

KSPS PBS[®] ANNUAL REPORT

FISCAL YEAR 2024



EDUCATION

From classrooms to communities

ARTS & CULTURE

Celebrating creativity

WORKFORCE

Inspiring futures, connecting students to careers

CIVIC HEALTH

Connecting citizens to the issues that matter

FY 2024 ANNUAL REPORT

Join us as we recount the highlights of FY24, spanning from September 2023 to September 2024, celebrating the collective spirit that continues to make KSPS PBS an invaluable source of inspiration, education, and connection for audiences across our vast broadcast area.

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A Message from
Gary Stokes3

Broadcast Horizons4

Education6

Media Makers8

Arts & Culture10

Workforce Development .12

Civic Health14

Mission Champions16

On the Cover ▼



Viewers Like You

Dear Friends and Supporters of KSPS PBS,

As I reflect on the past year, I am filled with gratitude for the unwavering support of the KSPS PBS Team, Friends of KSPS Board of Directors, Community Advisory Board, and—most importantly—viewers like you. Your dedication allows us to continue delivering trusted, high-quality programming that informs, educates, and connects our communities.

In an ever-changing media landscape, KSPS PBS remains steadfast in our mission, guided by our four Pillars—Education, Workforce Development, Arts & Culture, and Civic Health. These pillars shape not just our content, but our commitment to strengthening the Inland Northwest through meaningful storytelling, lifelong learning, and public service.

This report offers a glimpse into the impact we've made this year—from expanding educational opportunities and workforce development programs to producing vital civic engagement initiatives and championing the arts. With every program we broadcast and every community partnership we foster, we strive to keep public media accessible, relevant, and essential.

Thanks to your continued support, KSPS PBS is not just



keeping pace with change—we are embracing it, innovating, and ensuring that public media remains a powerful force for good.

We are excited for what's ahead and look forward to another year of inspiring, informing, and enriching the communities we serve—together.

With heartfelt gratitude,

Gary Stokes

President & General Manager

A stylized, handwritten signature in dark ink, appearing to read 'G. Stokes'.

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Connect With Us!

Subscribe to our newsletter and be the first to know about upcoming programs and events.

Find the full on-air listing schedule for all four of our station channels.

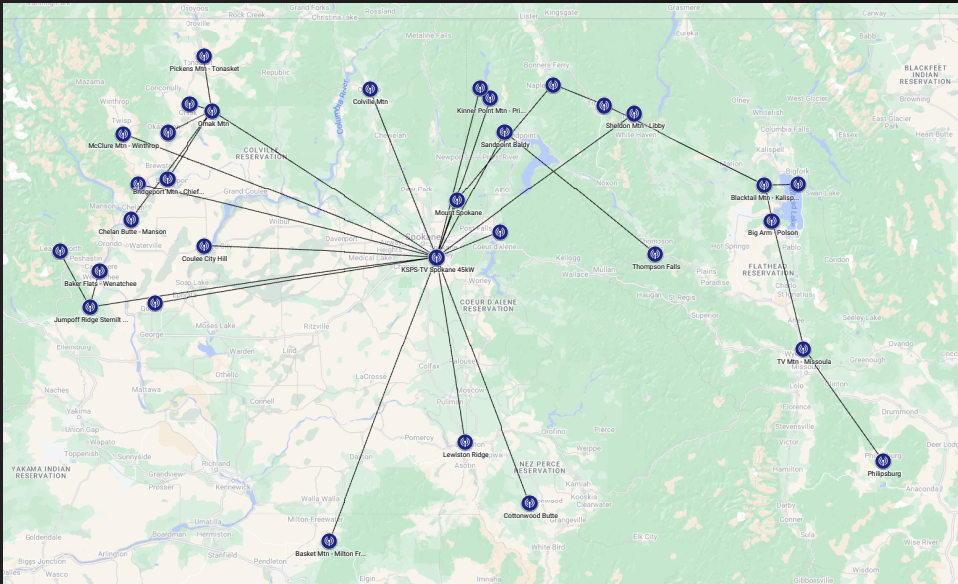


Visit ksps.org
to learn more

Expanding Our Reach: Strengthening Signals & Community Connections

At KSPS PBS, our engineering team works tirelessly to ensure uninterrupted public television across the Inland Northwest. Supported by 24,000 families and organizations, we delivered 52,000 hours of diverse content in FY24 across four states and Canada—via over-the-air broadcasting, cable, satellite, streaming, and on-demand platforms—creating shared experiences that bring communities together.

