

## 2012 Local Content and Service Report to the Community

### LOCAL VALUE

**Vegas PBS provides many valuable resources to the Southern Nevada community**

Vegas PBS prides itself in being a trusted source of information to the community by providing valuable programming, workforce training, literacy workshops and educational services to over 2 million people.

Vegas PBS' digital technology helps keep us as the main provider of Emergency Response Services throughout the region.

### 2012 KEY SERVICE

**Vegas PBS provided the following key local services:**

Participated in a major campaign to combat Southern Nevada's low graduation rates by promoting the American Graduate Initiative including town hall meetings.

Vegas PBS continued to expand the state's largest lending library of materials for the deaf, hard of hearing, blind, or visually impaired.

In 2012 the Vegas PBS production department produced over 470 hours of unduplicated local content.

### LOCAL IMPACT

**Services have been utilized by thousands of residents throughout Nevada.**

Whether it be watching high quality television programming, attending a workshop to help children read, obtaining skills training to get you back out into the workforce or receiving information over our emergency broadcasting system, Vegas PBS keeps our communities well educated.





## 2012 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Vegas PBS has created a unique digital technology corporation focused on providing distinctive program content and addressing unmet local public service needs. The “Community Engagement” business model adopted by our board requires us to assess community needs and develop program services in cooperation with public, private and nonprofit partners. These collaborations are designed to track participation and deliver measurable public service results. This discussion will highlight many of these social results to provide additional perspective on the financial results of a very challenging year.

The current focus of the company is to build partnerships with organizations already active in seven community priorities commonly identified in separate studies conducted by UNLV, United Way, and the Nevada Community Foundation. We evaluate long term partnerships and strategic objectives through the following community priorities:

- Enriching educational opportunity
- Insuring personal safety
- Creating a vibrant economy
- Designing a sustainable environment
- Improving health care access
- Building a sense of place and connection
- Expanding access to the arts

Our goal is to leverage our PBS national program content, local media production, multi-media distribution technologies, and community convening skills with the clients, customer service capacities, and resources of community partners for the long term betterment of our region. This discussion is intended to demonstrate how we use our financial resources to achieve this objective.

There are five major public service activities of the company which are supported by engineering, information technology, fund raising, accounting, and communications teams. These services are organized for this report as public media, educational media, online media, content production, and emergency communications.

### PUBLIC MEDIA SERVICES

Vegas PBS’ three over-the-air television services are rebroadcast via a network of translator stations throughout southern Nevada, plus nearby portions of Arizona, Utah, and California. Vegas PBS owns and operates six such stations and authorizes ten other licensees to retransmit the channels. In the last two years, all but one translator has been converted to a digital transmission system that allows viewers to see all three over-the-air broadcast channels.

Of particular note this year, is the rise in the number of programs Vegas PBS has placed in national syndication for use by other PBS stations. The titles include the cooking series *Secrets of a Chef* with local restaurateur Hubert Keller; a travel exploration series *Wonders of the West*; the educational sign language series *Signing Times* for deaf, hard of hearing, Down Syndrome, and autism spectrum students plus caregivers, friends and family members who wish to learn the language; and *My Future Baby*, a one hour special on recent medical advances in the science of infertility. In addition, our active promotion of Las Vegas stages as “the best” venue for national performance production has helped land national production agreements this year for Human Nature, who recorded their *Human Nature Sings Motown with Special Guest Smokey Robinson* pledge special at the Paris Hotel, and for all the artists featured during the grand opening of The Smith Center as Vegas PBS presented *From Dust to Dreams: Opening Night at The Smith Center for the Performing Arts*.



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### EDUCATIONAL MEDIA SERVICES

The company sees its educational media services as much more than linear video program content. The Vegas PBS Educational Media Services Department is committed to developing expertise in creating and adapting educational programming content for use via the Internet, telephone, and gaming platforms. We believe we are well prepared to assist educators as they evolve their teaching methods to incorporate new technology platforms that students use at home, and that such expertise will be in high demand in the years ahead.

