My husband and I are new to Nevada… imagine our thrill to stumble upon Wild Nevada! It’s a perfect way to learn more about our adopted home-state. I can’t overstate how much value that little show packs in 30 minutes. National PBS programming - NOVA, Frontline, PBS NewsHour, etc are similarly valuable and worth our time… AND our financial support. Thank you for all you do for the local community, our region, and state.

– Kristen Currie and Ian Gillis

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 38 years of service to this region, 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), two YouTubeTV channels, and our main channel 5.1 is also livestreamed. Our priority is 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. This report outlines our activities for Fiscal Year 2020 (October 1, 2019 - September 30, 2020).

PBS Reno produces and broadcasts a weekly program, ARTEFFECTS. This program highlights artists and art throughout our region. Sixty-two 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 2020 we completed production and aired Season 5 of Wild Nevada. This weekly outdoor series, Wild Nevada, is perhaps the most beloved local series in PBS Reno history. This season featured a mix of brand new locations and fresh experiences in old favorites. Kayaking along the Walker River, following historic footsteps along the Old Spanish Trail, traversing the “outback” of the Desert National Wildlife Refuge, wandering through a car forest in Goldfield and a curling lesson in Stateline are all part of this season’s adventures.

PBS Reno had the privilege of sharing the story of Classical Tahoe 2020. With the pandemic raging, live music was practically eliminated everywhere, but in Incline Village, the staff and musicians of Classical Tahoe found a way. Using backyards instead of public stages, with a live audience of two dozen instead of two hundred, and chamber music instead of a symphony orchestra, Classical Tahoe was able to hold a concert series that was simultaneously streamed to a worldwide audience with the help of PBS Reno. In the next fiscal year select performances will be edited into a six-episode series and will debut on PBS Reno 5.1 and be livestreamed.
In October of 2019 we premiered our newest addition to The Work of Art documentary series. The Work of Art: Reno Phil follows the process of creating a composition from start to finish while bringing viewers a greater understanding of all that the Phil does in our community.

Highlighting the achievements of talented area students is an important part of PBS Reno’s programming. The broadcasts of the winners of our annual PBS KIDS Writers Contest allow us to highlight young people actively engaging in enriching, educational activities. In 2020, we also highlighted the artwork, cooking skills, and imaginations of youngsters through our weekly Camp Curiosity contests.

PBSReno.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. Donors can also access a large library of content by using the PBS Passport on-demand service.

Additionally, PBS Reno interacts with our audience daily across the various social media platforms, including Facebook, Instagram, and Twitter. We engage our audiences with different immersive experiences including contests, quizzes, Facebook Live experiences, polls and more. We use and feature programming highlights from across all three broadcast channels and also 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 2020 on September 30 with gross revenues of $7,249,719 and expenses of $5,268,034. Continued emphasis on planned gifts, individual giving along with excellent performances in education, production, grants and major giving programs all contributed to another financially successful year.

The pie charts included with this report show that PBS Reno receives 76% of its funding from local sources with only 24% from government sources. We invest 87% of the funds raised into programming and operational expenses. The station continues to operate free from long-term debt and deficits. PBS Reno’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.
PBS Reno’s award winning children’s education programs and off-air educational outreach and workshops are extraordinary for their positive impact on the community in our vast broadcast area. PBS Reno saw continued significant growth in the utilization of its Ready To Learn workshops and other educational services in 2020 right up to March when the Covid-19 pandemic closed schools and demanded an alternative approach to in-person presentations. On Monday, March 23, 2020, PBS Reno launched Camp Curiosity: an interactive, at-home “camp” based around our PBS KIDS educational programming to help support parents and teachers with easy-to-access learning resources that can be used at home and support our region’s children! PBS Reno is proud of our moves to pivot our Ready To Learn program and respond quickly and meaningfully to the Covid-19 outbreak in response to the closure of Nevada schools. In addition, PBS Reno repurposed our PBS KIDS channel to bring at-home learning curriculum to students of all ages. At Home Learning offers broadcast programming with accompanying digital resources that adhere to Nevada State curriculum guidelines to assist in continued at-home learning.

PBS Reno partnered with the Washoe County School District’s Parent University (Parent U), which offers hundreds of free workshops to adults each year, to create the PBS Reno for Families website. 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, with one click, resources they can use and links to partner organizations, like the Washoe County School District.

PBS Reno provides PBS LearningMedia web-based resources for teachers, parents, and students to access a rich collection of thousands of 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, 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. Teachers throughout our service area are using this resource. Locally developed lessons taken from the PBS Reno award-winning Wild Nevada series are included in the PBS LearningMedia library.

