



FROM THE
UNIVERSITY
OF UTAH



FY23

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.

PBS UTAH
DIRECTLY IMPACTED
60,205
UTAHNS THROUGH
52 COMMUNITY
EVENTS IN FY23

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.

ENGAGEMENT EVENTS

INTERFAITH CELEBRATION AT THE JEWISH COMMUNITY CENTER | I.J. & JEANNÉ WAGNER JEWISH COMMUNITY CENTER | OCTOBER 27, 2022

80
ATTENDEES

PBS Utah collaborated with the Salt Lake Jewish Community Center (JCC), The United Jewish Federation, and the Golden Rule Project to present the community with an insightful discussion on belonging and understanding one another despite our differences. The conversation was expertly moderated by Dr. David Derezotes. PBS Utah had the privilege of inviting four faith leaders from the Utah community, representing the Jewish, Baptist, Muslim, and Mormon faiths. This event was made possible through a generous grant from WETA, which was connected to the documentary by Ken Burns, Lynn Novick, and Sarah Botstein, **The U.S. and the Holocaust**.



SHE VOTES UTAH | MARMALADE BRANCH LIBRARY | NOVEMBER 2, 2022

At the Marmalade Branch Library, PBS Utah, in partnership with KUER and the Library, welcomed 50 individuals of all ages to an engaging event where they learned about women in leadership and politics, both past and present. The event centered around Martha Hughes Cannon, and PBS Utah hosted a panel discussion featuring Nancy Green (producer), Becky Edwards (former legislator), and Nevaeh Parker (high school Black Lives Matter activist), moderated by RaeAnn Christensen from PBS Utah's **Utah Insight**.

In addition, PBS Utah partnered with KUER to bring **She Votes Utah** to local communities. This initiative consisted of a twice-monthly newsletter packed with information about local politics and voting resources. This project aimed to encourage women, especially young women, to vote, given their declining participation in recent years.

50
ATTENDEES



FRIENDSHIP & BELONGING WORKSHOP SERIES | TUESDAYS, NOVEMBER 8 - DECEMBER 13TH, 2022

The PBS Utah Education team teamed up with the I.J. & Jeanné Wagner Jewish Community Center, Club J, after-school program for a 6-week workshop series centered around the theme of Friendship and Belonging. The workshops provided a unique opportunity for 70 children and 6 teachers to engage in discussions and activities related to these critical topics. Over the course of the workshops, the team utilized the educational content from the PBS KIDS series “Let’s Talk About” to facilitate conversations that encouraged children to share their perspectives and experiences related to friendship and belonging.



As a culmination of the series, two locally produced videos were created featuring the participants answering insightful questions about friendship and belonging. These videos not only captured the unique voices of the children but also served as powerful educational resources for viewers in Utah and beyond. In addition to the videos, the participants also collaborated on a unique art project called the “belonging bench,” which symbolized the inclusive and supportive community that was cultivated throughout the workshop series.



70
CHILDREN

6
TEACHERS

ECCLES BROADCAST CENTER FOOD & CLOTHING DRIVE | DECEMBER 15, 2022

The annual Eccles Broadcast Center Food and Clothing Drive was a success. This year, local residents delivered 35 turkeys and 8 hams to our station. We also received checks totaling \$1,650, and collected 2 van loads of clothing, blankets, etc. In total, 834.8 pounds of food and clothing went to benefit Crossroads Urban Center.



8 **35**
HAMS **TURKEYS**

\$1650
IN CASH
DONATIONS

834.8
POUNDS
OF DONATED FOOD & CLOTHING

ALL CREATURES GREAT AND SMALL SCREENING | SALT LAKE CITY AND LOGAN | SALT LAKE CITY: DECEMBER 20, 2022 LOGAN: JANUARY 5, 2023

635
ATTENDEES

PBS Utah was delighted to welcome a total of 635 enthusiastic participants to the three screenings of **All Creatures Great & Small** held in Salt Lake City and Logan. These events were successfully made possible with the help of valued partners, the Salt Lake Film Society and Cache Valley Arts.



ROOTS, RACE, & CULTURE SEASON 2 LAUNCH PARTY OGDEN CONTEMPORARY ARTS | FEBRUARY 6, 2023

93
ATTENDEES

PBS Utah hosted a launch party for **Season 2** of **Roots, Race, & Culture**. The event took place at Ogden Contemporary Arts, where invitations were extended to Black individuals from the community to showcase their talents in dance, visual art, and performance art. Danor Gerald and Lonzo Liggins hosted the evening.



