



2015 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"Value of KNPB and PBS is Immeasurable...
It is a relief to watch (the) documentaries
and thoughtful programming that KNPB
puts on."

- S. Brown, KNPB Member

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. Almost 33 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

2015 KEY SERVICES

Telling important local stories and focusing on issues of local concern is one of the strategic priorities for KNPB. In 2015 the station received four production awards for its work. KNPB received a Bronze Telly award for *Stewards of the Rangeland: Rangeland Under Fire*, the fourth in the series of *Stewards of the Rangeland* documentaries. This award is the seventh received by this series, making it the most awarded documentary series in KNPB's history! The station also received three Silver International Communicator Awards; one each for *Stewards of the Rangeland: Rangeland Under Fire*, *Work of Art: Artown*, and *Wild Nevada 2014*. This brings the total number of production awards earned by KNPB in the last six years to 24! 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.

In cooperation with Vegas PBS, KNPB debuted a daily news program in March. *Ralston Live* is hosted by well-known columnist and pundit Jon Ralston. The program airs each weeknight at 5:30pm and features interviews with the day's top newsmakers. The program began during the 2015 session of the Nevada Legislature and offered viewers timely, insightful coverage of the state's legislative process. *Ralston Live* will serve as the foundation for KNPB's news and public affairs coverage in the important 2016 election cycle.

As part of our legislative coverage, KNPB again broadcast the governor's *State of the State* message in February. The Spanish language translation of the speech was carried on KNPB Vme, channel 5.3.

2015 KEY SERVICES continued

The weekly KNPB produced program *A Conversation*, provided timely interviews with interesting people in the Reno area. Quarterly, KNPB hosts a live town-hall broadcast on a current topic of interest to our region. *Open Lines* is produced in cooperation with the Reno Gazette Journal and other media partners and invites participation from its live studio audience along with email and telephone questions and comments. These productions tell important stories of our community and its people thus fulfilling a key part of our mission.

KNPB also launched a local music series in 2015. *Cargo Live at Whitney Peak Hotel* features regional bands recorded live in performance in Reno. Thirteen programs were created in season one which is being seen not only on KNPB but on KVCR in San Bernardino/Riverside and on WCTE in Cookeville, Tennessee.

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 Young Writers & Illustrators Contest allow us to highlight young people actively engaging in enriching, educational activities.

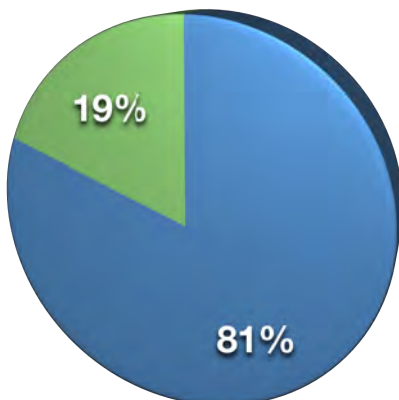
Viewership of the phenomenally successful *Downton Abbey* continues to draw huge viewing audiences and rave reviews. Other national features were *The Roosevelts* produced by Ken Burns and the 25th anniversary broadcast of Burns' epic *The Civil War*, which was digitally remastered for today's technology. As usual, PBS won more Emmy awards than any other network or cable channel. Other 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 fall 2015, KNPB added the popular British series *Doc Martin* 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 watch.knpb.org, 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 2015 on September 30 with gross revenues of \$4,057,128 with expenses of \$4,082,488. This represents an increase of \$285,007 over FY14's revenue total. Improved performance in individual giving, an expanded focus on our grants and major giving programs all contributed to a financially successful year.

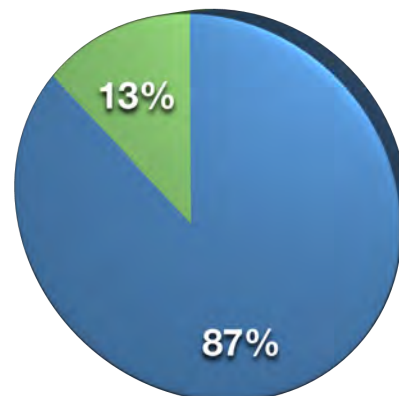
The pie charts included with this report show that KNPB receives 81% of its funding from local sources with only 19% from government sources. Over the last six years, those percentages have improved from 76% local and 24% governmental. The KNPB strategic plan calls for the station to raise 100% of its annual budget locally to protect against the increasing threats to governmental support for public broadcasting.