A major milestone this year was restoring our Wenatchee, Washington, broadcast signal after nearly a year off the air. Our Operations Manager and engineers developed an alternative signal route from Baker Flats to the Jump Off site, installing new equipment to restore full-power transmission. With an approved FCC update, KSPS PBS is once again delivering trusted, high-quality programming to viewers in Wenatchee. This achievement reflects our ongoing commitment to expanding access and ensuring that every household, no matter how remote, can stay informed, inspired, and connected through public media.



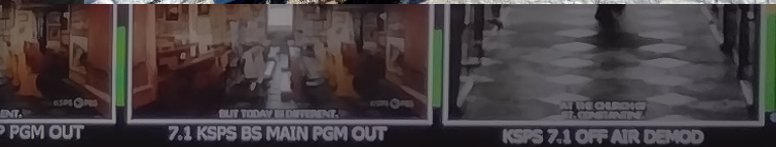


Master Control: The Pulse of KSPS PBS

Operating 24/7, Master Control ensures that KSPS PBS delivers high-quality programming to viewers across our region. From managing audio, video, closed captioning, and transmission to overseeing community alerts, this team handles every technical detail with precision—down to a 30th of a second.



Beyond programming, Master Control plays a crucial role in public safety, issuing official Emergency Alert System (EAS) messages to keep our communities informed in times of crisis. This year, the team also spearheaded a major initiative to update all on air promotional messages to say “KSPS PBS,” reinforcing our brand identity and ensuring new viewers immediately recognize the trusted service we provide. Whether delivering life-saving information or engaging educational content, Master Control is at the heart of everything we do.



OUR FOUR BROADCAST CHANNELS

7.1 KSPS PBS

Our main broadcast channel that engages, educates, and inspires.

7.2 KSPS World

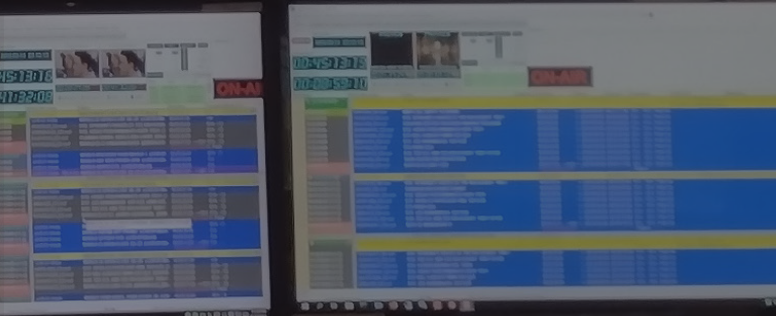
Informative news and inspiring real stories from around the world

7.3 KSPS Create

The first DIY channel: viewer favorites on food, travel, arts & crafts, and more

7.4 PBS KIDS 24/7

Educational children's programming proven to boost early development



EDUCATION

From Classrooms to Communities

In 2024, our education initiatives reached new heights, expanding programs, and deepening our impact across Spokane. Through dynamic family events, innovative summer camps, and professional development opportunities for educators, we continued our mission to engage the resources of PBS KIDS to inspire and educate children and families.

Our Family and Community Learning (FCL) programming brought together students, parents, and caregivers at 14 family events in five elementary schools and two community partner locations. These engaging gatherings impacted 345 youth and 225 adults, fostering literacy, and learning through hands-on activities and meaningful discussions. Additionally, we distributed 319 books, ensuring families had quality educational resources to continue learning at home.

The summer of 2024 was filled with adventure and discovery through our four summer camps. 41 students participated in building skills in digital literacy, creative storytelling, and STEM concepts. In addition to the immersive experiences, campers took home 164 books, reinforcing their learning beyond the classroom.

A significant milestone this year was the successful launch of Resource Carts in four of the most underserved schools in our Learning Neighborhoods of Northeast and East Central

Spokane. Each cart, stocked with 10 iPads, chargers, and 16 books covering careers, functional literacy, and computational thinking, provided much-needed learning tools. In just a few months (March–July 2024), the carts reached 294 students, with an impressive 608 student uses recorded. This initiative has already proven invaluable in bridging the technology and literacy gap for students in our community.

Our PBS KIDS ScratchJr program continued its expansion, now serving seven elementary schools and engaging 131 students in grades K-2 during the 2023-2024 school year. This hands-on introduction to coding and storytelling empowers young learners to explore computational thinking in a fun, accessible way.

