

Vegas  PBS.

2021 REPORT TO THE COMMUNITY

Vegas  PBS.

Vegas  PBS
 create



Vegas  PBS


 PBS
VIDEO
APP

JANUARY – DECEMBER 2021

MISSION

Vegas PBS creates an informed and engaged community through high-tech, high-touch experiences that educate and empower individuals and organizations.

VISION

Vegas PBS will be a leading educational public media organization connecting and creating community through trusted quality content and experiences that engage, entertain, inform and inspire.

CORE VALUES

- Teamwork
- Diversity and Inclusion
- Integrity
- Excellence
- Service

Vegas  PBS®



Vegas  PBS
 create®



Vegas  PBS
 WORLD

TABLE OF CONTENTS

Leadership and Advisory Committees	4
From the Desk of our President and General Manager	5
Vegas PBS Originals	6
Educational Media Services	8
Workforce Education	9
Emergency Operations & Technology	11
Membership & Community Engagement	12
2021 Operating Budget	14



Photo: Outdoor Nevada Day
Bike Ride, June 12, 2021

LEADERSHIP AND ADVISORY COMMITTEES

VEGAS PBS MANAGEMENT TEAM

President and General Manager, Mary Mazur
Educational Media Services Director, Niki Bates
Development Director, Salvador Carrera
Digital Marketing Director, Terry Chi
Business Manager, Brandon Merrill
Communications & Brand Management Director, Allison Monette
Workforce Training & Economic Development Director, Debra Solt
Chief of Broadcast Operations and Emergency Response, John Turner

SOUTHERN NEVADA PUBLIC TELEVISION BOARD OF DIRECTORS

Executive Director, Mary Mazur, Vegas PBS
President, Clark Dumont, Clark Dumont Communications, LLC.
Vice President, Nora Luna, UNR Cooperative Extension
Secretary, Michael Cunningham, Bank of Nevada
Treasurer & SNPT Planned Giving Council Chair, Kim Walker, Kim Walker, Inc.

BOARD MEMBERS

Tracy Bower, Desert Research Institute
Bill Curran, Ballard Spahr, LLP
Mo Denis, Nevada State Senator
Danielle Ford, Clark County School District Trustee
Jason Gastwirth, Caesars Entertainment
Marydean Martin, Marydean & Associates
Cheryl (Cheri) Rosenow, US Bank
Tom Warden, The Howard Hughes Corporation

FCC LICENSEES, CLARK COUNTY SCHOOL DISTRICT BOARD OF TRUSTEES

Lola Brooks
Linda P. Cavazos
Irene A. Cepeda
Danielle Ford
Evelyn Garcia Morales
Lisa Guzman
Katie Williams

FROM THE DESK OF OUR PRESIDENT AND GENERAL MANAGER

2021 proved to be a productive and enriching year. Southern Nevada is a vibrant and resilient community, that I am now grateful to call my home. I am equally honored to work among the talented and dedicated team at Vegas PBS.

We are broadcasters with much to offer beyond the broadcast. In alignment with our mission to educate and empower the individuals and organizations that make up Southern Nevada, we focus our efforts across four core areas of impact: Education, Workforce Development, Technology and Local Productions.

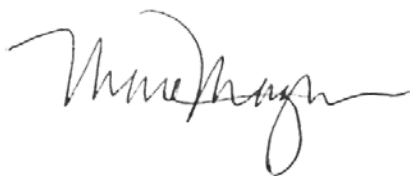
In 2021, we expanded our commitment to Workforce Education. In collaboration with the Juvenile Justice System and the Clark County School District, we piloted a program that brings job readiness to incarcerated youth. We are piloting a second program in collaboration with the Nevada Welfare Department to connect dislocated workers and new job seekers with the opportunity to earn industry-recognized credentials and put them on a path to employment.

As we are committed to creating more quality local content, we are also committed to building a stronger foundation for technology and infrastructure. An upgrade to our master control system, which began last year, will be completed in 2022. This change will give our broadcast signal more capacity and broader reach, and compliments our strategy to invest in technology and provide the community more reliable service.

Throughout this report, you will find more information about the power of public media for public good. Because now more than ever, the world needs quality media we can trust – paired with holistic resources that truly make a difference. In 2022, we will add Vegas PBS WORLD Channel 10.4 to our over-the-air service. This new channel will offer international news, documentaries, and fact-based content covering public affairs, culture, and science. We are very pleased to be adding this content, to complement our diverse programming that is so valued and essential to our community.

