



FROM THE  
UNIVERSITY  
OF UTAH

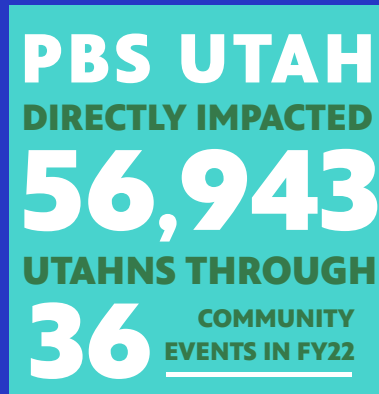


FY22

**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 the 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.





In partnership with the Zion National Park Forever Project, PBS Utah embarked on an ambitious multiplatform initiative in honor of 100 years of Utah's most beloved national park. For more than a century, Zion National Park has captured the hearts of visitors and artists alike with its grandeur, vibrance, and stunning scenery. The **Call of the Canyon: Zion National Park** documentary explores the history of Zion National Park — from the early surveyors and artists whose works inspired the park's initial establishment, to its current status as a worldwide destination that draws more than four million visitors per year.

PBS Utah produced a one-hour documentary and two immersive 360 virtual reality videos and held four screening events, three education events, and two statewide traveling art exhibitions in support of the project.

## ENGAGEMENT EVENTS

### UTAH OUTDOOR RECREATION SUMMIT & CALL OF THE CANYON SCREENING | MALOUF HEADQUARTERS, LOGAN | SEPTEMBER 22, 2021



PBS Utah previewed **Call of the Canyon: Zion National Park** to attendees of the Utah Outdoor Recreation Summit dinner. Guests enjoyed mingling with one another and checking out the PBS Utah booth, where attendees could view stereoscopic images of Zion and take 3D glasses home with them.

### UTAH OUTDOOR SUMMIT | KANAB AT MOQUI CAVE | OCTOBER 27, 2021



PBS Utah also joined the Utah Outdoor Summit in Kanab with a table at the Dutch Oven Dinner that offered immersive VR headset experiences featuring Roland Lee and Hal Cannon at Zion National Park.



## CALL OF THE CANYON SCREENING | RIO THEATRE, HELPER | NOVEMBER 9, 2021

**60**  
ATTENDEES

PBS Utah partnered with the Utah Cultural Alliance to screen **Call of the Canyon: Zion National Park** to an audience of board members of the Utah Cultural Alliance and residents of Helper and Price. Attendees also enjoyed immersive 360 films produced by PBS Utah Producer Carol Dalrymple.



## CALL OF THE CANYON OUTDOOR FILM SCREENING & NATURE CAT ADVENTURE TOUR | HURRICANE RECREATION CENTER | MAY 13, 2022

**100**  
ATTENDEES

PBS Utah and PBS KIDS Utah hosted an outdoor screening of **Call of the Canyon** in Hurricane at the Hurricane Rec Center. The event included book distribution to children attending, giveaways, VR experiences, star gazing, and an appearance by Nature Cat.



## BOOK CLUB IN A BOX

PBS Utah curated a book club box featuring the PBS Utah documentary **Call of the Canyon: Zion National Park**, the book "A Zion Canyon Reader," and discussion questions from humanities scholar Lyman Hafen.

**35**  
ZION BOXES

**254**  
PARTICIPANTS



TRAVELING EXHIBITION: “A CENTURY OF VIEWS: ZION NATIONAL PARK” | AUGUST 31, 2021 – APRIL 25, 2023 | STATEWIDE

PBS Utah curated a traveling exhibition initially installed at the Utah State Capitol. This exhibit will travel for two years through a partnership with the Utah Division of Arts and Museums. Schools, libraries, and museums registered to host the exhibit.

Locations include Salt Lake City, Tooele, Cedar City, Kimball Junction, and Laketown.

