



UTAH'S STORYTELLER • KUED PUBLIC TELEVISION • FY2018 ANNUAL REPORT

JULY 1, 2017 | JUNE 30, 2018

Victoria Season 2 on Masterpiece



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The Vietnam War



FROM THE GENERAL MANAGER

It's been a busy year on all fronts at KUED, especially in engineering. At the close of 2018, KUED installed 70% of the displaced translators that provide service to rural Utah. Due to the winter snow, our progress will need to resume in April or May to complete the remaining 30%. Our apologies to those who were inconvenienced by the government-mandated channel moves.

Also, in the engineering department, we have successfully completed our main channel move from channel 42 to channel 27. Working with the other stations in DTV Utah, we all managed to stay on the air and migrate to new channel allocations. I consider this feat comparable to changing a tire on a moving car. Thanks to the engineers of all the participating stations within DTV Utah.

This year was also the 60th anniversary of KUED signing on the air. The station celebrated a long history of service to Utah with trusted, valued, and essential programming that is more important than ever in 2018-19.

As you know, KBYU decided to change its program line-up and leave the PBS system. KUED and KBYU had a friendly relationship as their former PBS programming was highly differentiated. We worked together on many projects over the years. KUED wishes them well in their new role.

KUED assumed the responsibility of delivering CREATE to Utah on channel 7.4 over the air. Unfortunately, the satellite companies chose to carry only 7.1, our main PBS channel.

Viewing of KUED online grew dramatically in 2018. We had strategically planned for online viewing to grow, at this enormous rate. We delivered 5 million streams of children's programming during the year while maintaining our over-the-air children's program service including 7.3, a 24/7 children's channel.

By the end of 2018, the number of members grew 8% to 25,766. This is the opposite of what is happening throughout the public television system.

To sum up, we have been furiously busy, but have achieved all that we had hoped to accomplish. Thanks to you, we are on solid footing and will continue to deliver terrific programming for the coming year.



A stylized, handwritten signature in black ink that reads "James Morgese".

James Morgese
General Manager KUED

RARE - Creatures of the Photo Ark



NATIONAL PROGRAMMING

PBS continued taking viewers on journeys of discovery, travel, and exploration with programs that went to some of the world's wildest and most threatened places. **RARE – Creatures of the Photo Ark** followed renowned *National Geographic* photographer Joel Sartore on his 11-year quest to document Earth's species including those at risk of extinction. **Wild Alaska Live** was the latest venture into live, natural history, capturing the vast Alaska wilderness where bears, moose, wolves, orcas, and eagles gather. **Nature Naledi: One Little Elephant** followed a baby elephant whose caretakers helped her find her place in the herd.

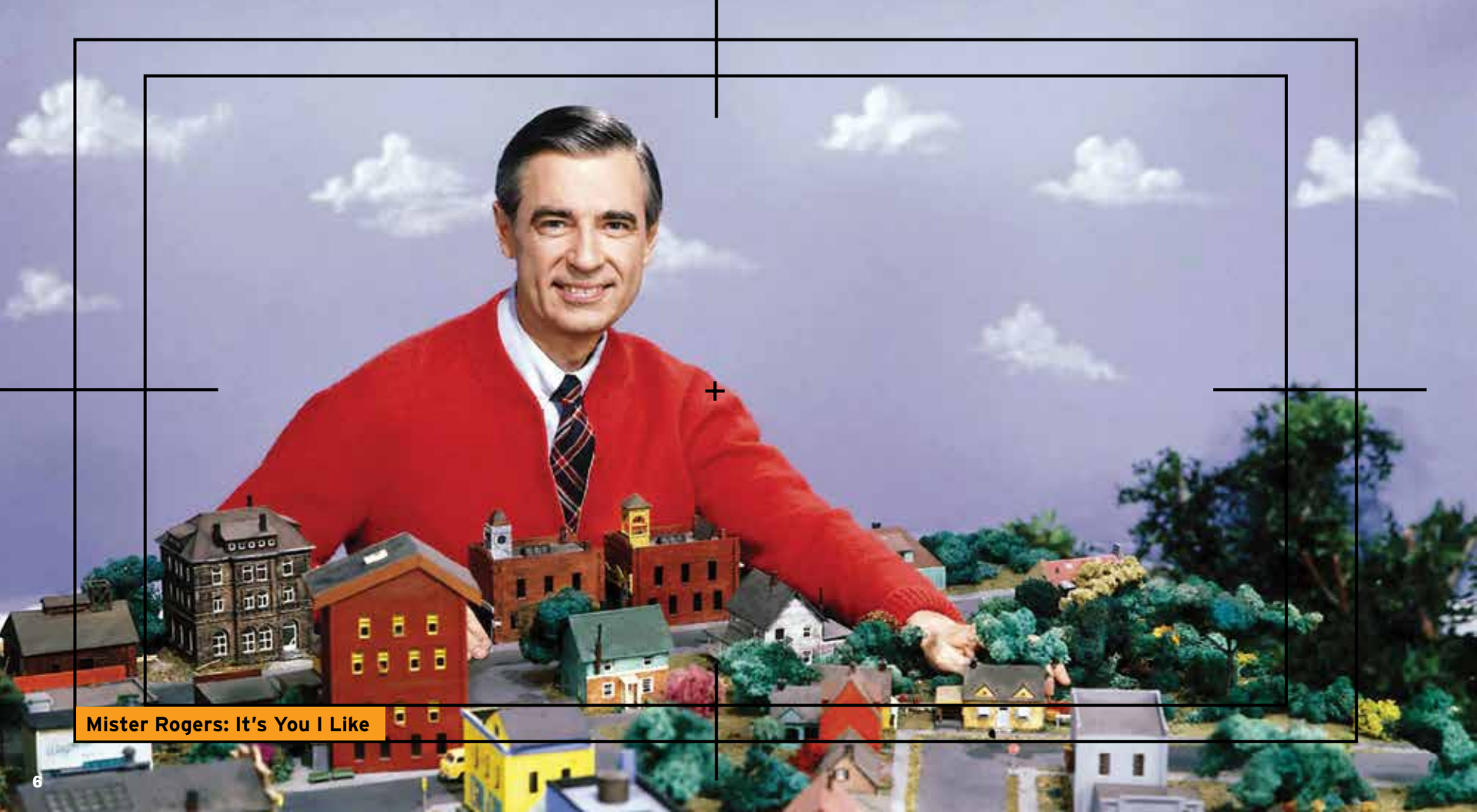
The three-part series, **Earth's Natural Wonders**, visited extreme locales, including Mount Everest's Khumbu Icefall, the Grand Canyon, and Mount Kilimanjaro. **Nature's Great Race**, another three-part series, followed elephants, caribou, and zebras on their epic journeys of survival.