The Ready To Learn program is a multi-media approach to teaching children in PreK – 4th grade. 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 that could include: math, reading, science, technology, engineering, robotics, health, nutrition, financial literacy, arts and more. 2,710 workshops were held in the 2019-2020 school year supporting 51,440 student contacts. 20,374 books were handed out to students to add to their home libraries as part of Ready To Learn. Despite Covid-19, PBS Reno continues to expand these workshops in our viewing area and update the educational content (these have been made available via ZOOM and other digital platforms). Workshops were presented at public schools, community centers, charter schools, home school groups, Head Start preschool classrooms, private preschools, tribal communities, hard to reach rural communities and low socio-economic status schools.
The PBS Reno Reading Buddies Program is an effective way to increase vocabulary, reading comprehension, writing, and instill confidence and leadership skills in our local elementary students while developing self-esteem, social-emotional skills, and enhancing students’ love for books and reading. PBS Reno has two Reading Buddies programs, and both reading buddies programs pair younger elementary students (Kindergarten-2nd graders) with older elementary students (3rd-5th graders) to meet one-on-one for several weeks. The Martha Speaks Reading Buddies Program is a 10-week program based on the children’s book series, which stars Martha, a beloved family dog, who accidentally is fed alphabet soup that gives her the power to talk and speak her mind to anyone willing to listen. 2,192 students participated in Martha Speaks Reading Buddies in 2019-2020. The Arthur SEL Reading Buddies Program is a newly created 5-week curriculum that explores five topics—empathy, honesty, forgiveness, generosity, and mindfulness. It focuses on social-emotional skills, reading, writing, and buddy friendships. Arthur (an aardvark) is a PBS KIDS show also based on children’s books.

Our STEAM Career Connections Program brings science, technology, engineering and math professionals into the classroom to show students how they can explore and prepare for a STEAM career of the future by discussing their educational pathway, what it is they love about their job, and how they really do use that math and science they learned in high school. STEAM stands for Science, Technology, Engineering, Art and Math. Today’s STEAM professionals create virtual worlds, design amazing machines, invent new materials, construct earth-friendly buildings and engineer cutting-edge air vehicles. Over 30 STEAM Career Connection presentations were given to 902 students during the 2019-2020 school year.

The annual PBS KIDS Reno Writers Contest invites children, kindergarten through third grade, in communities across northern Nevada to use their boundless imaginations to create original stories and illustrations. The Young Writers Contest also continues to grow. PBS Reno received a record 2,687 entries in 2020! 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. It was a virtual reception 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 in 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 our community.
The Nielsen ratings service reports that during the 2020 season an average of 107,000 people in 72,000 households tuned in to PBS Reno 5.1 in a given week. PBS Reno had additional viewership of 18,000 people in 13,000 households on its multicast channel Create Reno 5.2, while PBS KIDS Reno 5.3 had an average of 3,000 people in 2,000 households. With the addition of livestream and YouTubeTV data PBS Reno served an additional average of 1,500 people. Overall among our multicast channels we served an average of 129,600 people in approximately 87,000 households.

Monthly online engagement on pbsreno.org during FY 20 averaged 16,222 Sessions, 27,161 Page Views and 7,726 Users. From a social media perspective, PBS Reno Facebook averaged 3,104 followers and reached an average of 20,612 people with 3,820 engagements each month. PBS Reno Twitter feed averaged 1,108 followers and 41,775 additional impressions monthly. PBS Reno Instagram averaged 1,304 followers with 6,686 additional impressions. PBS Reno membership levels for FY2020 reached 11,225.

Telling important local stories and focusing on issues of local concern is one of this station’s strategic priorities. In 2020 PBS Reno received six production awards for its work. The station received four Gold International Communicator Awards; three awards—for segments in our weekly series ARTEFFECTS and one for our newest addition to our Work of Art documentary series Work of Art: Reno Phil. The station also received two Telly Awards; one silver for Work of Art: Reno Phil and a bronze for ARTEFFECTS. This brings the total number of production awards earned by PBS Reno in its 38 year history to 81 with 47 of them coming in the last ten 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 is fully committed to improving educational outcomes for our state. PBS Reno and PBS KIDS Reno feature 207.5 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. PBS Reno children’s content is designed to meet Department of Education common core standards.

PBS Reno and its viewers enjoy dramatic series on Masterpiece that include Call the Midwife, Sanditon, The World on Fire, and Endeavour. As usual, PBS won more Emmy awards that 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 a quality simply not found on other channels. This past year we expanded our drama line-up to include Thursday night offerings of Frankie Drake Mysteries and Midsomer Murders followed with Friday evenings featuring Masterpiece.

Channel 5.2, Create Reno 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.