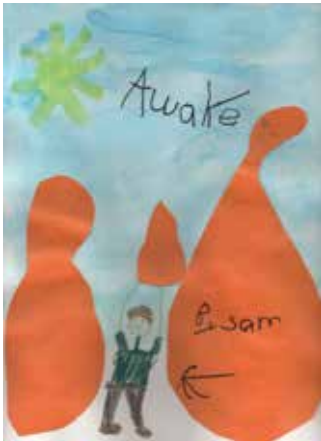


EDUCATION

PBS KIDS UTAH WRITERS AND ILLUSTRATORS CONTEST TRAVELING EXHIBIT | JULY 1, 2021 - JUNE 30, 2022

The PBS KIDS Utah Writers and Illustrators Contest Traveling Exhibit featured winning stories from the previous year under the theme “The Great Outdoors.” The exhibit traveled to five Utah counties with total attendance of 1,764 adults and 3,961 youths. Specific venue included Manti Elementary, Kamas Public Library, Middle Canyon Elementary, Duchesne Public Library, and Wasatch Public Library.

5,725  
PARTICIPANTS





**CALL OF THE CANYON & NATURE CAT ADVENTURE TOUR IN HURRICANE, THREE FALLS, LA VERKIN, & HURRICANE ELEMENTARY SCHOOLS | MAY 12-13, 2022**

PBS Utah partnered with Nature Cat to bring nature and STEM-focused, curriculum-based media to elementary schoolers in Hurricane. The event included a costumed character appearance, Nature Cat activity stations, and a book giveaway.

PBS KIDS Utah also visited three schools and 22 classrooms. Over 570 Kindergarten, 1st, and 2nd grade students participated in hands on nature-themed activities and were visited by Nature Cat himself. PBS KIDS Utah distributed over 1,900 books to students in each school.



**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 12 hams, 8 turkeys, 3 van loads of clothing and blankets, and \$500 in cash donations. 995.3 pounds of food & clothing went to benefit Crossroads Urban Center.



12  
HAMS

8  
TURKEYS

\$500  
IN CASH  
DONATIONS

995.3  
POUNDS  
OF DONATED FOOD & CLOTHING

# UTAH INSIGHT



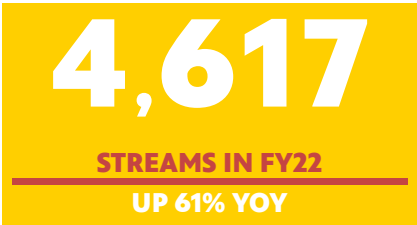
## UTAH INSIGHT

PBS Utah’s weekly public affairs series, **Utah Insight**, returned for its third season in 2022. The 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.

Episodes in FY22 included: Recycling’s Dirty Truth, Weather, Wildfires and Climate Change, The Purse Strings of Public Lands, The Future of Higher Education, Education’s Digital Divide, Medical Professional Shortage, School-to-Prison Pipeline, Misinformation/Media Literacy, Missing and Murdered Indigenous Women, Evictions & Rental Assistance, and the Utah Inland Port.

## THE HINCKLEY REPORT

**The Hinckley Report**, a weekly public affairs program featuring local reporters, journalists, and policymakers, returned for a sixth 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 unpacked the issues Utahns face in a deep and insightful way.



## LOCAL CIVICS MATTERS SERIES | APRIL & MAY 2022

PBS Utah hosted a Civic Engagement series called “Local Civics Matters” in partnership with the Utah Cultural Celebration Center in addition to a screening of clips from the Ken Burns Documentary, **Benjamin Franklin**.

**Workshop #1: Why Civic Engagement Matters**  
West Valley City, 50 participants

**Workshop #2: Getting Involved in Local Politics**  
West Valley City, 80 participants

In addition to the workshop series, PBS Utah worked with the **PBS NewsHour** Student Reporting Lab at Judge Memorial High School. Two student reporters interviewed local community leaders in Utah about their background and desires to make a difference in their communities.





## THIS IS UTAH

**This Is Utah**, a weekly series from PBS Utah celebrating the diverse people who call this state home, produced five special repackaged episodes in February 2022. 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 these repackaged episodes included Ballet Folklórico, the Jingle Dress Project, the Sun Tunnels, avalanche rescue dogs, the Mars Desert Research Station, Wasatch Mountain Club, and Martha Hughes Cannon.

