



## 2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



The mission of KSPS Public Television is to provide programs and events that entertain, engage and educate to enrich all the communities we serve. For more than 50 years, we've been a valued source for news and information. Through our four over-the-air broadcast channels, region-wide translators and multimedia resources including [ksp.org](http://ksp.org) and social media outreach, we continue to grow in our role as convener, facilitator and catalyst for conversations to engage communities and viewers around critical issues.



In 2022, KSPS PBS was dedicated to strengthening and enriching our communities through our on-air, online, and on-demand programming. We focused on four key areas that we believe are vital to the health and well-being of our region: Education, Workforce Development, Arts & Culture, and Civic Health.

In the realm of Education, we offered a wide range of educational resources and programming for learners of all ages, from early childhood development to family education. Our goal was to provide engaging and inspiring content that would help our viewers grow and learn.

In the area of Workforce Development, we provided valuable resources and support for job seekers and professionals looking to advance their careers. From job search advice to helping young people find the career path that makes sense for them, including living-wage jobs that don't require a 4-year college degree, we aimed to help our viewers succeed in the workforce.

In the realm of Arts & Culture, we celebrated the diverse and vibrant artistic and cultural communities in our region through a range of programs and initiatives. From showcasing local artists and cultural events to highlighting the history and traditions of our communities, we aimed to raise awareness and appreciation for the richness and diversity of our region.

Finally, in the area of Civic Health, we provided resources and support for our viewers to become more informed and engaged citizens. From voter education and civic engagement initiatives to in-depth coverage of local and national issues, we aimed to empower our viewers to make a positive difference in their communities.

Overall, our work in 2022 was focused on enriching and strengthening our communities through on-air, online, and on-demand programming that provided valuable resources and support in the areas of Education, Workforce Development, Arts & Culture, and Civic Health. We hope that our efforts have had a positive impact on our viewers and communities, and we look forward to continuing to serve and support them in the future.

## Education

**Impact: Hundreds of children and families received educational resources to help them learn during the year.**

The Education team at KSPS PBS continued to bridge educational gaps in our region by providing free learning resources directly to children and families in our highest needs communities through our school and community programs.

### Learn and Grow Together

In November 2022, we began the Learn and Grow Together Family Community Learning workshop series at the Liberty Park Library, engaging an average of 10 family members in hands-on learning experiences focused on Social and Emotional Learning, Character Development, and Executive Function skills.

The workshops use creative play and exploration to introduce kids and grown-ups to digital and tangible tools that can be used to develop knowledge, practices, and perspectives.



### STEM in Schools

From January 2022 through June 2022, KSPS provided bi-weekly STEM after-school programs to 60 K-3rd grade students using Ready to Learn resources, to six high-needs elementary schools: Logan Elementary, Whitman Elementary, Stevens Elementary, Lidgerwood Elementary, Grant Elementary, and the Spanish Language Immersion School. Students engaged in hands-on STEM learning activities that ranged from learning about buoyancy by building boats out of recycled materials to understanding the foundations of coding using the PBS KIDS Scratch Jr app. From January to June, we sent over 700 books home with the students in our program, and at the end of the school year, each student was given a PBS KIDS Play and Learn tablet.

*“The program made my child feel special and part of a group. He loved the activities.”* - Parent of after-school program student

On Friday afternoons from February to May, we engaged an average of 10-15 family members in the Molly of Denali Family & Community Learning workshops. The caregivers and students engaged in active, hands-on learning experiences that focused on literacy and informational text—that focuses on literacy and informational text such as signs and instructions. After each session, the families received a take-home bag filled with at least one book and additional learning resources.

*“We learned about the Alaskan Native culture including beliefs, practices, and values. Enjoyed learning about animals and their lifestyles. What was taught brought up opportunities to learn about new ideas and understandings for our kids and family.”* - Parent who attended the Molly of Denali FCL workshops

### Summer STEM, Television Production and Podcast Camps

From June 27, 2022, through August 25, 2022, KSPS PBS offered nine free weeklong PBS KIDS Ready to learn summer STEM camps (Monday through Thursday, 8:30am-12:30pm) for 20 low-income K-3 students attending Logan Elementary, Stevens Elementary, Lidgerwood Elementary, and Grant Elementary in Northeast Spokane. KSPS PBS also invited students into the world of media production at our studios for podcasting and media production camps. Students engaged in collaborative hands-on activities focused on the following STEM themes:

**Learn to code with Scratch Jr.**

**Explore space with Ready Jet Go!**

**Become a scientist with Ruff Ruffman.**

**Dive into the world of media production with KSPS PBS**

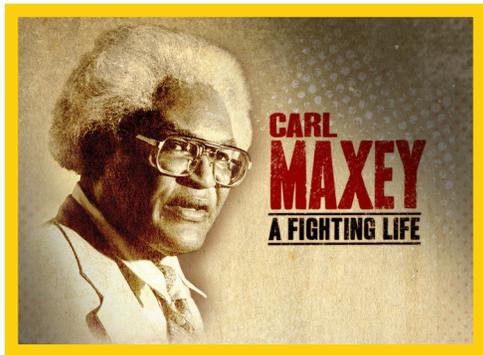
**Carl Maxey: A Fighting Life Special Screening and Live Q&A sessions with Morgan Maxey**

KSPS PBS hosted a special screening of Carl Maxey: A Fighting Life, a documentary about the inspiring life of Spokane attorney Carl Maxey. Born as an orphan and rescued by a Jesuit priest, Maxey became a collegiate boxing champion and later a trial lawyer, known for defending controversial clients and advocating for civil rights.