MODERN GARDENER TELE-TOWNHALL WITH AARP | JUNE 13, 2023

1,933
ATTENDEES

In partnership with AARP Utah, PBS Utah offered the community an opportunity to participate in a tele-townhall session focused on the digital series **Modern Gardener** and the practice of container gardening.

BOOK CLUB IN A BOX

PBS Utah's Book Club in a Box is a free resource for your book club. Our program pairs a thought-provoking book with a PBS documentary that is sure to generate a lively discussion with your book club and deepen the dialogue. These boxes include scholar-written discussion questions to help you lead a successful and meaningful conversation.

58%
NEW HOSTS OUT OF
50 TOTAL HOSTS

29
HOSTS

50
BOXES

361
PARTICIPANTS



UTAH INSIGHT

UTAH INSIGHT

PBS Utah's weekly public affairs series, **Utah Insight**, returned for its fourth season in 2023. The series examines the state's most pressing issues 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 impact of these issues on our friends and neighbors. With a full half-hour dedicated to each topic, Utah Insight is a central resource for thoroughly analyzing the issues Utahns care about.

Episodes in FY23 included: Book Banning in the Beehive State, Social Media and Youth Mental Health, Preventing Domestic Violence, Gun Violence, Utah's Youth Treatment Industry, Reproductive Rights, Digital Nomads and the Housing Dilemma, Future of the Great Salt Lake, Fighting the Opioid Epidemic, and Utah's Energy Future.



THE HINCKLEY REPORT

The Hinckley Report, a weekly public affairs program featuring local reporters, journalists, and policymakers, returned for a seventh 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 deeply and insightfully.





THIS IS UTAH

This is Utah, a weekly series from PBS Utah celebrating the diverse people who call Utah home, aired its fourth season in FY23. Host Liz Adeola guided viewers through stories about arts, culture, sports, places, and events as told through the voices of the people and communities that make Utah unique.

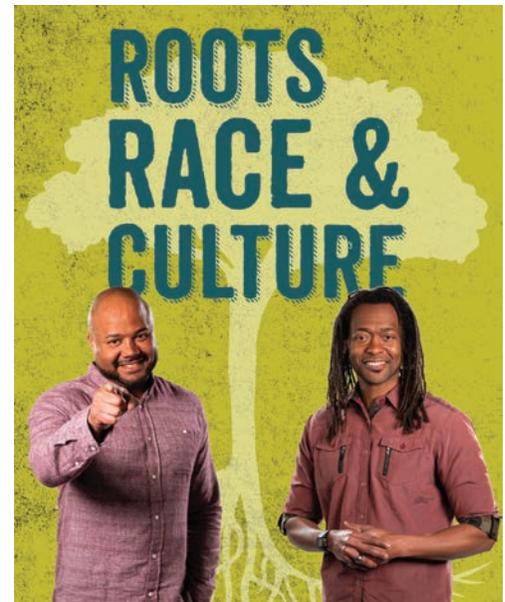
Episodes in the fourth season included **Traveling Through Time, A Road Less Traveled, Utah's Heritage Highway, Culture Craft, Challenge Accepted,** and **The Great Salt Lake.**



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. FY23 brought the premiere of the second season of the show. 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 2 included Black Social Media, Ogden's Black History, STEM & POC, and Indigenous Food Activism. **Roots, Race & Culture** is also a podcast with original content.



BILLBOARD

Billboard, PBS Utah's on-air weekly events listing, aired a total of 300 events, with 16% of events representing locations and organizations located in rural Utah. Full listings are available on the Billboard Community Calendar page on the PBS Utah website.

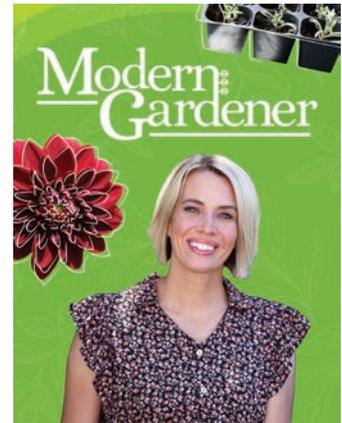




MODERN GARDENER

PBS Utah's digital gardening series celebrates and supports those committed to educating and enlightening Utahns about gardening and landscaping in our unique region. **Modern Gardener** entered its sixth year with returning host Cynthia Stringham of the popular blog Melon Monologues.