FY22 STREAMS

12,761

WEBSITE TRAFFIC FY22

18,348

PAGE VISITS



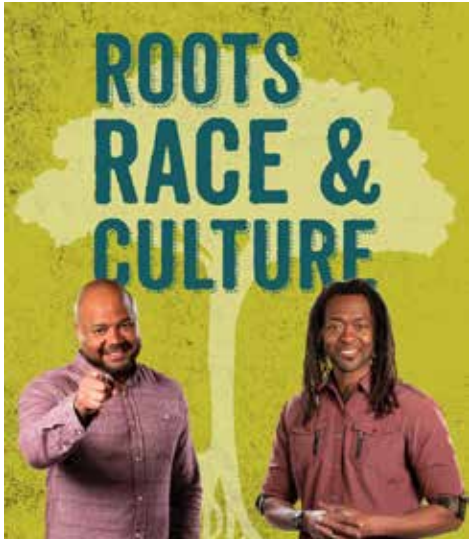
## ROOTS, RACE & CULTURE

**Roots, Race & Culture** is a series that invites viewers into open, honest conversations on identity and culture, centered around the experiences of Black and POC communities in Utah. Hosts Lonzo Liggins and Danor Gerald are joined by newsmakers, changemakers, experts, and entrepreneurs from Utah’s communities of color to discuss shared experiences with a healthy dose of humor, empathy, and candor.

Topics covered in **Season 1** included Transracial Adoption, Cultural Appropriation, Diversity in Religious Art, Black Conservatives, Buffalo Soldiers, and Colorism. **Roots, Race & Culture** is also a podcast with original content.

3,006

STREAMS ON YOUTUBE



## THE GERDA THAT REMAINS

PBS Utah and KUER’s *RadioWest Films* collaborated on an hour long documentary film that follows one woman’s experience with progressive dementia. Gerda Saunders embarks on a journey of self-discovery and inquiry as the effects of dementia slowly unravels her identity. A teacher and scientist by trade and grounded in reality, Gerda invites us into her memory loss experience with nuance, poetry, and vulnerability. While the disease progresses, Gerda reveals what remains of who she is and what she must let go of.





PBS UTAH TOWN HALL: YOUR MENTAL HEALTH | SEPTEMBER 2021

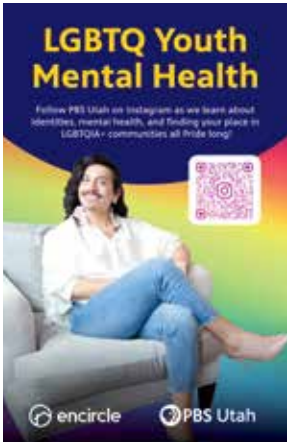
From our experiences of the COVID-19 pandemic to cases of high-profile athletes in competition, mental health has never been more relevant. RaeAnn Christensen, Town Hall Host, moderates a diverse panel of experts from around the state to talk about the importance of mental health, the difference between mental health and mental illness, the impact of the COVID-19 pandemic, mental health among underserved communities, and the life-saving resources available to those who may be struggling.



LGBTQIA+ YOUTH MENTAL HEALTH SERIES | JUNE 2022

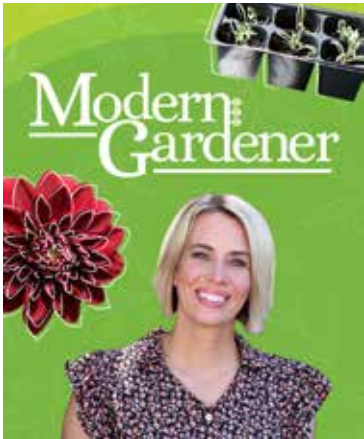
Andrés Larios Brown, licensed Marriage and Family Therapist, guides teens and young adults through some steps they can take to explore their identities, build self-love, and support their mental health along the way. This social-media-first project was presented in honor of Pride month, in partnership with Encircle.

Topics covered included Exploring Identity, Finding Community, How to Take Care of Yourself, and Building Compassion.



MODERN GARDENER

PBS Utah’s digital gardening series that celebrates and supports those committed to educating and enlightening Utahns about gardening and landscaping in our unique region, **Modern Gardener**, entered its fifth year with a new host, Cynthia Stringham of the popular blog Melon Monologues. Episodes this season showed viewers how to grow blueberries in Utah’s alkaline soil, how to grow vegetables in your flower bed, tips for tuber forcing canna lilies, and more.



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 192 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 291 events with 19% of events representing locations and organizations located in rural Utah.