FY 15 Revenue



- Local Revenue
- Federal Revenue

FY 15 Expenses



- Program and Operational Expenses
- Administrative Expenses



LOCAL IMPACT

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 V'Me 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 iPad and iPhone 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.

KNPB is proud to be one of 32 PBS stations participating 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 participation in the ***American Graduate*** takes 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 are all components of the ***American Graduate*** campaign which began in FY2014 and will continue through March 2016.

Our KNPB PBS Learning Media web-based resource provides teacher and student access to a rich collection of over 100,000 on-line videos and curriculum content for classroom use. KNPB education staff provides training for teachers on how best to utilize this tool. 3045 teachers throughout our service area are using this resource. During 2015, lessons taken from KNPB's award winning *Stewards of the Rangeland* and *Wild Nevada* series were added to 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 17th year of service, KNPB education staff conducted 1148 workshops that served 15,965 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. In addition, 66 students participated in the *Martha Speaks Reading Buddies* program offered at 2 after school sites. Each Ready to Learn workshop is led by a certified teacher working for KNPB.

The annual PBS KIDS Writers contest is open to children in kindergarten-3rd grade. KNPB received 1090 entries in 2015 the contest, more than the total number of entries in the last three years combined! 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 FY2015 245 teachers attended 12 e4e classes.

KNPB is proud of its work on the air 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.



2015 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Viewership of the three KNPB broadcast channels remained constant. The Nielsen ratings service reports that 158,000 people in 105,000 households tune to KNPB in a given week. Viewership on **KNPB** is 99,965 people per week, **KNPB Create** is 32,000 people per week and 26,000 viewers tune to **KNPB Vme** weekly. This is a relatively high level of viewership for a public television service; and we are gratified that so many people in our area enjoy our programs. KNPB membership levels for 2015 reached 11,226 - a 5.3% increase from 2014.

FY2015 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 for KNPB. In 2015 the station received four production awards for its work. KNPB received a Bronze Telly award for *Stewards of the Rangeland: Rangeland Under Fire*, the fourth in the series of *Stewards of the Rangeland* documentaries. This award is the seventh received by this series, making it the most awarded documentary series in KNPB's history! The station also received three Silver International Communicator Awards; one each for *Stewards of the Rangeland: Rangeland Under Fire*, *Work of Art: Artown*, and *Wild Nevada 2014*. This brings the total number of production awards earned by KNPB in the last six years to 24!

