

FY25



REPORT *to the* COMMUNITY



Local Content & Service Report to the Community



PBS UTAH
 DIRECTLY IMPACTED
8,464
 UTAHNS THROUGH
34 COMMUNITY
 EVENTS IN FY25

ABOUT PBS UTAH

OUR STATION

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.

OUR MISSION

PBS Utah provides enriching, entertaining, and informative content and experiences that foster a deeper understanding of the world.

**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.

REPRESENTATION

We seek out and present perspectives from all backgrounds 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 IMPACT

in the community



DA VINCI, DRINKS, AND DISCOVERIES

November 7, 2024 – The Leonardo, Salt Lake City

Da Vinci, Drinks, and Discoveries focused on interactive exhibits with activities in science, technology, engineering, art, and math in The Leonardo. Guests viewed an early release of Ken Burns' documentary **Leonardo da Vinci: A Film by Ken Burns** as they explored the museum.

“ I truly enjoyed this event! It's so awesome when education and fun blend together. **One of the highlights for me was holding a human brain.** ”



FINDING YOUR ROOTS: EXPLORING STORIES WITH HONESTY AND HOPE

March 12, 2025 – Mid-Valley Performing Arts Center, Taylorsville

PBS Utah hosted an event around the program **Finding Your Roots**, centered on the power of family history. Panelists included Elaine Clark of KUER as moderator, genealogist and historian Dr. Amy Harris, artist Michelle Franzoni Thorley, and historian genealogist Connell O'Donovan.

“ What a privilege to hear these great conversations. **I wanted to cry, clap, and hug you all.** Thank you! ”



ECCLES BROADCAST CENTER FOOD & CLOTHING DRIVE

The annual Eccles Broadcast Center Food and Clothing Drive was a success. The community showed up with 31 hams, 65 turkeys, 2.5 van loads of clothing, and \$910 in cash donations. In total, 1,981 pounds of food and clothing went to benefit Crossroads Urban Center.



HOLLYWOOD IN UTAH SCREENINGS



PBS Utah's documentary **Hollywood in Utah** celebrates 100 years of filmmaking in Utah. At the three screenings, guests watched an exclusive premiere of the film and participated in a question-and-answer panel with producer Nancy Green and historian James D'Arc, author of *Hollywood in Utah*.

My youngest told me as we were heading home that they were hooked! Thanks so much for making this a free event I could take my family to.

ANTIQUES ROADSHOW

June 3, 2025 – Red Butte Garden and Arboretum, Salt Lake City

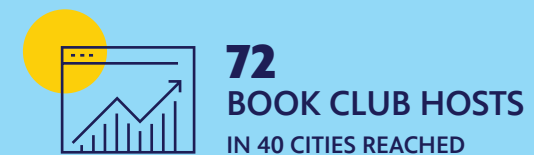
When **ANTIQUES ROADSHOW** filmed at Red Butte Garden and Arboretum, PBS Utah helped recruit and coordinate over 100 volunteers to create a seamless and welcoming experience as guests brought family heirlooms and unique collectibles to be appraised.



Getting swept up in the eye of Antiques Roadshow was awesome! Thanks again for this one-time opportunity I didn't expect.

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.



PUBLIC AFFAIRS

UTAH INSIGHT

PBS Utah's weekly public affairs series, **Utah Insight** returned for its sixth season in 2025. The series examines the most pressing issues facing the state, as host Lauren Steinbrecher joins leading authorities and newsmakers to shed light on the issues that matter to Utahns most.

Lauren travels across the state each episode interviewing people on the front lines, and features a segment illustrating the human impact these issues have on our friends and neighbors. **Utah Insight** is a central resource for a thorough analysis of the issues Utahns care about.

Episodes in FY25 included: **Solving Utah's Childcare Challenges, The R.A.F.T. Experiment: Turning Political Turbulence into Teamwork, Here's what Utah's Governor Wants to Focus on in the 2025 Legislative Session, and The Truth About Election Security in Utah.** **Utah Insight** also focused on short-form content, polling Utahns about "100 Days in Office," on topics such as DOGE, tariffs, and immigration. **Utah Insight** also posted in remembrance of Rep. Mia Love.



THE HINCKLEY REPORT

The Hinckley Report, a weekly public affairs program featuring local reporters, journalists, and policymakers, returned for an eighth 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.