## 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.

BOOK CLUBS HELD  
IN FY22

112

PEOPLE REACHED  
IN FY22

427



“The materials and questions provided are so helpful in promoting good discussion, and pairing a video with the books really helped our group make more connections with the text.”  
**Alyson Yeates (Book Club in a Box, March 2022)**

“By using this program, we were able to open discussions that we wouldn't normally have and those just naturally led to other meaningful topics. We shared memories, thoughts, and feelings that don't come into everyday conversations which led to a deeper knowing and understanding of the people in our group.”  
**Diana Beckham (Book Club in a Box, April 2022)**

### UEA EXCELLENCE IN TEACHING AWARDS

PBS Utah partnered with the Utah Education Association (UEA) 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. The UEA has sponsored the awards since 2000. In 2016, PBS Utah became the official media sponsor. 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.



### FEMA PARTNERSHIP

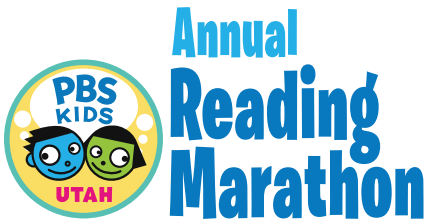
PBS Utah, along with every other local public television station, has partnered with the Federal Emergency Management Agency (FEMA) to provide the Wireless Emergency Alert (WEA) system that enables cell subscribers to receive geo-targeted text messages in the event of an emergency – reaching them wherever they are in times of crisis.

As a primary station in Utah for the Emergency Alert System, PBS Utah is also ready to support a range of lifesaving public safety communications, including weather and amber alerts, as well as national emergency communications from the President of the United States.









**19,016**  
**READERS**  
**PARTICIPATED**

**14,650,718**  
**MINUTES READ**  
**UP 32.9% FROM FY21**

## READING MARATHON | NOVEMBER 1-30, 2021

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 submit their reading log receive an Adventure Pass, providing free entrance to local museums, aviaries, and zoos.

In total, 19,016 readers participated in the Reading Marathon, a 38% increase in participation from the previous year (2020).



## 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 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 ensures populations affected by Utah's geography can equally access and benefit from early literacy initiatives. For the November 2021 Reading Marathon, 28 organizations received funding support to host a Mini Reading Marathon.



## READY TO LEARN FAMILY NIGHTS & SCHOOL PARTNERSHIPS

In March of 2020, the pandemic paused in-person activities hosted by our school partners, and PBS Utah has since been experimenting with ways to continue to reach children, families, and educators to support early learning and literacy. PBS Utah distributed Family Night packets for children to do at home and a book for each student at partnering schools. PBS Utah continued to work with partnering schools to find impactful and measurable ways to meet the needs of the schools, families, and station's mission.

In the spring of 2022, PBS Utah expanded its role in school partnerships to provide support to teachers. PBS KIDS Utah provided \$1,000 to support teacher/staff appreciation lunches and supplies for literacy coaches/resource teachers in 11 selected schools.

For 2021-2022, PBS Utah partnered with 37 schools to provide 27,315 books as well as take home activity packets and learning supplies distributed to 27,267 children.

**27,315**  
**BOOKS DISTRIBUTED**  
**IN FY22**



**LEARNING SUPPLIES**  
**DISTRIBUTED TO**  
**27,267**  
**CHILDREN IN FY22**



## WRITERS & ILLUSTRATORS CONTEST

The Writers & Illustrators Contest fosters imagination and creativity in young artists and writers. Every year, PBS KIDS Utah invites children throughout the state to participate. The 2022 Writers & Illustrators Contest theme was Super Heroes as a complementary tie in to the fall Reading Marathon: Super Reader.

241 children in grades K-6 submitted stories. A full list of winning stories and illustrations can be found at [www.pbsutah.org/writers](http://www.pbsutah.org/writers). Winning stories will be part of the 2022-2023 Writers & Illustrators Contest Traveling Exhibit.