This past year our 3rd additional channel PBS KIDS Reno qualified for inclusion in the Nielsen ratings, making PBS Reno the first broadcaster in this market to have all 3 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, no-violent and non-vulgar programming at any time. This is an important extension of our PBS Reno brand providing more service to our area.

The “Family & Estate Planning” workshops were taught by estate planning attorneys and professionals via webinar in the Spring and the Fall of 2020. These 8-week workshops focus on the basics of estate planning and are presented without cost or obligation. PBS Reno, in partnership with The Community Foundation of Western Nevada and other local non-profits offer this to the community. The workshops continue to attract an interested audience and the attendance, now nearly at 2,100 since the series began in 2010, continues to exceed expectations.
**PBS RENO LOCAL PRODUCTIONS**

**ARTEFFECTS:** In September of 2020, PBS Reno began production of season 6 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 62 PBS Reno segments have been included in the national feed for viewing around the country. Twenty-one of those segment pickups occurred during FY20.

**Wild Nevada:** Season 5: In April of 2019, PBS Reno began production of season 5 and continued production through September 2020. The crew filmed numerous adventures including, Massacre Rim and the Dark Sky Territory, The Old Spanish Trail, and The new Walker River State Recreational Park, among others. Season 5 featured 12 episodes the first 6 premiered in the Summer of 2020 followed by the final 6 which were slated to start in FY21. *Wild Nevada* Season 4 is distributed nationally via APT.

**The Work of Art: Reno Phil:** PBS Reno’s newest addition to the documentary series *The Work of Art* premiered in October 2019. This documentary followed composer Zhou Xiang throughout a year of work as he created a brand new composition and collaborates with the Phil to present a symphonic celebration of not only the Reno Phil’s 50 years, but the 150th anniversary of the completion of the Transcontinental Railroad. This is a real behind-the-scenes example of how the Reno Phil continues to bring great music to our community.

**Classical Tahoe:** In July and August of 2020 PBS Reno had the privilege of joining together with the staff and musicians of Classical Tahoe to deliver live music. Using backyards instead of public stages, with a live audience of two dozen instead of two hundred, and chamber music instead of a symphony orchestra, Classical Tahoe held a concert series that was simultaneously streamed to a worldwide audience with the help of PBS Reno. PBS Reno began editing these live performances along with behind the scenes and in-depth interviews with the musicians and staff of Classical Tahoe into a new six-part series that will premiere in FY21.
Throughout its 38 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 Ready to Learn program completed its 21st 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 2020, PBS Reno Education Services conducted 2,710 Ready to Learn workshops for children in Washoe, Carson City, Douglas, Lyon, Humboldt, Elko and Tahoe Truckee Unified school districts that accounted for 51,440 interactions with area students. 20,374 age appropriate books were given to participating students. Each workshop is led by a certified facilitator who uses PBS KIDS videos, books and an activity to encourage reading, writing and learning. Our PBS LearningMedia resource is a national collection of thousands of 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.

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 and Early Head Start Programs, public libraries, higher education institutions, and community organizations. Additionally, PBS Reno has developed long-term partnerships with Food Bank of Northern Nevada, University of Nevada, Desert Research Institute, Reno and Truckee Meadows Community College to help advance early childhood educational resources, parent engagement, and Summer Learning.

Impact and Community Feedback:
PBS Reno offered the annual PBS KIDS Writers Contest for children in grades K-3 and received 2,687 entries in March 2020. Winning stories were 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. 2,192 students participated in Martha Speaks Reading Buddies in 2019-2020. Over 30 STEAM Career Connection presentations were given to 902 students during the 2019-2020 school year. 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, with one click, resources they can use and links to partner organizations, like the Washoe County School District.

“We appreciate PBS and the time they take to visit our school and classroom. As teachers we feel it is beneficial to us, as well as our students’ learning.”
- 2nd Grade, Nancy Gomes E.S.

“Students have new vocabulary and are excited about relating human skeletons to animal skeletons.”
- 1st Grade, Peavine E.S.

“This lesson ties directly to our science standard on forces and really help the children make connections.”
- Kindergarten, Empire E.S.

“Great translation to our current decimals lesson. They learned about income, expenses, and balances.”
- 4th Grade, Nancy Gomes E.S.

“I love the hands-on activities that include data collection. Also, I love that you include art in your workshops.”
- 2nd grade, Hidden Valley E.S.

“PBS Reno is my Salvation, I watch everything. The documentaries, shows, everything! I have been in my room since March, since everything (Covid-19) started, at the assisted living place I am at. PBS Reno has been my Salvation during all of this!”

- Clara Fahlgren, PBS Reno Member