



2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

“KNPB is absolutely, in our minds, one of the principle, partnering non-profit organizations in our community.”

Jerry Smith, Foundation Manager & Vice President, Redfield Foundation

KNPB focuses on connecting our community. KNPB enriches, inspires, entertains, and delights our community while fostering civic responsibility, the sharing of ideas, exploration of our world and the joy of learning.

LOCAL VALUE

KNPB began serving this region on September 29, 1983 with one analog television channel. Now, 34 years later, KNPB serves a 75,000 square mile area encompassing central and northern Nevada and parts of northeastern California with three broadcast channels (KNPB Channel 5.1, KNPB Create Channel 5.2 and KNPB Vme Channel 5.3) and a content-rich website knpb.org. Our slogan, *Connecting Our Community*, makes it our priority to expand our programs and services in response to the needs and desires of this large, varied area and make them available on the viewer’s platform of choice.

2016 KEY SERVICES

Telling important local stories and focusing on issues of local concern is one of the strategic priorities of KNPB. In 2016 the station received four production awards for its work. KNPB received two bronze Telly awards, one for *Tahoe: A Visual History* and another for *Virtual Harmony*. The station also received two International Communicator Awards; a gold award for *Tahoe: A Visual History* and a silver award for *Virtual Harmony*. This brings the total number of production awards earned by KNPB in its nearly 34 year history to 61! While KNPB does not produce these documentaries for the sole purpose of winning awards, this international recognition is another measure of the station’s success and impact in the region it serves.

KNPB produces and broadcasts a weekly program, *arteffects*. This program, produced in cooperation with the PBS Major Market Group, highlights artists and art throughout our region. Nine of our local segments have been chosen by the Major Market Group for distribution to other participating PBS stations around the country, giving those cities a positive look at our region and its vibrant arts community.

KNPB broadcast a new locally produced music program, *The Reno Sessions*, which is the vision of local filmmakers Ford Corl and David Ware who stylistically document the regional music scene, exploring artists of all genres and recorded in venues throughout the city.

2016 KEY SERVICES
continued

Highlighting the achievements of talented area students is an important part of KNPB programming. The annual broadcasts of the statewide *Poetry Out Loud* competition, winning entries in the Holland Project's *3-Minute Film Festival* and the winners of our annual PBS KIDS Writers Contest allow us to highlight young people actively engaging in enriching, educational activities. *Poetry Out Loud* is also seen on Vegas PBS in southern Nevada.

KNPB and its viewers celebrated the conclusion of the phenomenally successful *Downton Abbey* in March 2016. This series has helped grow the pipeline of dramatic series that includes *Mercy Street*, *Call the Midwife*, *Grantchester* and *Victoria*, which debuted in January 2017. PBS' national coverage of the presidential election process provided a calm, balanced and accurate voice in an otherwise noisy and divisive season. As usual, PBS won more Emmy awards than any other network or cable channel. Favorites like *NOVA*, *Nature*, *This Old House*, *Antiques Roadshow*, *Frontline* and our Saturday evening British comedies and mysteries continue to delight viewers, offering programming types and quality simply not found on other channels. In 2016, KNPB added two popular British series *Doc Martin* and *Death in Paradise* to the Saturday evening schedule, thanks to additional funding from donors.

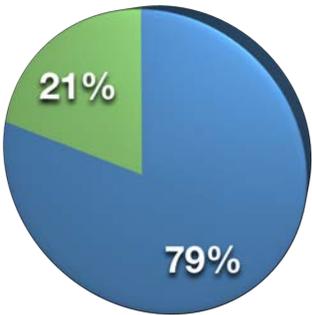
KNPB's "fourth channel," knpb.org is our content-rich web site that includes our on-demand, on-line video player, where you can find most of our PBS content and all of our local programs. This resource allows us to be available to our viewers and members wherever and whenever they choose.

KNPB finished fiscal year 2016 on September 30 with gross revenues of \$4,853,380 and expenses of \$4,763,104. This represents an all-time high in revenue for the station. Improved performance in individual giving, an expanded focus on our grants and major giving programs all contributed to a financially successful year.

The pie charts included with this report show that KNPB receives 79% of its funding from local sources with only 21% from government sources. Over the last seven years, those percentages have improved from 76% local and 24% governmental. KNPB invests 88% of the funds raised into programming and operational expenses. Our long-term strategic plan calls for the station to raise 100% of its annual budget locally to protect against the increasing threats to governmental support for public broadcasting.

