

# 2021 Local Content and Service Report to the Community



## Mission Overview

*Iowa PBS educates, informs, enriches and inspires Iowans.*

Iowa PBS is Iowa's statewide public broadcasting network with four unique programming channels and online streaming services, offering free, original content across multiple social media platforms, including Facebook, Instagram, Pinterest and YouTube.

Each day, Iowa PBS broadcasts 96 hours of quality content across four channels – Iowa PBS (.1), Iowa PBS KIDS (.2), Iowa PBS WORLD (.3) and Iowa PBS Create (.4) – via the following stations: Channel 11, Des Moines; Channel 12, Iowa City; Channel 21, Fort Dodge; Channel 24, Mason City; Channel 27, Sioux City; Channel 32, Waterloo; Channel 32, Council Bluffs; Channel 36, Davenport; and Channel 36, Red Oak.

Our noncommercial, public-service mission has enabled us to cover Iowa's history in the making, provide the best seat in the house to operas, ballets, concerts, championship sports and community events, all while producing quality, innovative and educational media and services available to Iowa's most challenged communities to help prepare their children for success in school.

Award-winning Iowa PBS has educated, enlightened and entertained viewers throughout the state since 1969. Our network has reached far beyond our broadcasts to educate, inform, enrich and inspire Iowans. As they increasingly look to new platforms for their information and entertainment, we are committed to bringing them the best in local arts, history, sports and public policy programming.

*"Thank you so much for your many efforts to uplift and enrich the lives of Iowans during this pandemic. We appreciate your excellent program choices!" -- Mary Jo and Anthony Tremmel*

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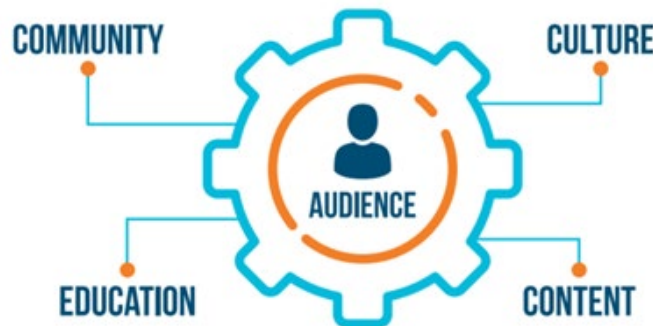
## Purpose

Iowa is at the heart of Iowa PBS. We offer Iowans a partner in their quest for community and lifelong learning by engaging people of all ages with trusted services and programming that both educate and inspire. A statewide hub for public policy and a platform for civic and civil discourse, we provide news and information with historical perspective that enhances the lives of Iowans from all backgrounds, all generations, and all walks of life. We are committed to delivering high-quality and innovative media and services that create insight, fulfillment, and growth while offering companionship, comfort, and entertainment. Iowa PBS provides the lens through which Iowans may better see their world.

## Vision

**Iowa PBS enriches lives.**

## Strategic Planning



Guided by our strategic plan that puts the audience first, Iowa PBS will continue to build upon our four pillars of Education, Community, Content and Culture to make a positive impact and further enrich Iowan's lives. We will strive to build upon the case for ongoing public and philanthropic support by developing new partnerships with like-minded organizations to broaden our overall impact. Our strategic plan emphasizes data-driven decisions to successfully serve our audience.

*"Public TV has some of the best programming available. I watch it exclusively some days. Thank you for being there." -- Mary Ellis via membership reply*

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## Broadcast and Online Programming Overview

*"This kind of programming on PBS is what means so much; especially with COVID restrictions. We can at least explore electronically. Thank you." -- Carolyn Parmenter via Facebook regarding **Historic Buildings of Iowa: Cedar Rapids***

Iowa PBS's 24/7 broadcast programming objectives reflect a wide range of interests for Iowans in all demographic categories. As a service dedicated to quality, we provide the best programs in a variety of genres from a broad cross-section of television's top producers and digital content creators and delivers them across audience-appropriate platforms. Each day, we broadcast 96 hours of quality content across four statewide channels. A total of 1,767 broadcast hours were devoted to locally produced programs last year.

