



2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“There are other great broadcasting channels over-the-air, but KNPB offers everything for the whole family. You learn something every time you watch from math skills, to literacy to science to cooking for the wife or husband the dad or the single mom. It has just about everything you can think of.”

- Tony Navarro, KNPB Viewer.

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, as we head toward our 35th anniversary, 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 PBS Kids, Channel 5.3) and a content-rich website (www.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.

2017 KEY SERVICES

KNPB produces and broadcasts *ARTEFFECTS*, a weekly arts program. This local production is produced in cooperation with the PBS Major Market Group and highlights artists and works throughout our region. To date, 20 of our local segments have been chosen 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.

KNPB debuted season four of our popular outdoor/travel series *Wild Nevada* in the fall of 2017. *Wild Nevada* is perhaps the most beloved local series in KNPB history, with its 47 previous episodes in the broadcast schedule’s continuous rotation introducing viewers to the history, characters and nearly infinite variety of recreational opportunities that await in the state of Nevada.

Season four added 13 more episodes to the series, including visits to the stunning Basin and Range and Gold Butte National Monuments, off-road adventures at the Shoshone OHV Trail System and the spectacular Buckskin/Table Mountain ATV Loop, incredible hikes in Lamoille Canyon and Cave Lake State Park and some man-made fun ziplining Bootleg Canyon near Boulder City, plus the first-ever family episode focusing on activities for kids, seniors and dogs. *Wild Nevada* viewers have seen and embraced all that our state has to offer. In addition to the broadcast content, the *Wild Nevada* production team captured extra content specifically to add to our KNPB PBS LearningMedia library for classroom use, not just in the Silver State but throughout the country.

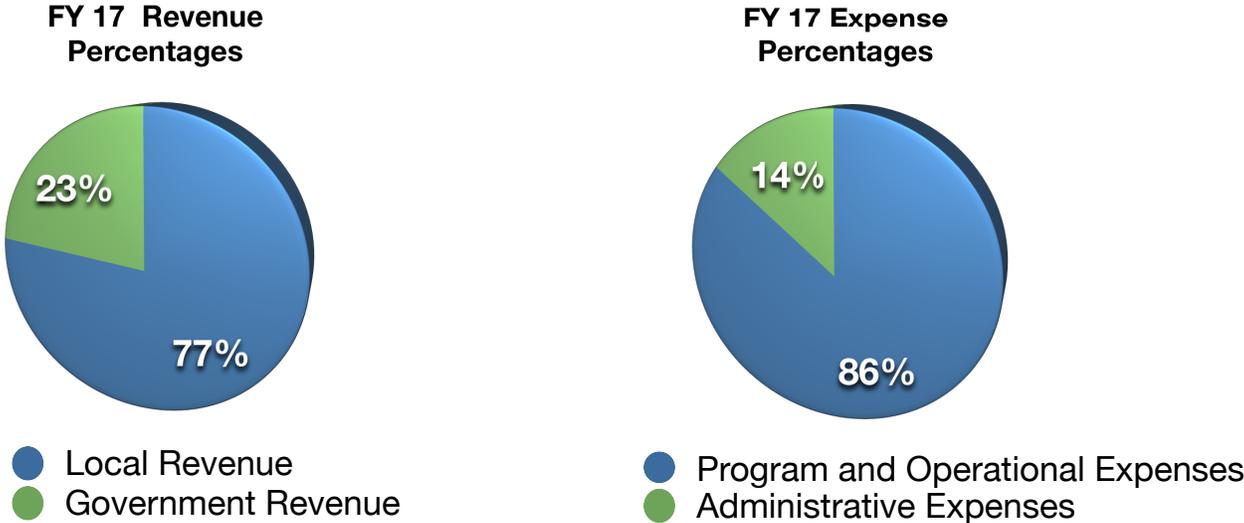
2017 KEY SERVICES
continued

Highlighting the achievements of talented area students is an important part of KNPB’s programming. The annual broadcasts of the statewide *Poetry Out Loud* competition and the winners of our annual KNPB 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’s “fourth channel,” knpb.org is our content-rich web site 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.

KNPB finished fiscal year 2017 on September 30 with gross revenues of \$4,925,618 and expenses of \$4,315,953. This represents an all-time high in revenue for the station for the second consecutive year. Improved performance in production, 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 77% of its funding from local sources with only 23% from government sources. KNPB invests 86% of the funds raised into programming and operational expenses. The station continues to operate free from long term debt and deficits. KNPB’s strategic plan calls for the station to raise 100% of its annual budget locally to protect against the on-going 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 educational outreach and workshops. KNPB saw continued significant growth in the utilization of its *Ready to Learn* workshops and other educational services in 2017. KNPB is fully committed to improving educational outcomes for our state. Most of the programs broadcast on KNPB for children have free interactive web sites along with 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.