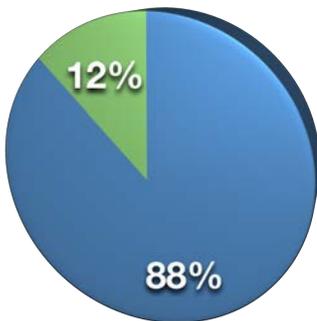
No discussion of KNPB is complete without including our award winning children's educational programs and off-air education outreach. KNPB is fully committed to improving educational outcomes for our state. KNPB and KNPB Vme feature 61.5 hours *per week* of non-commercial, non-violent programs that educate children while entertaining them at the same time. Most of these programs have free interactive web sites and free tablet and smartphone apps that allow the young ones to continue to interact with their favorite characters when the broadcast program is complete. KNPB children's programs are designed to meet Department of Education common core standards.

FY 16 Revenue Percentages



- Local Revenue
- Government Revenue

FY 16 Expense Percentages



- Program and Operational Expenses
- Administrative Expenses

A circular logo with a gold background and the words "LOCAL IMPACT" in white, bold, sans-serif capital letters.

LOCAL IMPACT

KNPB was one of 32 PBS stations that participated in the nationwide *American Graduate* initiative. Created by the CPB (Corporation for Public Broadcasting) *American Graduate* addresses a serious national issue—kids who drop out of high school. KNPB's participation in the *American Graduate* initiative took on many forms. On-air announcements, town-hall broadcasts, work with community partners, community meetings, on-line resources and tools along with alternative ways to achieve a high school diploma were all components of the *American Graduate* campaign. The two-year promotional effort culminated in the production of a 1-hour documentary, "*Raising Expectations*" which emphasized positive interventions to foster student success. Educational professionals from around the state, parents and students are the centerpiece of each story. The intent of the documentary, aired by the station several times in the spring of 2016 and shown at several public events, was to serve as a catalyst for awareness of issues and action steps in improving the graduation rate in our state. The *American Graduate* initiative concluded at the end of March 2016.

Our KNPB PBS LearningMedia web-based resource provides teacher and student access to a rich collection of over 120,000 on-line videos and curriculum content for classroom use. KNPB education staff provides training for teachers on how best to utilize this tool. 3234 teachers throughout our service area are using this resource. Lessons taken from the KNPB award winning *Stewards of the Rangeland* and *Wild Nevada* series are included in the Learning Media library.

KNPB Ready to Learn literacy workshops equip parents, teachers and caregivers with tools to encourage their young ones to read while demonstrating how to use television as a teaching tool. Now in its 18th year of service, KNPB education staff conducted 1,693 workshops that served 31,956 children and adults in our area at schools, community centers and with community partners like Boys & Girls Club, Head Start, Foster Families and local homeless shelters. 10,000 age appropriate books were distributed during these workshops for children to keep and use to build their home libraries. In addition, 66 students participated in the *Martha Speaks Reading Buddies* program offered at 2 after school sites. The service was further expanded to include schools in Carson and Douglas counties. Each Ready to Learn workshop is led by a certified facilitator working for KNPB.

The annual PBS KIDS Writers Contest is open to children in kindergarten-3rd grade. KNPB received 1,631 entries in 2016! The winning entries were read and shown at our awards ceremony and recorded for on-air broadcast and on-line posting. The Reno/Tahoe International Airport again hosted a reception for the winners and their families and displayed the entries in the ticketing area all summer long.

In collaboration with the Nevada Department of Education and local school districts, KNPB hosts e4e (eLearning for Educators) on-line professional development programs for teachers. This statewide project offers classes in curricular areas, educational standards and 21st century learning opportunities. In FY 16 194 teachers attended 10 e4e classes.

KNPB is proud of its work on and off the air. We are proud to have the opportunity to serve our region which supports us so well. KNPB continues to look for ways to expand and improve its service and to provide more ways to connect our community.



2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

The Nielsen ratings service reports that during the 2015-2016 130,122 people and 82,660 households tuned in KNPB in a given week. KNPB had additional viewership on its two multicast channels KNPB Create 5.2 and KNPB Vme 5.3. Monthly online engagement on knpb.org during FY 16 averaged 21,318 Sessions, 22,661 Page Views, 12,217 Users, and 6:54 Average Time on Site. KNPB membership levels for 2016 reached 11,952 - a 6.5% increase from 2015.