Science programs gave viewers a rare opportunity to see the first total eclipse in more than a generation with **Eclipse Over America** on **NOVA**, taking audiences across the country with an up-close, in-depth look at this extraordinary scientific event. In conjunction with the 40th anniversary of the first Voyager launch,

KUED broadcast a special about NASA's historic Voyager mission to explore our solar system. **Beyond a Year in Space** picked up where **A Year in Space** left off, with astronaut Scott Kelly's last day in space and his return to Earth.

NOVA Wonders followed researchers tackling the most profound questions about life and the cosmos, and pushed the boundaries of understanding in ways that could transform our world and future. **Decoding the Weather Machine** on **NOVA** joined scientists in the quest to better understand the workings of weather and climate.

Masterpiece continues to enthrall viewers with period and modern British dramas. **Poldark Season 3** premiered with Ross and Demelza attempting to repair their marriage. **The Durrells in Corfu Season 2** continued the charming story of a widow and her four willful children. **Victoria Season 2** premiered as the young queen who wants it all – romance, power, an heir, and personal freedom. In time for Mother's Day, **Masterpiece** presented a three-part series of Louisa May Alcott's **Little Women. The Collection**, a fashion thriller set in post- World War II Paris, joined the lineup. **Anne of Green Gables – the Good Stars** debuted on Thanksgiving evening.



Mister Rogers: It's You I Like

Mysteries, always popular with viewers, went from the sleepy villages of Grantchester, Midsomer, and the Shetland Islands to the Caribbean, Australia, London, North Africa, and Sweden. Shaun Evans returned for a fifth season in **Endeavour on Masterpiece**, playing the young Endeavor Morse. Kenneth Branagh was back as the brooding Swedish detective in **Wallander Season 4. Grantchester**, with its jazz-loving protagonist, returned for **Season 3 on Masterpiece**.

Unforgotten on Masterpiece investigated the cold-case murder of a boy whose diary implicated four seemingly unconnected couples. **Midsomer Murders, The Doctor Blake Mysteries**, and **Death in Paradise** continued to be popular offerings.

The Great American Read, an eight-part series, celebrated the love of reading by taking viewers across the country to explore the nation's 100 most loved novels, the people who love them, and their authors.

Ken Burns and Lynn Novick presented a new 10-part series, **The Vietnam War**, an unmatched documentary achievement about one of the more transformative periods in modern American history.

FRONTLINE continued its hard-hitting investigations with a new season of documentaries that went behind the headlines to look at the assassination of the North Korean dictator's half-brother, the rise of Scott Pruitt to head the EPA, and Putin's interference

in U.S. elections. The series also offered a special investigation of Hollywood mogul Harvey Weinstein and the allegations of sexual harassment and abuse by dozens of women over four decades.

KUED presented a documentary exploring one of the most troubling and potentially lethal health issues in our country today – the abuse of prescription painkillers in **Understanding the Opioid Epidemic**.

American Masters presented a vivid biography of Rachele Carson, whose 1962 book, *Silent Spring*, heralded a new way of looking at what pesticides were doing to the environment. Other programs in the series featured film director Richard Linklater, Disney artist Tyrus Wong, playwright Lorraine Hansberry, and country music legend Loretta Lynn.

American Experience continued to present pivotal moments in U.S. and world history. **The Gilded Age** explored the complex story of the transformative era in American history during the closing decades of the nineteenth century when national wealth expanded and two classes rose simultaneously.

Mister Rogers: It's You I Like celebrated the 50th anniversary of the man who inspired generations of children. The celebrity-filled special included remembrances of those who were influenced and inspired by the pioneer of children's television.

A Home of Their Own



LOCAL PRODUCTIONS

Homeless at the End provided a moving portrait of a homeless man who spends his last days at The INN Between, a hospice for the homeless, as part of our **Homeless in Utah** Initiative that not only shed light on the issue, but put a face on those who are homeless among us.

KUED also presented a half-hour documentary, **A Home of Their Own**, focusing on three homeless families who have been living at The Road Home family shelter in Midvale, Utah. The ultimate goal of the shelter is to help people move into their own home as soon as possible. But as the film points out, that road to self-reliance is often paved with barriers.

“The story, so beautifully told by Sally Shaum, was the prompt we all need to act.” – Karen Hale

KUED took a nostalgic and light-hearted look at two department store giants that were a vibrant part of Salt Lake City culture for more than 100 years in **Auerbach’s and ZCMI Memories**.

The Hinckley Report – go-to television for public affairs viewers – returned for a second season of bringing political insiders and journalists to the table to discuss the most pressing issues facing our state.