Teachers remain at the heart of our educational mission. In 2024, our Teacher Professional Development workshops reached 224 educators across 10 training sessions. These efforts ensure that teachers are equipped with innovative tools and strategies to enhance classroom learning.



The Ready To Learn Initiative

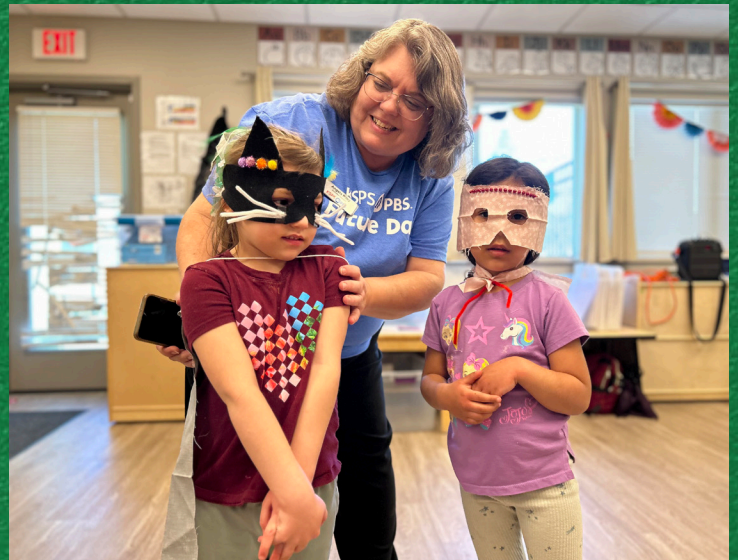


Scan here to visit the education page or visit www.ksps.org/education/

One of the year's most exciting new initiatives was *Game Quest*, a gamified learning challenge that saw over 200 children sign up and earn 466 badges for completing various educational activities. Participants received books, t-shirts, and prizes, and those who successfully completed the challenge were invited to a *Game Quest* Escape Room event, where they put their problem-solving skills to the test.

Our signature community events also made a significant impact. Fit Kids Day, a beloved annual tradition, brought together 650 participants for a day of movement, health, and wellness. Meanwhile, we introduced our first-ever Future Day, an interactive career exploration event designed for PreK-grade 3 that attracted 300 attendees. With over 20 career stations, students and families had the chance to engage in hands-on experiences and meet professionals from many fields.

As we look ahead to 2025, we remain committed to expanding our reach, strengthening our programs, and continuing to serve as a trusted educational resource for families and educators across our region. Thank you to our community partners, educators, and families for making 2024 such a remarkable year of learning and growth!



Media Makers

Inspiring the Next Generation of Storytellers



In 2023-2024, KSPS PBS continued its commitment to developing young media professionals through the Media Makers program. This paid internship provided eleven high school students with immersive, hands-on training in video production, allowing them to refine skills in camera operation, editing, and post-production. Our program played a pivotal role in shaping career paths, with several graduating interns continuing their education in video production, securing freelance or part-time roles, and one even returning as a teaching assistant for the program.

A major milestone this year was the hiring of a full-time Media Makers Program Manager in July. This addition has significantly enhanced our capacity to support students and expand our outreach to rural schools. Our program manager has worked closely with educators at Colville High School, which serves a large rural

area, to develop curriculum, support student interns, and oversee real-world projects that build their skills and resumes. Thanks to this dedicated leadership, we have been able to increase the number of Media Makers interns at Colville and are actively engaging with new schools to bring Media Makers to more underserved students.

At KSPS PBS, we are deeply committed to workforce development and education, equipping students with the skills and experience necessary to thrive in media careers. With ongoing support from Career Connect Washington, The Kalispel Tribe, and the Johnston Fix Foundation, Media Makers continues to be a vital launchpad for aspiring media professionals, fostering creativity and career readiness in the community.



ARTS & CULTURE

Celebrating Creativity: The Heart of KSPS PBS



KSPS PBS remains committed to Arts & Culture programming as a foundational pillar guiding our organizational vision and dedication to the community.

Season 37 of *Northwest Profiles* featured 23 brand new mini documentaries highlighting local stories, people, and traditions that make the Inland Northwest culturally unique. Whether we are following local professor Dr. Shawn Brigman teaching a new generation the ancient craft of building a Salishan Sturgeon Nosed Canoe, introducing audiences to Erin Lavoie a world-champion and Guinness Record holder lumberjill, delving into the tradition of saddle making on the Montana plains, or visiting the Kalispel Tribe's buffalo herd, we are teaching audiences about the invisible roots that connect our region's past and present to the future.