Iowa PBS fans watch our entertaining and educational content across multiple platforms today. Our Facebook and Twitter accounts have a combined reach of 15 million. We reached 12.6 million video views on YouTube alone in the past year. Nearly 1.3 million videos were streamed on demand via mobile and various streaming platforms in FY 2021.

### Programming for Children and Families

Iowa PBS takes very seriously its responsibility to provide child-focused and violence-free children's programs that promote the joy of learning – not products for advertisers. As the steadfast ally of parents and caregivers, programs are produced in close consultation with educators and child development experts to achieve specific curriculum objectives. Iowa PBS primarily combines the programs and services of the PBS KIDS brand with local programming to serve Iowa's children.

During 2021, the COVID-19 pandemic continued to impact production, education services and engagement decisions on how best to serve Iowa families. We continued to invent new ways our network could deliver value and connection to our statewide audiences. Because various communities and school districts were impacted by and reacted to the pandemic differently, Iowa PBS Education had to develop several different strategies to assist students, educators and parents, as well as the Iowa Department of Education.

*"As always, a beam in the dark night. Thank you." - Michael Rose*

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There is no question that Iowa PBS's children's programs are of significant value to Iowa families. Nearly half (41.43 percent) of the households in our viewing area watched our broadcasts each month, as measured by Nielsen Data and TRAC Media between July 2020 and June 2021 for KDIN. More than a third (35.39%) of children ages 2 to 11 in our viewing area watched Iowa PBS's primary .1 channel each month, and nearly a quarter (21.27%) of kids the same age watched Iowa PBS KIDS .2 each month. Iowa PBS KIDS .2 is devoted entirely to educational children's programming. Both Iowa PBS .1 and Iowa PBS KIDS .2 are also live streamed 24 hours a day and 7 days a week on iowapbs.org.

Iowa families also enjoy the unique opportunities to interact with our educational services. More than 361,000 Iowans benefited from Iowa PBS sources and services in the last year.

## Local Production

Producing programming about who we are, where we live and what it means to be an Iowan is one of the most important things we do at Iowa PBS. More than 1,767 broadcast hours were devoted to locally produced programs last year. Much of that work was devoted to providing educational content to teachers and families and offering companionship and comfort to viewers still or sometimes isolated in their homes to prevent the spread of the virus.

There is nowhere else in the state where Iowans can see programs that showcase the talent, spirit and beauty of Iowa, and where public policy is not just discussed, but explained. Iowa PBS is able to cover the entire state with its digital mobile production unit. The truck has allowed us to provide remote HD coverage of the Iowa State Fair, operas, sporting events and more. Iowa PBS's programs on air and online offer a view of Iowa not seen anywhere else.

Our significant library of quality, locally produced television programming, educational services and resources, and emerging media projects and platforms allowed us to reach our audiences, maintain community involvement and our valued service organization partnerships. Here is the list of new production projects in 2021:

*"This short note is to thank you for your Black History Month Programming." - Lana Mitchell*

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## ***A Monumental Journey***

A documentary that explores the motivation of the lawyers who founded the National Bar Association. Their stories, as well as those of judges and lawyers who see the association as the inspiration for their legal careers, are woven around the construction of Kerry James Marshall's statue "A Monumental Journey." The memorial, unveiled in 2018 in Des Moines, honors the association's founding.