DOCUMENTARIES

- **A Home of Their Own**
- **Homeless at the End**

SPECIALS

- **Auerbach’s and ZCMI Memories**
- **Utah in the ‘50s**

PUBLIC AFFAIRS

- **CONTACT** with Mary Dickson
- **The Hinckley Report**
- **Utah Conversations** with Ted Capener



Auerbach's and ZCMI Memories

AWARDS

• Homeless at the End

NETA Awards

Best Documentary/Large Market

Rocky Mountain Emmy Awards

Social Concerns

Utah Society of Professional Journalists Awards

Societal Concerns Program Special

- Sally Shaum

- Nancy Green

- John Rogers

• Lagoon: Rock and Rollercoasters

NETA Awards

National distribution

Rocky Mountain Emmy Awards

Audio-Live or Post Production

- William Montoya

- Brenton Winegar

- Kevin Sweet

• On the Spectrum

Rocky Mountain Emmy Awards

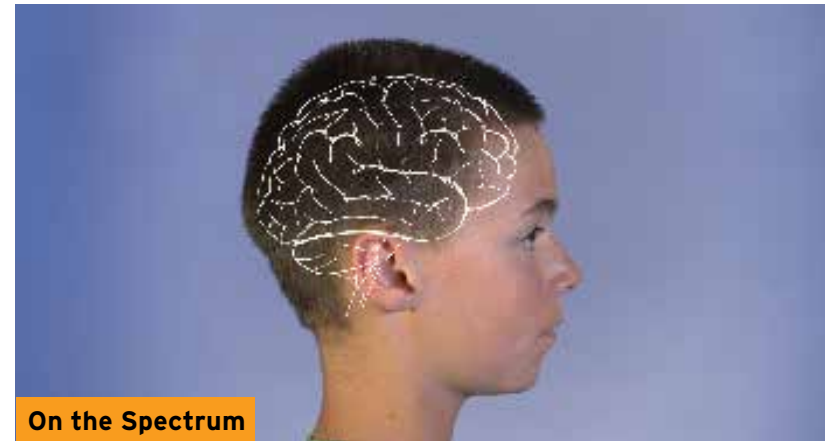
Documentary Cultural/Topical

- Dana Barraco

- John Rogers

- Brenton Winegar

- Paige Sparks



Verve



12:00:04

03:27



DIGITAL MEDIA

KUED's Digital Media Department continued to seek new audiences for KUED in FY18, producing high-quality, short-form video on a wide variety of subjects. These were distributed on www.kued.org, Facebook, YouTube, Instagram, and the PBS Video apps on mobile and Over-the-Top devices (OTT), in an effort to be wherever our audiences consume content.

Verve, KUED's online series exploring creativity, celebrated the work of a wide variety of artists, from "macabre artist" Jimmy Dilley, to hair stylist Chad Seale, to Derek Ekins, who restores vintage cars.

CONTACT in the Community is a collaboration between KUED's Community Engagement Program and Digital Media. It highlighted the work done by local non-profit and arts organizations in a series of unique digital shorts. In FY18, host Mary Dickson visited the Utah Museum of Fine Arts, the Chase Home Museum, and the Utah Museum of Contemporary Art for looks at their exhibits. The series also highlighted the work done by the Bboy Federation and the Downtown SLC Garden Stroll.

Modern Gardener, KUED's newest digital series, dedicated to helping growers in Utah's unique climate, gave audiences a peek inside the Red Butte Garden Greenhouse. They also highlighted Localscapes,

a company that is changing the way people in Utah think about landscaping to conserve water. **Modern Gardener** also produced video tips on composting, winter pruning, and winterizing your garden. **Modern Gardener** saw significant audience increases on kued.org/moderngardener, as well as on Facebook and Instagram.



CONTACT in the Community



COMMUNITY ENGAGEMENT

Our goal was to increase awareness of KUED as Utah's only public television station through public events along the Wasatch Front and outlying areas. We increased the number of outreach events by 41 percent with an increase of 78 percent outside Salt Lake City.

CONTACT with Mary Dickson continued to give voice to Utah's non-profit community, helping more than 300 nonprofit and arts organizations reach the community with information about their events and services. In addition, **CONTACT in the Community**, our longer online segment, focused on arts groups around the state in partnership with KUED's Digital Media Team.

"Thank you for the wonderful community connection video on the Chase Home Museum. It was a beautiful piece highlighting this hidden gem in Liberty Park. Share my appreciation with everyone on your team for the great work you do in spreading the word on so many great community activities throughout the state."

- Victoria Panella Bourns, Director Utah Division of Arts and Museums

Our EBC Food and Clothing Drive in December, conducted in partnership with Crossroads Urban Center, fed approximately 900 families and donated one and a half vans of clothing to those in need.

We held two highly successful screenings of KUED's documentaries addressing homelessness in Utah. In November, we held a standing-room-only screening and discussion of **Homeless at the End**, partnering with The Inn Between, *Deseret News*, KUER, The City Library, and Catholic Community Services. We had resource tables for various community groups working on issues of homelessness. Attendees donated supplies to The Inn Between and Catholic Community Services.

"The combination of the film screening and panel discussion was powerful," wrote one attendee. "I came away with a deeper understanding of the difficulties of individual people living in homelessness."

"When the light came on up after the show, there was not a dry eye in the house. What an incredibly moving and powerful show!"

We collaborated with key KUED Advisory Board members to bring **A Home of Their Own**, a film detailing the plight of homeless families, in front of policy makers during the 2018 legislative session. A pre-reception honored Gail Miller for her service to homelessness solutions in Utah. Key stakeholders such as Mayor



Little Women on Masterpiece

Ben McAdams, Mayor Jackie Biskupski, Lt. Governor Cox, House Speaker Greg Hughes, and a handful of legislators attended the screening at The Megaplex at the Gateway that was followed by a panel discussion. Other attendees included Pamela Atkinson of the Fourth Street Clinic, service providers from Utah Department of Workforce Services, The Road Home, Volunteers of America, legislators, and formerly homeless individuals. We also screened the program at Canyons School District for school psychologists.