For 2023-2024, *Inland Sessions* began its 4th season and went above and beyond, inviting 90 individual musicians, poets, and dancers to our studio to record and archive their original work. We pushed ourselves to explore more genres, widening our lens to deliver music styles

we'd never showcased before, from Funky Afrobeat and Electronic Ambient to Heavy Metal and Psychedelic Jazz, proving that this region's talent and creativity knows no bounds! From the slam poetry of Twahan Simultaneous to the percussive guitar of Jacob Rountree, *Inland Sessions* is faithful to our mission highlighting dozens of brilliant local artists each year, who may struggle to find accepting platforms to perform. These artists not only perform, but are interviewed at length about the relationship with music and community. They often share personal stories about how PBS was a safe-place when they were kids, inspiring a formative love of music and curiosity, and are now delighted to find us supporting them as they grow into polished creatives, capable of inspiring the next generation of children.

These heartfelt interviews of transformative change makeup the *Inland Sessions* Podcast which started its 2nd season, reaching out to new unserved audiences through audio-only programming. In these podcasts, musicians also talk about the business side of being an independent artist in our community, opening doors for artists and venues to learn from one another.



the good vibes and sunny day with us. We continue to plan this as an annual event, ensuring that KSPS is contributing to a local culture of live music, paid gigs, free family-friendly artistic events, and allowing us to spend all day with our audience in conversation about the importance of music and art in our everyday experience.

With two live concert events per year, two broadcast television programs, and a podcast it is clear that KSPS PBS is intent on fulfilling this important need we all have to navigate the history and culture of this region and meet the creative personalities that make this region so vibrant.



In November 2023, KSPS PBS continued its commitment to connecting our community to enriching Arts & Culture entertainment by presenting the 30th Anniversary performance of Clarion, a 13-piece professional brass choir that plays the compositions and arrangements of local composer and musician, William Berry. This was a holiday-themed concert event performed in the reverential beauty of St. Aloysius Church in Spokane, Washington which was also recorded and produced for broadcast during the holiday season. KSPS invested in presenting Clarion without additional sponsorship, knowing that we wanted this recording to be special for years to come, free from extraneous branding. This kind of confluence of community need and a dedication to quality programming, is exactly why local PBS affiliates like KSPS PBS exist; lifting up and archiving important local cultural institutions that may otherwise go unsung.

Inland Sessions Live, a free community concert returned in July 2024 to the Brickwest Brewing Co. lawn. Serving free live music all day long across genres from Jazz to Soul to Funk; over 500 people came to dance and enjoy



Scan here to stream episodes, or go to kspbs.org/inlandsessions



WORKFORCE

Inspiring Futures, Connecting Students to Careers

Career Explore Northwest, an initiative of KSPS PBS, goes beyond traditional public television—igniting student curiosity, partnering with regional businesses, supporting educators, and opening doors to career possibilities across our region.

How It Works

Career Explore NW offers three key tools to guide students on their career journeys:

Career Spotlights – Short interviews with professionals, sharing insights into their careers and pathways, backed by regional data.

Virtual Field Trips – Interactive 360-degree tours of local companies, showcasing workplace environments and career opportunities.

Career Explore NW LIVE – Real-time classroom sessions where students connect directly with industry professionals.

Where It's Making an Impact

This powerful career exploration tool is being used by students across Educational Service Districts 101 and 123, serving all of eastern and south central Washington. By Fall 2025, our educational videos will also be available through the SchoolLinks platform, expanding access even further.

In its 6th year in 2024, CENW grew to a vital resource for young people throughout the region.

By the Numbers

150 careers spotlighted in Eastern Washington

8 Virtual Field Trips

12 Live interactive events

8 Pathway videos

48 Sponsors

78 Companies featured

90,000+ student users to date

What People Are Saying

"This resource breaks down barriers between students and real-world companies, giving them the confidence to pursue their goals."

– Brent Purvis, Work-Based Learning Coordinator, Colville High School

"It allows counselors, teachers, and students to explore college and career options beyond four-year degrees, highlighting local living-wage jobs and full college-to-career pathways."

