



FY21

Local Content & Service Report to the Community

ABOUT PBS UTAH

PBS Utah, licensed to The University of Utah, is the sole PBS station for the state, providing viewers with access to quality educational, arts, and entertainment programs 24 hours a day on four broadcast channels and online. PBS Utah airs national PBS programming in addition to award-winning, locally produced

documentaries and series. Recognized as one of the leading public television stations in the country, PBS Utah serves Utah's communities through diverse local productions, educational programs, and community engagement.



OUR MISSION

PBS Utah provides enriching, entertaining, and informative programming that fosters a deeper understanding of our world.

OUR VALUES

INNOVATION

We respond to the evolving needs of our community. We embrace new platforms, technologies, and media formats to bring audiences the content and experiences they desire.

INCLUSION

We seek out and present a diversity of perspectives to strengthen the social, democratic, and cultural health of Utah.

EDUCATION

We provide resources and content to support lifelong learning, an engaged and informed populace, and a trusted space for every child to grow and learn.

INDEPENDENCE

We are a public service, answering to our audience, not corporate interests or political entities.

INTEGRITY

We adhere to a strong code of editorial standards and ethics in the creation of our programs and services. We are honest and respectful in our interaction with audiences, co-workers, and supporters.



LOCAL FOOD LAB

PBS Utah hosted two food demos as part of a new event series called Local Food Lab, which featured select restaurant owners in Utah that serve international cuisine. Participants who RSVP'd received the recipe and list of ingredients, so they could follow along with the chefs to make popular street food from the chef's home country.



ECCLES BROADCAST CENTER FOOD & CLOTHING DRIVE

The annual Eccles Broadcast Center Food & Clothing Drive was a success. Even during a pandemic, our community showed up with 42 hams, 20 turkeys, over 2,725 pounds of food, and 4 full van loads of clothing that went to benefit Crossroads Urban Center.

42 HAMS **20** TURKEYS

2,725 POUNDS
OF DONATED FOOD

4 FULL VAN LOADS
OF DONATED CLOTHING

UTAH GOVERNOR'S INAUGURATION CEREMONY

On January 4, 2020, PBS Utah produced the **Utah Governor's Inauguration Ceremony**, which took place at the Tuacahn Center for the Arts in Ivins, Utah. It was a feat of engineering, staging, lighting logistics, and producing prowess for a statewide audience and an in-person audience of 500. The presentation featured speeches, live performances, a National Guard flyover, and a 19-gun salute.



UTAH INSIGHT

2,516
STREAMS IN FY21
UP 97% YOY

OF EPISODES
10

CITIES VISITED
SALT LAKE CITY • LOGAN
OGDEN • BEAR RIVER
WESTSIDE OF SLC
PROVO

UTAH INSIGHT

PBS Utah's **Utah Insight** returned for a second season. This weekly series examines the most pressing issues facing the state, as hosts Liz Adeola and RaeAnn Christensen join leading authorities and newsmakers to shed light on the issues that matter to Utahns most. Each episode features a panel of experts, interviews with people on the front lines, and a segment illustrating the human impact these issues have on our friends and neighbors. With a full half-hour dedicated to each topic, **Utah Insight** is a central resource for thorough analysis on the issues Utahns care about. Viewer feedback is also built into the end of every episode, featuring commentary shared through email and social media. Episodes in FY21 included "Reducing Utah's Suicide Epidemic," "How Diversity Shapes State Dynamics," "Helping Utah's Homeless," "High Cost of Affordable Housing," and "Female Legislators Rise Up."

THE HINCKLEY REPORT

The Hinckley Report, a weekly public affairs program featuring local reporters, journalists, and policymakers, returned for a fifth season with host Jason Perry of the Hinckley Institute of Politics at The University of Utah. **The Hinckley Report** provides unbiased and civil roundtable discussions that unpack the issues Utahns face in a deep and insightful way.