“Thank you so much for putting together such an amazing event. I work in this area and was deeply moved.”

– Bill Tibbitts, Crossroads Urban Center

Other screenings included **Victoria Season 2 on Masterpiece** at BYU with a presentation of period costumes; **Poldark Season 3 on Masterpiece** at the Broadway Centre Cinemas; **Little Women on Masterpiece** at the Broadway Centre Cinemas and at the Utah Theatre in Logan; **Tell Them We Are Rising: The Story of Black Colleges and Universities** with Stanley Nelson via Skype at The City Library, followed by a panel discussion; **Hamilton’s America** at The Broadway at the Eccles in conjunction with the musical, *Hamilton*, playing there; **Movies for Grownups Awards 2018 with AARP Magazine** at the Eccles Broadcast Center; **Soul Food Junkies** at The City Library with Urban Food Connections of Utah; **I am Another You** with the Utah Film Center at the Library;

On the Spectrum at the Park City Library with a panel discussion; and **Dolores** with the Utah Film Center and KUER at the Rose Wagner Theater.

We hosted a screening as part of the Golden Spike Conference for Ric Burns’ film, **The Chinese Exclusion Act**, followed by a panel discussion on what the little-known act has to do with American identity, democracy, and civil rights today. Legislators and the head of State Division of Asian Affairs attended. In conjunction with filmmaker Stanley Nelson’s visit, we partnered with the The University of Utah Tanner Humanities Center on a screening of Nelson’s documentary, **Freedom Riders** at the Broadway Centre Cinemas followed by a Q and A with him. We screened the Ken Burns’ **Vietnam** series with a reception and music by a Vietnam vet and a post-film discussion. We took the preview to Gunnison, Utah as well.

We held a kick-off event for our **Great American Read** project at The City Library with booksellers and other partners.

We started a **Diverse Voices** series at the Sorensen Unity Center, with more family-oriented programs. We met with the Utah Office of Multicultural Affairs to see how we can partner on issues of diversity with events and films.



Poldark Season 3 on Masterpiece

We held a “Beyond Combat” artist reception at the Salt Lake County Library for our last event for **etnam War** grant. Our traveling exhibit featured works by Vietnam vets. The exhibit traveled to five libraries and public schools across the state and lived on another year as more communities requested to have it exhibited at their school.

To reach an even broader demographic with screenings, we created screening kits for several of our local documentaries so that groups around the state could host their own screenings.

With KYBU leaving the PBS system, we promoted our launch of the **Create** channel with ads, busboards, and mailings.

The Creative and Development Departments worked on two events to celebrate our 60th anniversary. A **Won't You Be My Neighbor?** screening with a reception and birthday recognition of major donor Barbara Tanner was held at the Rose Wagner. Our main event was a patio party at the Eccles Broadcast Center on Tuesday, June 12. Guests took photos with PBS character cutouts, starred in mock fund drive pitches in the studio with Mary Dickson and Alice Webber, enjoyed a live band, beer and wine bar, food, and more. The University of Utah Vice President Fred Esplin, the longest serving general manager of KUED, led the crowd in a celebration toast under the big tent.

With KBYU, we hosted an opening reception for the APT Conference at The Grand America Hotel and distributed gift bags.

We participated in the Be Well Health Fairs. We had tables at a variety of community events including Utah Refugee Day, the Downtown Farmers Market, Living Traditions Festival, and Pride Day. We were at the Old Capitol Storytelling Festival in Delta and Fillmore and screened **Topaz** and **Utah: The Struggle for Statehood**. We were an exhibitor at Multi-Cultural Youth Leadership Day at the Capitol.

We were a media sponsor of and had an information table at the UVU Conference on Addiction, where we showed clips of **Understanding the Opioid Epidemic**. James Morgese presented our first **Be More Award** to Alema Harrington, a recovering opioid addict.

We capitalized on the “fake news” charges by running an on-air Trust campaign. We also bought ads at The Megaplex at the Gateway around the film, *The Post*, advertising **The Hinckley Report** and “Do You Know KUED has 4 channels?” on the big screen.



We continued to be a trusted partner in the education world, both with the programs we air and the events we host.

KUED's education initiative, **Ready To Learn (RTL)**, impacted more than 50,000 children, parents, and teachers in the state of Utah last year. In addition to the 30 schools in Salt Lake County at which KUED hosts Family Learning Nights, KUED will work with United Way of Utah County to present the parent workshops acquired from KBYU. As part of this transition, KUED will host video presentations and resource guides for educators from KBYU on the website. We distributed 17,000 books to Utah children this year at **RTL** events.

As part of continued state-wide parent and family engagement, KUED hosts community events including the **Annual Reading Marathon** and **Writers & Illustrators Contest**. In its 26th year, the **Reading Marathon** encourages children to read each day during the month of November, and last year 3,000 children read more than 2.2 million minutes – up about 80 percent from last year. 1400 kids and their grownups attended our **Reading Marathon** kick-off party at The City Library with our community partners who brought activities focusing on STEM. We attracted a diverse audience and gave away 800 books. We awarded our Super Readers with the KUED Adventure Pass instead of a Super Reader

Party. By switching to the Adventure Pass, we saw an increase of 1200 readers over last year. We had great feedback from parents saying the **Reading Marathon** inspired them to read more with their children.

“Thank you so much for your very generous donation of books for our project for the kids at House of Hope. Your generosity will help bring happiness to 63 children, some of whom may never have had a book to call their own. Our heartfelt thanks for your help in bringing hope and healing to these children.” – Liz McOmber

“I just want to thank KUED and all of the sponsors for doing the Reading Marathon and offering the adventure passes! Our family loved reading!”