– Scott Kerwien, Director of Student Success, Spokane Public Schools





Learn about career paths & training right here at home

Explore career options based on your interests & skills

Virtual field trips & spotlight interviews with local companies

CareerExploreNW.org

Where could your interests take you?



A project by **KSPS** **PBS**



**SPOKANE
WORKFORCE
COUNCIL**

CIVIC HEALTH

Connecting Citizens to the Issues That Matter

KSPS PBS remains committed to fostering civic engagement and providing trusted, nonpartisan information to empower our community. Through locally produced programming, pre-election coverage, and in-depth discussions on critical issues, we ensure that our viewers have the resources they need to make informed decisions and stay engaged in civic life.

A cornerstone of our civic programming is our commitment to providing pre-election forums on important ballot issues, and debates for key local and state races, ensuring that voters have access to fair, balanced, and nonpartisan information. Over the past year, KSPS PBS produced and broadcast debates including City Council races for Districts 1, 2, and 3, the Spokane Mayoral race, and the Spokane School Board race. These debates provided candidates with a platform that allowed candidates to go beyond soundbites, providing voters with more accurate information about policies and leadership styles.

Beyond debates, we continue to highlight important civic issues through programming that examines local government decisions, public policy discussions, and community concerns. By amplifying diverse perspectives and ensuring fact-based discourse, KSPS PBS helps foster a more informed and engaged electorate.



Public health remains a critical aspect of civic well-being, and for 20 seasons, *Health Matters* has provided a trusted platform for discussing pressing healthcare issues affecting our region. In February 2024, we welcomed Aaron Luna as the new host and Camille Troxel as the producer, bringing fresh energy and expertise to the series.

This past year, *Health Matters* tackled a range of timely and impactful topics, including:

- Mental health access and the growing demand for services in underserved communities.
- Alternative pain management solutions and advancements in non-opioid treatments.
- Healthcare workforce challenges, focusing on recruiting and retaining medical professionals in rural areas.
- The rise of telehealth, exploring how virtual medical care is reshaping patient experiences and accessibility.

By addressing these critical issues, *Health Matters* continues to serve as an essential resource, connecting viewers with medical experts, providing up-to-date information, and promoting healthier communities.

Through election coverage, public affairs programming, and essential health discussions, KSPS PBS remains a trusted source for civic engagement, strengthening public awareness and ensuring that important conversations reach the people who need them most.



