

## DISCLAIMER

Electronic versions of the exhibits in these minutes may not be complete.

This information is supplied as an informational service only and should not be relied upon as an official record.

Original exhibits are on file at the Legislative Counsel Bureau Research Library in Carson City.

Contact the Library at (775) 684-6827 or [library@lcb.state.nv.us](mailto:library@lcb.state.nv.us).



# CHANNEL 5 PUBLIC BROADCASTING . . . NORTHERN NEVADA'S SUCCESSFUL LOCAL SERVICE

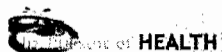
**Vision Statement:** *Bringing you the world and connecting our community through the power of trusted public service media.*

## KNPB Areas of Focus:

1. Know our audiences and have our audiences know us
2. Collaborate with other organizations
3. Leverage new technology to better serve diverse audiences
4. Tell the stories of Nevada and the West
5. Plan for the future

### **COLLABORATE**

Develop partnerships with community organizations to tell their stories.



Convene representatives of the healthcare community for outreach activities related to healthy living.

Convene representatives of the faith community for outreach activities related to social justice.



Work with the education community to offer professional development for teachers and administrators.



Present workshops for parents and caregivers of young children connecting PBS children's programs to literacy and child development.

### **CREATE**



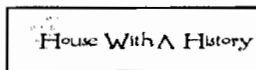
Partner with local organizations to produce programs important to issues they share in our community.



Produce monthly live interactive discussions of local issues important to our communities.



4 seasons of adventures exploring the outdoor wonders of our state.



Local series features tours of historic homes in northern Nevada.



### **COMMUNICATE**

Broadcasts full PBS program schedule on both analog and digital channels.

New local digital channel offers 24/7 lifestyle programs through CREATE.

Carries PBS programs 24/7 in high definition.

[www.knpb.org](http://www.knpb.org) provides viewers interactive information regarding station programming and activities.

KNPB member e-newsletter alerts station members to programming highlights and member benefits.

Program guide mailed monthly to all 8,000 KNPB members features complete program listings and related station activities.

## PUBLIC/PRIVATE FUNDING

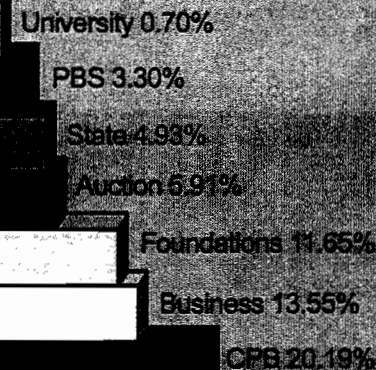
KNPB's share of the 2005 Nevada Legislature's public broadcasting appropriation totaled \$143,000 over two years.

KNPB has requested an additional \$500,000 from the 2007 state surplus.

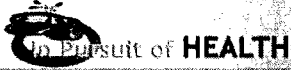
Federal PTFP and DDF grants for the digital conversion totaled \$1.72 million, which leveraged more than \$4 million from local organizations and individuals.

## 76.57 % of KNPB funding is LOCAL SUPPORT

### KNPB Revenue Sources



# KNPB Collaborates



**GOAL:** To position KNPB as a "good neighbor," by convening community organizations to work together toward shared mission to improve the quality of life in our communities through public service media.

## PROGRAMMING:

- KNPB's new GoodWorks production initiative offers community organizations the opportunity to collaborate on local production projects for telling their stories.
- KNPB's outreach theme for 2005, 2006 is In Pursuit of Health, bringing together some 50 healthcare organizations and individuals in northern Nevada to raise awareness of issues in healthy living.
- "Champions of Change" short productions profile Nevadans who are making a difference in health care.
- Faith-based organizations work together with KNPB in local outreach to explore their mission toward social justice through outreach for national program series Prayer in America.
- KNPB outreach and education staff partner with early childhood educators and UNR to present Ready To Learn services, helping parents and caregivers learn how to use television for learning.

**ON THE WEB:** Links to community organizations on the KNPB website create a robust network of shared activities and resources through communication projects like the monthly Member E-Newsletter and interactive media.

