



UTAH'S STORYTELLER • KUED PUBLIC TELEVISION • FY2019 ANNUAL REPORT

JULY 1, 2018 | JUNE 30, 2019

3	From the General Manager
7	National Programming
11	Local Productions
15	Digital Media
17	Community Engagement
21	Education
27	Outreach/Education Partners
29	Fundraising
31	KUED Operating Budget Revenue
33	KUED Return on Investment
35	Governing and Advisory Boards
37	Donors
42	Values, Vision, Mission

Blue Planet

FROM THE GENERAL MANAGER



James Morgese
General Manager KUED

It's been a year full of changes at KUED. After KBYU terminated its affiliation with PBS at the end of fiscal year 2018, KUED became the only PBS member station serving the state of Utah. KUED took over local distribution of the Create Channel, formerly provided by KBYU, and expanded our programming and community engagement efforts into Utah County – producing two segments of our new series, **This Is Utah**, in the area. We attended the Provo Farmers Market, and joined KBYU for Be My Neighbor Day, featuring the popular PBS KIDS character Daniel Tiger. KUED also took ownership of Ready To Learn workshops, ensuring continued access to essential K-12 educational programs for Utah County children.

Speaking of **This Is Utah**, KUED launched the new flagship series this year, with producer and on-air host Liz Adeola guiding viewers through stories of people and communities from around the

state: featuring Antelope Island's Bison Roundup, the Mars Desert Research Station in Hanksville, Spring City Heritage Day, and more. By creating more serialized content in addition, to our long-form documentaries, we hope to create touchpoints with viewers throughout the entire year.

During FY19, our field crews completed moving our displaced translators to their new channels. Unanticipated problems with the new equipment caused some additional delays, however the resourcefulness of our field engineers prevented these delays from causing additional interruptions for our viewers. In addition to those translators carrying KUED, our engineers work closely with county governments, private translator owners, and the FCC to ensure as smooth a transition as possible for our viewers.

We bid a fond farewell to Mary Dickson this year, and we wish her well in her retirement. Mary will continue to host her nightly interview show, **CONTACT with Mary Dickson**, and appear on our digital series highlighting organizations and events around the state, **CONTACT in the Community**.

KUED covered the 2018 midterm elections in depth, fulfilling our mission as a trusted, reliable source of information in the



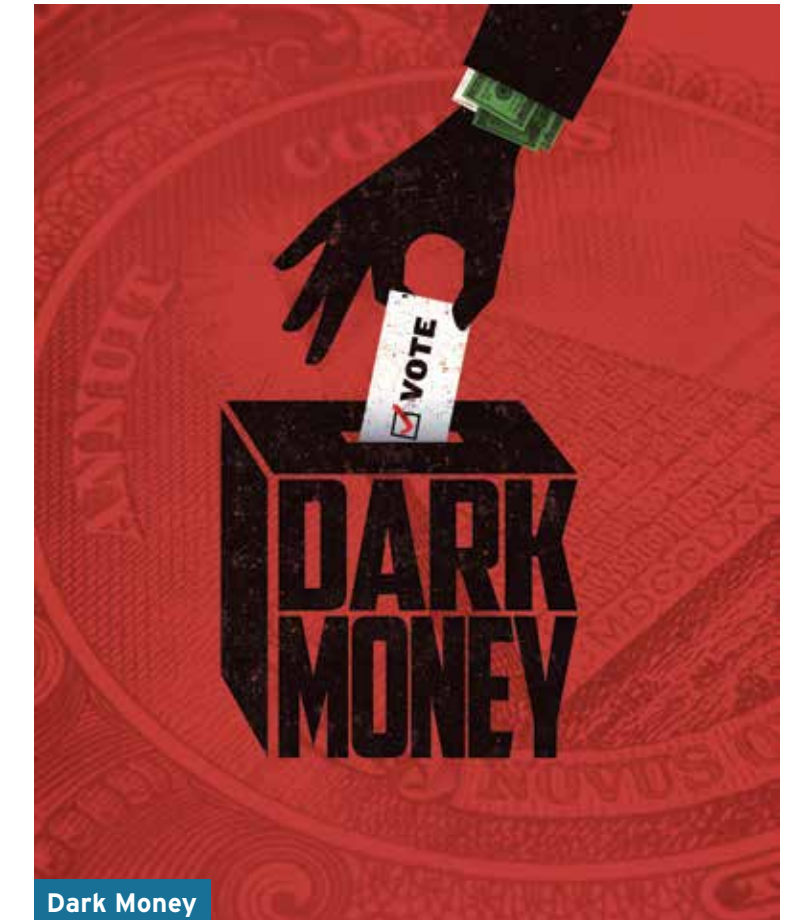
Outback: The Kimberley Comes Alive

community. We broadcast local debates for Senate and all four Congressional Districts and produced **Free Speech Messages** for every candidate for local office.

For the past five years, KUED has had an Interactive Media Department that produces content only for our website. This website-only content, coupled with streaming options and PBS Passport, has resulted in a steady and impressive growth in the use of streaming video – a 17 percent increase over FY18 – and increased time spent in online viewing. Individual viewers to our kued.org website grew 52 percent in FY19.

KUED experienced significant growth in both individual members and dollars. Our membership continues to grow at 10 percent per year and has passed the 30,000 mark. Private donations have grown 17 percent over the last five years, largely due to PBS Passport, which extends access to our on-demand library of PBS programs and local productions. Sustaining members make up 48 percent of our total membership.

Each year, KUED adheres to its strategic plan, and substantially completes the list of initiatives that we set out to accomplish. We are a highly focused and accountable organization that upholds its mission, vision, and values.



Dark Money

PBS continued its tradition as a source of compelling and diverse storytelling, bringing viewers into new worlds and illuminating the lives of others. PBS' **Summer of Adventure** explored the remote wilderness of the Kimberley region in North West Australia in the three-part series, **Outback**. **Kingdoms of the Sky** introduced viewers to the extraordinary people who make their home in the uppermost reaches of the Rockies, the Himalaya, and the Andes mountain ranges, while **No Passport Required** with chef Marcus Samuelsson cooked up bold and unique flavors with the help of thriving immigrant populations in New Orleans, Miami, and Detroit.

To Kill a Mockingbird was crowned America's best-loved novel during a live finale of **The Great American Read**, after tallying the votes of more than four million book lovers from around the nation.

Topical miniseries brought engaging storytelling and compelling history to new light. A second season of **We'll Meet Again** with host Ann Curry featured the dramatic reunions of people whose lives crossed at pivotal moments, from two Korean War servicemen reunited after 70 years to Holocaust survivors searching for the strangers who helped them at great personal risk. **Native America**, a four-part miniseries, reached back 15,000 years to explore the world built by America's First Peoples. **The Dictator's**

Playbook dove deep into recent history to uncover how six dictators, from Mussolini to Saddam Hussein, shaped the 20th Century.