Health Matters producer Camille Troxel and Host Aaron Luna

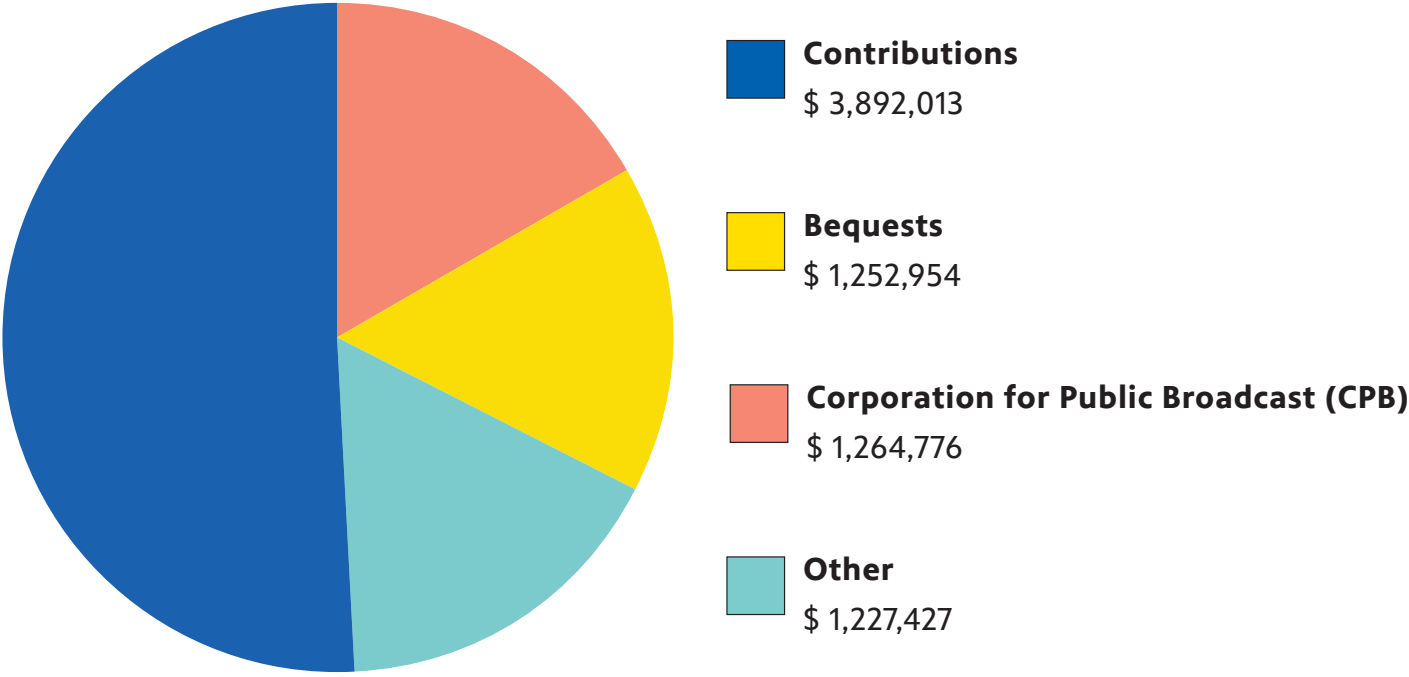


Scan here to stream
episodes, or go to
kspbs.org/healthmatters



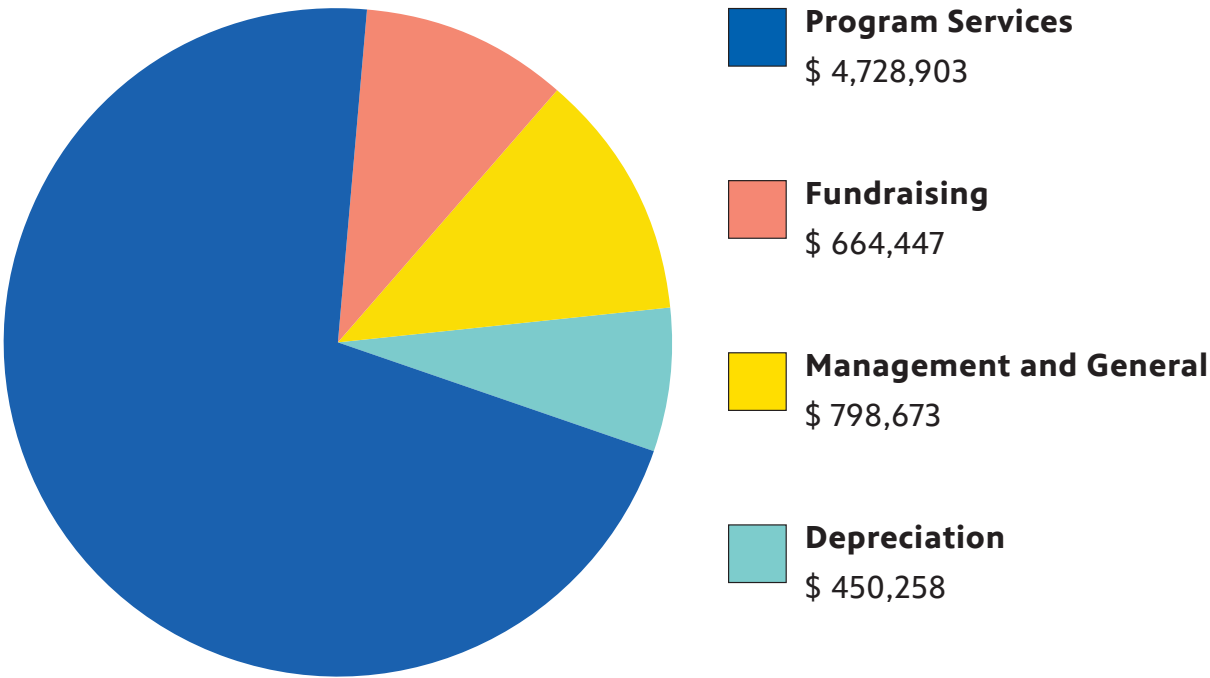
FINANCES - KSPS PBS FISCAL YEAR 2023-2024

INCOME



TOTAL REVENUE:
\$7,637,170

EXPENSES



TOTAL EXPENSES
\$ 6,642,281

*Depreciation is a non-cash expense that represents the declining value of an asset over time. The audited financial statement for the fiscal year ended 8/31/23 and the Friends of KSPS IRS Form 990 are available on [kspsonline.org/about-kspsonline](https://www.kspsonline.org/about-kspsonline), or let us know if you would like a copy by mail.

