PBS Reno.

In 2022, we ran a number of collaborative programs from the Reno Phil. These livestreams-turned-broadcast productions of our local philharmonic aired on Sunday afternoons to the enjoyment and education of many. Additionally, in partnership with the Nevada Museum of Art, PBS Reno produced and edited a documentary on Paul Revere Williams, a famed architect whose structures can be seen across the state of Nevada. This documentary is a companion piece to the exhibit.



Highlighting the achievements of talented local students is an important part of PBS Reno's programming. The broadcast and online posting of the winners of our annual PBS KIDS Writers Contest allows us to highlight young people actively engaging in enriching, educational activities.

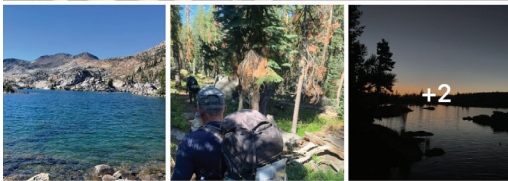
PBSReno.org is our content-rich website that includes our on-demand, online video player, where visitors can find most of our PBS content and all of our local programs. This resource allows us to be available to our viewers and members wherever and whenever they choose. Donors can also access a large library of content by using the PBS Passport on-demand service. 56% of our donor base are Passport members, which is above the national average of 38%.

**KEY SERVICES**

### KEY SERVICES



Also this week, the [#WildNevada](#) team was on another part of the [#tahoerimtrail](#), hiking into stunning alpine lakes and views with our friends from the [Tahoe Rim Trail](#)... See more



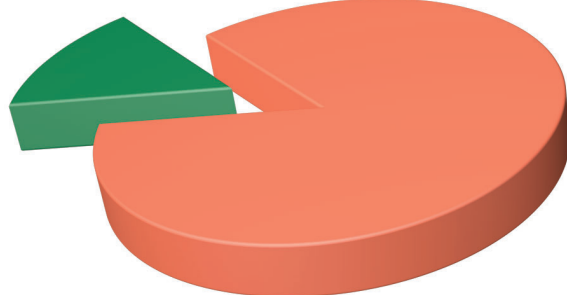
Additionally, PBS Reno interacts with our audience daily across various social media platforms, including Facebook, Instagram, Twitter, TikTok, YouTube, and LinkedIn. We engage our audiences with different immersive experiences including contests, quizzes, Facebook Live experiences, polls and more. We feature programming highlights from across all three broadcast channels and provide additional content to these platforms that further “introduce” our viewers to a behind the scenes look at our staff, our local content, and the community at large, as well as, self-care information and links to major news developments.

PBS Reno finished fiscal year 2022 on September 30 with gross revenues of \$7,337,389 and expenses of \$6,362,025. 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.

The pie charts included with this report show that PBS Reno receives 82% of its funding from local sources with only 18% from government sources. We invest 84% of the funds raised into programming and operational expenses. The station continues to operate free from long-term debt and deficits.

### 2022 Local Expenses

16% Administrative



84% Programming & Operations

### 2022 Local Revenue

18% Federal & State Funding



82% Local Support



## LOCAL IMPACT

PBS Reno's award-winning children's education programs and off-air educational outreach are extraordinary for their positive impact on the community in our vast broadcast area.

PBS Reno saw continued utilization of its Ready to Learn workshops which were rebranded as PBS Reno Curiosity Classroom workshops to better align with PBS Reno's mission to "Entertain Your Curiosity". Through this in class workshop program, PBS Reno will continue to serve over 110 schools throughout six school districts in northern Nevada: Washoe, Carson City, Lyon, Douglas, Humboldt, and Elko County School District. The name Curiosity Classroom refers to all "in-class" workshops and presentations. Camp Curiosity refers to all "out of class" experiences ie. At Home Learning, Story Time with Joy etc.

The Curiosity Classroom program is a multi-media approach to teaching children in PreK – 4th grade. The educational workshops are based on the philosophy of the Learning Triangle: View, Read, Do. Each workshop incorporates an engaging PBS KIDS video, a read aloud, and a fun hands-on activity to teach and reinforce the educational topics that include: math, reading, science, technology, engineering, robotics, health, nutrition, financial literacy, arts and more. 3,740 workshops were held in the 2021-2022 school year supporting 71,941 student contacts. 26,972 books were handed out to students to add to their home libraries. Our year-end totals are noteworthy! The Education Team couldn't have done it without the diligent work of our beloved PBS Reno volunteers who cumulatively devoted 1,480 hours putting together thousands of student materials for the Curiosity Classroom lessons.