## EVENTS:

- Sponsored by KNPB for the past 5 years, the Nevada Educational Technology Leadership Conference inspires teachers and administrators statewide to learn strategies for integrating technology resources into curriculum.
- Outreach screenings and discussion groups offer viewers the opportunity to share ideas and opinions about controversial and contemporary issues.
- PBSTeacherLine, graduate-level online courses facilitated by local Master Teachers helps teachers become "highly qualified." KNPB partners with local schools and districts to offer TeacherLine in northern Nevada.

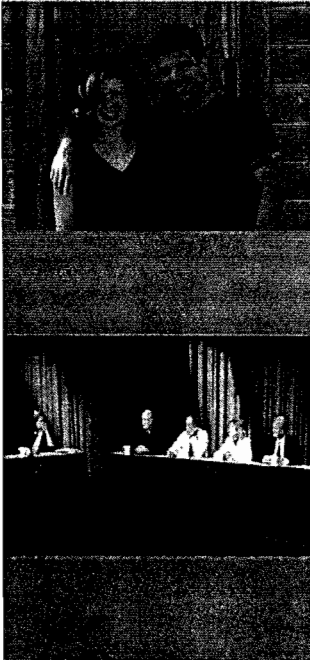
Contact: KNPB  
Channel 5 for more  
information  
775.784.4555

**SPONSORSHIP OPPORTUNITIES:** Corporate grants, foundations, and other funding sources support much of the costs of these projects.

KNPB Channel 5 1670 North Virginia St. Reno, NV 89503 - 0711  
TEL 775.784.4555 FAX 775.784.1438 [www.knpb.org](http://www.knpb.org)



# KNPB Creates



**GOAL:** To produce television and other public service media programs that tell the stories of Nevada.

## PROGRAMMING:

- KNPB's new *GoodWorks* initiative partners with local organizations to produce programs important to issues they share in our community.
- KNPB's live monthly *OpenLine* program offers viewers the opportunity to discuss local issues by phoning in their questions and comments to a studio panel.
- *Wild Nevada* follows KNPB staffers Dave Santina and Chris Orr through the state, discovering Nevada's unique beauty and opportunities for adventure.
- *House with a History* features tours into the homes of past and present residents of historic houses in northern Nevada.

**ON THE WEB:** The KNPB website offers viewers extended information and activities about all KNPB productions. Web use records demonstrate that KNPB production web pages are among the most visited at KNPB.org.

## EVENTS:

- Nearly all of KNPB local productions are introduced to local viewers through a screening event for a "sneak preview" and an opportunity to experience firsthand the work of "their" public television station.
- Outreach activities created to support local productions include DVDs and workshops with teachers.

**SPONSORSHIP OPPORTUNITIES:** Corporate grants, foundations, and other funding sources support much of the costs of these projects.

Contact: KNPB  
Channel 5 for more  
information  
775.784.4555

KNPB Channel 5 1670 North Virginia St. Reno, NV 89503 - 0711  
TEL 775.784.4555 FAX 775.784.1438 [www.knpb.org](http://www.knpb.org)



# KNPB Communicates



**GOAL:** To reach all people of northern Nevada and eastern California with public television programming and services.

## PROGRAMMING:

- KNPB is a full service public television station, broadcasting the PBS program schedule on both analog channel 5 and digital channel 5.1.
- KNPB II offers viewers 24/7 lifestyle programming through CREATE on the new digital channel 5.2, Charter cable channel 225.
- KNPB HD broadcasts 24/7 program schedule in high definition.
- KNPB's website, [www.knpb.org](http://www.knpb.org), offers television viewers extended information and interactive experiences regarding station programming and activities.
- The KNPB e-newsletter alerts members monthly to programming highlights, station activities, and other member benefits.
- TAKE 5 program guide is mailed to all station members monthly with complete program listings and information about station activities.

**ON THE WEB:** While program schedules for KNPB channels attract the largest number of visits to [knpb.org](http://knpb.org), monthly records demonstrate the two-way nature of the medium through viewer comments, surveys, and other interactive use.

## EVENTS:

- KNPB's Birthday Club reaches out to families with "Meet and Greet" events featuring children's program characters at parks and zoos.
- Flyers promoting programs and outreach activities are distributed throughout the community, often in partnership with other organizations.
- KNPB participated in local community events such as the Tune In To Kids Family Fun Fair, communicating station mission and activities.