*"Wanted to register my appreciation with someone. A few months ago you had Iowa ballet. I would never go to a ballet performance, but it was wonderful to see them on TV. I enjoyed it so much I watched both broadcasts. I also really enjoy all of the Iowa centric programming you broadcast." - Anonymous regarding **Acts of Resilience with Ballet Des Moines***

## ***Acts of Resilience | Spirit.***

Recorded on the stage of Iowa PBS's Maytag Auditorium, this hour-long performance includes three distinctly different Ballet Des Moines performances united to convey romance, spunk and elegance. This presentation of the ballet In Formation, a performance of Padam Padam, with additional pieces from beloved ballets including Sleeping Beauty and Le Corsaire, the program spotlighted the strength and beauty of classical dance as well as the vibrancy and resilience of the human spirit.

## ***Condition of the State 2022***

Iowa Governor Kim Reynolds presented the Condition of the State address to the 89th Iowa General Assembly in January 2021. Iowa PBS provided live coverage with a web stream along with a primetime broadcast. Iowa PBS offered expanded coverage of state government with livestreams of the State of the Judiciary 2021, Condition of the Guard 2021, and opening speeches in both the Iowa House and Senate.

## ***Des Moines Metro Opera Presents The Queen of Spades***

In this new production of a rarely-performed masterpiece, the soldier Gherman parlays his love for the young aristocrat Lisa into a life-and-death wager. In his own time, many considered The Queen of Spades to be Tchaikovsky's finest opera. First performed in St. Petersburg in 1890, Iowa PBS's exclusive coverage of Des Moines Metro Opera's production was recorded on July 13, 2021, in Russian with English supertitles.

*"This was great! Hope to see it back in person next year, but grateful to still be able to 'go' to Yankee Doodle Pops." -- Connie Taylor regarding **Des Moines Symphony Yankee Doodle Pops** on Facebook*

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## ***Des Moines Symphony Yankee Doodle Pops***

Thanks to a unique partnership between Iowa PBS, the Des Moines Symphony and Iowa Public Radio, Iowans were able to enjoy the 27th Annual Yankee Doodle Pops Concert. Originally planned for 2020 at the Iowa State Capitol, the 2021 concert instead took place to its largest-ever audience through a statewide broadcast on Iowa PBS.

*"Tonight's coverage of **Fair 2021** was wonderful, keep up the great work on programs produced locally, fabulous job! Bravo to the team that made it happen."* - Dena Baldus

## ***Fair 2021***

Nightly highlights of the 2021 Iowa State Fair resumed last summer. Iowa PBS's most popular program was produced with highlights from Fair performances and competitions. Fair coverage to bring nightly specials to Iowans hungry for a bit of normalcy and fun.

## ***Gardening with Steil***

Produced in partnership with Reiman Gardens and Iowa State Extension, this program explores flower and vegetable gardening, indoor and outdoor planters and what is on trend in the gardening world. Viewers learn about growing and explore becoming citizen scientists.

*"Thank you for highlighting the impact and importance of the arts in our communities."*  
-- Kelly Van Oosbree via Facebook regarding this week's **Greetings From Iowa** episode.

## ***Greetings From Iowa***

*Greetings From Iowa* tells stories rooted in our state's people, arts and culture. A digital first program that features personal, firsthand stories of the interesting people, places and experiences that make Iowa great. This season featured stories of a Black-owned bookstore, a community refrigerator, a youth art team, Sears catalog homes and Iowa screenwriters.

## ***Historic Buildings of Iowa: Cedar Rapids***

Iowa PBS presents a definitive look at multiple structures in Iowa's second-largest city. This program explores Iowa's City of Five Seasons with journeys through the architecture, culture and history intertwined throughout the buildings of Cedar Rapids. Iowans may discover, or re-discover, the cities and buildings within their own state through extensive indoor filming, aerial perspectives and in-depth interviews.

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## ***Historic Buildings of Iowa: Iowa City***

Viewers explore Iowa's first capital city, journeying through the architecture, culture and history intertwined throughout the city's buildings. Through extensive indoor filming, aerial perspectives and in-depth interviews, the program presents a vibrant college town that is home to Iowa's first capitol building and features tremendous venues for arts and athletics.