LOCAL IMPACT

Our KNPB PBS LearningMedia web-based resource provides teachers, parents, and students access to a rich collection of over 120,000 resources that span a range of media types — videos, lesson plans, interactive games, audio clips, and documents drawn from trusted PBS programs such as *NOVA*, *FrontLine*, *American Experience*, and *SID THE SCIENCE KID*, and from expert content contributors like The National Archives and NASA. Every resource showcases the subject, grade level and alignment to state and Common Core standards. KNPB education staff held workshops for teachers throughout the year introducing them to KNPB PBS LearningMedia and instructing them on the best ways to incorporate digital media into their classrooms. 3,441 teachers throughout our service area are using this resource. In addition, KNPB also contributes to the KNPB PBS LearningMedia library of resources. Locally developed lessons taken from the KNPB award winning *Stewards of the Rangeland* and *Wild Nevada* series are included in the KNPB PBS LearningMedia library.

The Ready to Learn program is a multi-media approach to teaching children. Our Ready to Learn educational workshops are based on the philosophy of the Learning Triangle: View, Read, Do. Each workshop incorporates an engaging video, a read aloud, and a fun hands-on activity to teach and reinforce the educational topic which could include: math, reading, science, technology, engineering, health, nutrition, financial literacy, arts and more. 1,569 workshops were held in the 2016-2017 school year, supporting 30,450 student contacts. 10,610 children received a new book as a part of Ready to Learn. Thanks to funding from local foundations, KNPB expanded these workshops to rural counties in our viewing area. Workshops are held at public schools, community centers, charter schools, home school groups, Head Start and private PreK programs.

Martha Speaks Reading Buddies program is an innovative way to help elementary students increase their vocabulary, develop self-esteem and social skills, and enhance their love of books and reading. The reading buddies program pairs kindergarten or 1st grade students with 4th or 5th graders to meet one-on-one for ten 45-minute sessions. Each session introduces four vocabulary words through 5 steps each session: a 15-minute video, discussion time, read aloud picture book, journal writing, and an activity. 999 students participated in Martha Speaks Reading Buddies in 2016-2017!



Big and Little Buddies Watching
Martha Speaks Video Clip

The annual KNPB PBS KIDS Writers Contest is open to children in kindergarten-3rd grade. KNPB received 1305 entries in 2017! 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, reflecting educational standards and 21st century learning opportunities. In FY2017, 231 teachers attended 9 e4e online classes.

KNPB is proud of its work on the air and off the air and the impact made by that work in people's lives. 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.

The Nielsen ratings service reports that during the 2017 season an average of 140,000 people in 83,000 households tuned in to KNPB in a given week. KNPB had additional viewership on its two multicast channels KNPB Create 5.2 and KNPB PBS KIDS 5.3. Monthly online engagement on knpb.org during FY 17 averaged 12,247 Sessions, 17,982 Page Views, 6,607 Users, and 4:25 Average Time on Site. From a social media perspective, KNPB Facebook averaged 1,850 followers and reached an average of 7,589 people with 1,798 engagements each month. KNPB Twitter feed averaged 800 followers and 37 mentions per month for 17,140 additional impressions monthly. KNPB membership levels for FY2017 reached 12,441 - a 2.10% increase from FY 2016.

Telling important local stories and focusing on issues of local concern is one of this station's strategic priorities. In 2017 the station received six production awards for its work. KNPB received a silver Telly for *ARTEFFECTS* and a bronze Telly for *Raising Expectations*. The station also received four International Communicator Awards; a gold award for *Raising Expectations* and three silver awards for segments in our weekly series *ARTEFFECTS*. This brings the total number of production awards earned by KNPB in its nearly 35 year history to 67 with 34 of them coming in the last eight years! 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 we serve.