Educational Outreach - These programs began with a national grant to promote childhood literacy using national PBS program materials and books in schools serving students from low socioeconomic homes. The program elements include PBS television programs seen at home or childcare centers; PBS interactive websites and mobile apps; locally produced Public Service Announcements between the programs; school and community workshops for children, parents and teachers; and take home, program-related educational materials for workshop attendees. Although the workshops are offered throughout the community, more than 90% of this year's 88,326 participants attend schools classified as eligible for federal Title I funding due to the parent(s) low annual household income. The local Vegas PBS program has expanded to include three curriculum elements focusing on literacy, oral health, and childhood obesity.

American Graduate offers educational resources, programs and links as part of a comprehensive station commitment and national effort to assist in reducing the dropout rate. Nevada has the highest dropout rate of any state in the nation. Locally, the Clark County School District has identified reducing the dropout rate as a top objective. Vegas PBS was chosen as one of only 11 sites in the nation by the Corporation for Public Broadcasting to serve as a Community Hub for convening discussion and actions to address the issue.

A Channel 10 *Teacher Town Hall* moderated by Ray Suarez from the *PBS Newshour*, featured approximately 100 local educators and was simulcast on two public radio stations. Vegas PBS also produced *Helping Families Graduate* which identified helpful resources and programs, and *Teachers Making A Difference* which highlighted successful teacher interventions to address factors impacting the dropout decision.

### ONLINE MEDIA SERVICES

Vegas Virtual Online was launched July 1, 2010, in response to the high recession-related unemployment challenges created by Nevada's undiversified economy. Enrollments in 2009-10 to 2011-12 grew from 840 adults to 2,073 – a 148 percent increase. With expansion of the program this year, the department purchased and customized a training portal and licensed more than 4,000 self-paced courses. The program also added 330 instructor-led career certification programs to offer through the state workforce training system. Vegas Virtual Online programs received approval for federal tuition reimbursement through the Nevada Department of Education and appear on the State Approved Provider List.

The station continues its free public education campaign on behalf of the workforce partners recognized by the Southern Nevada Workforce Investment Board. The partners include state and local governmental service providers such as Nevada Job Connect, Workforce Connections, Southern Nevada Regional Housing Authority, and the Nevada Commission on Economic Development. The non-profit service providers include the Latin Chamber of Commerce Foundation, Nevada Partners, Caring Helping and Restoring Lives, Inc., Goodwill Industries – Career Connections, GNJ Family Life Center, and the Foundation for an Independent Tomorrow. Vegas PBS offers its job certification courses and programs to private individuals, local businesses, nonprofit service providers, government agencies, and unemployed individuals



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### CONTENT PRODUCTION SERVICES

During this fiscal year, the Vegas PBS production department produced 470 hours of unduplicated local television, cable and web content – a remarkable 20% increase over last year.

More than 208 nonprofit organizations received free television promotion for their events on Channel 10, and many more were listed on our Community Billboard website. Vegas PBS also donated production of public service announcements, training videos, or event recording for the Southern Nevada Health District, Green Chips, Legal Aid Center of Southern Nevada, University of Nevada Las Vegas, National Atomic Testing Museum, Lied Children's Museum, Cleveland Clinic/Lou Ruvo Center for Brain Health, Nevada Highway Patrol, Smith Center for the Performing Arts, College of Southern Nevada, and 14 Workforce Investment Act certified local service providers.

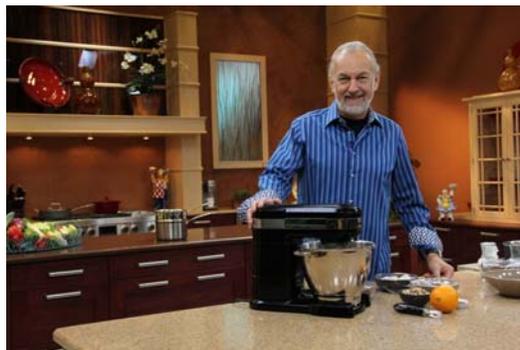
Vegas PBS believes its production and broadcast of results-oriented Public Service Announcements and educational videos empower our local nonprofit partners to more efficiently deliver the services their contributor's fund. Their results are one of the internal metrics management uses to measure our community engagement results. While Vegas PBS is an active solicitor of charitable donations, it is unique in that its public service broadcasting mission makes Vegas PBS a major donor of priceless communication and education services to other community organizations.