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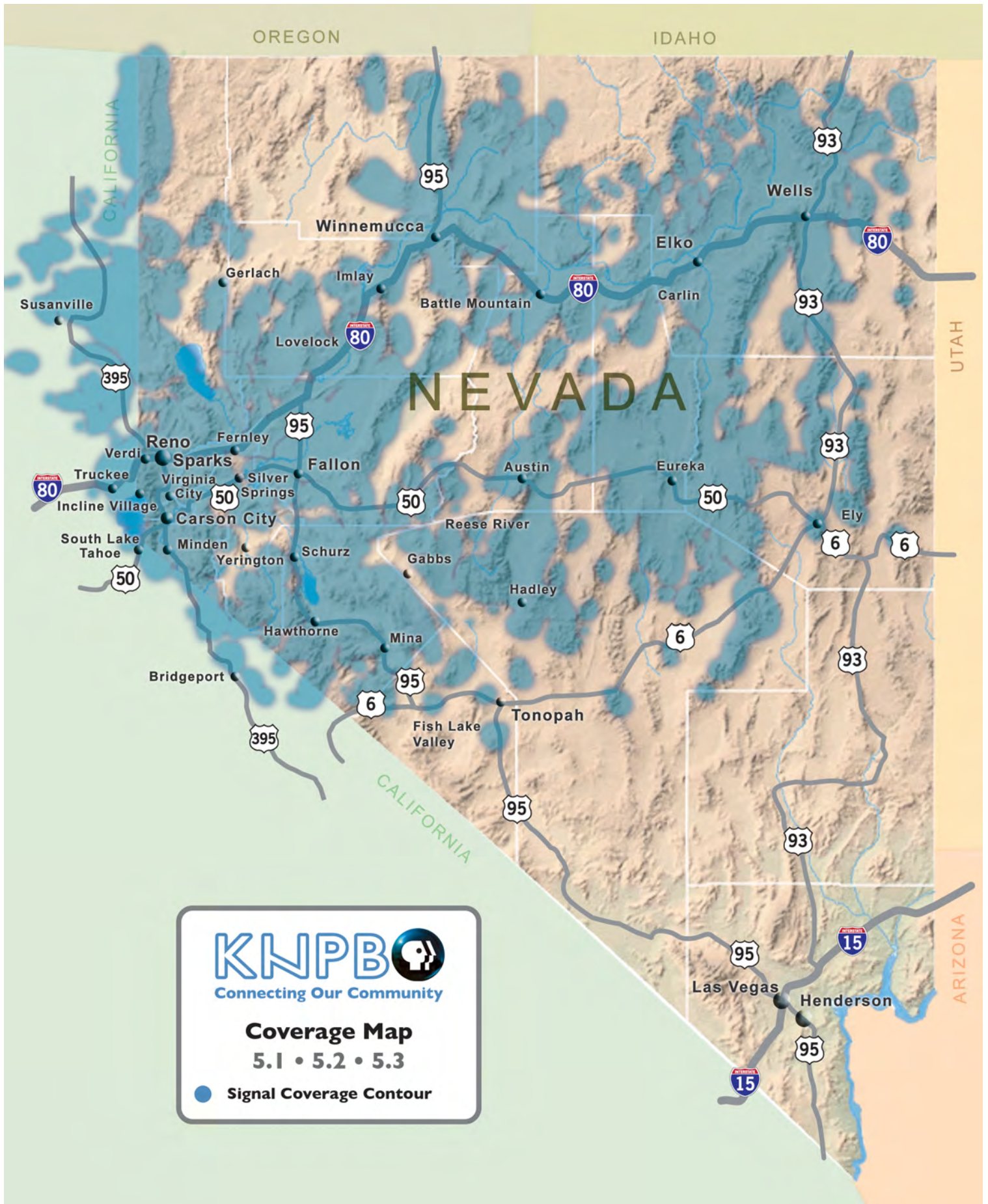
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"Family Financial & Estate Planning" workshops were presented in the Spring and the Fall of 2015. These 7-week workshops focus on estate planning and financial planning topics and were presented at two locations each during the two seasons. KNPB, in 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 at 1,300 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 100,000 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 to 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

In cooperation with Vegas PBS, KNPB debuted a daily news program in March. *Ralston Live* is hosted by well-known columnist and pundit Jon Ralston. The program airs each weeknight at 5:30pm and features interviews with the day's top newsmakers. The program began during the 2015 session of the Nevada Legislature and offered viewers timely, insightful coverage of the state's legislative process. *Ralston Live* will serve as the foundation for KNPB's news and public affairs coverage in the important 2016 election cycle.

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NEVADA VOTES 2014

KNPB concluded an ambitious array of shows designed to help the voter make informed decisions in the 2014 general election.

On October 2, in partnership with RGJ, KNPB aired a live debate between the two Reno mayoral candidates appearing on the November ballot. We immediately followed that by airing the Regional Alliance for Downtown's debate among the four candidates for Reno City Council, with recorded statements from the two city attorney candidates.

We also aired a debate recorded by our Southern Nevada partners at Vegas PBS between candidates in the highly contentious Nevada attorney general race.

We continued our valuable partnership with the Reno Gazette-Journal by offering behind-the-scenes interviews of candidates hoping for the newspaper's endorsement in *A Conversation with Candidates: The RGJ Endorsement Interviews*. Viewers could watch competing candidates for the same office in edited interviews comprising three, half-hour programs, and could view unedited versions of those interviews on line at KNPB.org.

Two half-hour *Candidate Voices* rounded out pre-election coverage with unedited 90-second messages from candidates themselves.



Jon Ralston interviews Nevada Governor Brian Sandoval during the inaugural episode of Ralston Live.



Jon Ralston with Washoe County School District Superintendent of Schools, Traci Davis.



A week in review episode of Ralston Live



KNPB produced may programs designed to help the voter make informed decisions in the 2014 general election.

KNPB Public Affairs Programming (cont.)

OPEN LINES

Open Lines is a live public affairs program broadcast quarterly, focusing on a specific topic with in-studio guests, a live studio audience and email and telephone questions and comments, reaching out to all audiences inviting them to join in discussions by phoning in to a studio panel. Often *Open Lines* callers are people who feel that they do not have a voice in public issues. *Open Lines* topics for FY2015 focused on our American Graduate initiative.