The screening event, which took place at various high schools, was followed by a live Q&A session with Morgan Maxey (an attorney at the Maxey Law Firm) and Sandy Williams (editor of the Black Lens newspaper and executive director of the Carl Maxey Center).

Over 100 virtual attendees participated in the Q&A, posing questions such as: Are there any lawyers like Carl Maxey in the Spokane area today? What inspired you to become a lawyer? Why did you start the Black Lens? Who inspires you?

The Q&A sessions were moderated by KSPS PBS, providing a platform for students to engage with and learn from Morgan Maxey and Sandy Williams. The special screening and Q&A were held in honor of the life and legacy of Carl Maxey.



Watch Carl Maxey: A Fighting Life [here](#). Find video segments and accompanying learning guide from the KSPS PBS Education Collection [here](#).

**Aquifer Education:**

We partnered with Spokane Aquifer Joint Board to educate viewers of all ages on the need to preserve and protect Spokane’s sole source of drinking water, the Spokane Valley-Rathdrum Prairie aquifer. We produced a series of on-air promos and aired them over 600 times last year. We also conducted classroom workshops for 2nd and 3rd graders to teach them how the aquifer works and why it’s so important to protect it. We conducted over 70 workshops, visiting 16 schools (in 3 different districts), educating over 1,375 students in Spokane and Spokane Valley. Teacher feedback:

*“I have LOVED having you come and speak to my class. The students learn so much in the session you provide, and also really enjoy making their own aquifers.”* – Keri Manfred, Third/4th Grade Teacher

*“Students really enjoyed learning about the aquifer and were surprised to learn how many things can damage it. They also really enjoyed making the aquifer in a cup models. I hope you can come again to Jefferson Elementary and present to this year’s 2nd graders!”* – Melinda Kenney, Second Grade Teacher



## Workforce Development

**Impact: over 50,000 students had access to career exploration tools.**

**Career Explore Northwest:** [Career Explore Northwest](#) is a valuable resource for young people in the Inland Northwest region as they explore their career options. The program focuses on middle and high school students and aims to invest in the future workforce by providing detailed information about various careers, including salary ranges and training requirements. This information is made available through job spotlight videos and a comprehensive website.

In addition to serving students in the Inland Northwest, Career Explore Northwest has gained national attention through its partnership with Spokane Workforce Council. In recognition of its efforts, the organization was awarded the 2022 Workforce Partner of the Year award for Washington State by the Washington Workforce Association.

One of the key strengths of Career Explore Northwest is its strong partnerships with businesses, colleges, schools, and other organizations in Washington and northern Idaho. These partnerships have helped the organization to grow and expand its reach, and we can expect to see even more opportunities for students to engage with professionals and learn about in-demand jobs in the region as the program continues to grow.



**S P O K A N E  
W O R K F O R C E  
C O U N C I L**



## Arts & Culture

**Impact: a potential audience of nearly 2 million people learned about local artists and enjoyed their beautiful works.**

At KSPS PBS, we are committed to showcasing and celebrating the artistic and cultural richness of our communities. Over the past two years, we have made it a priority to produce 50 presentations highlighting regional artists and arts and culture organizations, with the goal of raising awareness of the wonderful people, talent, and events that define our region. Through our efforts, we have already exceeded this goal and have brought the joy of memorable performances and cultural understanding to a potential audience of nearly 2 million people.

Our flagship program, *Northwest Profiles*, has played a crucial role in this effort, highlighting the most inspiring and noteworthy aspects of our region. From profiling local artists and cultural organizations to showcasing the beauty and diversity of our communities, *Northwest Profiles* has brought attention to the unique and vibrant culture of our region.

In 2022, we have also launched season three of *Inland Sessions*, a series of performances and presentations featuring local artists and cultural groups. These studio concerts have brought the joy of live performance to hundreds of thousands of viewers, and have helped to uplift and support artists throughout our region.

Finally, our *Saturday Night Cinema* program offered a wide range of films for our audience to enjoy, including both little-known titles and blockbuster hits. With film introductions and commentary by our hosts, all are avid movie buffs, *Saturday Night Cinema* has provided a diverse and engaging viewing experience for our audience.

Overall, our efforts to promote local artists and arts and culture organizations have had a significant impact, raising awareness and appreciation for the artistic and cultural richness of our communities. We are proud of the work we have done and look forward to continuing to support and celebrate the talent and creativity of our region.



*Northwest Profiles* is KSPS PBS' flagship program, highlighting the most inspiring people, places and events throughout our region.