FY2016 was yet another award winning year for KNPB. Telling important local stories and focusing on issues of local concern is one of the strategic priorities of KNPB. In 2016 the station received four production awards for its work. KNPB received two bronze Telly awards, one for *Tahoe: A Visual History* and another for *Visual Harmony*. The station also received two International Communicator Awards; a gold award for *Tahoe: A Virtual History* and a silver award for *Visual Harmony*. This brings the total number of production awards earned by KNPB in its nearly 34 year history to 61! While KNPB does not produce these documentaries for the sole purpose of winning awards, this international recognition is another measure of the station's success and impact in the region it serves.

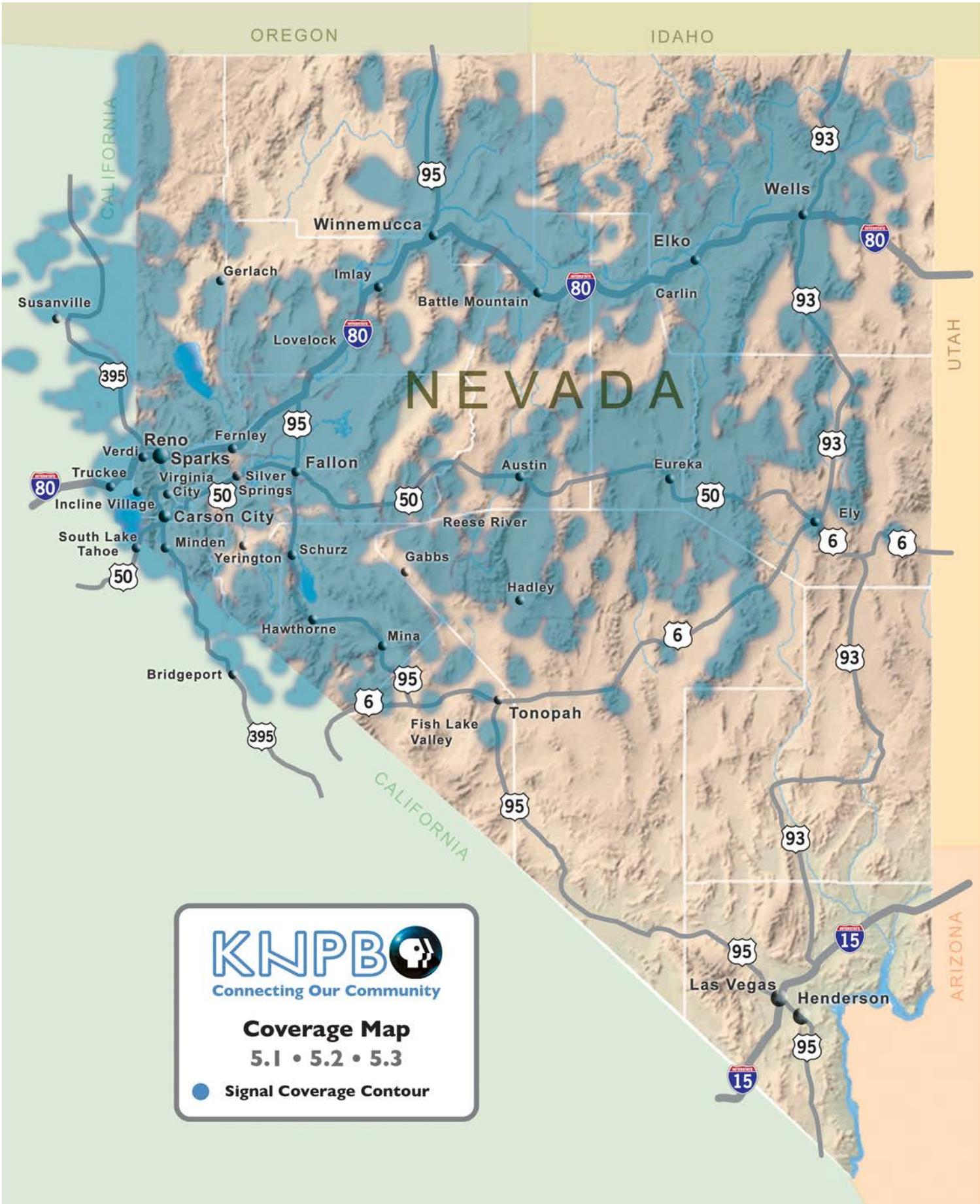
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"Family Financial & Estate Planning" workshops were presented in the Spring and the Fall of 2016. These 7-week workshops focus on estate planning and financial planning topics and were presented at two locations each during the two seasons. KNPB, in partnership with The Community Foundation of Western Nevada and other local non-profits offer this to the community without cost or obligation. The workshops continue to attract an interested audience and the attendance, now nearly at 1,500 since the series began in 2010, continues to exceed expectations.