Mission Champions

Leading with Generosity

This year, the extraordinary generosity of our supporters made it possible for KSPS PBS to achieve new heights of mission impact. Every donor, whether giving \$10 or \$10,000, has been a vital part of our ability to educate, enrich, and empower our community through the programming and initiatives you see highlighted in this report.

Among our 23,000 generous donor-members, we are especially grateful to our Leadership Circle, a group of nearly 300 donors who contribute \$1,000 or more annually. Your generosity fuels our ability to produce meaningful local programming, expand educational outreach, and provide indispensable services like our Career Explore

Northwest program. With your support, we are strengthening education, civic engagement, arts and culture, and workforce development across the Inland Northwest and Western Canada.

Your investment in KSPS PBS is more than financial. It is a commitment to building a stronger and more connected community. On behalf of every child who learned something new, every family who found joy in quality programming, and every student who discovered a new career path through our work, we thank you. Together, we are champions of public media and its power to transform lives.



Legacy Impact: Gratitude for Transformational Support

This year also underscored the profound and lasting impact of planned giving. Bequests from visionary donors enabled us to increase the KSPS PBS endowment to a record \$4.1 million. Among these transformational gifts was our first-ever, one-million-dollar bequest, a remarkable testament to the enduring power of public media. With an annual distribution averaging about 4% ensures KSPS PBS can serve our community for generations to come.

We are honored by the trust of those who have included KSPS PBS in your wills or estate plans, enabling your love for public media to live on. This legacy of generosity strengthens the

foundation upon which we build, ensuring that future generations can continue to access the trusted journalism, educational resources, and inspiring programs that KSPS PBS provides.

Plant the Seed



Our Underwriters

Partners in Public Media Excellence

Thanks to these sponsors for supporting the KSPS PBS Mission

Avista Utilities

BECU

Calgary Zoo Wilder Institute

Coeur Climbing Company

Community Colleges of Spokane

Connoisseur Concerts

Hospice of Spokane

Idaho Central Credit Union

Inland Imaging

Inland Northwest Land Conservancy

Kalispel Tribe

Landmark Cinemas

MacKay Manufacturing

Mobius Kids

Northwest Museum of Arts and Culture

Nothing Bundt Cake

Pacificsource Health Plans

Pig Out In the Park

Power Marketing Services

Riverview Retirement Community

Spokane Aquifer Joint Board

Spokane Gymnastics

Spokane International Airport

Spokane Public Schools

Spokane Teachers' Credit Union

Spokane Water Department

Touchmark

Washington Trust Bank

Wishing Tree Books

Help sustain KSPS PBS & support your favorite PBS programs

Public media provides an unparalleled return on investment for American taxpayers. At just \$1.40 per citizen annually, the federal funding that supports the Corporation for Public Broadcasting (CPB) enables stations like KSPS PBS to deliver trusted journalism, educational resources, and cultural programming that benefits millions. This modest investment supports a network that reaches hundreds of millions of people, ensuring free access to vital content that strengthens communities, inspires curiosity, and empowers individuals. Public media serves as America's largest classroom, a window to diverse cultures, and a reliable source of news—all for less than the cost of a cup of coffee per year.

With that said, we cannot overlook the critical role of federal funding in sustaining public media. Grants from the Corporation for Public Broadcasting account for 18 percent of KSPS PBS' annual budget—seed funding that ensures we can remain free and accessible to all. We hope you will join us in protecting this vital support by visiting ProtectMyPublicMedia.org and raising your voice to ensure future generations can experience the power of public media. Thank you!

Make a donation of
\$60+ a year
(only \$5 a month)

Stream your favorite shows with **Passport**, PBS' extended on-demand library.

Preview, our program guide, mailed to you bi-monthly.

Get an email in your inbox each week with highlights of the best upcoming programs—you won't miss anything!

Learn more at
ksps.org/membership



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Now you can stream more of your favorite public television shows including *Masterpiece*, *Finding Your Roots*, *NOVA*, *Nature*, *Great British Baking Show*, and many more — on the free PBS app.

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Search for the PBS app in the app store of your smart TV, tablet, or smartphone.

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KSPS Passport is an added benefit available to donors in the United States and Canada that contribute an annual tax-deductible gift of \$60 or more, or an ongoing gift of \$5 per month as sustaining members.