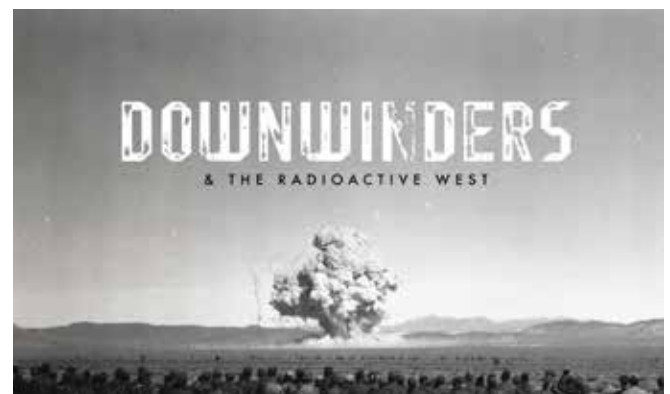


2,860
STREAMS IN FY21

11,885
PODCAST LISTENS & DOWNLOADS

DOWNWINDERS AND THE RADIOACTIVE WEST

Downwinders and the Radioactive West premiered on Wednesday, January 27, 2021. Produced by PBS Utah's John Howe and narrated by actor Peter Coyote, this documentary tells the unsettling stories of those affected by environmental contamination due to nuclear testing in Nevada. Nuclear testing in the 1950s started a decades-long controversy that endures today. The documentary first aired in recognition of the National Day of Remembrance for Downwinders in the United States. In November 2011, the U.S. Senate unanimously approved a resolution designating the day to acknowledge the harm caused to Americans by the fallout from nuclear testing in Nevada.





PBS UTAH TOWN HALL: COLORECTAL CANCER IN THE BLACK COMMUNITY

PBS Utah, in collaboration with Martin Luther King Jr. Human Rights Commission and The University of Utah School of Medicine, presented a live town hall special on colon cancer in the Black community, in honor of National Colorectal Cancer Awareness Month. Colorectal cancer is the second leading cause of cancer death and the third most commonly diagnosed cancer among men and women in the United States. Colon cancer hits some groups harder than others — research shows black men are 47 percent more likely to die from colon cancer than white men in America.



Host Liz Adeola moderated a panel of medical experts and colorectal cancer survivors to answer viewer-submitted questions, provide vital information about colon cancer, and speak to the experience of diagnosis, treatment, and health outcomes among colon cancer survivors. **Dr. Charles R. Rogers** addressed his latest research findings on the inequalities in men's health, with a focus on colorectal cancer awareness and prevention among African American men.

VIRTUAL MENTAL HEALTH EVENT

PBS Utah partnered with Mental Healthy F.I.T. for a virtual event focusing on the importance of mental health for refugee youth. This project was funded by WETA, the PBS member station serving Washington, D.C., as part of their Well Beings Tour. The documentary and panel discussion is available to stream at wellbeings.org/pbsutah.

The event was a live webcast hosted by Laura Durham, PBS Utah's community engagement manager. Various clips from the Well Beings collection were shown throughout as well as a 15-minute documentary produced by Mental Healthy F.I.T. (in three parts). There was a panel discussion moderated by Dawood Saleh (a Utah refugee from Iraq) and the participants in the documentary consisted of four teenagers who went through a workshop with Mental Healthy Fit to explore their mental health.



CONTACT WITH MARY DICKSON

PBS Utah is committed to inviting individual leaders from diverse communities to share their programs and events on **Contact**, a nightly interview program that airs on PBS Utah and is available to stream online. The program provided a platform for 34 individuals representing a variety of cultures and promoting services to minority and marginalized communities. **Billboard**, PBS Utah's on-air weekly events listing, aired a total of 65 events (up 38% from FY20) throughout the year, promoting events and programs surrounding support and representation of diverse populations.



BOOK CLUB IN A BOX

BOOK CLUB IN A BOX

PBS Utah's **Book Club in a Box** engages small, private book clubs with big questions surrounding issues important to Utahns through the pairing of a film and a book. In FY21, the program engaged participants with topics relating to autism, housing, Native American boarding schools, and refugees. **Book Club in a Box** kits were mailed out to cities throughout the state (beyond the Wasatch Front), including Castledale and Enoch.



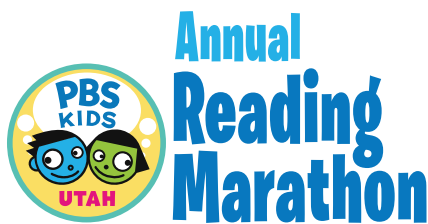
THIS IS UTAH

A weekly series from PBS Utah celebrating the diverse people who call this state home, returned for its third season in February 2021. Host Liz Adeola guided viewers through stories about the arts, culture, places, and events, as told through the voices of the people and communities that make Utah unique. Subjects of note in Season Three included Jingle Dress Project, poet Jaruwat Maendle, Women of the World, Malialole Entertainment, Curly Me!, Helper's Artist Revival, Wasatch Mountain Club, and Martha Hughes Cannon.

