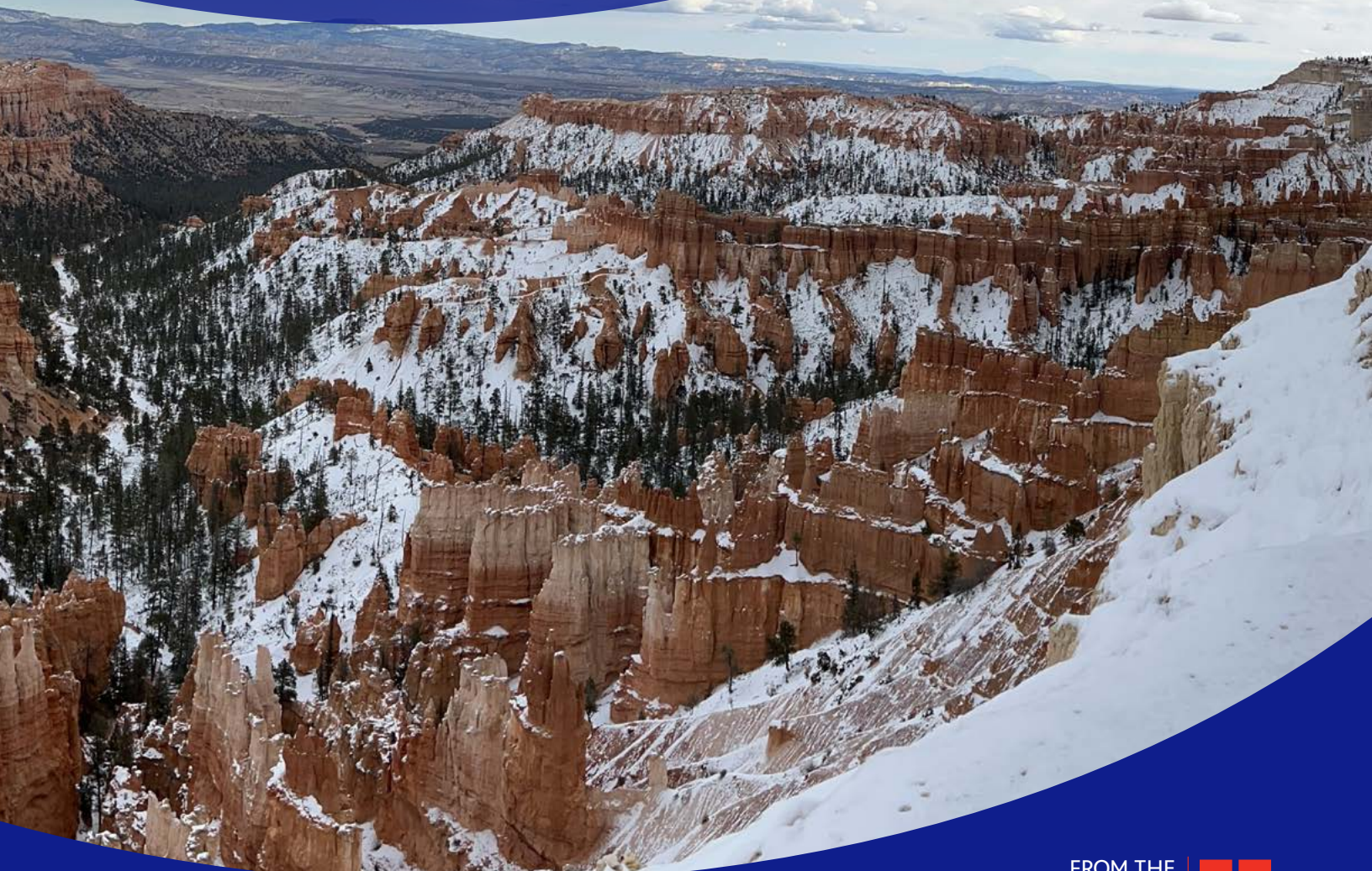


FY24



REPORT *to the* COMMUNITY



FROM THE
UNIVERSITY
OF UTAH



Local Content & Service Report to the Community

PBS UTAH
DIRECTLY IMPACTED
53,625
UTAHNS THROUGH
78 COMMUNITY
EVENTS IN FY24

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.

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.