Episodes this season showed viewers how to landscape on a budget, cultivate fungi, start an herbal tea garden, and so much 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 also available to stream online.

The program provided a platform for 187 individuals representing various cultures and promoting services to minority and marginalized communities. **Contact** aired a total of 187 events, with 3% representing locations and organizations in rural Utah.

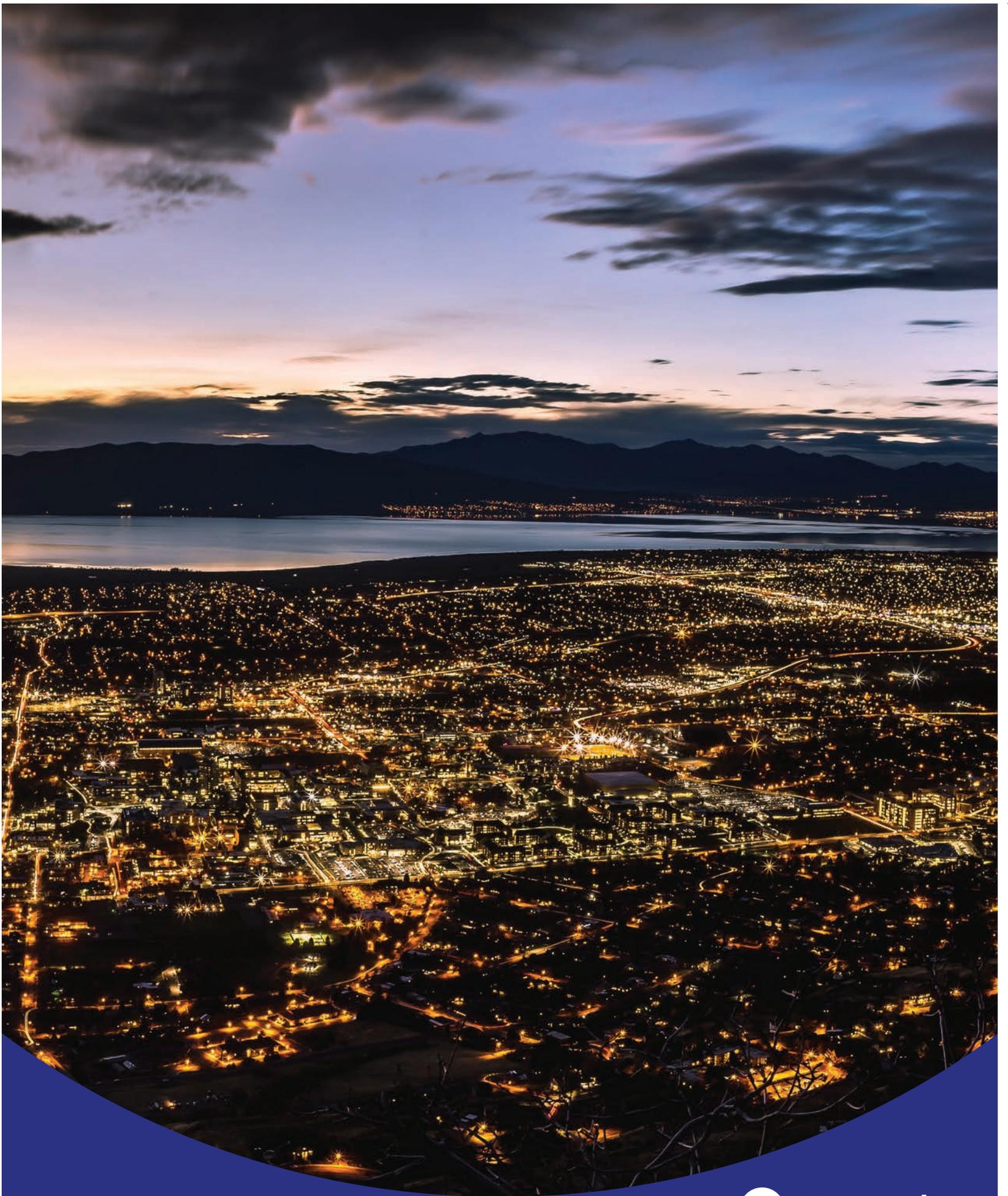


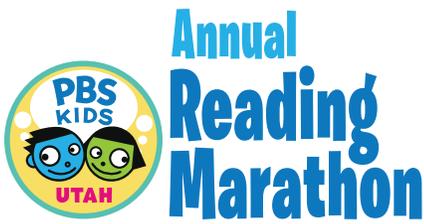
RADIOWEST FILMS ON PBS UTAH



RadioWest Films on PBS Utah curates stories told through cinematic short films. The films premiere in digital format and then are repackaged as a 30-minute episode for broadcast. A collaboration between KUER and PBS Utah, **RadioWest Films on PBS Utah** is a compilation of intimate tales that deepen our understanding of the West and the people who call it home, curated by RadioWest's Filmmaker in Residence, Dane Christensen.

RadioWest Films on PBS Utah episode 2, titled **Portraits**, is comprised of three stories that depict the importance of preserving cultural heritage, the power of vulnerability, and the transformative nature of finding passion: **The People Will Always Be There**, **Noah's Latter-day Dilemma**, and **Flying a Kite Off a Cloud**.





25,315
READERS
PARTICIPATED

19,904,890
MINUTES READ
UP 35.9% FROM FY22

READING MARATHON | NOVEMBER 1-30, 2022

The Reading Marathon encourages children to read 20 minutes daily 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.

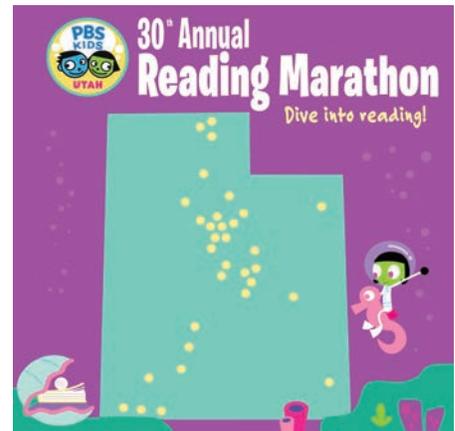
In total, 25,315 readers participated in the Reading Marathon, a 35.9% increase in participation from the previous year (FY22).



MINI READING MARATHONS