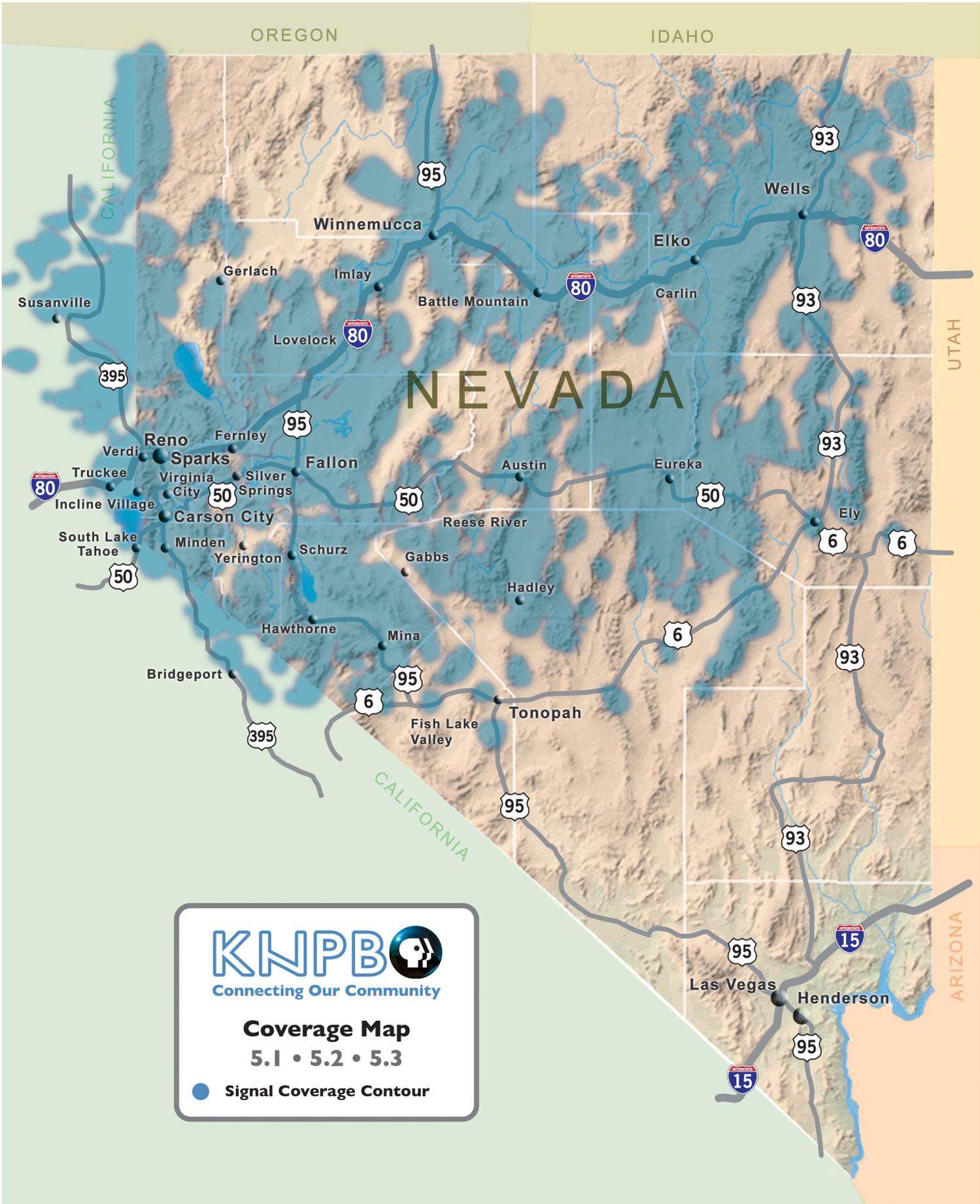
KNPB is fully committed to improving educational outcomes for our state. KNPB and KNPB PBS KIDS feature 208 hours *per week* of non-commercial, non-violent programs that educate children while entertaining them at the same time. Most of these programs have free interactive web sites and free tablet and 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.

KNPB and its viewers enjoy drama series that include *Mercy Street*, *Call the Midwife* and of course *Masterpiece series Grantchester* and *Victoria*, which debuted in January 2017. 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 variety and quality simply not found on other channels. In March 2017, KNPB added KNPB PBS KIDS to our channel selection on channel 5.3. This service provides PBS children's programming over the air on a 24/7 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 channel also has a livestream to allow viewers to access the programs anywhere on any device. This is an important extension of our KNPB PBS brand providing still more service to our area.

"Family Financial & Estate Planning" workshops were presented in the Spring and the Fall of 2017. These 7-week workshops focus on the basics of estate planning and are presented without cost or obligation. KNPB, in partnership with The Community Foundation of Western Nevada and other local non-profits offers this to the community. The workshops continue to attract an interested audience and the attendance, now nearly at 1700 since the series began in 2010, continues to exceed expectations.

In addition, KNPB in partnership with Premier Trust Company, presented an estate planning workshop for women in May. Three female estate planning professionals presented a curriculum focused on what women need to know about this topic. Twenty seven people attended this workshop held at KNPB.