Nature uncovered how one of mankind's beloved pets took over our hearts and the globe in **Super Cats: A Nature Miniseries**, and shone a light on the evolutionary history and physical prowess of the horse in **Equus: Story of the Horse**. **Snow Bears** told the story of one polar bear mother and her two cubs as they learned to survive in the frozen tundra.

NOVA continued to illuminate the world around us, tracking the eruption of Hawai'i's Kīlauea volcano and the catastrophic wildfires that ravaged the state of California. **NOVA** joined scientists using groundbreaking technology to prove Einstein's theory of quantum entanglement in **Einstein's Quantum Riddle** and followed along with a group of engineers, scientists, and political leaders in the race to save the Dead Sea.

Fine arts programming from **Great Performances** continued to shine on KUED, with performances of George Gershwin's **An American in Paris**, the **Leonard Bernstein Centennial Celebration at Tanglewood**, and an all-female production of **Julius Caesar**, bringing the passion of the stage to life on screen for viewers of all ages.



Poldark Season 4 on Masterpiece

FRONTLINE tackled difficult topics affecting Americans with characteristic on-the-ground reporting, covering the rise of the militant far-right in **Documenting Hate: Charlottesville** and **New American Nazis**. The series also offered special investigations into Facebook's growing role as the gatekeeper of American media, the ongoing fight over the future of the U.S. Supreme Court, and the resurgence of a deadly black lung disease among West Virginia coal miners.

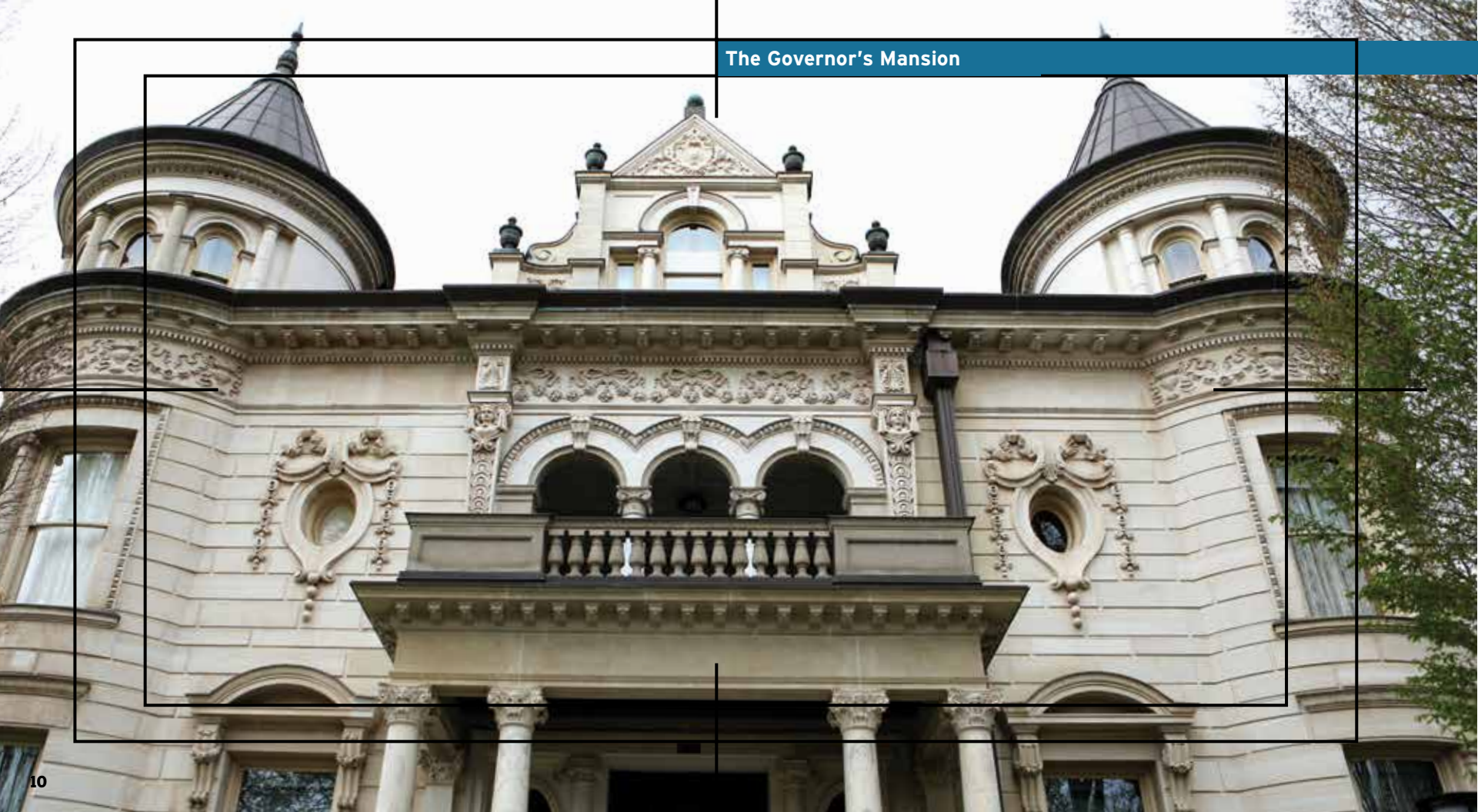
American Masters highlighted the lives of influential Americans, telling the story of Charley Pride, a sharecropper's son from Mississippi who overcame racial barriers to rise to success as a country music superstar. Other notable people featured in the series include feminist activist and singer Holly Near, neo-expressionist artist Jean-Michel Basquiat, and geneticist James Watson.

American Experience expanded our knowledge of pivotal points in U.S. history, documenting a scientific community obsessed with genetic superiority in **The Eugenics Crusade**, and exploring the colorful history of **The Circus** as a distinctly American form of entertainment.

PBS KIDS introduced children to different cultures around the world with a new show from creator Joe Murray, **Let's Go Luna!**

Fan-favorite series **Masterpiece** continued to offer viewers the best in British and period dramas. A fourth season of **Poldark** saw Ross enter the political ring in London, while he and Demelza attempt to repair their relationship. A new season of **Victoria** saw the titular monarch come into her own as a ruler, staving off revolution and enacting reforms. A third season of the quirky drama **The Durrells in Corfu**, followed the eccentric Durrell family in their attempts to get along with the light-hearted Greeks, for better or for worse. A variety of miniseries also delighted viewers, with a dark adaptation of the Jessie Burton novel, **The Miniaturist**, the dramatic true story **Mrs. Wilson**, and a new adaptation of Victor Hugo's classic work, **Les Misérables**.