*"Appreciation tweet about @IowaPBS. So grateful to be able to watch my son's good friend perform at the Iowa Musical Theater awards. As a mom of a theater kid I know how hard those kids (and teachers!) work. Wonderful that the celebration of their dedication was broadcast!" -- @SincereSnowflake via Twitter*

## ***Iowa High School Coverage***

We are proud to showcase the outstanding accomplishments of Iowa high school students by televising their performances. Many competitions resumed in 2021, and Iowa PBS was there to help Iowa students shine when they were able to take the stage, field, court or spotlight. These programs included ***Iowa State Dance Team Championships, Iowa High School Musical Theater Awards Showcase***, Iowa Girls High School Athletic Union ***Championship Volleyball, Soccer, Softball and Basketball***, and features like the Courage League Sports athletes sharing how their love of sports helps them grow as individuals and inspire others.

*"Not only a favorite show, but also my intro to Iowa PBS when I came to scout out Iowa as a possible relocation place. I'm here and I'm a sustaining member. Looking forward to new season; and I still watch old shows. Btw, was a great intro to chefs and restaurants I might not have discovered otherwise." -- Charles Williams regarding ***Iowa Ingredient****

## ***Iowa Ingredient***

Exploring the farms, restaurants, and ingredients that make Iowa food uniquely Iowan, ***Iowa Ingredient*** takes viewers on a journey to discover flavorful recipes from apples to spinach to rhubarb and herbs. Each episode features a single Iowa ingredient and treats viewers to a spectacular trip from the farm to the table.

*"I very much enjoyed your Wed., Sept. 8th, 2021 ***Iowa Outdoors!*** It was so informative and personable. Very interesting stories of frog conservation, Ledges State Park and an amazing bird-watching photographer w/ great talent. Thanks for having an outlet for those IA stories to be heard." - Maria Taslar*

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## ***Iowa Outdoors***

Produced in partnership with the Iowa Department of Natural Resources, this program highlights outdoor recreation and Iowa's outdoor natural resources. Hosts travel around Iowa, exploring trails parks and waterways, learning about environmental issues and conservation initiatives.

*"...David Yepsen and Kay Henderson are tremendous assets to our state. Their work on **Iowa Press** helps to better inform the people of Iowa. My television viewing would be turned upside down without my weekly dose of **Iowa Press**. Thank you, **Iowa Press**. With Gratitude."* - Randy Evans, mail received at the Foundation

## ***Iowa Press***

Since its inaugural broadcast in 1971, Iowa Press has engaged the best local journalists to interview experts, political and other newsworthy figures while exploring issues of state and national interest. Each week, Iowa Press invites newsmakers, policy makers and elected officials to join capitol reporters in a weekly discussion.

## ***Iowa's Wild Weather: Drought***

As drought conditions threaten Iowa communities, residents are forced to cope with the fallout from this type of natural disaster. This project examines the causes of and responses to the increasing frequency and intensity of droughts in the Midwest and the role climate change plays.

## ***It's a Wonderful Life: The Radio Play***

A holiday classic performed as a captivating live radio broadcast, ***It's a Wonderful Life: The Radio Play*** is a theater adaptation by Joe Landry and was produced through a partnership with the Iowa Stage Theatre Company. The play was recorded with a live studio audience at the Stoner Theater in Des Moines, Iowa.

*"I am THRILLED with your live Juneteenth program recognizing local Blacks. ❤️❤️❤️❤️ Thanks!"* - Sandy Percy regarding ***Juneteenth: The Movement***

## ***Juneteenth: The Movement***

This two-hour live television program featured an array of musical performances that highlight and celebrate the phenomenal artistry of Iowa's Black community and culture. The event featured Iowa musical and spoken word performers celebrating the Juneteenth holiday.



