

CREATING IMPACT...



The KSPS Mission:

KSPS Public Television provides on-air, online and multimedia programs that entertain, engage and educate to enrich all the communities we serve.

A LETTER FROM GARY STOKES *KSPS President and General Manager*

Thank you for your support over the past year. Because of you:



Our **KSPS Education** department has created videos that are being used in classrooms throughout Washington and around the U.S. and Canada. Many of those videos were taken from several decades of our award-winning documentaries — and those educational segments have received their own national award recognition. Students from grades K-10 have toured KSPS to find out more about television — both in front of and behind the camera. And we've provided professional development opportunities to educators locally and around the region.

Speaking of our award-winning documentaries, **KSPS Productions** debuted a new documentary — *Injustice at Home* — telling the stories, in their own words, of the Japanese-Americans in our region who were forced to relocate to incarceration camps. The online educational resources for the documentary — and the producing team who created them — were awarded an Emmy for their stellar work.

This year also marked the most sweeping technological year in recent memory. Thanks to the **KSPS Engineering/Operations** team, KSPS became the second PBS station in the country to launch a new system of video delivery: going from satellite to a cloud-based system, which allows stations to retrieve programs from PBS at any time. In addition, we spent most of the year updating our entire translators system — ensuring reliable KSPS signals throughout the region.

Through it all, we aired thousands of hours of programs over four over-the-air channels, reaching thousands of viewers across four states and two Canadian provinces. Beyond the screen, our outreach efforts educated, enlightened and entertained KSPS fans of all ages — from **Daniel Tiger at Bloomsday** to more than 1,000 people at our annual **FitKids Day**, to several planetarium shows as part of the **Summer of Space**.

And we're about to embark on a new adventure: a new strategic plan that takes what we do best and uses that to help make all of our communities better places to live, work and grow.

Thanks for your help and your support. I can't wait to see what we can do next.

Sincerely,

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IMPACT FACT *Three-fourths of parents say that PBS Kids models positive behaviors for children, helping them prepare for school and success in life.*

Your Help Made It Possible

KSPS supporters helped us bring the power of local public television to viewers throughout the Inland Northwest and western Canada. In addition to a robust schedule of PBS national programming, in 2018-2019, we impacted our communities by:



Preparing children for school.

- KSPS PBS provided over 40-hours a week of free, research-based educational programs for kids.
- 890 children and families engaged in PBS Kids-themed story times at the station, libraries and community centers.
- PBS Kids broadcast channel provided busy families with free, trusted educational programs 24/7.

Providing free tools for teachers.

Through local workshops, KSPS connected teachers with thousands of free classroom-ready educational resources found on **PBS LearningMedia**.

Some 2,000 educators in Spokane County are active users of the site's resources.

- Over 100 KSPS-produced videos and standards-based curricula are now available.
- These resources have garnered 19,000 educator views.

1,600 elementary school children participated in 70 classroom workshops to learn about **preserving our sole source of drinking water, the Aquifer** —conducted in partnership with the Spokane Aquifer Joint Board.

Developing a stronger workforce.

Local students are learning about in-demand, living-wage jobs here at home through **CareerExploreNW.org**, a partnership program of KSPS PBS, the Spokane Workforce Council, schools, colleges and businesses.

Schools throughout the region are using the web site in Career and Technical Education classes and as part of students' High School and Beyond Plans.

We have produced over 25 Job Spotlight videos so far, for the web site and on-air.

- Dozens of individual job pages feature up-to-date info on salary ranges, interests and training. More are being added regularly.
- 10 local groups toured KSPS and learned about TV production and careers in media.

Fostering health and wellness.

- We provided free information from local health care providers on **Health Matters, TELEVISION FOR LIFE**, a monthly production of KSPS PBS.
- Thousands of children learned ways to eat healthy and stay active by watching **FitKids** during **PBS Kids**. Over 1,000 participated in our annual **FitKids Day**.
- **Sit and Be Fit** continued to provide low-impact exercises for seniors and others with mobility issues.



Showcasing the best...

- Viewers enjoyed over 25 features produced for *Northwest Profiles*, about movers-and-shakers, artists and remarkable places that make our region unique.
- From apples to zucchini, *Washington Grown* showed viewers where our food comes from and inspired us to try new dishes.

...and learning from our past

We were inspired by the stories of local Japanese Americans who survived discrimination and incarceration during World War II in our new KSPS documentary, *Injustice at Home: Looking like the Enemy*. We also created award-winning curriculum for students.

Serving the Inland Northwest and Western Canada

KSPS provided 35,000 hours of programs via our four channels, KSPS PBS, KSPS World, KSPS Create and PBS Kids 24/7. Viewers in four U.S. states and western Canada watched via broadcast, cable and satellite services. We provided thousands of hours of PBS and KSPS-produced programs online and on-demand via video.ksp.org and **KSPS Passport**.

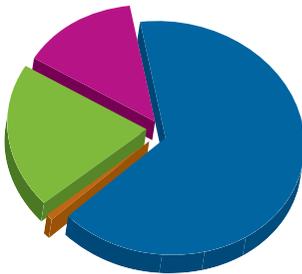
Funding the Future

More than 22,000 KSPS donors gave over \$3.4 million to provide excellent television and educational outreach in our communities. We must increase those numbers to continue funding our mission and are taking steps to do so:

- Increasing our ability to secure major gift investments; it's working — up by 27% over last year.
- Developing exciting new partnerships with corporations and educational organizations, generating revenue from new sources.
- All of this is being developed under our new five-year strategic plan that focuses on meeting the needs of our community.

Despite short-term challenges, with hard work and your continued support, our long-term outlook is bright.

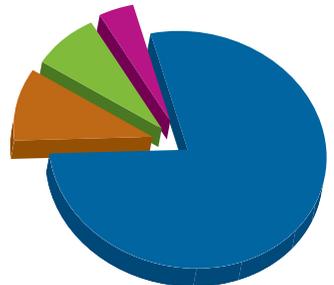
INCOME – \$5,247,560



Contributions/Foundations/Corporate	3,452,482	66%
Bequests	30,941	.5%
Corp. for Public Broadcasting Grant	1,051,308	20%
Other	712,829	13.5%

EXPENSES – \$5,411,180

Program Services (Programs & Operations)	4,227,572	78%
Fundraising	534,378	10%
Management & General	458,814	8%
Depreciation*	190,416	4%



* **Depreciation is a non-cash expense that represents the declining value of an asset over time. Income over Expenses without depreciation is \$26,796.**

Figures are based on the audited statements for the fiscal year ended 8/31/19. Friends of KSPS IRS form 990 is available on ksp.org or let us know if you would like a copy by mail.



3911 S Regal St, Spokane, WA 99223
800-735-2377 • ksp@ksp.org • www.ksp.org