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

PBS Reno received a TESLA award allocation to enhance STEM education in schools, organizations, and the community! This big endorsement by a large, well-known national company, is intended to support and expand our Curiosity Classroom robotics instruction across northern Nevada for three years. PBS Reno Education Services developed introductory robotics lessons to add to the other Curiosity Classroom menu of workshops. The robotics lessons are designed to give even the youngest learners experience learning the basics about programming robots. From "What is a robot?" to "Program

your robot to do the Hokey Pokey," the lessons for students from PreK through 4th grade are designed to allow each student a hands-on experience with a robot. Each grade level is introduced to a different robot with a different way of programming ie. scanning, use of a remote, or sensors, etc.

## LOCAL IMPACT

The Camp Curiosity website guided young learners on themes for what to watch, what to learn, what to explore, what to read, what contests to enter, and what family

activities to do. Washoe County Public Library System summer learning flyers were handed out along with the PBS Summer Activity Booklets at Food Bank of Northern Nevada Kids Café weekly food distribution sites. A total of 1,500 PBS Activity books and library fliers were distributed at 45 Food Bank of Northern Nevada distribution sites.

In August, we introduced JOYful Moments on social media. Our very own Joy Foremaster, Director of Education, is conducting PBS KIDS activities and sharing them on social media. These JOYful Moments will be interspersed with Story Time with Joy. We are proud of Joy and of how engaging her segments are on social media! She has built an amazing audience!

PBS Reno STEM Works digital shorts are a fun, fresh look at careers in Science, Technology, Engineering and Mathematics. Entertaining and informative for kids of all ages, digital shorts (7-12 minutes in length) are a FREE tool to teach about STEM career opportunities in northern Nevada industries. Explore the PBS Reno STEM Works video collection on our website at [pbsreno.org/stemworks](https://pbsreno.org/stemworks). We currently feature 14 northern Nevada companies and the STEM career opportunities that they offer on our website. Teachers can earn FREE PBS Reno STEM Works notebooks for their students when they watch STEM Works videos with their classes.

Teachers are also encouraged to join PBS Reno STEM Works for the monthly Speaker Series on a national platform called NEPRIS / Pathful Connect. Students from around the United States 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.

The annual PBS KIDS Writers Contest invites children, kindergarten through third grade, in communities across northern Nevada to use their boundless imaginations to create original stories and illustrations. PBS Reno received 2,299 entries in 2022. United Federal Credit Union hosted a virtual celebration for the winners and their families and displayed the posters of the winners' stories in the branch lobbies all summer long. It was the second virtual celebration due to the COVID-19 pandemic; however, it was obvious to all that the contest winners and their families had a wonderful time! PBS Reno is proud of its work on and off the air and the impact made by that work on people's lives. We are proud to have the opportunity to serve our region that supports us so well. PBS Reno continues to look for ways to expand and improve its service and to provide more ways to connect with our community.

## LOCAL IMPACT

Telling important local stories is one of our strategic priorities. In 2022, PBS Reno received ten production awards for its work. The station received three Gold

International Communicator Awards; two awards—for segments in our weekly series ARTEFFECTS and one for our new local series *Wild Nevada Memories*. Four Silver International Communicator Awards for ARTEFFECTS, *Classical Tahoe Season 1*, *STEM Works Digital Series: featuring Sierra Nevada Corporation*, and a Corporate Image announcement. The station also received three Telly Awards; one silver for ARTEFFECTS and two bronze Tellys for *Wild Nevada Memories* and a Corporate Image announcement. This brings the total number of production awards earned by PBS Reno in its 39 year history to 97 with 18 of them coming 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 we serve.