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

BRIDGET LANCASTER VISITS UTAH

AUGUST 2023



PBS Utah had the privilege of hosting Bridget Lancaster from **America's Test Kitchen**. Bridget taught a private cooking class at Orson Gygi for 16 super fans, she held a Q&A at the Viridian Event Center in West Jordan for over 200 people, and she taped some on-air spots to promote the station's Create Kits being distributed by the Salt Lake County Library system. Many who attended the event stayed after to get their cookbooks signed and visit with Bridget. The Engagement Team got wonderful feedback and hope to bring back more cooking show hosts in the future.

 **200+**
EVENT
ATTENDEES

MANAGING MENTAL HEALTH THROUGH LAUGHTER

MAY 2024



PBS Utah was honored to be granted \$15,000 to engage Utahns around the series **Roots of Comedy**. The station chose to work with local nonprofit Mental Healthy F.I.T. to organize a group of comedy workshops to train individuals who manage mental health issues how to process their challenges through different forms of comedy performance. After the workshops, the participants were invited to perform at a comedy night headlined by local comedian Steve Soelberg, who addressed his own struggles with anxiety and depression through his stand-up routine. 96 individuals attended this free event at Fit to Recover in Salt Lake City.

 **96**
EVENT
ATTENDEES

ECCLES BROADCAST CENTER FOOD DRIVE & CLOTHING DRIVE



The annual Eccles Broadcast Center Food Drive was a success. The community showed up with 10 hams, 44 turkeys, 2.5 van loads of clothing, and \$520 in cash donations. In total, 1,320 pounds of food and clothing went to benefit Crossroads Urban Center.

 **\$520**
CASH
DONATIONS

 **1,320**
POUNDS OF
DONATED GOODS

CRAFT LAKE CITY WORKSHOPS WITH PBS UTAH

MARCH & MAY 2024



The Community Engagement Team initiated a partnership with Craft Lake City to host craft workshops at the Eccles Broadcast Center. Each craft is closely tied to the content programmed on PBS Utah. The first workshop was in March, complimenting PBS Utah's Climate & Sustainability programming. An instructor taught the 16 attendees how to make a woven wall hanging out of sustainable and found materials. The Community Engagement Team plan to do 4-6 workshops a year and continue to introduce more communities to PBS content through engaging, hands-on activities.

 **32**
EVENT
ATTENDEES

LOCAL IMPACT

in the community

CLIMATE CONVERSATION

MARCH 2024



In March 2024, PBS Utah's Community Engagement Team traveled to St. George with **Utah Insight** host, Liz Adeola, to facilitate a "Climate Conversation" around water usage in the driest and fastest-growing area of the state. The station collaborated with Utah Tech University and Conserve Southwest to put together the enlightening panel for an audience of 75 St. George residents.

 **75**
EVENT
ATTENDEES

MASTERPIECE SCREENINGS



PBS Utah continues to serve the station's drama audience with regular advance screenings of Masterpiece programs. The Engagement Team screened **World on Fire**, **All Creatures Great & Small**, **Nolly**, and **Grantchester**. These events are held at Broadway Centre Cinemas in partnership with the Salt Lake Film Society and continue to build momentum as more and more guests are welcomed each time. Each screening brings in an average of 200 people who gather to enjoy the episode together.

 **200+**
EVENT
ATTENDEES

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.

 **99**
BOXES

 **841**
PARTICIPANTS

 **91**
BOOK CLUB
HOSTS
57% NEW IN FY24

“ I have gained a whole new perspective. It's crazy how much you can learn just listening to others. ”

- Gosia Carlson, Book Club in a Box participant

PUBLIC AFFAIRS

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 deeply and insightfully.



5,061
STREAMS



15,172
PODCAST LISTENS
AND DOWNLOADS

UTAH INSIGHT



PBS Utah's weekly public affairs series, **Utah Insight**, returned for its fifth season in 2024. The series examines the most pressing issues facing the state, as hosts Liz Adeola and RaeAnn Christensen join six 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 a thorough analysis of the issues Utahns care about.

Episodes included: **New Solutions for Utah's Unhoused, Amping Up Electric Vehicles, Treating Dementia with Dignity, Utah's Water Quality Question, Understanding AI in an Election Year, Transgender Rights and Resources, Politics on College Campuses, Sexual Assault in Utah, Drought in the Colorado River,** and **Utah's Power Pivot**, a YouTube series of short videos.