UEA EXCELLENCE IN TEACHING AWARDS

PBS Utah partnered with the Utah Education Association to produce video profiles of the Excellence in Teaching Award winners. The Excellence in Teaching Awards are presented each year to Utah public school teachers whose efforts in the classroom have significantly impacted the life of an individual child or group of children. In 2016, PBS Utah became the official media sponsor. The UEA has sponsored the awards since 2000. Educators from around the state were selected by a panel of judges to receive the award. PBS Utah hosted the winners and their nominators in studio to record their interviews.





READING MARATHON (NOVEMBER 1-30, 2020)

The Reading Marathon encourages children to read 20 minutes each day for 30 days during the month of November. A reading log helps children track their reading. Children who completed the Reading Marathon and submitted their reading log received an Adventure Pass, providing free entrance to local museums, aviaries, and zoos. In total, 13,801 readers participated in the 2020 Reading Marathon, a 76% increase in participation from the previous year (2019).

MINI READING MARATHONS

PBS Utah provides 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. Support ranged from \$100-\$500 and was used for organizations to host their own Mini Reading Marathon and reading party. Mini Reading Marathons hosted by rurally located libraries, schools, and community service organizations ensured populations affected by Utah's geography can equally access and benefit from early literacy initiatives.

With the cancellation of the Reading Marathon Kickoff Party, PBS Utah reallocated funding that would normally be utilized for the Kickoff Party to increase the support for Mini Reading Marathon. Thirty-three organizations received funding (an increase of 30% from the previous year) located in cities throughout the state, including, but not limited to, Orangeville, Blanding, Price, Tooele, Castle Dale, Circleville, Colorado City, Santaquin, St. George, and Green River.



READY TO LEARN FAMILY NIGHTS

RTL's signature portfolio program, Family Nights, reaches 17,000+ under-served children and their families in Utah. Until recently, this program operated as an afterschool open-house event. Families enjoyed dinner, engaged in hands-on learning activities, and took home a book and resources to encourage continuous learning in the home.

The pandemic paused in-person activities in March of 2020. In lieu of in-person events, the station distributed At-Home Family Night educational take-home kits (books, a family educational game, literacy BINGO, and resources for parents/caregivers). Nearly 25,000 kits were distributed through partnering Title I schools, one kit for each child enrolled in the school. Enrollment numbers obtained by the school. Unfortunately, PBS Utah did not receive the data impact of these kits as families did not complete the included survey.

PBS Utah distributed 12,917 books and at-home Family Night Kits in Fall 2020 and an additional 12,069 in Spring 2021, for a total of 24,986 in FY21.



WRITERS & ILLUSTRATORS CONTEST

In spring 2021, PBS Utah celebrated its 20th anniversary of the Writers & Illustrators Contest. The contest is an initiative that fosters imagination and creativity in young artists and writers. Every year, PBS KIDS Utah invites children throughout the state to participate. The 2021 Writers & Illustrators Contest theme was Celebrate the Great Outdoors as a complementary tie-in to a new documentary by PBS Utah titled **Call of the Canyon**. The national parks are a wonderful way to enjoy the natural world, so in their honor, PBS Utah invited young writers and illustrators to celebrate the great outdoors.



450 children in grades K-6 submitted stories all about the great outdoors, a 78% submission increase from the previous year. The creative writing and illustration contest saw entries of all kinds, including fact, fiction, poetry, Claymation, oil pastel illustrations, and even photography, all on the theme of Celebrate the Great Outdoors. Winning stories and illustrations are included in a traveling exhibit. The Traveling Exhibit Program is a statewide outreach service of the Utah Division of Arts & Museums. Full stories and illustrations can be found at www.pbsutah.org/writers.

PBS UTAH BOOK SUPPORT

PBS KIDS Utah receives numerous book donation requests from community-minded organizations. In total, PBS KIDS Utah distributed more than 27,000 books to children in preK-6 grade in the 2020-2021 program year. Partnering organizations included East Valley Middle School, Title IV Indian Education, Head Start, and United Way.



PBS LEARNING MEDIA

In 2021, PBS Utah contributed interactive learning resources and curriculum to the PBS LearningMedia on its in-house documentary **Battle Over Bears Ears**.