PBS Utah provides funding to support Mini Reading Marathons at libraries, schools, and non-profit organizations in small communities 100 miles or more from Salt Lake County. Support ranged from \$100 to \$500 and was used for organizations to host a Mini Reading Marathon and reading party for their community.

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.



SCHOOL PARTNERSHIPS AND BOOK DISTRIBUTIONS



PBS Utah has been experimenting with ways to continue to reach children, families, and educators to support early learning and literacy. In the spring of 2023, PBS Utah continued its role in school partnerships to provide support to teachers. PBS KIDS Utah hosted and participated in 34 education events with 14,042 participants.

For 2022-2023, PBS Utah provided 13,937 books, presented 15 times to educators and/or students, tabled 20 events, and provided educational supplies and resources to 22 schools and community organizations for distribution.

34 EDUCATION
EVENTS WITH
14,042
PARTICIPANTS

13,937
BOOKS DISTRIBUTED
IN FY23

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.

194 children in grades K-6 submitted stories with 21 selected winners and 2 honorable mentions. A Full list of winning stories and illustrations can be found at www.pbsutah.org/writers. Winning stories will be part of the 2023-2024 Writers & Illustrators Contest Traveling Exhibit.



PBS KIDS UTAH WRITERS AND ILLUSTRATORS CONTEST TRAVELING EXHIBIT AUGUST 31, 2022 – APRIL 29, 2023

The PBS KIDS Utah Writers and Illustrators Contest Traveling Exhibit featured winning stories from the previous year's contest. The exhibit traveled to five locations throughout the state with a total attendance of 4,475 adults and 9,100 youth.

Specific venues included Discovery Gateway Children's Museum, North Lake Elementary, Anna Smith Elementary, Old Dome Meeting Hall Gallery Riverton, and Heritage Museum of Layton.