“I love the program! My kids' reading skills improved drastically over that one month period. Thanks for hosting it.”

The 17th Annual KUED Kids Writers & Illustrators Contest is a statewide program encouraging children to celebrate their creativity by submitting original stories with illustrations. Last year, KUED received hundreds of stories from 76 cities and towns across the state – our most ever. We held our celebration event at the Natural History Museum of Utah. The children's winning



Be My Neighbor Day

stories were on display at The City Library and Discovery Gateway children's museum, and can be read online at kued.org/writers.

We again partnered with the UEA on the **Excellence in Teaching Awards** that recognize 10 outstanding educators statewide. Our Digital Media Department produced videos on the winners that were shown at the banquet and are hosted online.

To extend the reach of the local production **A Home of their Own**, we worked with producer Sally Shaum to identify homeless and family resource centers to receive a set of the PBS Kids Playtime Pads. Boys and Girls Clubs of Greater Salt Lake - Sugar House Club and Lied Club, Children's Service Society, Family Promise of Ogden, Family Promise of Salt Lake, The Road Home - Midvale Center, and the YWCA received 10 PBS Playtime Pads through our Cleone Peterson Eccles Mobile Lab grant.

We partnered with UMOCA on an art event for kids and families around **Pinkalicious and Peterrific**. We were at the Head Start Family Fall Festival and hosted a Dr. Seuss event at The City Library.

To honor KBYU and our partnership over the years, KUED joined KBYU at their studios for a farewell event on June 30th. The **Be My Neighbor Day** event featured Daniel Tiger, and gave the community a chance to say goodbye to KBYU and to meet KUED. We distributed information about our four channels, including our **PBS Kids 24-7** channel.



Early Childhood Conference



Head Start Fall Family Fest

Writers and Illustrators Contest Winners



OUTREACH/EDUCATION PARTNERS

AARP
Academy Park Elementary
Allies with Families/ Healthy Happy
U Afterschool
Alphagraphics
American Chemical Society
American Indian Education, Utah
State Board of Education
Bacchus Elementary
Boys and Girls Clubs of Greater Salt
Lake - Sugar House Club and Lied Club
BYU College of Humanities
BYU Outdoor Adventure Club
Cache Valley Center for the Arts
Canyons School District
Carl Sandburg Elementary
Casino Star Theatre Foundation
Catholic Community Services
Children's Literature Association of Utah
Children's Service Society
Chinese Descendants of Railroad Workers
Clark Planetarium
Community Education Partnership
of West Valley
Cottonwood Elementary
Crimson View Elementary
Crossroads Urban Center
David Gourley Elementary
Discovery Gateway
DOCUtah/Dixie State
Downtown Farmers Market
Elaine Vickers
Elk Run Elementary
English Garden
Enterprise Elementary
Ephraim Public Library
Esperanza Elementary
Family Promise of Ogden
Family Promise of Salt Lake
Farnsworth Elementary

Fourth Street Clinic
Gallivan Center
Garden City Library
Girl Scouts of Utah
Grand County Public Library
Granger Elementary
Granite School District
Hillside Elementary
Huntington Library
Intermountain Therapy Animals
ITVS Indie Lens PopUp
Jackling Elementary
James E. Moss
Kingsbury Hall
KRCL
KUER Public Radio
Latinos in Action
LEAP into Science
Lincoln Elementary
Living Traditions Festival
Loveland Living Planet Aquarium
Magna Elementary
Megaplex at the Gateway
Melissa Nelleson Center for Autism
Mexican Civic Center
Mike Hamilton and The Magic in Learning
Mill Creek Elementary
Minersville Public Library
Moab Arts and Recreation Center
Monroe Elementary
National Parks in Utah
Natural History Museum of Utah
Newton Town Library
Now Playing Utah
Ogden Nature Center
Old Capitol Storytelling Festival
Orangeville Library
Park City Library
Pioneer Elementary
Preservation Utah

Provo School District Title VI
American Indian Education
Real Food Rising
Red Butte Garden
Redwood Elementary
REI
Road Home Shelter
Robert Frost Elementary
Rolling Meadows Elementary
Safe Kids Utah
Salt Lake City Public Library
Salt Lake City School District
Salt Lake County Library Services
Salt Lake County Mayor's Office
Salt Lake Education Foundation
Salt Lake Film Society
Silver Hills Elementary
Sorensen Unity Center
South Kearns Elementary
Southern Utah University
Spy Hop
Stansbury Elementary
Tanner Humanities Center
Thanksgiving Point
The Leonardo
The Road Home - Midvale Center
The Rose Establishment
Tracy Aviary
UEN
UMOCA
United Way - Help Me Grow
University Neighborhood Partners
University Neuropsychiatric Institute
University of Utah College of Education
University of Utah College of Social Work
University of Utah Office of Equity
and Diversity
University of Utah Youth Theatre
Urban Food Connections of Utah
Urban Indian Center of Salt Lake

Utah Afterschool Network
Utah Community Action Head Start
Utah Cultural Alliance
Utah Department of Refugee Services
Utah Division of Arts & Museums
Utah Division of State History
Utah Education Association
Utah Education Network
Utah Film Center
Utah Humanities
Utah Kids Ready to Read
Utah Museum of Contemporary Art
Utah Museum of Fine Arts
Utah Office of Multicultural Affairs
Utah Online School
Utah Presents
Utah PTA
Utah Shakespeare Festival
Utah State Board of Education
Utah State Library
Utah State University Extension Services
Utah Symphony - Utah Opera
Utah's Hogle Zoo
Vietnam Veterans of America Utah Chapter
Viridian Event Center
Volunteers of America
Washington Library
Water Canyon Elementary School
Weller Books
Westbrook Elementary
Western Folklife Center
Westminster College
Whittier Elementary
Wilson Elementary
Woodbury Gallery
Woodrow Wilson Elementary
YWCA

This Is Utah

+

FUNDRAISING

KUED Membership and Major Gifts areas of Development continued to show steady revenue growth that met the budgeted goals in FY18.