3,921
STREAMS



10
CITIES
VISITED



TELLING STORIES

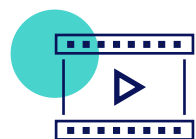
about our community

CONTACT



Contact with Mary Dickson is a short interview program highlighting local nonprofit events and services to communities throughout Utah. Filmed in studio at PBS Utah, this series provides an important media outlet for more than 200 local organizations each year to reach a broader audience.

Contact is PBS Utah's longest-running program and airs weeknights at 9:55 p.m. Each episode is available to stream on pbsutah.org/contact and on the PBS video app.



196
EPISODES



185
GUESTS

MODERN GARDENER

PBS Utah's digital gardening series, **Modern Gardener**, explores the joys and challenges of gardening and landscaping in our unique region. **Modern Gardener** entered its seventh year with returning host Cynthia Stringham of the popular social media account, Melon Monologues.

Episodes this season showed viewers how to compost with chickens and beer grains, how to understand biodiversity in your garden, tips for growing melons, and so much more.



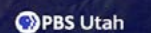
BILLBOARD

University of Utah
Hinckley Institute MLK Panel
with Community Leaders

January 24, 12 - 1 PM

Gardner Commons at Hinckley Institute of Politics

MLKweek.utah.edu



BILLBOARD

Billboard is a curated list of nonprofit events and services throughout Utah.

In FY24 **Billboard** highlighted 317 events with 18% of them representing locations and organizations in rural Utah.



317
EVENTS
LISTED
18% RURAL LOCATIONS

TELLING STORIES

about our community

THIS IS UTAH



This is Utah, a weekly series from PBS Utah celebrating the diverse people who call Utah home, aired its fifth season. 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.**



4,240
STREAMS



8,088
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. FY24 brought the premiere of the fourth 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 4 included **Utah's Black Churches, The Upside to Lowriders, Is Your History Being Erased?, Diversity on Stage and Screen,** and **Inclusive Outdoors.** **Roots, Race & Culture** is also a podcast with original content.



2,141
STREAMS



973
PODCAST LISTENS
AND DOWNLOADS

RADIOWEST FILMS ON PBS UTAH



RadioWest Films on PBS Utah curates stories told through cinematic short films rolled out to digital, then grouped into 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, produced by RadioWest's Filmmaker in Residence, Delaney Plant.

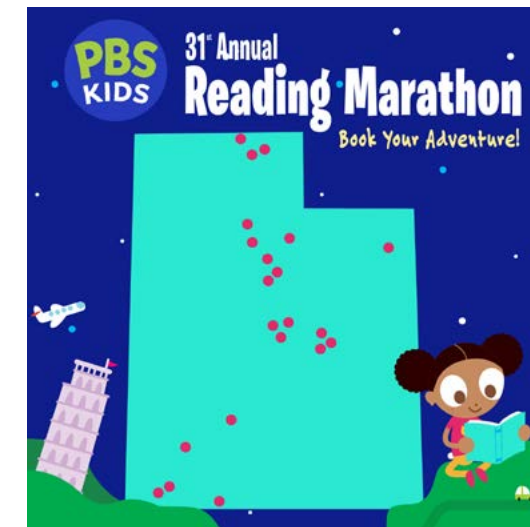
A **RadioWest Films on PBS Utah** special titled **The Stories a Body Tells**, is a collection of three captivating short films that offer deeply personal perspectives; **Autonomous, Another Body,** and **A Sister Must Sacrifice**, along with two other programs, **First Edition** and **Sentenced.**

EDUCATION PROGRAMS

Reading Marathon



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 \$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. From November 2023 to March 2024, there were 1,456 participants and 484,816 minutes read.

READING MARATHON

NOVEMBER 2023



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.

In total, 27,407 readers participated in the Reading Marathon, an 8% increase in participation from the previous year (FY23).



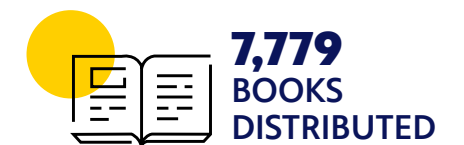
SCHOOL AND COMMUNITY PARTNERSHIPS

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 the spring of 2024, PBS Utah continued its role in school partnerships to provide support to teachers. PBS KIDS Utah hosted Education events with 49,948 participants.