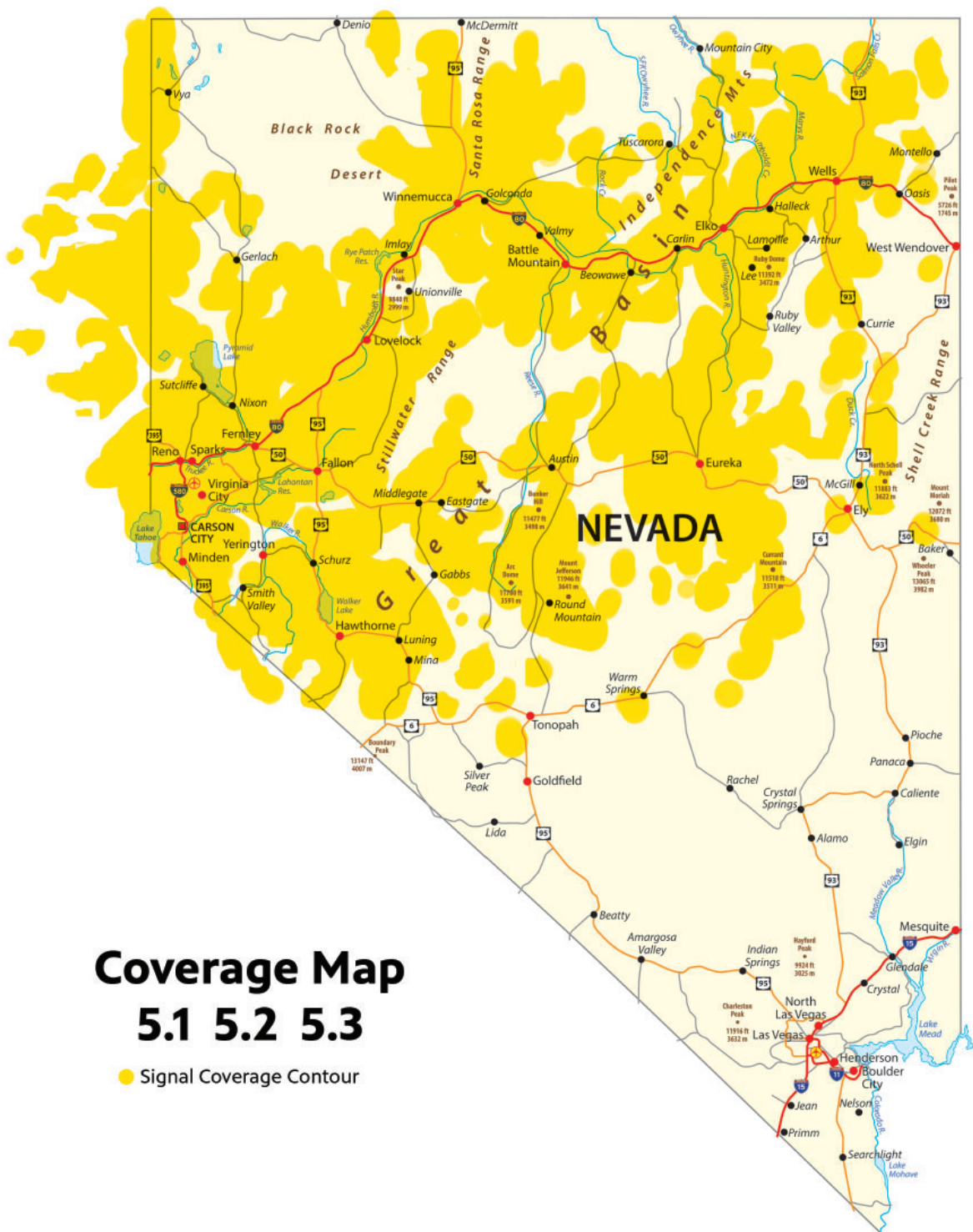
PBS Reno and PBS KIDS Reno feature 207 hours per week of non-commercial, non-violent programs that educate children while entertaining them at the same time. Most of these programs have free interactive websites and free tablet and smartphone apps that allow young ones to continue to interact with their favorite characters when the broadcast program is complete. PBS Reno children's content is designed to meet Department of Education common core standards.