Corporate underwriting remained strong, although it lagged a bit behind FY17 even though nearly 100% of the Be Seen More underwriters renewed their support in our most cost-effective and largest revenue producing underwriting package. Corporate underwriting also saw several new underwriters appear on air both long and short term.

Production underwriting funding in FY18 was unusually low due to fewer local documentaries that could be offered to funders since the majority of production resources are going to support our new series,

This Is Utah.

Our Sustaining Membership program continues to be the strongest growth area of individual giving with approximately 13,173 donors in FY18 donating on a monthly, ongoing basis. Our Sustaining Membership program accounts for 51 percent of the total member base, which is up from 8.2 percent in FY18. KUED is consistently in the

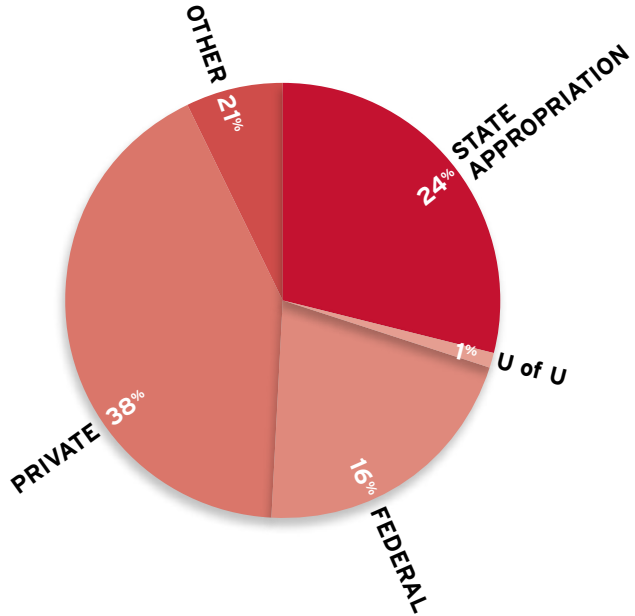
top ten stations in the country for acquiring in Sustainer Memberships during pledge drives.

On-air membership drives brought in \$854,095 from more than 6,718 donors. Direct mail raised \$578,809 from more than 6,850 donors.

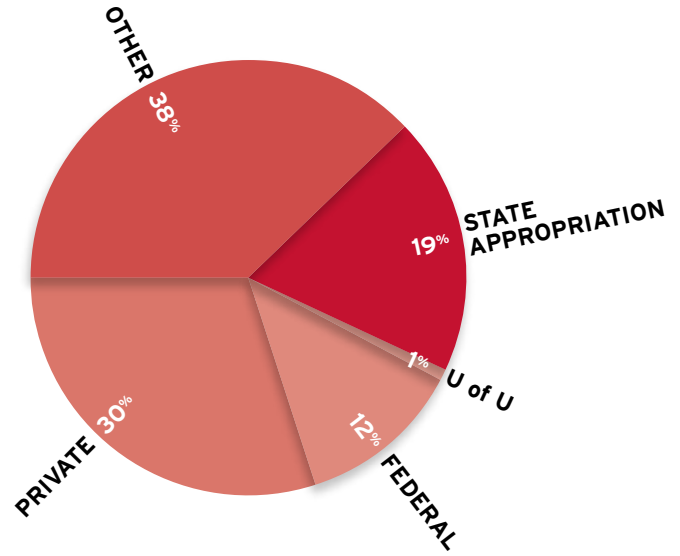




KUED OPERATING BUDGET REVENUE



FY18 ACTUAL



FY19 BUDGET

Endeavour on Masterpiece



KUED RETURN ON INVESTMENT

FY18 Actual

Cost to Utah taxpayers per citizen

84 CENTS



Cost to federal taxpayers per citizen

56 CENTS



FY19 Budget

Cost to Utah taxpayers per citizen

86 CENTS



Cost to federal taxpayers per citizen

55 CENTS





GOVERNING AND ADVISORY BOARDS

KUED is a department of The University of Utah, reporting to the Vice President for Institutional Advancement. We are subject to all of the policies and procedures of The University of Utah.

The governing board of KUED is the Board of Trustees of The University of Utah. Donating countless hours, the volunteer KUED Advisory Board exists to support the mission, vision, and values of KUED – offering advice on programs, community outreach, and special events; serving as advocates of public broadcasting; and assisting with fundraising.

BOARD OF TRUSTEES

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Phillip W. Clinger • <i>Vice-Chair</i>	J. Steven Price
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Lisa E. Eccles	
Christian Gardner	

LEGACY MEMBERS

Jess Agraz (Emeritus)	Ron Henriksen
Bruce Cohne	Barbara Tanner
Clark Giles	

ADVISORY BOARD

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Scott Mayeda	Cabot Woolley
Rainer M. Dahl	Spencer Critchett
Terrell Dougan	Nikki Walker
Yolanda Francisco-Nez	Stephenie Larsen
Nancy S. Lyon	Brendan Ryan
Abdou Niang	