*Inland Sessions* showcases talented performers living in the Inland Northwest. *Inland Sessions* provides a venue for regional musicians and spoken-word artists performing in the KSPS PBS studios.



We all love a good movie, and KSPS PBS loves to bring them to you! Featuring little-known films and blockbusters alike, *Saturday Night Cinema* showcases dramas, comedies, mysteries, musicals and more, with film introductions and commentary by KSPS PBS hosts who are avid movie buffs.

## Civic Health

**Impact:** hundreds of thousands of viewers had access to state and senate debates and we increased understanding of civics among thousands of online and broadcast viewers.



**Civics Bowl:** KSPS PBS recognizes the importance of educated citizens who understand the workings of their government, know their rights and responsibilities, and engage in civic behaviors. To support this goal, KSPS PBS created *Civics Bowl*, a civics knowledge tournament for high school students. The inaugural season took place in 2022, with six high schools participating to rave reviews. Through the production of *Civics Bowl*, KSPS PBS was able to elevate the value of Civics Education in schools and increase understanding of civics among thousands of online and broadcast viewers.

**2022 Election Coverage:** In the lead up to the 2022 mid-term elections, KSPS PBS produced seven debates featuring local and state-wide races, giving viewers the opportunity to learn about their candidates. The debates were attended by approximately 500 people in person, and watched by thousands more on-air, online, and heard on the radio statewide. Races covered included Washington Secretary of State, US Senate, Washington’s Fifth Congressional District, Spokane County Commissioner District One, Spokane County Commissioner District Two, Spokane County Sheriff, and Spokane County Prosecuting Attorney. Overall, KSPS PBS’s voter education efforts for the 2022 mid-term elections was an important resource for voters in the community as they made informed decisions at the ballot box.

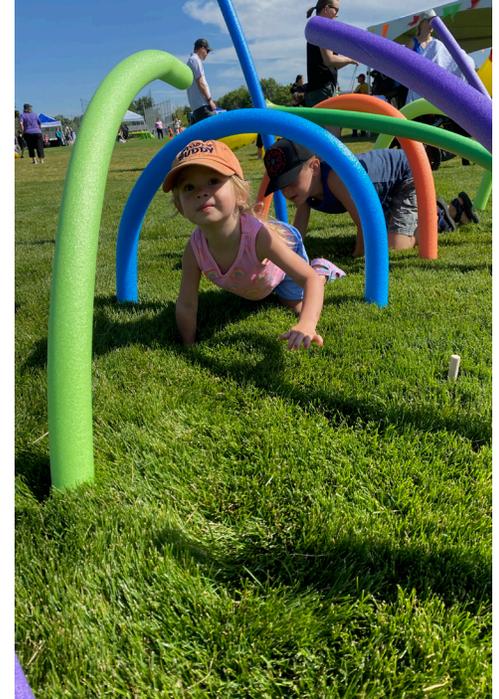


## Building Stronger Communities – Thanks to You.

We are grateful for our viewers' ongoing support and belief in the work of KSPS PBS. Over 27,000 families in the US and Canada support KSPS PBS each year through their membership contributions, and hundreds of volunteers give over 6,000 volunteer hours. It is because of their help that we are able to make a positive difference in our communities, on-air, online, on-demand, and in action.

One highlight of the past year was FitKids Day, which brought together over 1,000 members of the community for a morning of active play and fun. It was rewarding to bring people together in person after such a long time, and we are grateful to everyone who participated and made the event such a success.

As we look towards the future, we remain committed to building stronger communities through the four pillars of Education, Workforce Development, Arts & Culture, and Civic Health. We believe that by bringing people together, we can create a brighter future for all. And we are thankful to have our community's support as we work towards this goal.



KSPS continues to be a welcomed partner, convener and collaborator in the region. We do that through quality programming, a willingness to listen and a desire to help improve the quality of life in all of the communities we serve. Thanks to our viewers, members and partners, we've been able to have that positive impact. We look forward to doing more in the years to come.

**SOME OF OUR COMMUNITY PARTNERS:**



Our community partnerships are an integral part of our mission to educate, inform, and entertain. These partnerships allow us to provide valuable resources and educational programming to the community while also giving local businesses and organizations the opportunity to align themselves with the trusted name of KSPS PBS. These partnerships can include sponsorships of local events, collaborative educational programming, and underwriting opportunities on our television shows. We are always looking for new ways to connect with our community and make a difference.

*It's great to see these community partners supporting and promoting the education of young voters to become responsible citizens.*

- Barbara Hallesy Wirt, KSPS PBS Viewer

*So proud to see our SPS kids in action at the Civics Bowl. Thank you to @KSPSPublicTV and League of Women Voters for making this event possible.*

- Dr. Adam Swinyard, Superintendent of Spokane Schools

*Thanks for sharing! We're so proud of our cybersecurity students, alumni and faculty!*

- EWU's Office of Marketing and Communications

*Thanks @KSPSPublicTV for highlighting this important position at our facility!*

- HolisterSteir