KNPB has continued to expand its commitment to innovative teaching in our schools. Our Ready To Learn workshops provide a valuable service to area teachers. Our KNPB PBS LearningMedia resource is a collection of over 120,000 resources that teachers can use in their classrooms. Thanks to support from donors, we are able to provide engaging workshops for students and training to teachers that show them how to use these resources for maximum impact. KNPB has continued its partnership with the Washoe County School District and Elko County School District to host e4e (eLearning for Educators) on-line professional development programs for teachers offering classes in 21st century learning opportunities.



KNPB Public Affairs Programming

RALSTON LIVE

KNPB continued the live daily news program Ralston Live. Produced in cooperation with Vegas PBS, the program featured interviews with newsmakers and coverage of the day's political news and trends. The program ended production on June 22, 2016.



Jon Ralston interviews PBS NewsHour host Hari Sreenivasan during his visit to northern Nevada.

AMERICAN GRADUATE

KNPB concluded its 2 year participation in the *American Graduate initiative*. On-air announcements, town-hall broadcasts, work with community partners, community meetings, on-line resources and tools along with alternative ways to achieve a high school diploma were all components of the *American Graduate* campaign which began in FY2014 and concluded on March 31, 2016.

On October 3, 2015, KNPB broadcast American Graduate Day, a 7 hour broadcast leveraging public media's focus on organizations and individual Champions keeping kids on the path to high school graduation. This effort was made possible by the Corporation for Public Broadcasting and KNPB contributing live content from our region to the broadcast.



KNPB Broadcast and contributed content to the 7 hour American Graduate Day program on October 3, 2015.



KNPB American Graduate Champion Enrique Sandoval's ambition to help others sets him apart from his peers.



KNPB American Graduate Champion Dex Thomas uses his early life struggles to help many families with their futures.

KNPB Local Productions

arteffects: In January KNPB began production of arteffects, a weekly series that explores the vibrant arts and cultural scene found in northern Nevada and northeastern California. This series, which debuted in February 2016, celebrates the inspiring creativity available to all who live in the region. All locally produced segments are provided to the national distributor and 10 KNPB segments have been included in the national feed.

The Work of Art: The Nevada Museum of Art: In July KNPB premiered the third in its series The Work of Art, this time featuring The Nevada Museum of Art. Taking viewers behind the scenes of the work performed by museum staff and volunteers and the impact that work has on our local community, the nation, and the world. The program chronicles the anatomy of an exhibit, the growth and sustainability of the organization, and how the museum engages with our local community.

Raising Expectations - Graduating Nevada: In March, the hour long KNPB production Raising Expectations premiered. Nevada ranks near the bottom when it comes to education and graduating our youth. Government lawmakers, school leaders and community members are working to raise the bar. See how schools once at the bottom are rising to the top, challenges that urban and rural communities face, as well as the importance of wrap-around services in our schools.

Poetry Out Loud: More than 3,000 Nevada high school students competed locally, memorizing their favorite poems and bringing them to life by reciting them to a live audience. This program features the state's top 13 students performing in hopes of advancing to the national finals in Washington D.C. at the Tenth Annual Nevada State Poetry Out Loud Finals.

The 8th Annual 3 Minute Film Festival: KNPB presents some of the winners of the 3-Minute Film Festival Competition, the annual event organized by Reno's Holland Project. Contestants of all ages participated in this competition, which has only one rule: your film cannot exceed 3 minutes in length.



KNPB Educational Services

Throughout its 34 year history, KNPB has been involved in education both on and off the air. Education is at the core of the KNPB mission. From our 61.5 hours of weekly non-commercial, non-violent, educational programs for children, (available free to anyone with a television set), to resources for teachers to use to challenge their students in the classroom, to programs like NOVA, Nature, American Experience and This Old House that offer learning for people of all ages, KNPB provides opportunities for life-long learning. The KNPB Ready To Learn program completed its 18th year of services for children, parents, caregivers, and teachers of young children. These workshops demonstrate how television and PBS resources can be used as a teaching tool to encourage reading and learning.