APPOINTED MEMBERS

Bill Warren
Dave Gessel
Edna Anderson-Taylor
James Morgese

HONORARY MEMBER

Al Landon

Unforgotten on Masterpiece



SUPPORTING COMMUNITY PARTNERS

1st Arrow Corp.
Alphagraphics
Alpine Art & Frame
Alta Ski Area
American Nutrition
Bamberger-Allen Health & Education Foundation
Bastian Foundation, Bruce W.
Beesley Foundation, Brent & Bonnie Jean
Brighton Home Health & Hospice
Burton Foundation, R. Harold
Castle Foundation
Challenger Schools via Fuel Marketing
Chevron
Children's Hour Bookstore,
The Clark Planetarium
Community Nursing Services
CPB for RTL Partner Grant
Cultural Vision Fund/Orange County Community Foundation
Dahl, Rainer
Dee Foundation, Lawrence T. & Janet T.
Discovery Gateway
DragonLights SLC vis Fuel Marketing
Eccles Foundation, George S. and Dolores Doré

Eccles Foundation, Marriner S.
Eskuche Foundation, Henry I. & Leslie W.
Every Blooming Thing
FCS Community Management
Find Assisted Living
Hall Foundation, Alan & Jeanne
Hayward Family Foundation, Nancy Eccles & Homer M.
Huetter Mill & Cabinet
Jim Henson Company, The
Johnson Memorial Foundation, David Kelby
Jones Foundation, Emma Eccles
Ken Sanders Rare Books
King's English Bookshop
Kirkham's
KUER
Lamb, Hank and Marty
LDS Church Foundation
Let's Make This Move
Loveland Living Planet Aquarium
MacCool's Public House
Madeleine Choir School, The
Magic Space Entertainment for Eccles Theatre
Masonic Foundation
McDonough Orthodontics

Miller Charities, Larry H.
Morris Foundation, George Q.
My Good Fund/Jennifer Speers
Natural History Museum of Utah
Natural History Museum of Utah thru Saxton Horne
NPM for 20th Century Fox - The Greatest Showman
NPM for Victoria
O.C. Tanner Jewelers
Ogden Nature Center
Park City Summit County Arts Council thru Blakeslee Advertising
Parsons Behle & Latimer
Patrick Media LLC for Pony Express
PBS TGAR (The Great American Read) Pictureline
Plan B Theatre
Pub Corporation
Quinney Foundation, S. J. & Jessie E.
R & R Partners for Intermountain Health Care Live!
Rhodes Bread through Ken Son Advertising
Roberts, Barbara
Rocky Mountain Power Foundation
Salt Lake Community College
Salt Lake County Mayor's Office
San Francisco Design

Serv-A-Cup
Shen Yun/San Francisco Falun Buddha Study
Silicon Valley Community Foundation
Snow Christensen & Martineau Foundation
The Nature Conservancy
Tracy Aviary
The United Concerts, Inc.
The University Federal Credit Union
The University of Utah
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Members of the **Broadcasters Club**, who contribute \$1,000 or more to KUED's Annual Fund every year, provide an important source of revenue to KUED. These funds allow 1,000 hours of programming every year.

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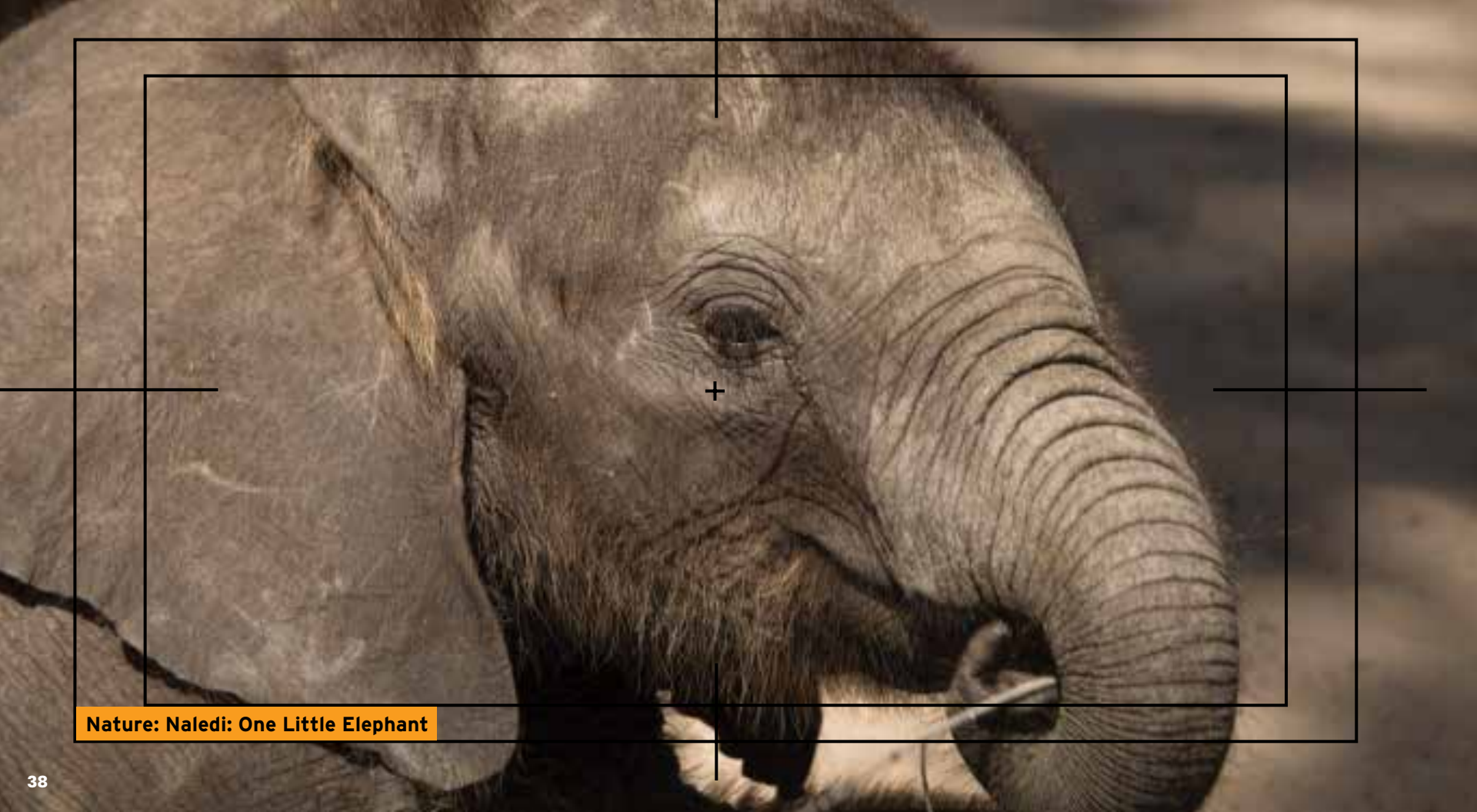
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Nature: Naledi: One Little Elephant