With your continued support and a growing membership base, Vegas PBS will continue to have a positive impact on communities we serve for many more years to come.

Thank you for all your support.



Mare Mazur
President and General Manager



For 13 consecutive years, Vegas PBS has been ranked among the **TOP 10 MOST-WATCHED PBS STATIONS**

(based on overnight Nielsen ratings)



Photo: Great Performances: An American in Paris The Musical

REACH & VIEWERSHIP

2.47 million

average monthly total views on

Vegas PBS

940,000

average monthly total views on

Vegas PBS Create

2.8 million

average monthly total views on

VEGAS PBS KIDS

AWARDS & RECOGNITION

3 EMMY AWARDS

7 TELLY AWARDS

2 PRSA Pinnacle Awards

1 PRSA Award of Excellence

from the Public Relations Society of America (PRSA) Las Vegas Valley Chapter

BEST IN SHOW
Muskogee Film Festival

VEGAS PBS ORIGINALS



NEVADA WEEK

A smart, state-focused public affairs program that provides insight into the most current and critical issues facing Nevada. Nevada Week covers a wide range of important issues such as health care, politics, arts and culture, education, economic development, and social services.



VEGAS PBS STEAM CAMP

Supporting inquiry-based learning during the summer months is crucial for all students and families. Vegas PBS STEAM camp brings the fun and discovery associated with summer camp, directly into viewers' homes through interviews with community experts and interactive at-home STEAM challenges. New episodes featured Allegiant Stadium, United States Air Force Thunderbirds, and more.



OUTDOOR NEVADA

Nevada's ideal climate and varied environments provide endless inspiration for exciting outdoor adventures. Outdoor Nevada highlights the places and people that make Nevada unique and fascinating. To inspire viewers off the screen, the launch of seasons four and five were accompanied by a Community Bike ride event and the Proclamation Outdoor Nevada Day (June 12).



ALI: LAS VEGAS LEGACY

This five-part limited digital series recognizes how "The Greatest" helped pave the way for long-lasting changes in the boxing community in Sin City. The series serves as a local companion to the Muhammad Ali film by Ken Burns.

STUDENT SHOWCASE

Vegas PBS educational productions include the Clark County School District Spelling Bee Finals, Varsity Quiz, African American History Challenge, and Student Spotlight. These programs showcase the many skills and talents of local students, as well as the incredible staff that helps them succeed.

EDUCATIONAL MEDIA SERVICES

From teacher professional development to tens of thousands of resources available for free-loan, the Vegas PBS Educational Media Services division offers a wide range of resources for educators, families and caregivers to meet the unique educational needs of our community.

1.6M

Streams and pageviews of educational media to support distance learning, on platforms like OnePlace and ClassroomCast.

3,689

Teacher online enrollments for courses designed to help educators improve their skills and enhance student achievement.

120,000+

Children, parents and caregivers reached through Vegas PBS' Ready To Learn Services (learning activities to supplement PBS KIDS programming)