Mystery programs on KUED continued to draw strong viewership, uncovering nefarious schemes and mysterious circumstances from the island of Saint-Marie to the quaint villages of Kembleford and Midsomer. **Father Brown** saw Mark Williams as the mild-mannered Catholic priest solving crimes and saving souls. Shaun Evans returned as Oxford City Police's young Endeavour Morse in season six of **Endeavour on Masterpiece**. Nicole Walker and Sanjeev Bhaskar return to investigate another emotionally-charged cold case on Season 3 of **Unforgotten on Masterpiece**. New seasons of **Doc Martin** and **Death in Paradise** brought a sense of humor to morbid cases, and **Midsomer Murders** continued to entertain mystery viewers week after week.



The Governor's Mansion

LOCAL PRODUCTIONS

KUED produced a number of local films and series in FY19, chronicling the history of our state, featuring interesting places and people in Utah, shedding light on current issues that unite and divide us, and highlighting the beautiful landscapes of the American West.

The Hinckley Report, a weekly public affairs program featuring local reporters, journalists, and policymakers, returned for a third season with host Jason Perry of the Hinckley Institute of Politics at The University of Utah. At a time when divisive political news dominates headlines, **The Hinckley Report** provides unbiased and civil roundtable discussions that unpack the issues Utahns face in a deep and insightful way. This season also saw the launch of **The Hinckley Report Podcast**, bringing each week's events and political news to even broader audiences.

In FY19, KUED launched our latest flagship series, **This Is Utah**. This weekly half-hour series was an ambitious project, telling 21 unique stories over the course of eight episodes in its premiere season. With this series, we aimed to not only increase the broadcast footprint of our local productions, but to embrace our new role as Utah's only PBS station. In its first season, **This Is Utah** highlighted interesting people and communities in Fairfield, Spring City, Boulder, Tremonton, Provo, and more.

KUED also continued to produce standalone documentaries and films in FY19. **Battle Over Bears Ears** explored the cultural divides and connections that fuel the fight over the former Bears Ears National Monument. After President Obama designated 1.35 million acres in the southeastern portion of the state as a national monument, the nation's eyes turned to Utah – but the most important stories come from the people who call the area home.

Historical documentaries were another part of the local production lineup this year, including **Utah Gymnastics: Red Rocks Retrospective**, which tells the rags-to-riches story of The University of Utah Women's Gymnastics Team, from its humble beginnings as a Title IX requirement to winning back-to-back NCAA championships. **The Governor's Mansion**, produced by longtime collaborator Issac Goeckeritz, tells the history of the grand Kearns Mansion on South Temple, which has served as the residence of Utah's Governors since 1902.

A visual and auditory treat, **Yellowstone Symphony**, introduced viewers to the beauty of Yellowstone National Park in all four seasons, featuring time-lapse photography and stunning cinematography of wild elk, moose, bison, bears, and wolves, set to the orchestral compositions of Vivaldi, Schubert, Beethoven, Tchaikovsky, and others. This special pledge program was distributed to PBS stations across the country during the March pledge drive.



Utah Gymnastics: Red Rocks Retrospective

ROCKY MOUNTAIN EMMY AWARDS

Documentary - Historical

Utah Gymnastics: Red Rocks Retrospective

- Joe Prokop
- Steve Crass
- John Rogers

Audio-Live or Post Production

Utah Gymnastics: Red Rocks Retrospective

- William Montoya
- Brenton Winegar
- Kevin Sweet

Talent - Performer/Narrator

Battle Over Bears Ears Composite

- KUED
- Liz Adeola



The Hinckley Report



Battle Over Bears Ears

KUED's Digital Media Department provided support for other KUED departments in FY19, helping to promote Community Engagement efforts and events, local productions such as **This Is Utah**, and Education programs such as Reading Marathon.

The bulk of the department's efforts, though, was in producing high-quality, short-form videos to attract new audiences. The videos were distributed on kued.org, Facebook, YouTube, Instagram, and the PBS Video apps on mobile and over-the-top devices (OTT) in an effort to have a strong presence whenever and wherever our audiences consume content.

Visitors to kued.org and related kued.org web properties grew 52 percent in FY19, with an 83 percent increase in users on the website. The amount of time users spent on the website grew eight percent year after year.

Local streams of PBS KIDS content through KUED totaled 37,465,527, with streams of the PBS KIDS 24/7 Channel live stream totaling 1,560,636 in FY19.

VERVE, KUED's online series exploring local creativity, produced its final season, which focused on the book as an artistic medium, as

part of coordinated station efforts around the PBS series, **The Great American Read**. Through **VERVE**, we profiled book binders, a poet, a children's author, and even a child author, as well as several other artists, writers, and creators.

CONTACT in the Community, a collaboration between KUED's Community Engagement program and Digital Media, highlighted work by local non-profit and arts organizations in a series of unique digital shorts. In FY19, we cast a spotlight on the Utah Chamber Artists' Collage Concerts, Springville's All-State High School Arts Competition, and Utah Symphony's new UNWOUND concert series.

KUED's digital series, **Modern Gardener**, produced videos and blog posts about a wide variety of gardening topics, from planning your garden space to learning about soil to caring for indoor plants. KUED partnered with a wide variety of experts and local organizations to bring reliable tips and tricks to those struggling to grow plants in Utah's unique climate. **Modern Gardener** also served as a great medium for experimenting with distribution through Instagram's IGTV and Stories formats, as well as our traditional digital venues.


COMMUNITY ENGAGEMENT

KUED's Community Engagement program pushes the power of public broadcasting beyond the television screen by taking PBS and KUED content into Utah's communities. Through film screenings, activities, and special projects, KUED provides audiences with exceptional storytelling and facilitates dialogue relevant to topics valued by Utahns.


With a goal to reach different audiences, half our events extended beyond the Salt Lake area and into rural communities such as Logan, Monument Valley, Monticello, Fillmore, and Ivins. We took local documentaries such as **Battle Over Bears Ears, Utah Gymnastics: Red Rocks Retrospective**, and **On the Spectrum** to communities that benefited from the perspectives and information that were provided in the programs.

PBS' inspirational program, **The Great American Read** was a station priority at KUED along with other PBS stations across the country. We held a screening event to introduce the series and also hosted a book exchange. All remaining books were donated to underserved communities in Utah.

The series also helped inspire a new ongoing local project called Book Club in a Box. This project provides curated toolkits for book



Promoting Ken Burns' upcoming Country Music documentary at Heart & Soul Music Stroll



Taking votes on everyone's favorite novel from The Great American Read's list of 100 at Craft Lake City

17

KUED's Community Engagement program pushes the power of public broadcasting beyond the television screen by taking PBS and KUED content into Utah's communities. Through film screenings, activities, and special projects, KUED provides audiences with exceptional storytelling and facilitates dialogue relevant to topics valued by Utahns.