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The **Sustaining Members** program begins at \$5 per month and goes as high as the member chooses. Typically, a **Sustainer** commitment is between \$10 - \$20 per month. **Sustaining Members** donate every month by automatic withdrawal from their checking accounts. It is ongoing until the **Sustaining Member** requests otherwise. This is our fastest-growing and most cost-effective membership program. It is more environmentally friendly than annual memberships since there are no renewal letters.



VALUES, VISION, MISSION

OUR MISSION

We inform, enrich, and inspire our viewers with exceptional content and community service.

OUR VISION

We are a community resource that is trusted, valued, and essential.

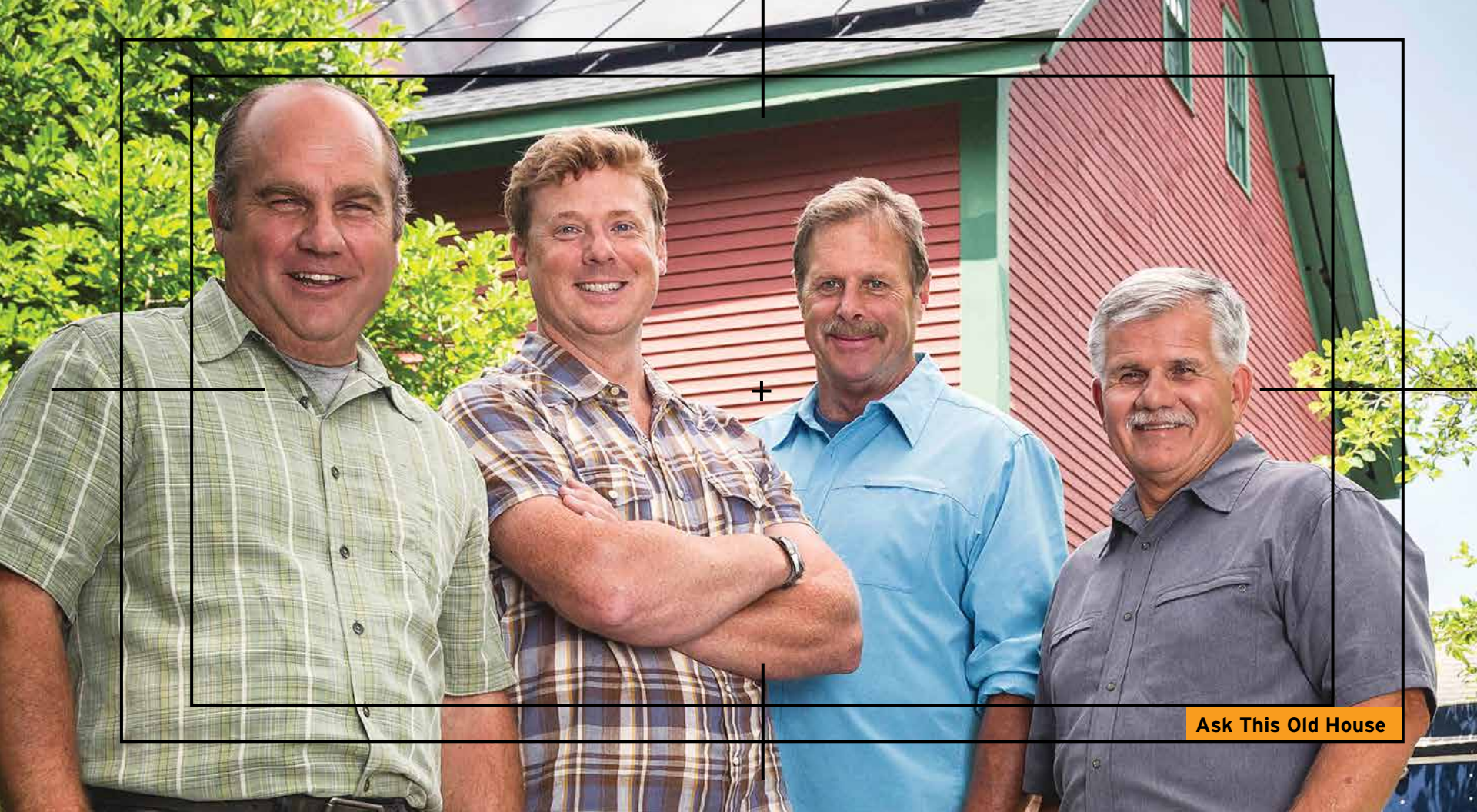
OUR VALUES

Independence: We are accountable to our viewers and not to commercial interests.

Fairness: We safeguard free expression and give voice to a diversity of perspectives to strengthen the social, democratic, and cultural health of Utah.

Integrity: We are honest, respectful, and ethical in our programs and in our interactions with viewers, online users, co-workers, and supporters.

Education: We promote lifelong learning, an engaged and informed citizenry, and a safe place for children to grow and learn.



Ask This Old House



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