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. 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 Local Productions

ARTEFFECTS: In September of 2017, KNPB began production of season 3 of *ARTEFFECTS*, a weekly series that explores the vibrant arts and cultural scene found in northern Nevada and northeastern California. This series, celebrates the inspiring creativity available to all who live in the region. All locally produced segments are provided to the national distributor and to date 20 KNPB segments have been included in the national feed for viewing around the country.



Wild Nevada: Season 4: In October 2017, KNPB premiered the fourth season of *Wild Nevada*. *Wild Nevada* is perhaps the most beloved local series in KNPB history. KNPB produced 13 new episodes in 2017, reintroducing viewers to the history, characters and nearly infinite variety of recreational opportunities that abound in the state of Nevada. In season 4 viewers saw what it's like to be a scientist studying in a real bat cave, marveled at the panoramas from Liberty Pass, delighted at the scenery along an epic drive on our visit to Jarbidge and so much more.



Poetry Out Loud: 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 12 students performing in hopes of advancing to the national finals in Washington D.C. at the Eleventh Annual Nevada State Poetry Out Loud Finals.



KNPB Educational Services

Throughout its 35 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 KNPB 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*, *American Experience* and opportunities for life-long learning. The KNPB Ready to Learn program completed its 19th 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 2017, KNPB Education Services conducted 1569 Ready to Learn workshops for children in Washoe, Carson, Douglas and Elko counties that accounted for 30,450 interactions with area students. 10,610 age appropriate books were given to participating students. 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 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 in their classrooms. During 2017, KNPB PBS LearningMedia membership increased to 3,441 individuals.

Partnerships:

KNPB works closely with state agencies, schools, teachers, daycare providers, and other caregivers in the community. Every facet of KNPB Education Services' activity is developed and delivered through partner relationships, including local school districts, Head Start and Early Head Start Programs, public libraries, higher education institutions, and community organizations. KNPB has developed collaborative community partnerships with the Boys and Girls Club of the Truckee Meadows, Women and Children Center of the Sierras, and various Washoe County School District elementary schools to provide educational services and afterschool enrichment activities. Additionally, KNPB has developed long-term partnerships with, Washoe County Libraries, University of Nevada, Reno and Truckee Meadows Community College to help advance early childhood educational resources, parent engagement, and Summer Learning.

Impact and Community Feedback:

KNPB offered the annual PBS KIDS Writers Contest for children in grades K-3. KNPB received 1,305 entries in March 2017. Winning stories were read and shown at our awards ceremony and recorded for on-air broadcast and online. 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. The station also offered Martha Speaks Reading Buddies Program in nine schools throughout northern Nevada, STEM Career Awareness and STEM Lab Workshops, and e4e Professional Development classes for teachers. 231 teachers attended 9 online, e4e classes during the year.



2017 Winners of the PBS KIDS Writers Contest for children in grades K-3.

“Amazing quality work and a lot of thought put into the project and content.”

- **Sutro Head Start**

“We always look forward to KNPB! Always organized, great rapport with the students. Always fun!”

- **Mamie Towles, 1st grade, WCSD (Redfield supported)**

“The students enjoyed the hands-on nature of the lesson.”

- **Allen, 3rd grade, Title I, WCSD**

“We love  PBS lessons!! My students learn a great deal each time you come 😊 Thank you!”

- **Jacks Valley, Douglas County**

“This is my favorite workshop! I could actually see the lightbulb going off in my students heads! I have had a couple students who have had a hard time understanding fractions, and the way Miss Joy taught them today, made it clear for them!”

- **Gomes, WCSD**

“This workshop was awesome. The kids loved it and are still making connections 2 weeks later!”

- **Southside ES, Elko.**



KNPB Kids Club families enjoy a day of climbing at RockSport Indoor Climbing Center.



Loved the V&T Fine Wine & Dine trip, the train was beautiful and the service excellent. Our table mates were fun & we truly enjoyed the wine choices and excellent dinner. Thank you!

- Sue Zangara, KNPB Member



KNPB Kids Club discover animals with Wild Kratts at the Sierra Safari Zoo.

KNPB has partnered with the Reno Phil, 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, National Cowboy Poetry Gathering, Artown, Utah Shakespeare Festival, Lake Tahoe Shakespeare Festival, Western Industrial Nevada, Boys and Girls Club of Truckee Meadows, Virginia & Truckee Railroad, and the Terry Lee Wells Nevada Discovery Museum.

Ever since KNPB has had the 24/7 kids network it's practically the only show on in the house! My two year old loves watching *Curious George* as he gets ready in the morning. Even when he isn't watching the shows my husband and I are. We know more about animals from *Wild Kratts* than we ever expected. I appreciate how the characters in *Odd Squad* use logic to solve their problems. They always have an upbeat outlook and never give up. - Ashley Anderson, KNPB Member