PBS Reno viewers enjoy dramatic series on *Masterpiece* that include *All Creatures Great and Small*, *Miss Scarlett 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 our Saturday evening British comedies and mysteries continue to delight viewers, offering programming types simply not found on other channels. Locally, our drama line-up includes Thursday night offerings of *Frankie Drake Mysteries* and *Midsomer Murders* followed with Friday evenings featuring *Masterpiece*. We also made some local changes in order 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 lifestyle interests. This channel is the first of the additional digital channels in the market to qualify for inclusion in the Nielsen ratings.

Our 3rd Channel 5.3, PBS KIDS Reno also qualifies for inclusion in the Nielsen ratings. PBS Reno is the first and only broadcaster in this market to have all three multicast channels reporting simultaneously. 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 our region 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 2022. This 7-week workshop 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 to the community.





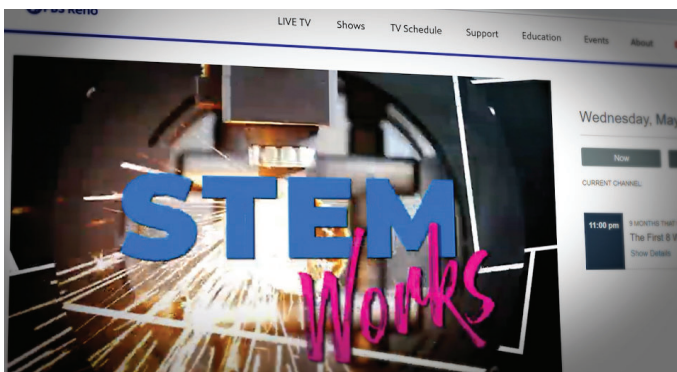
## **PBS RENO LOCAL PRODUCTIONS**

**ARTEFFECTS:** In September of 2022, PBS Reno began production of Season 8 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, and to date 127 PBS Reno segments have been included in the national feed for viewing around the country. Twenty-three of those segment pickups occurred during FY22.

**Wild Nevada:** PBS Reno resumed filming of Season 6 of Wild Nevada, a beloved local production featuring hosts Chris Orr and Dave Santina as they take viewers on trips across the state of Nevada. Production began in April 2022. The first five episodes filmed trips include the proposed Avi Kwa Ame National Monument, Mojave National Preserve, Rockhounding near Cedarville, California and so much more.

**Classical Tahoe:** For the third straight year, PBS Reno partnered with Classical Tahoe again to deliver live music. Classical Tahoe concerts were simultaneously streamed worldwide from PBS Reno. In 2023, PBS Reno will premiere these edited concerts along with behind the scenes and in-depth interviews with the musicians and staff of Classical Tahoe as part of Season 3.

**PBS Reno STEM Works:** Digital short videos that offer a fun, fresh look at careers in Science, Technology, Engineering and Mathematics. The videos are geared toward kids aged 9-15, but are also entertaining and informative for “kids” of all ages. These are available online and on-air.





## **PBS RENO EDUCATION SERVICES**

Throughout its 39-year history, PBS Reno has been deeply involved in education both on and off the air. Education is at the core of the PBS Reno mission. From our PBS KIDS 24/7 Channel of non-commercial, non-violent, educational programs for children, to resources for teachers to use to inspire their students in the classroom, to programs like NOVA, *Nature* and *American Experience*. PBS Reno provides opportunities for life-long learning. Our Curiosity Classroom program completed its 23rd 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 2022, PBS Reno Education Services conducted 3,740 Curiosity Classroom workshops for children in Washoe, Carson City, Douglas, Humboldt, Lyon, and Elko County School District that accounted for 71,941 interactions with area students. 26,972 age-appropriate books were given to participating students. Each workshop is led by a certified facilitator who uses a PBS LearningMedia video, a read aloud, and a fun hands-on activity to encourage STEM literacy-based learning.

### **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.

"The students loved learning how robots operate and then getting hands on practice with them. They were so excited to get to play with them and make them do things. Thank you for bringing this to them!"

**- 2nd grade, Lenz E.S.**

"Children were counting, sorting, and graphing, which meets all our kindergarten standards. The children loved the story and had so much fun while learning."

**- Kindergarten, Nancy Gomes E.S.**

"The reinforcement of the engineering process was great! Our kids have Makerspace, so this was a great connection. Also the book, activities and videos were awesome! They had so much fun designing and improving their structures."