### EMERGENCY COMMUNICATION SERVICES

Emergency Communications is an emerging public safety service function of the company that uses its unique broadcast, microwave, fiber, and satellite resources for program services to the general public, with closed circuit communication networks to police, fire, hospital, and emergency command centers. The post 9-11/Katrina federal emergency communications strategy is to digitize public safety messages in ways that foster universal distribution and public access on all TV, radio, Internet, and wireless mobile devices. Because Las Vegas is one of only 10 cities DHS has classified as a priority in their high density, high threat, Urban Areas of Concern Initiative (UACI), Vegas PBS has actively engaged with emergency communication planners to integrate its extensive technology infrastructure into the community's emergency response resources, and to speed the evaluation and development of new federal systems

## Secrets of a Chef

The locally filmed cooking series *Secrets of a Chef* with local restaurateur Hubert Keller was placed in national syndication for use by other stations around the country. This gives us a chance to showcase the skills of our local talent as well as publicize our wonderful community



## Described and Captioned Media Center (DCMC)

A statewide lending library created by Vegas PBS for all Nevada residents, the DCMC was founded with strong community input to serve, deaf, hard of hearing, blind, or visually impaired persons, their families, educators and other service providers. The service was established in the absence of K-12 services routinely provided in other states by state-funded schools for the deaf or blind or state departments of education. The collection includes thousands of books, multimedia and educational resources beyond the closed captioned and audio described programs broadcast on public media channels. Examples include Braille books, audiobooks, DVD videos, educational games and puzzles.



## Keeping Kids Fit

The **Keeping Kids Fit** childhood obesity outreach program conducted 192 workshops in public schools, Henderson recreation centers, and Las Vegas/Clark County Library District facilities. A record 19,640 children, parents, caregivers, and teachers participated. More than 2,664 take home exercise and nutrition gym bags were distributed in elementary schools with high percentages of children from low income households. Each kit contained tools and information for families to participate in exercise activities, nutrition and healthy food choices at home.





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### AMERICAN GRADUATE -

A major concern in Nevada is the fact that we are last in the nation for Graduation rates. Clark County School District made one of 2012's primary initiatives to increase the graduation rate of our seniors in high school. In conjunction with CCSD and the national American Graduate program from CPB, Vegas PBS implemented a program to raise awareness of the dropout rate and spur discussions about how we as a community can help with this problem. Town Hall meetings were held and training was provided in an attempt to help every senior walk across the graduation stage.



#### Reach in the Community:

With the cooperation of Clark County School District and the community, open forums were held to raise awareness and provide a voice to the issue. Students were provided opportunities to make up missing credits and volunteer mentors were provided to help those struggling obtain the goal of graduation.

#### Partnerships:

- Clark County School District
- MGM Resorts Foundation
- Bill and Melinda Gates Foundation
- Mexican Consulate
- America's Promise Alliance
- Corporation for Public Broadcasting

#### Impact and Community Feedback:

92% of students believe they will graduate from high school ... but only 7 out of 10 will actually graduate. They have the will. They just need our support to find the way. Vegas PBS brings communities together to help every American Graduate.

**"The goal is graduation.  
Everything we do is graduation...  
We need to graduate kids."  
– David Wilson, Principal Chaparral  
High School**



- In 2012 Vegas PBS had the highest whole day and highest daytime gross rating point totals of any PBS affiliate in the US.
- The Described and Captioned Media department expanded its library significantly and added a braille printer to its resources.
- Over 19,640 children, parents, teachers, and caregivers participated in Vegas PBS' Keeping Kids Fit program and 64,507 children participated in 394 community workshops for Ready to Learn.



Jessica Carroll leads a workshop in one of the Clark County School District Schools to promote Childhood reading . The workshop was attended by both students and parents.

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The Vegas PBS vision statement says that Vegas PBS will be known as the leading information resource, online education provider, and preferred partner for local media content creation and distribution. Vegas PBS is realizing this vision by developing strong partnerships with the local industries, providing state of the art educational resources to the community and delivering content that meets viewers needs of being trusted, valued and essential.

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