With a goal to reach different audiences, half our events extended beyond the Salt Lake area and into rural communities such as Logan, Monument Valley, Monticello, Fillmore, and Ivins. We took local documentaries such as **Battle Over Bears Ears, Utah Gymnastics: Red Rocks Retrospective**, and **On the Spectrum** to communities that benefited from the perspectives and information that were provided in the programs.

PBS' inspirational program, **The Great American Read** was a station priority at KUED along with other PBS stations across the country. We held a screening event to introduce the series and also hosted a book exchange. All remaining books were donated to underserved communities in Utah.

The series also helped inspire a new ongoing local project called Book Club in a Box. This project provides curated toolkits for book





Kaysville residents drove down to Salt Lake City's Broadway Centre Cinemas to see the season premiere of Poldark.

club hosts across the state. They are invited to engage their group in a discussion about stories in a book paired with a documentary. Thanks to a grants from Utah Humanities and the Bastian Foundation, we were able to supply 79 book club hosts with materials to engage their participants in meaningful discussions. We chose PBS films that explore race, gender equality, wildlife, and civil rights.

What book group participants are learning from this program:

"I realized that being uncomfortable about the things I accept as normal is a good step to being more aware and sensitive to reform."

"I learned that education is the key to a better life. We have made progress on equal opportunity and treatment under the law, but there is more work to be done."

"This series prompted discussion with my friend and me. We talked about how we need to expand the types of books we read."

CONTACT with Mary Dickson continued to give voice to Utah's nonprofit community with 206 guests representing organizations across the state. 73 of those represented organizations outside of Salt Lake City (a 35 percent increase from the previous fiscal year). Our **Billboard** calendar, which airs on KUED and WORLD and highlights events across the state, promoted 306 events with a 48 percent increase in events outside of Salt Lake City from the previous year.



CONTACT with Mary Dickson



26th Annual Reading Marathon

EDUCATION

Ready To Learn uses PBS children's television programs as a springboard to bolster emergent literacy and encourage parent involvement in children's education. Through the initiative's signature portfolio program, Family Nights, as well as numerous additional community engagement activities, the initiative provides resources and services to involve parents, teachers, and caregivers as learning partners.

In FY19, KUED's education initiative, Ready To Learn (RTL), impacted more than 50,000 children, parents, and teachers in the state of Utah. In addition to the 27 schools in Salt Lake County, at which KUED hosts Family Learning Nights, KUED worked with United Way of Utah County to present Ready To Learn parent workshops acquired from KBYU when they ended their PBS affiliation in July 2018. To help facilitate a smooth transition, KUED pledged to incorporate the existing services in Utah County into the station's robust education portfolio.

As part of continued state-wide parent and family engagement, KUED hosted community events including the Annual Reading Marathon and Writers & Illustrators Contest. In its 26th year, the Reading Marathon encourages children to read every day during the month of November, and in 2018, 3,287 children read more

than 2.5 million minutes. 1,400 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, where readers were able to visit Hogle Zoo, Tracy Aviary, Red Butte Garden, and more, for free! We had great feedback from parents saying the Reading Marathon inspired them to read more with their children.

"I liked that you had a variety of activities spread over three months. I didn't feel as stressed to try and cram them all in at once. We could enjoy them. It also gave me the opportunity to take my kids to places we had never been before at a reduced cost."

"We were excited about the businesses that partnered with KUED and offered passes to the kids. We hope those same businesses partner again."

"I loved the wide variety of activity options! I loved that the coupons helped my family try new things together and be able to afford it."



26th Annual Reading Marathon

"We loved it! It was nice that the adventures were spread out over three months. It got us out doing things in the colder months which was nice. Thank you! Looking forward to doing it again."

"Thank you for offering these types of programs that reward kids for reading. The rewards are also educational and fun."

Additionally, KUED provided funding to support Mini Reading Marathons at libraries, schools, and non-profit organizations located in small communities 100 miles or more from Salt Lake County. These reading events ensured that the more remote Utah populations could equally access and benefit from early literacy initiatives. Mini Reading Marathon funding for 2018-19 was awarded to 23 organizations located in the following Utah cities: Castle Dale, Circleville, Orangeville, Cleveland, Enterprise, Fillmore, Dutch John, Garden City, Green River, Grouse Creek, Gunnison, La Verkin, Manila, Moroni, Orangeville, Randolph, Richmond, Logan, Monument Valley, Wendover, Richfield, St. George, and Hildale. Through the Mini Reading Marathon program, KUED was able to reach more than 2,500 children and 1,000 adults in rural communities throughout Utah.

"We can't thank you enough. This is a huge deal to our school, students, and community. We are so grateful for your donation. I hope this program keeps going so that it can continue to help small, remote schools and students like ours."

– Natalie Remund
Circleville Elementary School

"Thank you for the wonderful support for our school. Encouraging reading is highly important since most people do not value reading for what it is. Our students need to have opportunities to see and participate in the rewards of reading, not just the grade achievement. Thank you for supporting our Super Readers."

– Shawna Carroll
Cottonwood Elementary/Emery School District

The KUED Kids Writers & Illustrators Contest returned for its 18th year. The annual contest strives to foster creativity and literacy in young Utah artists and writers. In celebration of the 50th anniversary of the moon landing, the 2019 contest's theme was space. KUED received hundreds of stories from 67 cities and towns across the state. The celebration was held at the Natural History Museum of Utah where winners enjoyed a day with their families.



Writers & Illustrators Contest Winners

Winning stories were published online, and traveled the state in an art exhibit hosted by the Utah Division of Arts and Museums.

KUED, with its 60-year commitment to education, partnered with Utah Education Association (UEA) to produce video profiles of the Excellence in Teaching Award winners. UEA Excellence in Teaching Awards are presented to Utah public school teachers whose efforts in the classroom significantly impact the life of an individual child or group of children. Ten teachers from around the state were honored at a banquet.

KUED hosted two day-long Native American professional learning opportunities for educators from around the state. KUED collaborated with education professors from Westminster College and indigenous educators from Provo School District's Title VI: Indian Education Program to produce curriculum that aligns with the KUED documentaries **Battle Over Bears Ears** and **Unspoken: America's Native American Boarding Schools**. During breakout sessions, the professors shared their expertise on critically informed cultural texts and on creating culturally sustaining curriculum for the classroom. KUED then traveled to the San Juan School District and hosted a professional development workshop at Tse'bii'nidzisgai Elementary School.

"The Native American Professional Learning Opportunity

allowed me to examine my teaching practices regarding native people. I had the opportunity to learn about resources to better equip me to teach my students about the tribes of Utah. I also was able to practice skills in examining texts that could be used in my curriculum. It is one of the best professional learning opportunities I've attended."