AMERICAN GRADUATE

KNPB participation in the **American Graduate** takes 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 are all components of the **American Graduate** campaign which began in FY2014 and will continue through March 2016.

A CONVERSATION

Our weekly public affairs program *A Conversation* features people and issues that are transforming our community. In FY2015, KNPB produced 28 episodes, each focused upon a different topic or person.

PBS NEWSHOUR WEEKEND

KNPB continued adding to the value of the PBS *NewsHour Weekend* by including local content. Each half-hour edition of *NewsHour Weekend* (with the exception of some pledge periods and other special programming) offers a two-minute window for local news. KNPB partnered with the Sierra Nevada Media Group for this regional content.



KNPB Local Productions

Virtual Harmony: An interesting convergence of technology and faith has given worldwide access to a formerly hidden religious group. The Carmelite Order is often cloistered; the Sisters who choose this path often choose seclusion from the outside. But technology is giving Carmelite Nuns around the world a chance to be unified without ever having to leave their monasteries. A Carmelite Nun from Reno wrote music to mark the 500th Anniversary of Saint Teresa's birth. That music has united these women in a way that they might not have ever imagined.

Tahoe: A Visual History: See Lake Tahoe come alive, artfully. This documentary is based on the exhibition of the visual history of Lake Tahoe and Donner region that was on display at the Nevada Museum of Art. The film follows the NMA's journey to visually survey one of the most beloved landscapes like never before -- through the eyes of 175 painters, photographers, architects, basket weavers, and sculptors.

Cargo Live at Whitney Peak Hotel : KNPB launched a local music series in 2015. Cargo Live at Whitney Peak Hotel showcases some of the hottest musical acts from regional bands recorded live in performance on the Cargo stage in Reno, Nevada. Thirteen programs were created in season one which is being seen not only on KNPB but on KVCR in San Bernardino/Riverside and on WCTE in Cookeville, Tennessee.

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 audiences. This program features the state's top 13 students perform in hopes of advancing to the national finals in Washington D.C. at the Tenth Annual Nevada State Poetry Out Loud Finals.

The 7th 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 Campus

KNPB educational activities in 2015 saw significant growth in the utilization of our off-air educational services. Education is at the core of the KNPB mission. From our 61.5 hours of weekly of 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 17th 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:

15,965 children and adults attended 1148 Ready to Learn workshops in 2015. 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 100,000 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 2015, an additional 282 teachers and students became members of the free online service bringing the total membership to 3,045 individuals. Content from KNPB's Stewards of the Rangeland and Wild Nevada series were added to the LearningMedia library in 2015.

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 afterschool 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 174 writing workshops and a record 1090 entries were received!

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 offers e4e professional development classes for teachers. 245 teachers attended 12 e4e classes during the year.



Community Members judge KNPB entries for PBS KIDS Writers Contest.



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

"Thank you so much for enhancing our education! The kids love it!"

- **Krista Edling, Bordwich Bray ES, Carson City, Nevada**

"I am always so impressed! The workshops are engaging, fun, and academic. Thank you!"

- **Teri Goedert, Nancy Gomes ES, Reno, Nevada**



KNPB KIDS Club members enjoy a day at Animal Ark with Hooper from PBS KIDS.

"I just wanted to say thank you for organizing such an awesome Kids event and for going out of your way to make sure everyone was having a good time. The volunteers were wonderful as well! Thank you!"

- S. Torno - KNPB Member



KNPB KIDS Club families enjoy a day with Thomas and Friends at the V&T Railroad in Carson City.

KNPB has partnered with the Reno Gazette Journal (our daily newspaper), KUNR-FM public radio, Capital Public Radio, Reno Philharmonic, Washoe County School District, Truckee Meadows Tomorrow, 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, Cowboy Poetry Gathering, Artown, Utah Shakespeare Festival, Lake Tahoe Shakespeare Festival, NCET (Nevada Center for Entrepreneurship and Technology, Western Industrial Nevada, Boys and Girls Club of Truckee Meadows, Head Start, Family Homeless Shelter, Reno Balloon Races, Reno National Championship Air Races, and the Terry Lee Wells Nevada Discovery Museum.



Nearly 3000 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 Buddy from Dinosaur Train.

"You and KNBP are awesome!! Thank you from me and all veterans everywhere!! We'll all be watching and smiling and proud :-)."

- J. King, KNPB Member

"Thank heavens we have KNPB and PBS to provide intelligent dialogue and artistic programming!"

- L. Trippet, KNPB Member.