**SPONSORSHIP OPPORTUNITIES:** Corporate grants, foundations, and other funding sources support much of the costs of these projects.

Contact: KNPB  
Channel 5 for more  
information  
775.784.4555

KNPB Channel 5 1670 North Virginia St. Reno, NV 89503 - 0711  
TEL 775.784.4555 FAX 775.784.1438 [www.knpb.org](http://www.knpb.org)



## **A Snapshot of KNPB Channel 5 Public Broadcasting, Inc.**

### **History**

- KNPB signed on the air September 29, 1983, with a broadcast of Sesame Street. We launched our digital signal on that same date in 2000, using a borrowed transmitter.
- Over the next 3 years, we built a new tower, installed a digital transmitter on Red Peak, and built out our digital master control center.
- Channel 5 Public Broadcasting is a 501c3 not-for-profit corporation and is licensed to the communities of its broadcast area, totaling approximately 480,000 people in ten very rural counties.
- KNPB Education services are available to combined enrollments of more than 105,000 students and some 6,500 teachers.

### **Broadcast service**

- Today we broadcast our regular PBS programming on both analog and digital signals, as well as a 24/7 HD (high definition) channel and KNPB II, which currently carries *Create*, a national service of lifestyle programming.
- Our signal reaches communities throughout northern Nevada and eastern California: Susanville, Markleeville, Yerington, Minden, Gardnerville, Carson City, Fallon, Fernley, Virginia City, Incline Village, and, of course, Reno/Sparks. Through new translator partnerships we now broadcast to communities east of Reno all the way to Elko.
- We launched our third digital channel in January 2006, beginning with *Create*, a 24/7 program service which features lifelong learning and lifestyle programming. Our plan is to dedicate a portion of this channel to delivering a local digital service focused on Nevada and the western U.S.

### **Local production**

- KNPB local productions tell the stories of the people and culture of northern Nevada and eastern California: *Wild Nevada*, *House with a History*, *One on One*, *The Nevada Experience*, and *High Five*.
- Monthly *Open Line* live call-in programs offer viewers the opportunity to interact with a panel of experts to discuss an important issue. Recent programs have addressed topics including AIDS in northern Nevada, the Methamphetamine Epidemic, and Teen Driving.
- New in 2006, the GoodWorks initiative tells the stories of organizations in northern Nevada, through production partnerships with both for-profit and not-for-profit groups.
- KNPB's website, [www.knpb.org](http://www.knpb.org), supports all station activity with the most up-to-date information and interactive services.

## Education

- KNPB presents the *Nevada Educational Technology Leadership* conference attended by 200+ teachers statewide each spring at the campus of TMCC. Evaluations continue highest reviews for this professional development event for teachers.
- A PBS TeacherLine Regional Coordinator, KNPB markets and manages *PBS TeacherLine* online professional development graduate courses for teachers in northern Nevada and eastern California. Each year several hundred northern and rural Nevada teachers enroll in these rigorous courses designed to help teachers become “highly qualified.”
- Designed to help teachers and learners use public television resources, the KNPB Educational Resource Calendar is published monthly on the education pages of [www.knpb.org](http://www.knpb.org).

## Ready To Learn

- Targeting early childhood education, *Ready To Learn* services have been offered by KNPB for the past 11 years.
- More than 60 workshops are presented each year to help parents and caregivers of young children focus on learning with television.
- Each year KNPB sponsors a local *Reading Rainbow Young Writers and Illustrators* competition, collecting books written and illustrated by children in grades K – 3.
- Projects such as *Discovering the Oasis* reach out to the community to offer enhanced activities for teachers and learners in partnership with other community and business organizations.
- KNPB broadcasts 51 hours per week of quality, educational children's programs.

## Community Outreach

- Each year KNPB outreach staff work with community leaders to identify a community outreach theme. By popular demand, “In Pursuit of Health” continued as our outreach theme through 2007, focused on local issues in healthcare and healthy living. Other outreach themes have focused on issues of race and the faith community.
- Regular discussion groups based on programming which stimulates audience response are hosted, both at the station and at facilities of partner community organizations.
- Outreach and production staff team up for the monthly *Open Line* live call-in program.
- Outreach sponsors a TV institutional spot production category in the local *Lumiere* Student Film Festival competition. Winning spots are broadcast on Channel 5 in station breaks.