Native American Professional Learning Opportunity



Be My Neighbor Day

COMMUNITY ENGAGEMENT/EDUCATION PARTNERS

- | | | | |
|----------------------------------|--|---|--------------------------------------|
| Academy Park Elementary | Garden City Library | Park City Library | Uplift Families |
| American Chemical Society | Glendale Library | Pioneer Elementary | Utah Afterschool Network |
| American Indian Education, Utah | Granger Elementary | Preservation Utah | Utah Community Action |
| State Board of Education | Granite School District | Provo Farmers Market | Utah Cultural Alliance |
| Bacchus Elementary | Green River Library | Provo School District Title VI: | Utah Division of Arts & Museums |
| Cache Valley Center for the Arts | Grouse Creek School | American Indian Education | Utah Division of State History |
| Canyons School District | Gunnison Valley Elementary | Red Butte Garden | Utah Education Association |
| Carl Sandburg Elementary | Heart & Soul | Redwood Elementary | Utah Education Network |
| Castle Dale Library | Hillsdale Elementary | Rich County Library | Utah Film Center |
| Children's Service Society | Intermountain Therapy Animals | Richmond Public Library | Utah Housing Coalition |
| Child & Family Support Center | Jackling Elementary | Riverside Branch Library | Utah Humanities |
| of Cache County | James E. Moss | Robert Frost Elementary | Utah Museum of Contemporary Art |
| Circleville Elementary | KRCL | Rolling Meadows Elementary | Utah Museum of Fine Arts |
| Clark Planetarium | KUER Public Radio | Salt Lake City Public Library | Utah Office of Indian Affairs |
| Community Education Partnership | Latinos in Action – Kearns High School | Salt Lake County Library Services | Utah Office of Multicultural Affairs |
| of West Valley | La Verkin Elementary | Salt Lake Film Society | Utah Online School |
| Cottonwood Elementary | Lincoln Elementary | Silver Hills Elementary | Utah Presents – Kingsbury Hall |
| Craft Lake City | Loveland Living Planet Aquarium | Snell & Wilmer | Utah Pride Center |
| Crossroads Urban Center | Manila Elementary | Sorensen Unity Center | Utah State Board of Education |
| David Gourley Elementary | Manti City Library | South Kearns Elementary | Utah State Library |
| Discovery Gateway | Megaplex at the Gateway | Spy Hop | Utah State University |
| Dixie State University | Melissa Nelleson Center for Autism | Stansbury Elementary | Utah Stem Action Center |
| Downtown Farmers Market | Mill Creek Elementary | Thanksgiving Point | Utah Symphony - Utah Opera |
| Elaine Vickers | Monument Valley High School | The Leonardo | Utah's Hogle Zoo |
| Elk Run Elementary | Monroe Elementary | The Road Home – Midvale Center | Viridian Event Center |
| Emery County Library | Moroni Elementary | The Rose Establishment | Washington County Library |
| English Garden | Natural History Museum of Utah | The Utah Theatre | Water Canyon Elementary School |
| Enterprise Elementary | Now Playing Utah | Tracy Aviary | Westbrook Elementary |
| Esperanza Elementary | Ogden Farmers Market | Troubeliever Festival | Western Folklife Center |
| Family Promise of Salt Lake | Ogden Nature Center | Tse'bi'i'nidzisa'gai Elementary | West Kearns Elementary |
| Farnsworth Elementary | Old Capitol Storytelling Festival | United Way - Help Me Grow | Westminster College |
| Filmore City Library | Orangeville Library | The University of Utah College of Education | Whittier Elementary |
| Flaming Gorge Elementary | Orchard Elementary | The University of Utah College | Woodrow Wilson Elementary |
| Gallivan Center | Osher Lifelong Learning Institute | of Social Work | YWCA |



This Is Utah

THIS IS UTAH



FUNDRAISING

All areas of Development continued to show revenue growth that exceeded the budgeted goals in FY19.

Corporate support added several new underwriters and retained over 80 percent of existing sponsors.

KUED received grant funding to support program acquisition costs, local productions, direct engagement in the community, and the station's early education initiative, Ready To Learn. Not only did the funding provide critical financial support but it also provided the station with the ability to leverage the support to recruit additional funding partners. The station's foundational partners have been critical to KUED's longevity and success.

In FY19, KUED received grant funding from more than 30 partners with 40 percent of these funds directed toward program acquisition and 30 percent toward Ready To Learn.

Our Sustaining Membership program continues to be the strongest growth area of individual giving with 15,442 donors in FY19 donating on a monthly, ongoing basis. Our Sustaining Membership program accounts for 45 percent of the total member base, which is up 5.4 percent in FY19.

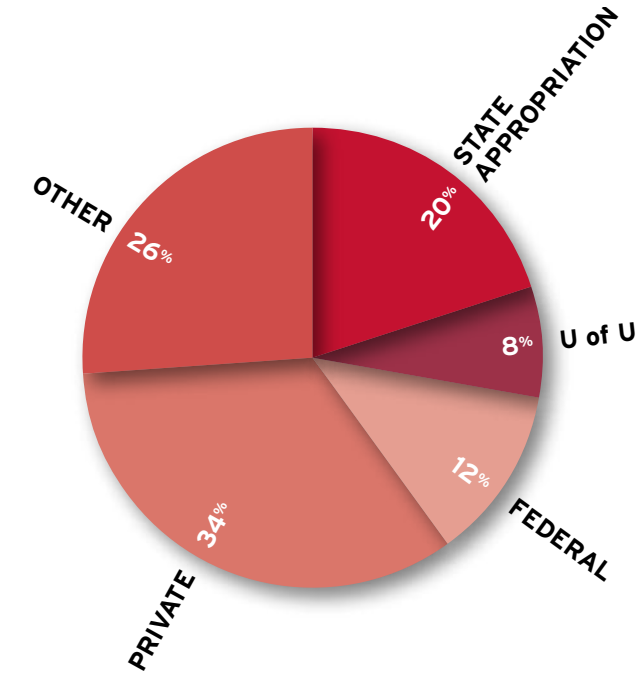
On-air membership drives brought in \$767,375 from more than 6,498 donors. Direct mail raised \$702,994 from more than 8,671 donors.

During the fiscal year membership numbers were at an historical high of nearly 29,000 members.