**- 3rd grade, Lake Tahoe School E.S.**

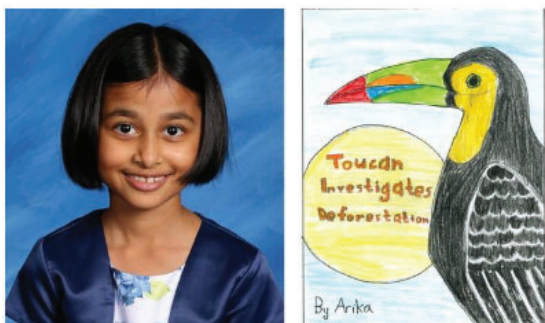


Nevada Senator Jackie Rosen engages with children at a PBS Reno Curiosity Classroom STEM Robotics Workshop.

### 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 2,299 entries in March 2022. Winning stories were shown at our awards ceremony and recorded for on-air broadcast and online. United Federal Credit Union hosted a virtual reception for the winners and their families and displayed the entries in branch lobbies all summer long. 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 allows families to find resources they can use and links to partner organizations, like Parent University at the Washoe County School District.



“Students were able to identify a problem, plan a solution, test and rebuild. This allows students to be successful when solving a problem. It builds confidence and my students had a blast. Great vocabulary!”

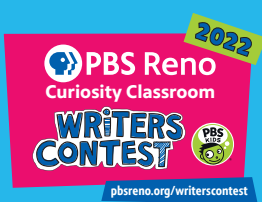
- 2nd grade, Anderson E.S.

“This was a great way to add literature, teach fractions, show the connection between fractions and division, and have fun doing it.”

- 3rd grade, Sage E.S.




“My students were so excited doing the science experiment. It tied in perfectly with our reading curriculum. By reading my students writing, they understood the purpose of how weathering and erosion changes the Earth.”

- 2nd grade, Donner Springs E.S.



**2022**  
**PBS Reno**  
Curiosity Classroom  
**WRITERS CONTEST**  
pbsreno.org/writerscontest

**THIRD GRADE: 1st Place**  
“Toucan Investigates Deforestation”  
by Arika

I am a rainbow-billed toucan  
I am only a bird,  
But I need your assistance  
So may I have a word?  
In my beautiful rainforest world  
There is a big problem,  
Soon I will have no existence  
That is very solemn.

The problem is very grave  
For it destroys my habitat  
Not only will it affect me  
But other animals like wildcat.  
We are losing 80,000 acres a day  
It is called deforestation  
Not many people know about it  
But it is a severe situation

Saving the beautiful rainforest  
Will help me and my forest mates,  
I want to stop the problem  
Will you help me investigate?  
What can you do  
To stop cutting trees down?  
I have some ideas  
So please stick around

Paper is made from trees  
That surely is one of the reasons,  
Use less paper and recycle them  
All year round and all of the seasons  
They cut down the trees  
But do not plant more,  
You can let them know  
They need to restore.

Wood is also the reason  
They cut down the trees,  
Avoid wooden products  
Or use sustainable please.  
There is also palm oil and soy  
Which are grown in cut-down forests,  
Avoid eating those products  
As experts suggest.

If you do these changes  
It will help us a lot,  
Deforestation is a growing problem  
That only you can try to stop.  
The end.



PBS Reno's Joy Foremaster engages students with a robotics workshop. Showing students the skills to code and operate robots on their own.





PBS Reno team members accept the 2022 EDAWN Community Partner of the Year Award.



PBS Reno welcomed two local students from the Bank of America Student Leadership Program. Our wonderful interns included Darsh Patel and Kaden Ackerson.



PBS Reno Kids Club members enjoy a great moment meeting *Nature Cat* at Rancho San Rafael Park.

PBS Reno has partnered with the Reno Phil, Washoe 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, Reno Tahoe International Airport, Renown, 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, The Row, Carson Valley Inn, Tamarack Junction, Boys and Girls Club of Truckee Meadows, and Carson Tahoe Health, among others.

**"After returning home from a stroke, PBS Reno was my go to whenever I got confused or scattered and slowly the calm in your programming helped my mind slow and balance so I could go on. Thank you!"**

- Susan