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## ***Latin Fiesta!***

A concert special featuring Andy William and The Nebraska All Stars was recorded at the 2021 Iowa State Fair. Originally from Havana, Cuba, Andy William assembled a stellar cast of musicians to create a new Afro-Cuban jazz orchestra. Members of the group come from all over the world - Cuba, Panama, Venezuela, Mexico and the United States - and demonstrate how understanding cultural differences can bring people together.

## ***Living DeafBlind in Iowa***

The program explores how technology plays an essential role in accommodating and empowering DeafBlind people to live, work and interact in society. Viewers learn personal accounts from Iowans facing daily challenges of living DeafBlind, and the technology, accommodations and important relationships that allow DeafBlind individuals to thrive. The program was produced in coordination with WNET to expand the impact of its upcoming film, ***American Masters: Becoming Helen Keller***.

## ***Market to Market***

For more than four decades, *Market to Market* has covered the issues affecting the more than \$1 trillion business of agriculture. Whether it's global trade conflicts, environmental controversies, changing technologies or emerging enterprises, our reporters make it their business to explain the issues faced by the nearly 60 million people who live and work in rural America.

## ***The Film Lounge***

Through a compilation of shorts and interviews, *The Film Lounge* celebrates the work of Iowa filmmakers, acquainting viewers with the region's vibrant film communities and exploring film as an art form. The program features short form documentaries, experimental, narrative and animated films. It is produced by Iowa PBS in partnership with the Iowa Arts Council and Produce Iowa.

## ***World Food Prize Laureate Award Ceremony***

The 2021 World Food Prize was awarded to Dr. Rattan Lal of Ohio State University, honoring his career of soil research resulting in soil management discoveries that improve the human condition. The ceremony was live streamed at IowaPBS.org and on YouTube, then later broadcast statewide to make it available to many who couldn't attend due to the pandemic.

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*"My name is Suzanne Becker and I am the archivist at the Texas School for the Blind and Visually Impaired (TSBVI) in Austin, a public school serving the entire state. We have recently watched your feature Living DeafBlind in Iowa and are blown away by this remarkable program! It articulates such empowering messages from individuals who are Deafblind, their families, and professionals." -- Suzanne Becker via the Iowa PBS feedback form*

## Award-Winning Production

Iowa PBS's exceptional work has earned 22 Regional Emmy® awards over the past twelve years. We were honored with five regional Emmy® nominations from the Upper Midwest Chapter of the National Television Academy of Arts and Sciences in 2021. Nominations included **Market to Market: Episode 4638** (Business/Consumer - Short Form or Long Form Content), **Acts of Resilience | Courage** (Children/Youth/Teen - Short or Long Form Content), **The Forgotten War: Iowans in Korea** (Documentary – Historical), **The Life Autistic** (Documentary – Topical), and **Greetings From Iowa: Autumn Weaver** (Informational/Instructional)

Iowa PBS's digital series **Wander & Wonder** was recognized as a finalist in the National Educational Telecommunications Association's 53rd Annual Public Media Awards. Each year, the Public Media Awards celebrate NETA members' finest work in community engagement, content, education and marketing/communications. Our educational series was a finalist in the Community Engagement — Kids & Family category.

The American Association for State and Local History (AASLH) awarded the Iowa Museum Association an Award of Excellence for Teaching Iowa History. Iowa PBS, the University of Iowa Museum Studies program and Graceland University were partners in the development of Teaching Iowa History. "Online Resources from around Iowa" includes links to many exciting Iowa history projects, including Iowa PBS's **Time Travel Iowa** and **FIND Iowa**. The AASLH Leadership in History Awards, now in its 76th year, is the most prestigious recognition for achievement in the preservation and interpretation of state and local history.