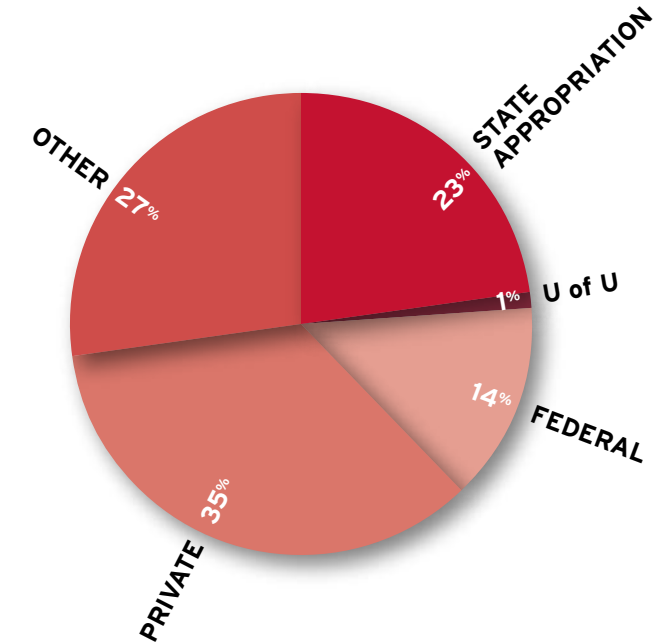
Thanks to financial support from Broadcasters Club members, FY19 recognized 10 percent increase in major gifts, bequests from estates, and planned gifts. Throughout the year, major donors enjoyed getting to know one another at monthly events with PBS Utah producers, in-studio events with local and national talent, community performances, annual garden parties, and planned giving seminars.



KUED OPERATING BUDGET REVENUE



FY19 ACTUAL



FY20 BUDGET



Native America

KUED RETURN ON INVESTMENT

FY19 Actual

Cost to Utah taxpayers per citizen

83 CENTS



Cost to federal taxpayers per citizen

53 CENTS



FY20 Budget

Cost to Utah taxpayers per citizen

85 CENTS



Cost to federal taxpayers per citizen

52 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

- | | |
|--|-----------------|
| H. David Burton • <i>Chair</i> | Cristina Ortega |
| Phillip W. Clinger • <i>Vice-Chair</i> | J. Steven Price |
| Spencer F. Eccles • <i>Treasurer</i> | Joe Sargetakis |
| Zach Berger | Jim Sorensen |
| Lisa E. Eccles | |
| Christian Gardner | |

LEGACY MEMBERS

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

ADVISORY BOARD

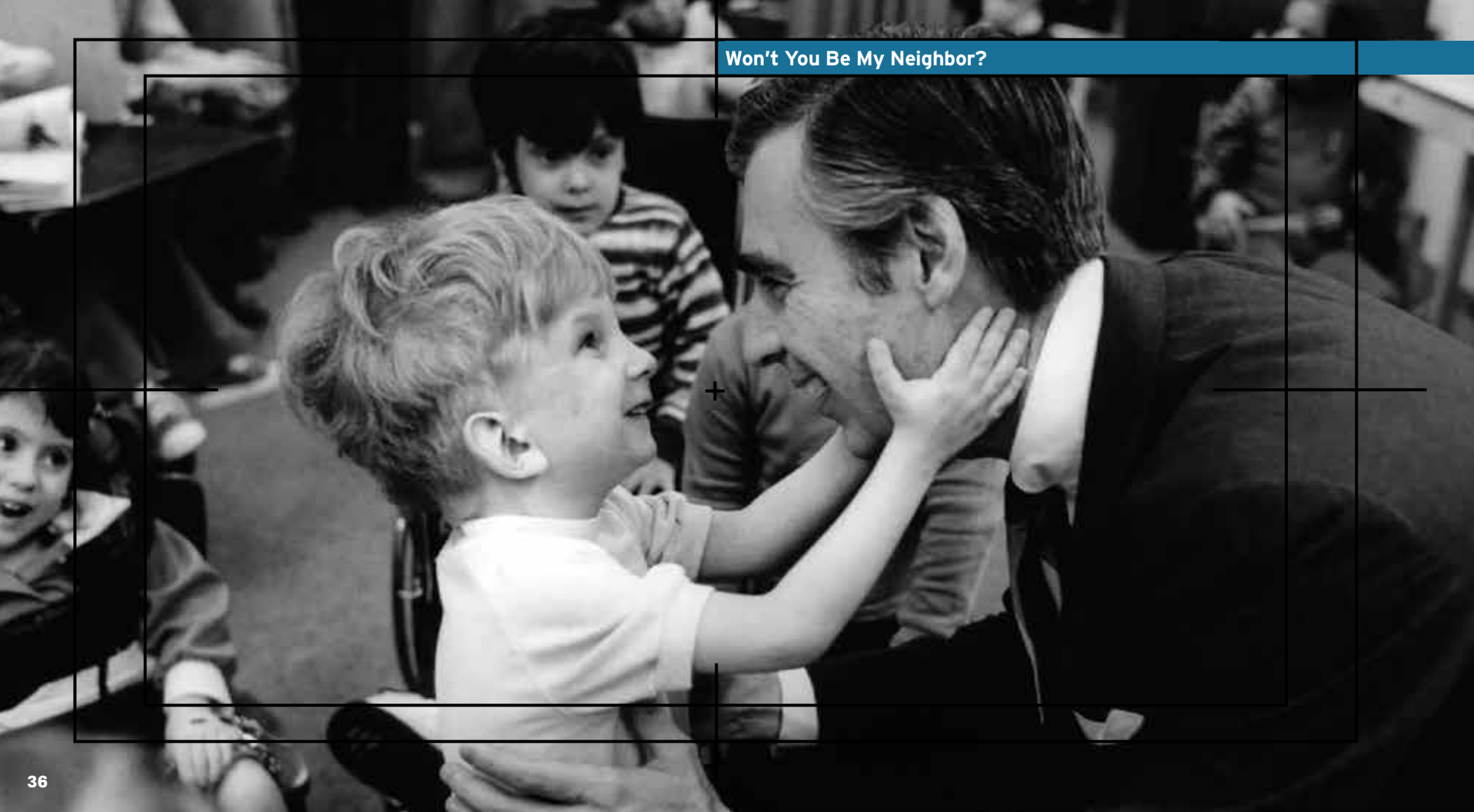
- | | | |
|-------------------------------|------------------|----------------------|
| Karen Hale • <i>President</i> | Bill Oakley | Stephenie Larsen |
| Karen Hale • <i>Chair</i> | Nancy Lyon | Spencer Critchett |
| Sheryl Allen | Rainer Dahl | Edna Anderson-Taylor |
| Des Barker | Brendan Ryan | James Morgese |
| Byron Russell | Scott Mayeda | Bill Warren |
| Abby Cox • <i>Vice Chair</i> | Abdou Niang | Dave Gessel |
| Yolanda Francisco-Nez | Kim Hood | |
| Ben Rabner | Jennifer Tarazon | |
| Terrell Dougan | Cabot Woolley | |
| Gail Winterfeld | Nikki Walker | |

APPOINTED MEMBERS

- Bill Warren
Dave Gessel
Edna Anderson-Taylor
James Morgese

HONORARY MEMBER

- Al Landon



Won't You Be My Neighbor?

DONORS

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

The United Concerts, Inc.