13,575
ATTENDEES



Book/Supplies Distribution and Education/Family Events

- Show Up For Teachers
- PIK2AR
- Craft Lake City
- Utah Community Action
- Utah State Board of Education
- Granite School District Family Engagement Centers
- Jewish Culture Center of Utah
- Utah Presents
- Calvin Smith Elementary
- Thanksgiving Point
- Girl Scouts of Utah
- United Way of Utah County
- Utah Division of Arts & Museums
- Clark Planetarium
- Marissa's Books
- Clayton Middle School
- Liberty Elementary
- Farnsworth Elementary
- Silver Hills Elementary
- Moss Elementary
- Orchard Elementary
- Truman Elementary
- Western Hills Elementary
- Lincoln Elementary
- Utah Educational Library Media Association
- West Kearns Elementary
- Taylorsville Elementary School
- Utah Association for the Education of Young Children
- St. George Arts Council
- Washington County School District
- Utah Education Network
- Utah Parent Teachers Association (Utah PTA)
- Hunter Education Network
- Living Traditions Festival
- The Childrens Center
- Millcreek City
- Postpartum Support International – Utah
- Club Ability
- Monticello Academy
- Bacchus Elementary
- Diamond Ridge Elementary
- Olene Walker Elementary
- Hillsdale Elementary
- Moss Elementary
- Latinas in Tech - Triumph in Tech
- Hunter Elementary
- Sorenson Unity Center – Celebrando de los ninos
- Ella Rises
- Santa Flight

Adventure Pass Partners

- Natural History Museum of Utah
- Discovery Gateway
- Red Butte Garden
- Clark Planetarium
- Salt Lake City Public Library
- Utah Symphony | Utah Opera
- Intermountain Therapy Animals
- Thanksgiving Point
- Ogden Nature Center
- Tracy Aviary
- USU Eastern Prehistoric Museum in Price
- Utah Film Center
- Hogle Zoo
- The Loveland Planet Aquarium

Community Event and Project Partners

- Craft Lake City
- Salt Lake Film Society
- CacheArts
- Restoring Ancestral Winds
- Urban Indian Center
- Salt Lake Jewish Community Center
- Better Days
- KUER
- Utah Museum of Contemporary Arts
- Ogden Contemporary Arts
- AARP Utah
- Department of Aging Services
- Utah Pride Center
- Salt Lake City Arts Council

Mini Reading Marathon Partners

- Springville Jr. High
- Spanish Oaks Elementary
- Parkview Elementary – Nebo School District
- Boys & Girls Club of GSL Tooele
- Boys & Girls Club of GSL Price
- Springville Jr. High
- Circleville Elementary School
- Daniels Canyon Elementary School
- Fountain Green Elementary
- Castle Dale Library
- Orangeville Library
- Heritage Elementary School
- Moroni Elementary School
- Ephraim Public Library
- Ferron School Library
- Washington County Library System
- North Elementary School
- Cottonwood Elementary School
- Utah Online School
- Richmond City Library



Mini Reading Marathon Partners (contd.)

- Spring Lake Elementary
- Moroni Elementary
- Huntington Library
- Green River Library
- Orangeville Library
- Vineyard Children's Library
- Cottonwood Elementary
- Castle Dale Library
- Payson High (on behalf of elementary)
- Washington County Library System
- Panguitch Elementary
- Boys & Girls Club of GSL Tooele
- Newton Town Library
- South Summit Elementary
- E.M. Whitesides Elementary PTA
- South Summit Middle School
- Circleville Elementary School
- Silver Summit Elementary School
- Ephraim Public Library
- San Juan County Library



ROCKY MOUNTAIN SOUTHWEST CHAPTER — EMMYS

Art Elevated: V. Kim Martinez and Jack Ashton – Arts/Entertainment Long Form Content

Award Nominee

Roots, Race & Culture – Cultural Appropriation – Interview/Discussion

Award Nominee

The Hinckley Report – The Dignity Index – Interview/Discussion

Award Nominee

Utah Insight Season 3 – Public Affairs Program (Single Program or Series)

Award Nominee

SOCIETY OF PROFESSIONAL JOURNALISTS

• Liz Adeola, Shawn Emery, Will Montoya, Kelton Wells – 2nd Place Television: Criminal Justice

Utah Insight: Breezy & Riley

• Liz Adeola, Brenton Winegar, John Rogers, John Meier – 2nd Place Television: Environment

Utah Insight: Bear River Restoration

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

Utah Insight: Keep on, Baking on!

55th ANNUAL PUBLIC MEDIA AWARDS

• **Art Elevated: The Governor's Mansion Artist Awards:** Performing Arts Compilation

Award Finalist

• **This Is Utah:** Culture Craft

Award Finalist