Utah's Power Pivot explores Utah's shift to more renewable energy sources. Utah has a long history of fossil fuel use and extraction that pre-dates statehood itself. Now, with concerns about climate change pushing a transition to more renewable energy sources, Utah is at the forefront of energy innovation. Raeann Christensen explored the feasibility of new geothermal, nuclear, solar, and battery storage technologies in Utah.


Episodes in FY25 included: **Solar in Carbon & Emery Counties, Calvary Baptist Church Green Energy Upgrades, TerraPower Nuclear Technology in Wyoming, Geothermal Energy in Utah, History of Coal in Utah, and Utah San Rafael State Energy Lab.**

 **141,265**
VIEWS ACROSS
ALL PLATFORMS
IN FY25

 **16,047**
PODCAST LISTENS
AND DOWNLOADS

 **102**
GUESTS
IN FY25

 **34**
FULL-LENGTH
EPISODES

 **77,819**
VIEWS ACROSS
ALL PLATFORMS
IN FY25

TELLING STORIES

about our community



Billboard, PBS Utah's on-air weekly events listing, aired a total of 311 events with 30 of those being climate/sustainability related.

311 EVENTS LISTED



CONTACT

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 streams online. In FY25, the program provided a platform for 193 organizations representing various cultures and promoting services to marginalized communities.



196 EPISODES




193 GUESTS



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 eighth year with returning host, Cynthia Stringham, also known in the gardening community as Melon Monologues. During FY25, **Modern Gardener** posted 10 full-length episodes and 11 YouTube Shorts on topics ranging from starting a beehive to pruning fruit trees. **Modern Gardener** also hosted a YouTube Livestream in collaboration with Wasatch Community Gardens.



271,806 VIEWS ACROSS ALL PLATFORMS IN FY25



THIS IS UTAH

THIS IS UTAH, a series from PBS Utah celebrating the diverse people who call Utah home, aired its sixth season in FY25. 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 **The Neon Comeback, Utah Blitzz, and Linguist Brigade**.

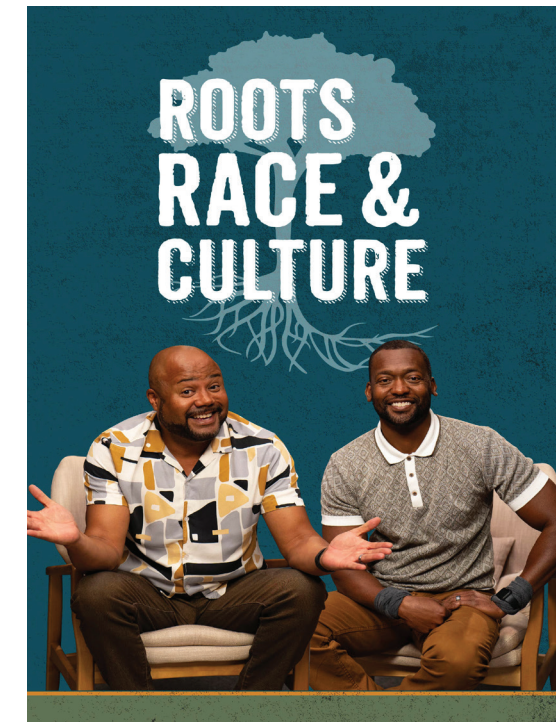
1,153,759 VIEWS ACROSS ALL PLATFORMS IN FY25

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. FY25 brought the premiere of both the fifth and sixth seasons 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 5** included **The Value of a Vote, Celebrating Queerness and Race, Being Biracial, and Comedians of Color Stand Up**.

Topics covered in **Season 6** included **Finding Common Ground in Politics, Connecting Food & Wellness, BIPOC Fashion Designers Cut Against Bias, and Breaking Basketball's Color Barrier**.




47,963 VIEWS ACROSS ALL PLATFORMS IN FY25

EDUCATION PROGRAMS

Reading Marathon



58 EDUCATION EVENTS STATEWIDE

44,477 EDUCATION EVENT PARTICIPANTS

4,877 BOOKS DISTRIBUTED IN FY25



PBS Utah's 32nd Annual Reading Marathon
PAWS and Read!

This year more kids participated in the annual Reading Marathon than ever before!