The University Federal Credit Union

The University of Utah

The University of Utah College of Health, Dept. of Communication Sciences and Disorders

Tracy Aviary

The University of Utah Continuing Education

The University of Utah Health Sciences

Utah Education Network

Utah Food Services

Utah Humanities Council (KUED Book Club in a Box)

Utah Medical Association Foundation

Utah Presents

Utah Shakespeare Festival

Utah Stories

Utah Symphony/Utah Opera

VRx Pharmacy

Wells Fargo Foundation

WSRP

BROADCASTERS CLUB

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.

INDIVIDUALS

Frank Abenante

Larry Abplanalp

Lisa and John Adams

Sheryl and John Allen

Diana Allison

Sara Andersen

Lester Aoki

Kerry Armstrong

Robert Avery

Robert Bacon

Wolfgang and Jeanne Baehr

Kenneth Bailey

Ben Banks

Bruce Bastian and Clint Ford

Tika Beard

Nancy Behnken

Sandi Behnken

Peter and Margaret Billings

Andrew and Claire Bjelland

John and Violet Bodmer

Steve and Robin Boies

Roger and Margaret Bourke

Margaret Bowman

Don and Jean Bradshaw

Judy Brady and Drew Browning

Aaron and Barbara Breen

Edward Breitenbach

Joan and Steven Brinton

W. Sands and Penny Brooke

Joseph Broom

Kenneth and Karen Buchi

John and Marjorie Budd

Bert and Kate Bunnell

Dale and Janeel Burningham

Barbara Campbell

Ted and Judy Capener

Peter Cartwright and Sandra Hasstedt

Frederic N. Catoni

William and Patricia Child

Bruce and Barbara Christensen

Geraldine Clark

Bruce and Lynn Cohne

Richard and Janice Coleman

Sharla Cook

Bianca Covic

Colette Cowdrey

Nathan Currier

Don Cushman

Rainer and Patricia Dahl

Darren and Ann Davis

Marlene Mackie Deal

Candace and Thomas Dee, III

Steve Denkers

Richard and Gayle Denman

Robert and Cathy Dern

Vince and Linda DeSimone

Kent DiFiore and Martha Humphrey

Henry Dingman

David and Anne Dolowitz

Paul and Terrell Dougan

Anita Drew

Alan Droegemeier

Jack Eardley

Spencer Eccles

Alice Edvalson

Eric and Shellie Eide

Gregory Ekeroth

Janet Ellison

Joan and Gene Erbin

Fred and Jerry Esplin

Carol Fineagan

Susan Fleming

Norman and Carol Foster

Katherine Fox

Anita Frame

Naomi Franklin

Margo Franta

Laurie Fraser and Mario Capeocchi

Trilby Fry and Peter Stubbins

Sheldon Furst and Ellen Liu

Dotti Gallagher and Brian Minnich

Bruce Garland and Kimberley Heimsath

Donald and Mary Ann Garner

Harriet and Ray Gesteland

Clark and Nancy Giles

Deborah Gomberg

Sandi and Doug Greene

Karen and Jon Hale

Janette Hales Beckham

Charles and Emily Hall

Stephen and Pamela Hall

Vea Jean Hamilton

Darrin Harding

H. Ric and Janet Harnsberger

Sheila and Michael Harper

Anne Hatch

Mary Hay

Henry and Patrice Hemingway

Belva Higgins

Vicky and John Hoagland

Carol and Will Hodgman

Bonnie Hooper

Tina Hose and George Sumner

Wesley Howell

James and Irene Huber

Robert and Dixie Huefner

Barbara Huppe

Thelma Iker

Reverend Carolyn Tanner Irish

Jay Jackson and Barbara Waugh

Margo Jackson

Jerald Jacobs

Jay and Julie Jacobson

Pat Jarvis

Cosette Joesten

Janice Johnson

Amelia Jones

Richard Kanner

James Kennedy

Jo Ann and Bob Kerr

Jeanne Kimball

Kim and Patty Kimball

Kathleen Kingston and Scott Kisling

Mark and Diana Kirk

Katharine Lamb

Brian and Rebecca Lambert

Sue and Al Landon

Tim and Jeni Lane

Robert Lang and Beverly Lynch

Alice Larkin and Kevin Steiner

Richard Larsen

Chris Latour and Sally Patrick

Rosemary and David Lesser

Paul and Kathleen Littlefield

Victor and Linda Lund

Janice Lundell

C. Joseph and Nancy Lyon

Robert Mallinckrodt and Grace Forsythe

La Vonne Maloney and Ron Havener

Vincent and Janet Mancini

Noell Marble

Robert and Cheryl Marzec

Thomas May and Marianne O'Brien

Scott Mayeda

Hila McKasson

Nancy Melich and J. Alexander Hemphill

George and Nancy Melling

Larry and Kathleen Migliaccio

Louis and Cyndy Miller

Paula and Jeff Millington

Mary and Peter Miner

James and Annette Morgese