Reach in the Community:

In 2016, KNPB Educational Services conducted 1,693 Ready to Learn workshops for children in Washoe, Carson, and Douglas Counties that accounted for 31,956 interactions with area students. 10,000 age appropriate books given to participating students and 3,165 adults were reached. Each workshop is led by a certified teacher who uses PBS Kids videos, books and an activity to encourage reading, writing and learning. Our PBS LearningMedia resource is a national collection of over 120,000 free education resources for teachers to use in their classroom. Thanks to support from donors, we are able to provide hands-on training to educators to show them how to use these resources for maximum impact. During 2016, KNPB membership increased to 3,362 individuals.

Partnerships:

KNPB works closely with state agencies, teachers, and daycare providers. Every facet of its activity is developed and delivered through partner relationships, including local school districts, Head Start, Early Head Start, Family Homeless Shelter, public libraries, higher education institutions, and community organizations. KNPB has developed collaborative community partnerships with the Washoe County School District Team Up after school program, the Boys and Girls Club of the Truckee Meadows and various Washoe County School District elementary schools to provide educational services and after school enrichment activities. Additionally, KNPB has developed long-term partnerships with the Sierra Association of Foster Families, The Terry Lee Wells Discovery Museum, University of Nevada, Reno and Truckee Meadows Community College to help advance early childhood educational resources.

Impact and Community Feedback:

KNPB offered the annual PBS KIDS Writers Contest for children in grades K-3. KNPB Education staff taught 73 writing workshops for 3,465 children and received a record 1,631 entries! The winning entries were read and shown at our annual awards ceremony at the Reno/Tahoe International Airport which displays the winning stories all summer long. KNPB recorded the stories for on-air broadcast and posting on the station's website. The station also offered Martha Speaks Reading Buddies Program in seven schools throughout northern Nevada, STEM Career Awareness and STEM Lab Workshops, and e4e professional development classes for teachers. 194 teachers attended 10 e4e classes during the year.



KNPB Ready to Learn Facilitator Ms. Joy begins an engaging Ready to Learn class.

“I cannot express how grateful we are to Joy and KNPB for the time and dedication you have given to our classroom and the shelter for the past couple of years. Thank you sincerely for everything!”

- Washoe County School District Family Shelter

I just wanted to thank you for providing us with this wonderful learning opportunity... Today, I was able to complete three formative math assessments just from the lesson that was taught. We LOVE Nancy and hope that she will be able to return next year..”

- M. Munson, Katherine Dunn Elementary Sparks, NV

I just wanted to say thank you so much for the wonderful support you and KNPB have given the Redfield Community Outreach Program this year. As we speak to teachers and get their feedback, we've heard only wonderfully positive things about how much the teachers appreciated the workshops and how eager they are to schedule for next year :)”

- L, Arnone
 Redfield Community Outreach Facilitator
 Washoe County School District



A packed house of KNPB guests anxiously await a preview during our Downton Abbey Finale Brunch.

“Loved the Downton Abbey Brunch! Beautiful venue and loved the costumes. Watching the finale in a group as nutty about the program as we are was the cherry on top!”

- D. & S. Senecal, KNPB Members



KNPB KIDS Club families enjoy a day of science with Sid The Science Kid at Fleischmann Planetarium in Reno.

KNPB has partnered with the Reno Gazette Journal (our daily newspaper), Reno Philharmonic, Washoe County School District, Reno Chamber Orchestra, Nevada Museum of Art, Sierra Nevada College, Truckee Meadows Community College, Community Foundation of Western Nevada, Washoe County Library District, University of Nevada, Reno, Reno Aces baseball club, Reno Tahoe International Airport, The Holland Project, The City of Reno, Nevada Arts Council, Nevada Humanities, Cultural Alliance Nevada, Cowboy Poetry Gathering, Artown, Utah Shakespeare Festival, Lake Tahoe Shakespeare Festival, Western Industrial Nevada, Boys and Girls Club of Truckee Meadows, Reno National Championship Air Races, and the Terry Lee Wells Nevada Discovery Museum.



Over 3,000 people came out to Rancho San Rafael Regional Park to enjoy a fun-filled family day of outdoor activities, games and a special meet-and-greet with Nature Cat - Tally HO!.

“KNPB is a wonderful channel and is part of that educational process. I am very much into my cultural and science TV viewing, and KNPB has to be one of the best I have seen. It is obvious to me that all who dedicate their time to create this channel are very passionate about it. I applaud you for your amazing work.”

- J. Marshall, KNPB Member.