For 2023-2024, PBS Utah provided 7,779 books.

- 7,779 Books Distributed
- 53 Education Events with 49,948 Participants: 36,295 Children, 5,497 Parents/Caregivers, and 6,700 Educators



EDUCATION PROGRAMS

Writers and Illustrators Contest

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.

116 children in grades K-6 submitted stories with 21 selected winners and several honorable mentions. A full list of winning stories and illustrations can be found at pbsutah.org/writers. Winning stories will be part of the 2024-2025 Writers & Illustrators Contest Traveling Exhibit.

 **116**
STORIES
SUBMITTED

WRITERS AND ILLUSTRATORS TRAVELING EXHIBIT

AUGUST 2023-MAY 2024



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

The exhibit traveled to:

- Grand County Library, Moab Sep. 28 - Nov. 6, 2023
- Delta South Elementary, Delta, Feb. 8 - Mar. 7, 2024
- Roosevelt Public Library, Apr. 3 - May 8, 2024



COMMUNITY PARTNERS

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
- Utah Film Center: Tumbleweeds Film Festival
- Hogle Zoo
- The Leonardo
- Sequest Aquarium

COMMUNITY EVENTS AND PROJECTS

- AARP Utah
- Amplify Utah
- Craft Lake City
- City of St. George
- Crossroads Urban Center
- Fit to Recover
- KRCL 90.9 FM
- KUER 90.1 FM
- Mental Healthy F.I.T.
- Orson Gygi
- Pik2AR
- Salt Lake County Library
- Salt Lake Film Society

- Salt Lake Jewish Community Center
- Tracy Aviary
- U of U Neighborhood Partners
- UETN
- Utah Cultural Celebration Center
- Utah Department of Aging Services
- Utah Historical Society
- Utah Humanities
- Utah Museum of Fine Arts
- Utah State Library System
- Utah Tech University
- Wasatch Community Gardens

MINI READING MARATHON ORGANIZATIONS

- 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

BOOK/SUPPLIES DISTRIBUTION AND EDUCATION/FAMILY EVENT PARTNERSHIPS

- Utah Community Action
- The Children's Center
- Show Up For Teachers
- Girl Scouts of Utah
- University Neighborhood Partners
- Utah STEM Action Center
- Alpine School District Civics Academy
- UEN
- Title VI Coordinators
- Blue Star Military Families
- Afro Utah
- Monroe Elementary School
- Granger Elementary
- Salt Lake City Library
- Mujeres Unidas De Utah
- Utah State Board of Education
- Sunset Elementary
- Santa Flight
- Truman Elementary
- South Kearns Elementary
- 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

55TH ANNUAL PUBLIC MEDIA AWARDS

PBS Utah were finalists in the 55th Annual Public Media Awards in several categories:

- **Art Elevated: The Utah Governor's Mansion Artist Awards**
Performing Arts
- **This Is Utah: Utah's Culture Craft**
Cultural Feature

SOCIETY OF PROFESSIONAL JOURNALIST AWARDS

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

- RaeAnn Christensen: **"Utah Insight: Students Speak Up: One Teacher's Quest to Amplify Young Voices in Education"**
First Place, Television: Education
- Liz Adeola: **"This Is Utah: Honey TeaHive"**
Second Place, Television: Business/Consumer
- Joe Prokop: **"This is Utah: Song of the Paiute Native Youth Group"**
Third Place, Television: Diversity and Equity
- RaeAnn Christensen: **"Utah Insight: Springdale's Squeeze: Unpacking the Housing Crunch"**
Honorable Mention, Television: Business Consumer
- RaeAnn Christensen: **"This is Utah: Threads of Heritage: Denise Koli's Fusion of Traditions and Trend in Fashion"**
Honorable Mention, Television: Diversity and Equity
- RaeAnn Christensen: **"The Voices of Utah: Stories of Resilience"**
Honorable Mention, Television: Best TV Reporter



EMMY AWARDS NOMINATIONS

- **Art Elevated: The Utah Governor's Mansion Artist Awards**
Public Affairs Program (Single Program or Series)
- **Roots, Race & Culture: Cultural Appropriation**
Interview/Discussion
- **The Hinckley Report: The Dignity Index**
Interview/Discussion
- **Art Elevated: V. Kim Martinez & Jack Ashton**
Arts/Entertainment Long Form Content