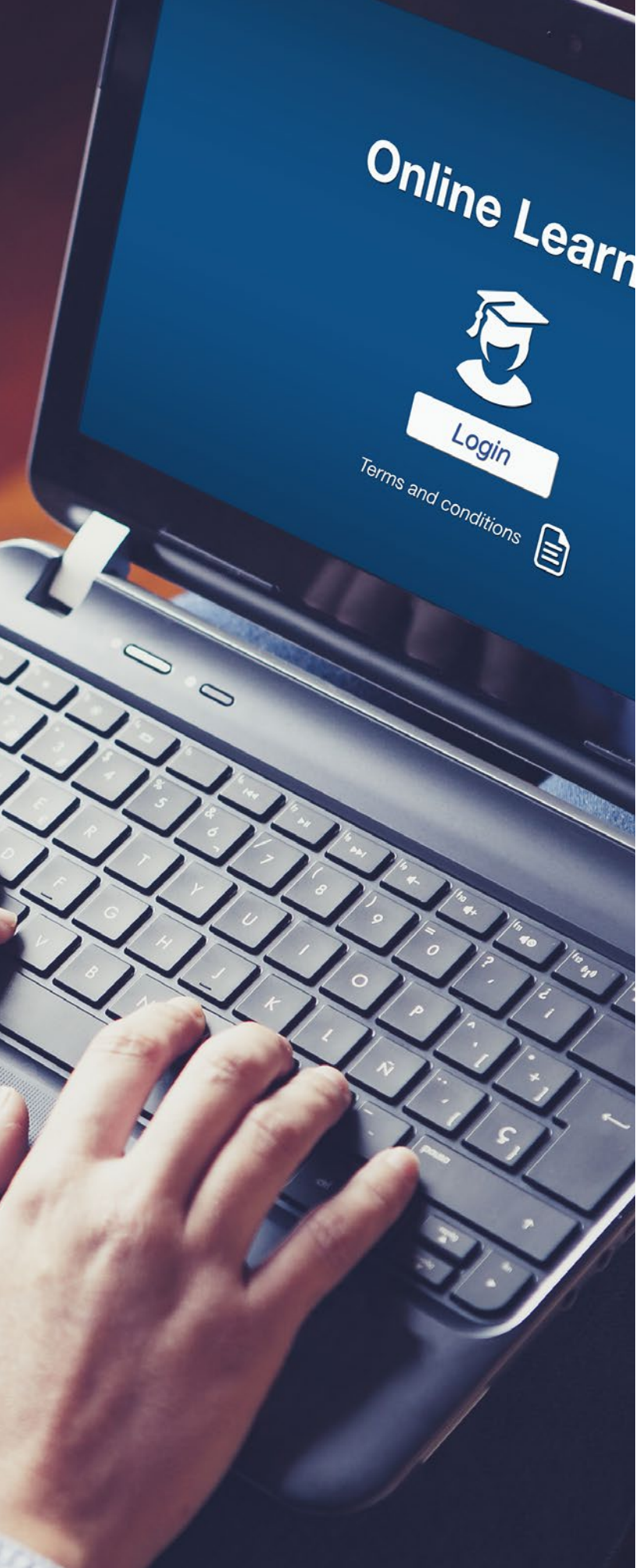
66,000+

Grant-funded books distributed to families to grow their at-home libraries.

14,000+

Educational items offered through the Special Needs Resource Library.





WORKFORCE EDUCATION

Vegas PBS' Workforce Education provides Southern Nevadans with resources to increase their occupational knowledge and excel within high-earning, high-demand careers.

Over 50% of Vegas PBS Workforce Education students say they choose Vegas PBS courses because they're more convenient and fit better into their schedules.

350+

Career Training programs to get certified in high wage jobs across high demand industries.

4,000+

Assessments and certification exams facilitated at the Vegas PBS Testing Center computer lab.

750+

Short-term career exploration, skill enhancement and personal enrichment courses offered.



WORKFORCE COMMUNITY PILOTS

ACCELERATED CYBERSECURITY PROGRAM

In collaboration with New Employees of Nevada (NEON), a program sponsored by the Nevada Welfare Department, this accelerated cybersecurity program connects dislocated workers and new job seekers with resources to earn industry-recognized credentials and secure internship, mentorship, and job opportunities. The program is made possible by a grant from the Governor's Office of Workforce Innovation.

Photos: College Behind Bars



SUPPORTING INCARCERATED YOUTH

Youth in the juvenile system, who are disproportionately youth of color, often face daunting barriers into careers. Vegas PBS is helping incarcerated youth transition out of the juvenile system and develop the skills to thrive in high-demand careers. This program helps juveniles create resumes and partner with mentors who will give them guidance on soft skills, college or vocational training. This initiative was made possible by a grant from MGM Resorts International, in collaboration with community partners including the Clark County Department of Juvenile Justice Services, Workforce Connections, the Clark County School District, the Workforce Innovation and Opportunity Act (WIOA) Youth Advocacy Program and Help of Southern Nevada.



EMERGENCY OPERATIONS & TECHNOLOGY

EOC EMERGENCY OPERATIONS CENTER

The Vegas PBS station is designated as the backup Emergency Operations Center (EOC) for the Clark County School District, maintaining wired and wireless connections to other EOCs, media providers, schools, hospitals and first responders. Vegas PBS serves as the hub of emergency services datacasting, providing the CCSD Police Department with real time alerts, messaging, and streaming video to first responders.



ATSC 3.0

Vegas PBS is slated to upgrade its Master Control system and transition to the new ATSC 3.0 Next Generation Television protocol in 2022. One immediate result of this work will be a broader reach into our service area, particularly into the remote rural communities.



20,540
MEMBERS

MEMBERSHIP & COMMUNITY ENGAGEMENT

Vegas PBS offers community events that extend our programming beyond the broadcast, covering science, nature, drama, the arts and more. Events ranged from community outreach, panel discussions, virtual paint-alongs, cooking demonstrations and access to concert ticket offers, giveaways, and regional trips.