Royce and Lois Moser

Keith and Leslie Motley

Ralph and Sheila Muller

Ruth Novak

Stacy Nowinski

Judith and Patrick O'Day

Randy and Sandra Okland

Lynda and Robert Orr

Thomas Parks and Pat Legant

Patricia Pavel

Carolyn Pedone and John Rose

Karen and Anthony Perkins

Bryce Peterson

Richard and Kathy Peterson

Joyce Pittman

Karen Quackenbush

Richard and Helen Rappaport

Robert Raybould

Marilyn Read

Joan Reid

Richard and Frances Reiser

Lon and Zoe Richardson

Alvin and Helene Richer

J. Paul Riley

Barbara Roberts

Roberta and Robin Roberts

Robert and Diane Rolfs

Roger and Kathy Roos

Brendan and Josette Ryan

Gary Sackett

La Rae Savage

Janet Schaap

Samuel Scruggs

Madalyn and James Seaman

Richard and Charlotte Shimabukuro

Janet Shipton

Judi Short and Wade Jones

Jeffrey and Leslie Silvestrini

Julie Simon

John and Kathi Sittner

Mark Skaggs

Elizabeth Slayton

Larry and Allyson Smith

Lorna Smith-Benjamin

Tagge and Sara Solaimanian

Elizabeth Solomon

Poonam Soni

Jennifer Speers

Suzanne Stensaas

Sam and Diane Stewart

Bram Stolk

Kate Sturgeon

Harvey and Freida Sweitzer

Lary and Judy Lynne Talbot

Barbara Tanner

Naoma Tate

Jerald and Edna Taylor

Donald Thomas and Janet Coleman-Thomas

Rex and Mary Thornton

Sammie Tollestrup

Ed Turner and Steve Baker

Pamela and Roger Van Andel

Linda and Peter Van Orden

Eleanor VanSciver

Veloy Varner

Dave Viskochil

Dian Voss

John and Susan Walker

John and Nell Ward

Barbara Watkins

Jonathan and Alice Webber

Robert and Susan Weiner

Paul and Bonnie Weiss

Fran Wikstrom and Linda Jones

Chip and Barbara Wilde

Edward and Mary Ann Williams

Gail and Curtis Winterfeld

Charlie and Mary Wintzer

Judy Wolfe

Barbara Woody

Cabot and Adrienne Woolley

Sarah Woolsey and Mike Rubin

Bonita Wyse

Hugh Zumbro and Kathie Zumbro

William Zwiebel

ORGANIZATIONS

Franklin and Elizabeth F. Alex Charitable Foundation

The Allen Foundation Trust

The Bertin Family Foundation

Carat US

The Edward H. Carpenter Trust

The Catalyst Foundation

The Crosland Family Foundation

The Allan L. Dahle Trust

The Willard L. Eccles Foundation

The FJC Foundation Of Philanthropic Funds

The Forthcoming Fund

The Florence J. Gillmor Foundation

The Harris Family Foundation

The Thomas and Lucille Horne Foundation

The Jones Family Charitable Foundation

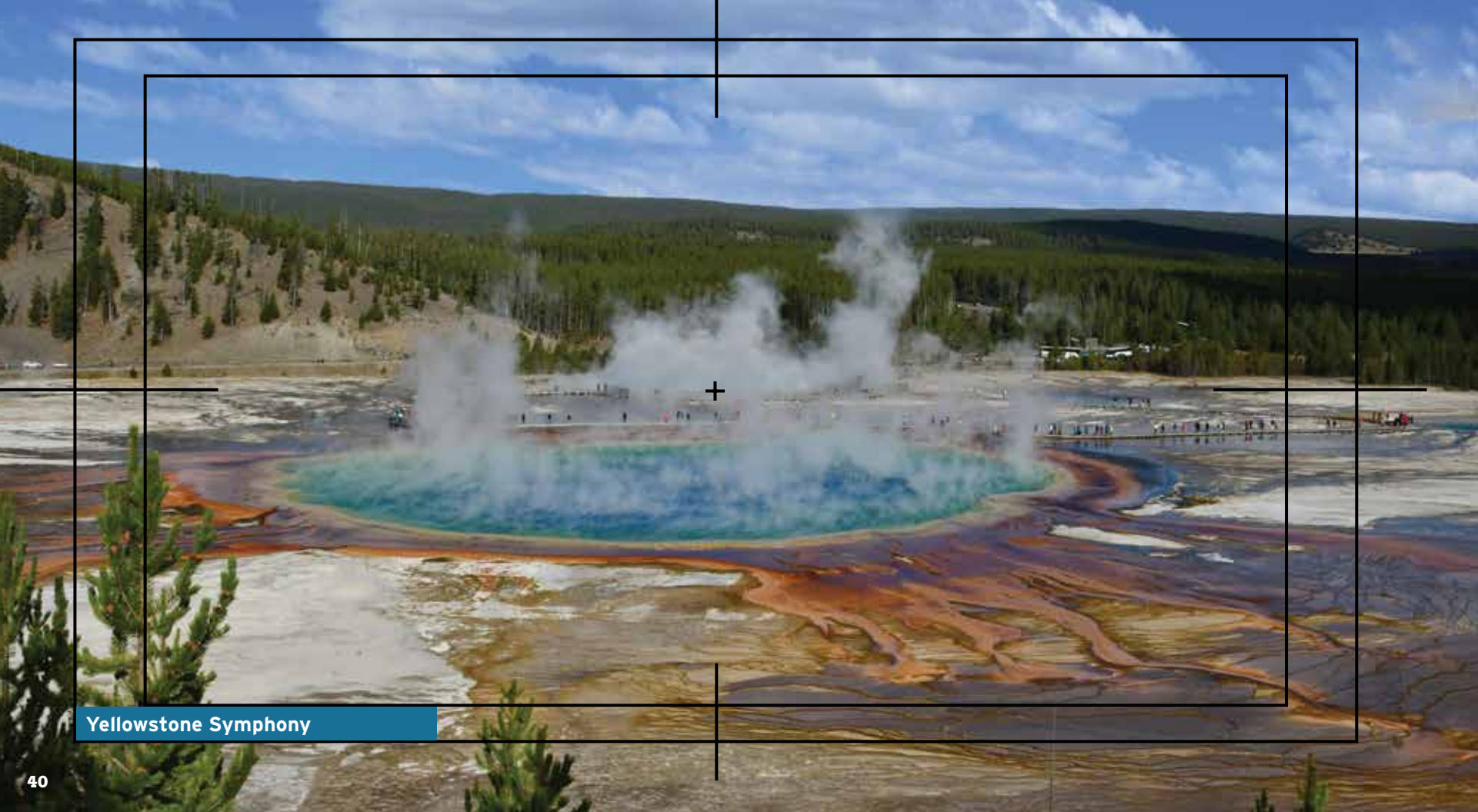
The Robert and Barbara J. Keener Foundation

The McGillis Charitable Foundation

The Schmidt Family Foundation

The Newman and Zeneth Ward Family Foundation

The C. Scott and Dorothy E. Watkins Foundation



Yellowstone Symphony

LEGACY CIRCLE

The KUED **Legacy Circle** consists of donors who have made a planned gift to KUED through their will or trust, charitable gift annuity, life insurance policy, real estate, or other planned giving arrangement.

Larry Abplanalp
Robert Bacon
Donna Buys
Ruth Campbell and Nye Thuesen
The Edward H. Carpenter Trust
Marlene Mackie Deal
David and Brigitte Delthony
Nancy Droubay
Jack Eardley
Lily Eskelsen
Carola Farthing
Forthcoming Fund
Steve and Terri Getz
Ron Henriksen
Pat Jarvis
Maren Jepps
Katharine Lamb
Sharon Leigh
Thomas Lynch
Richard Kanner
Robert and Cheryl Marzec
Carol Masheter
Myrna Walker McPherson
William and Mary Ann Murray
Barbara Pattee
Hubert and Christa Pauls

Barbara Roberts
Charles and Sandra Romesburg
Steve Samuelson
Janet Shipton
Carol Sisco
Gerald Smith and Jo Juliano
Peter and Kathy Stender
Suzanne Stensaas
Linda Stimpson
Lorraine Stuecken
Alan and Kristine Summerhays
Barbara Tanner
Mary Thompson
Eve Mary Verde
Ken and Carol Verdoia
W. R. and Barbara Youngberg

SUSTAINING MEMBERS

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.



FRONTLINE: One Day in Gaza

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.



Endeavour Season 6 on Masterpiece



DOLORES DORÉ ECCLES BROADCAST CENTER
101 Wasatch Drive • Salt Lake City, Utah 84112 • (801) 581-7777 • kued.org