32,510 readers
24,959,668 minutes read

PBS KIDS **PBS Utah**
FROM THE UNIVERSITY OF UTAH

MINI READING MARATHON GRANTS

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 \$500 - \$650 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 ensure populations affected by Utah's geography can equally access and benefit from early literacy initiatives. In November 2024, 34 organizations hosted celebrations to kickoff the Reading Marathon.

PBS Utah's 32nd Annual Reading Marathon
PAWS and Read!

32ND ANNUAL READING MARATHON

November 2024

The Reading Marathon encourages children to read 20 minutes each day for 30 days in November. A reading log helps children track their reading. Children who complete the reading marathon and submit their reading log receive an Adventure Pass, providing free entrance to local museums, aviaries, and zoos.

This year, PBS KIDS Utah invited children and families to "PAWS and Read." In total, 32,510 readers participated in the Reading Marathon, an 18% increase in participation from the previous year (FY24).

32,510 MARATHON PARTICIPANTS

24,959,668 MINUTES READ
UP 18% FROM FY24



SCHOOL & COMMUNITY PARTNERSHIPS: BOOK DISTRIBUTIONS AND EVENTS

PBS Utah has been experimenting with ways to continue to reach children, families, and educators to support early learning and literacy.

In FY25, PBS Utah continued its role in school partnerships to provide support to teachers.

For FY25, PBS Utah provided 4,877 books across 58 events, with 44,477 total participants: 40,343 children, 4,134 parents, and 5,301 educators.



PBS UTAH WRITERS AND ILLUSTRATORS CONTEST TRAVELING EXHIBIT

September 2024 - May 2025

The PBS KIDS Utah Writers and Illustrators Contest Traveling Exhibit featured winning stories from the previous year's contest.

The exhibit traveled to:

- Wasatch County Library | Sep 5 - Oct 15
- Red Mountain Elementary Ivin | Oct 22 - Nov 22
- Loa Elementary | Feb 3 - Mar 3
- Jeremy Ranch Elementary | May 5-May 30



BE MY NEIGHBOR DAY

June 20, 2025

With generous support from everyone on the PBS Utah team, PBS KIDS Utah held an event originally planned to be 300-400 people, but ended up with over 3,000 guests.

Activities included a meet-and-greet with Daniel Tiger, Katarina Kittycat, and Miss Elaina; face painting, book donations, activities at community partner tables, a fire truck, food trucks, and more!



3,000+
EVENT
PARTICIPANTS

EDUCATION PROGRAMS

Writers and 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.

Through the Spring of 2025, 171 children in grades K-6 across Utah sent in their original stories and artwork encompassing the theme "Animal Tales."

A Full list of winning stories and illustrations can be found at www.pbsutah.org/writers. Winning stories will be part of the 2024-2025 Writers & Illustrators Contest Traveling Exhibit.

FY25 | COMMUNITY PARTNERS

ADVENTURE PASS PARTNERS

- Christa McAuliffe Space Center
- Clark Planetarium
- Discovery Gateway
- Hogle Zoo
- Intermountain Therapy Animals
- The Leonardo
- Natural History Museum of Utah
- Ogden Nature Center
- Red Butte Garden and Arboretum
- Salt Lake City Public Library
- Scheels
- St. George Children's Museum
- St. George Dinosaur Discovery Site
- Thanksgiving Point
- Tracy Aviary
- University of Utah Athletics
- Utah Film Center
- Utah Shakespeare Festival
- Utah Symphony
- USU Eastern Prehistoric Museum in Price

COMMUNITY EVENTS PARTNERS

- AARP Utah
- Alliance Community Services
- Amplify Utah
- Avanza
- Best Friends Animal Society
- Cache Arts
- Clark Planetarium
- Comunidades Unidas
- Craft Lake City
- Crossroads Urban Center

- DOCUtah
- Edison House
- Egyptian Theatre
- Family Caregiving Collaborative
- Game Night Live
- Grow the Flow
- Hinkley Institute of Politics
- History That Doesn't Suck
- Humane Society of Salt Lake City
- Impact Magazine
- Intermountain Therapy Animals
- Jane Austen Society of North America-Utah Chapter
- KUER
- Larkin Mortuary
- Latino Behavioral Health
- Making Waves Artist Collaborative
- Marriott Library rare books collection
- Natural History Museum of Utah
- Osher Lifelong Learning Institutes
- Pik2AR
- POV
- Price Prehistoric Museum
- Queer Latin Dance
- Red Butte Garden
- Salt Lake City Arts Council
- Salt Lake County Arts & Culture
- Salt Lake County Health
- Salt Lake Film Society
- Science Moab
- Sema Hadithi
- Southern Utah University
- State Universities
- STEM Action Center
- Tracy Aviary