2021 BE MY NEIGHBOR DAY

Presented by the Howard Hughes Corporation, Be My Neighbor Day is an annual event that promotes being a caring neighbor. Attendees engaged in family friendly activities, explored first-responder vehicles, and enjoyed live performances by beloved characters. In 2021, the event had more than 7,500 community members in attendance - the largest attendance to date.





VEGAS PBS KIDS WRITERS CONTEST PRESENTED BY JANICE ALLEN

Vegas PBS' yearly contest is designed to promote the advancement of children's literacy skills (K-5) through hands-on, active learning. In lieu of an in-person awards ceremony, winners were celebrated in a 30-minute program, hosted by Chet Buchanan. The program features story highlights — from fairy tales about unicorns, to nonfiction about a foster family, to poetry about what it means to have a home. The contest is made possible by local financial support from Janice Allen.

PLANNED GIVING SEMINARS

These complimentary seminars, led by Vegas PBS Planned Giving Council members, help community members explore charitable contributions and planned giving, as well as learn about wills and trusts, investing and retirement planning. Starting in 2020, we pivoted to a virtual format in order to keep our engagement with donors and ensure they could still have access to these valuable resources.



OUTDOOR NEVADA BIKE RIDE

Vegas PBS, in partnership with Save Red Rock and Escape Adventures, hosted a free bike ride event to celebrate the finale of Outdoor Nevada's fourth season. Outdoor Nevada enthusiasts had the opportunity to meet host John Burke, as well as celebrate the proclamation of June 12 as Outdoor Nevada Day. Dignitaries in attendance included U.S. Congresswoman Susie Lee and Clark County Commissioner Justin Jones.

OUTDOOR NEVADA CLEANUP

In partnership with Get Outdoors Nevada, Vegas PBS brought together community volunteers to help beautify the park and trail areas of the local All American Park.

MENTAL HEALTH PANEL WITH "WELL BEINGS"

Vegas PBS hosted a live virtual panel discussion with Well Beings, a national campaign created to address the critical health needs of Americans through broadcast content, original digital content, and impactful local events. The event brought together mental health experts, community leaders, and the PBS NewsHour Student Reporting Lab to address youth mental health and provide connections to an array of resources.

ANNUAL TEA

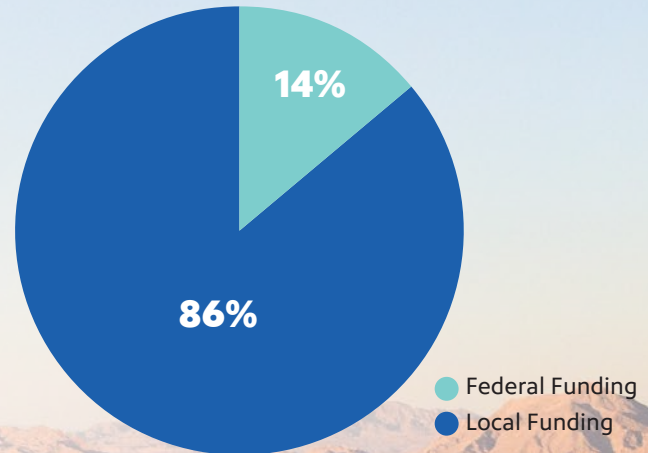
Guests at the Vegas PBS Annual Tea event enjoy tea, sweets, savories, and entertainment – plus take home a souvenir tea cup and saucer. In 2021, Lucy Worsley joined us live via Zoom taking guests into the life, the palaces, and the rich colorful age of Queen Victoria.

2021 OPERATING BUDGET

\$12.5 million

2021 Operating Budget

Vegas PBS received **\$1,962,511** in CPB CSG funds and leveraged this seed money to raise **\$12,400,000** from the community.



**That's a 632%
return on investment!**

20,540

Members

213

Silver Legacy
Society members
(individuals who have included Vegas PBS
in their estate plans and planned giving)

339

Charlotte Hill
Society members
(annual gifts \$1,000 or more)



**High-tech,
high-touch**
experiences that
educate and
empower the
community.





Vegas  PBS®

PUBLIC MEDIA FOR PUBLIC GOOD

     @vegaspbs

vegaspbs.org | 702.799.1010
3050 E Flamingo Road, Las Vegas, NV 89121