*"We appreciate your scheduling choices and varieties. Continue your good work!" - Cheryl Kelley*

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## Educational Resources Overview

Iowa PBS Education believes that the research-based programs it provides engage children and enhance their learning. In addition to Iowa PBS's high-quality educational media and resources available to those teaching young children, on-air and online resources shared with local school districts, home learning support by program collections grouped by grade and educational themes so parents and kids can learn together. These are some of the educational services Iowa PBS is provided in 2021:

Iowa PBS hosted 215 in person educational events, both virtual and in person, for a total engagement of 6,380 in the last year. Iowa PBS's Educational Services staff works in communities throughout the state providing educational resources as well as teacher professional development from kindergarten through grade 12. Iowa PBS helps teachers get started with an eight week course for elementary teachers, focused on instructional media use in the classroom, Iowa PBS resources and the best educational resources available through PBS LearningMedia, PBS Scratch Jr. lessons and STEM activities that nurture problem solving and design thinking, helping kids across Iowa learn STEM skills in a hands-on manner.

In August, the Iowa 4-H Reporters program once again provided an opportunity for youth with an interest in media and communications to learn more about the industry and develop news media during the Iowa State Fair. As part of the program, 12 Iowa 4-H youth were invited to a one-day training workshop where they received instruction from Iowa PBS professionals. After a training session on the Iowa State Fair fairgrounds, the cohort of Iowa 4-H Reporters helped to cover the Iowa State Fair.

*"Our family moved to rural Johnson County IA (about 5 miles north and 5 miles east of Kalona) in 1976 and we have been enjoying Iowa PBS ever since! Your programming for kids was a life saver on rainy or freezing cold days. We all learned a lot from the National Geographic films. And we consider Ken Burns one of our nation's best historian/film producers with his film series on The Roosevelts, The War, National Parks, Jazz, etc. Thank you Iowa PBS for all you have given us and the people of Iowa! May you live long and prosper!" -- Katherine Cook via letter to Friends*

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## PBS LearningMedia

More than 23,800 Iowans were registered for PBS LearningMedia, an online service connecting students and teachers to video assets and interactive learning experiences, in 2021. Iowa PBS has 457 published resources of locally produced, original content shared in PBS LearningMedia.

### For Educators

PBS LearningMedia provides high-quality, trusted digital content and solutions that inspire students and transform learning. It engages educators and learners at all levels. PBS LearningMedia offers teachers more than 100,000 videos, images, interactives, lesson plans and articles drawn from critically acclaimed PBS programs. Productivity tools enable deeper engagement with content. Every resource created showcases the subject, grade level and alignment to national and Common Core standards, and is presented within the hierarchies of commonly taught topical areas

### For Students

PBS LearningMedia is a teacher-managed environment that allows students of any age to create their own learning experiences by engaging directly with innovative, curriculum-targeted content. It invites a unique opportunity for students to take control of their own learning. Students can create their own storyboards to demonstrate their mastery of curriculum concepts, bringing their digital projects to life through video, images and text. Self-paced lessons allow students to pause, ask questions and interact with content at their own pace.

### Professional Development

Iowa PBS Education provides free training opportunities statewide. More than 11,000 Iowans were trained through Iowa PBS educational services and events in the past year. The team works with educators and families to identify the best free resources to meet their needs. The team also supports STEM festivals, literacy nights, family nights and more by providing sessions or booths. Educators can explore an area of interest or meet professional development requirements in a supportive online environment. PBS TeacherLine offers paid, facilitated courses throughout the year in a variety of subjects, self-paced courses to enhance classroom instruction and a variety of training tools to help improve 21st century teaching skills.

*"Here is Penny's picture of Luna! Thank you for all you do for kids. I feel good about my kids watching your shows as they are always appropriate and educational! Penny's dream is to call Luna and talk to her." -- Penny's mom via email*

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## Early Childhood Resources Birth to Age 8

Iowa PBS's Early Childhood site provides information and resources supporting the development of young children. With articles addressing children's development and support for those caring for young children, we provide access to high-quality educational media resources to those caring for and teaching young children, as well as training to support the use of those resources.