- The Utah Center for Advanced Imaging Research
- Utah Cultural Celebration Center
- Utah State University
- Utah @ 250
- Utah College of Nursing
- Utah Division of Multi Cultural Affairs
- Utah Film Center
- Utah Film Commission
- Utah Historical Society
- Utah Humanities
- Utah Library Association
- Utah Museum
- Utah Native Plant Society
- Utah State Rare Insect Conservation Program
- West Valley Animal Services

MINI READING MARATHON ORGANIZATIONS

- Springville Jr. High
- Spanish Oaks Elementary
- Parkview Elementary
- Boys & Girls Club of GSL Price
- Boys & Girls Club of GSL Tooele
- Circleville Elementary School
- Daniels Canyon Elementary School
- Fountain Green Elementary School
- Castle Dale Library
- Orangeville Library
- Heritage Elementary School
- Moroni Elementary
- Ephraim Public Library
- Ferron School Library
- Washington County Library System
- North Elementary School
- Utah Online School
- Richmond City Library Utah Museum
- Utah Native Plant Society
- Utah State Rare Insect Conservation Program
- West Valley Animal Services

BOOK/SUPPLIES DISTRIBUTION AND EDUCATION/FAMILY EVENT PARTNERSHIPS

- Utah Community Action
- The Children's Center
- Show Up For Teachers
- Girl Scouts of Utah
- Utah STEM Action Center
- Alpine School District Civics Academy
- UEN
- Title VI Coordinators
- Monroe Elementary School
- Salt Lake City Library
- Mujeres Unidas De Utah
- Utah State Board of Education
- Santa Flight
- East High School
- Monticello Academy
- Utah Association for the Education of Young Children (UAEYC)
- University of Utah Youth Programming
- Utah Coalition of Educational Technology
- Care About Childcare
- Washington County School District Early Education
- Envision Utah
- KUER
- Tracy Aviary
- Discovery Gateway Museum
- Oakwood Elementary

FY25 AWARDS

SOCIETY OF PROFESSIONAL JOURNALIST AWARDS

June 26, 2025

PBS Utah took home several awards for their journalism and storytelling in the following categories:

- Television: Best TV Reporter
- **First Place: Liz Adeola, Host/Producer of This Is Utah**
- Television: Climate and Environmental Reporting
- **First Place: This Is Utah: Something Fishy**
- **Second Place: Utah Insight: Drought and the Colorado River**
- Television: Documentary
- **First Place: Hollywood in Utah**
- Television: Elections
- **First Place: Utah Insight: Understanding Vote-By-Mail in Utah**
- Television: Explanatory Reporting
- **First Place: Utah's Power Pivot: From Deep Earth to Your Light**
- Television: Explanatory Reporting
- **Second Place: Utah's Power Pivot: From Coal to Core: Can Nuclear Power Fuel Our Future?**
- Television: General Feature
- **Second Place: This is Utah: Pioneers of Aloha**
- Television: Growth and Development
- **First Place: Utah's Power Pivot: Solar**
- Television: Health and Science
- **Third Place: Utah Insight: Beneath the Surface: Uncovering Utah's Algae Threat**
- Television: Sports Feature
- **First Place: This is Utah: Hoop Hero**
- Television: Technology
- **Second Place: Utah Insight: Amped Up: Shaping the Future of EV Repair**



ROCKY MOUNTAIN EMMY AWARDS

November 16, 2024

PBS Utah was the recipient of 3 Emmys. PBS Utah is thrilled to honor the hard work and dedication of our talented directors, producers, videographers, engineers, editors, hosts, and many more who make our work possible. PBS Utah was awarded in three categories:

- Interview/Discussion
- **Roots, Race & Culture: Race and the Beauty Standard**
- Environment/Science Long Form Content:
- **This Is Utah: The Great Salt Lake**
- Magazine Program (Single Program):
- **This Is Utah: Utah's Heritage Highway**