- Clark Planetarium
- Utah Office of Indian Affairs
- Troubeliever Festival
- Uintah County Library
- Salt Lake City Library
- Salt Lake County Library
- Salt Lake Film Society
- Osher Lifelong Learning
- Nora Eccles Harrison Museum of Art
- Salt Lake County
- SLUG Magazine
- Heart & Soul Music Stroll
- Writ & Vision, Provo
- Utah Education Network
- MLK Human Rights Commission
- Salt Lake Jewish Community Center
- United Jewish Federation of Utah
- Encircle Together
- Adams Elementary School
- American Chemical Society
- American Indian Education, Utah State Board of Education
- Bacchus Elementary
- Bad Dog Arts
- Beehive Elementary
- Boys & Girls Club of Greater of Tooele
- Bruin Point Elementary
- Carl Sandburg Elementary
- Castle Dale Branch Library
- Circleville Elementary School
- Clark Planetarium
- Cottonwood Elementary School
- David Gourley Elementary
- Discovery Gateway
- Elk Run Elementary
- Elmo Library
- Enterprise Elementary
- Esperanza Elementary
- Farnsworth Elementary
- Ferron Elementary
- Garden City Library
- Granger Elementary
- Grouse Creek Elementary
- Gunnison Valley Elementary School
- Helper City Library
- Hillsdale Elementary
- Hogle Zoo
- Hunter Elementary
- Huntington Elementary
- Huntington Library
- Intermountain Therapy Animals
- Jackling Elementary
- James E. Moss Elementary
- KUER
- La Verkin Elementary
- Lake Powell School
- Latinos in Action
- Lincoln Elementary
- Manila Elementary School
- Monroe Elementary
- Moroni Elementary Library
- Natural History Museum of Utah
- Neola Elementary
- Ogden Nature Center
- Orangeville Library
- Pioneer Elementary
- Plymouth Elementary
- Preservation Utah
- PTA
- Red Butte Garden
- Redwood Elementary
- Richmond Public Library
- Robert Frost Elementary
- Rolling Meadows Elementary
- Salt Lake City Public Library
- Salt Lake County Library Services
- San Rafael Middle School & Canyon View Middle School
- Silver Hills Elementary
- Smithfield Public Library
- South Kearns Elementary
- Springdale Elementary
- Stansbury Elementary
- Success in Education
- The City Library
- The Leonardo
- The Terra Academy
- Tracy Aviary
- Tse'pii'nidzizgai Elementary
- UEN
- UMOCA
- United Way - Help Me Grow
- United Way: Early Learners
- Utah Community Action
- Utah Community Action - Head Start
- Utah Film Center
- Utah Online School
- Utah Presents
- Utah Symphony Utah Opera
- Washington County Library
- Washington County Library System, St. George Branch
- Water Canyon Elementary School
- Wellington Elementary
- West Kearns Elementary
- Westbrook Elementary
- Western Hills Elementary
- Westminster College
- Whittier Elementary
- Woodrow Wilson Elementary
- Writ & Vision, Provo

NATIONAL EDUCATIONAL TELECOMMUNICATION ASSOCIATION/NETA

More Than Half — Marketing/Social Media

This Is Utah's Jingle Dress Project — Short Form program

Utah Insight's Wounds of War — Military program

This Is Utah's The Art of Healing episode — Arts and Entertainment program

ROCKY MOUNTAIN SOUTHWEST CHAPTER — EMMYS

This Is Utah Season 3 won three Emmys, November 2020

- Promotion Program — Single Spot or Image
- Arts / Entertainment Program Special
- Human Interest Program Segment

Downwinders and the Radioactive West and Utah Movie Palaces

- Tied for Historical Documentary

SOCIETY OF PROFESSIONAL JOURNALISTS

- RaeAnn Christensen, 1st place, Best TV reporter — **Utah Insight** compilation
- RaeAnn Christensen, John Rogers, Brenton Winegar & Carol Dalrymple, Honorable mention
Story about high schoolers and their poster contest about air quality
- Liz Adeola, RaeAnn Christensen, John Rogers, Steve Crass — 2nd place, Series
Utah Insight's Suicide/Technology/Diversity episodes
- RaeAnn Christensen, John Rogers, Brenton Winegar & Lee Ollerton- 2nd place, Business/Consumer
Utah Insight's Sweat Equity PKG story where homeowners help build their own home in Affordable Housing episode.