- Academy Park Elementary
- Bacchus Elementary
- Backman Elementary
- Beehive Elementary
- Clark Planetarium
- Creekside Elementary
- Crossroads Urban Center
- David Gourley Elementary
- East Midvale Elementary
- Elk Run Elementary
- Esperanza Elementary
- Etheos Elementary
- Granger Elementary
- Granite School District Family Engagement Center
- Hillsdale Elementary
- Hinckley Institute of Politics
- Hunter Elementary
- Hurricane Elementary
- Hurricane Recreation Center
- Jackling Elementary
- James E. Moss Elementary
- KUER
- La Verkin Elementary
- Lincoln Elementary
- Lincoln Elementary Family Engagement Center
- Millcreek Elementary
- Monroe Elementary
- Newman Elementary
- Nora Eccles Harrison Museum of Art
- PBS NewsHour Student Reporting Labs
- Philo Farnsworth Elementary
- Pioneer Elementary
- Plymouth Elementary
- Rolling Meadows Elementary
- Salt Lake City Public Library
- Salt Lake Tribune
- Silver Hills Elementary
- South Kearns Elementary
- Stansbury Park Elementary
- Three Falls Elementary
- UEA
- UETN
- Utah Cultural Alliance
- Utah Cultural Celebration Center
- Utah Outdoor Recreation Summit
- Utah Pride Festival
- Western Hills Elementary
- West Kearns Elementary
- Whittier Elementary
- Woodrow Wilson Elementary
- Zion Forever Project

## **Adventure Pass Partners**

- Clark Planetarium
- Discovery Gateway
- Hogle Zoo
- Intermountain Therapy Animals
- Natural History Museum of Utah
- Ogden Nature Center
- Red Butte Garden
- Salt Lake City Public Library
- Tracy Aviary
- Utah Museum of Contemporary Art

## **Community Events**

- Millcreek City Venture Out: World Refugee Celebration
- Utah Community Action: Head Start & Early Head Start
- UtahPresents
- Utah Pride Festival
- West Valley SpringFest

## **Mini Grants**

- Boys & Girls Club of Greater Salt Lake Tooele
- Bruin Point Elementary
- Circleville Elementary School
- Cottonwood Elementary
- Discovery Family Coalition
- Emery County Library
- Ferron Elementary Library
- Green River Library
- Heritage School
- Minersville School
- Moroni Elementary
- Mt. Nebo Middle School
- North Elementary
- Orangeville Library
- Oscarson Elementary
- Rich County Library
- Richmond Public Library
- Riverside Elementary
- San Juan County Library
- Springdale Elementary
- The Terra Academy
- Tse'bi'i'nidzizgai Elementary
- Uintah County Library
- Utah Community Action
- Utah Online School
- Vineyard Children's Library
- Washington County Library System



**NATIONAL EDUCATIONAL TELECOMMUNICATION ASSOCIATION/NETA****Call of the Canyon: Zion National Park** – Social Media**ROCKY MOUNTAIN SOUTHWEST CHAPTER — EMMYS****Call Of the Canyon: Zion National Park** – Cultural/Topical/Historical Documentary**The Gerda That Remains** – Human Interest Long Form Content**This Is Utah: Passion Project** – Magazine Program**This Is Utah: The Art of Healing** – Arts/Entertainment Long Form Content**This Is Utah: Curly Me!** – Diversity/Equity/Inclusion Short Form Content**SOCIETY OF PROFESSIONAL JOURNALISTS**

• Liz Adeola, John Rogers, Brenton Winegar – 1st Place Television: Business / Consumer

**This Is Utah:** Hive Hope

• Liz Adeola, Kevin Sweet, John Rogers, Patrick Brennan – 1st Place Television: General feature

**Utah Insight:** Margarita's Legacy

• RaeAnn Christensen, John Meier, Brenton Winegar, Lee Ollerton – 1st Place Television: Government

**Utah Insight:** Impacts of Land Management

• Liz Adeola, Steve Crass, Torin Scott, Lee Ollerton – 1st Place Television: Editing

**This Is Utah:** A Poet's Mind

• RaeAnn Christensen, John Rogers, Brenton Winegar, Lee Ollerton – 1st Place Television: Environment

**This Is Utah:** Yes! Utah has fireflies

• RaeAnn Christensen, John Rogers, Brenton Winegar, Lee Ollerton – 2nd Place Television: Military

**Utah Insight:** Canines With A Cause

• Liz Adeola, John Rogers, Brenton Winegar, Phil Isom – 3rd Place Television: Diversity &amp; Equity

**This Is Utah:** Curly Me!

• Liz Adeola, Nancy Green, Dana Barraco, John Rogers – 3rd Place Television: Series

**This Is Utah**

• Liz Adeola – Honorable Mention Television: Best TV Reporter

**The Soul of A Story****AFRO UTAH AWARDS****Roots, Race & Culture** – DEI Leadership Award