### Ready for School

Our Ready for School initiative has now provided services to 167 Iowa communities. Iowa PBS's commitment to early childhood education continued with the expansion of its Ready for School initiative in 2021. Ready for School resources help Iowa communities' efforts to strengthen the math and literacy skills of children ages 2-8, especially those from low-income families. Iowa PBS provides access to high-quality educational media resources to families, care providers and educators as well as training to support the effective use of those resources.

Ready for School focuses on giving all children equal opportunity to succeed. Iowa PBS provided access to high-quality educational media resources including online games, instructional materials and educational activities that help children increase their school readiness and success. The multimedia content and related activities are based upon the work of educational children's programming from PBS, such as ***The Cat in the Hat Knows a Lot About That!***, ***Odd Squad***, ***Molly of Denali***, ***Peg + Cat***, ***Daniel Tiger's Neighborhood*** and ***Super WHY!***.

The 2021-2022 Ready for School communities are associated with the following school districts: Belle Plaine, Bennett Community, Boyden-Hull, BGM, Cherokee, Des Moines, George-Little Rock, Keota, Knoxville, North Cedar, Melcher-Dallas, MMCRU Schools, English Valleys, Pekin, Sheldon, Sioux Central, and West Bend-Mallard.

### Ready to Learn

Ready to Learn is an effective children's media program targeted toward America's most at-risk kids, but made available to all families and children. Ready to Learn's high-quality transmedia content is unparalleled in its impact, value and necessity. The math and science-based educational programming created by Ready to Learn provides families with effective, non-commercial content that helps prepare kids for success in school. These opportunities were offered free of charge to participants thanks to the Ready to Learn grant.

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## School-Age Resources

*“I just wanted to say thank you for creating this documentary discussing individuals with Autism. My younger brother has Autism and I would go with him and see him doing a lot of his therapies. I watched this with my husband and it was neat to see the wide range of ages and abilities throughout the documentary. I will definitely share this with my father as he would be interested in this also.” - Penelope Chambers regarding **The Life Autistic***

Collections of multimedia activities based on particular themes target math, technology, social and emotional learning, engineering and much more. These out-of-school programs deepen children’s understanding of content using combinations of online games, video segments, mobile content and hands-on activities:

- **Fun Investigating New Discoveries (FIND) Iowa** encourages students in grades 2-5 to investigate our state through the use of immersive and interactive learning content. Investigations are organized by theme, with each theme having multiple subtopics. Teachers and parents are encouraged to use each trip’s guide to engage students in discussion and further learning as students use the site — even visiting these fascinating locations across the state for real-world learning experiences.

*“Iowa Land and Sky was such a fabulous escape from the normal day to day. Beautiful film and music, and inspiring to hear from professionals dedicated to preserving the wealth of natural resources throughout the state for generations to come.” - Kristin Lelonek*

- **Iowa Land and Sky** developed classroom lessons with a team of veteran Iowa science teachers. The lessons are anchored in engaging, question-provoking environmental phenomena and provide authentic, Iowa-based approaches for middle school science classrooms. The project’s educational resources help students explore ideas and issues surrounding Iowa’s unique geologic history and landforms, water quality, land use, the environmental diversity of Iowa’s plants and animals, and the impacts of climate change on the state.
- Iowa PBS’s *Iowa Pathways* is an online learning environment that challenges students to create their own story of the state as they explore the people, places, events and ideas of Iowa. This award-winning website helps students choose topics that interest them as they examine relationships among Iowa concepts—past to present.

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- **Market to Market Classroom** connects learners with stories about the science, technology, culture and business of agriculture from the nation's longest-running agribusiness television program. Visitors can explore the stories and gain a deeper understanding of the people, issues and events that shape agriculture today.
- Developed for use in middle and high school classrooms, *Mission US* engages students in the study of transformational moments in American history. Each mission consists of an interactive game and a set of curriculum materials that are aligned to national standards and feature document-based activities. The Educator's Guide includes primary source documents that show the broader social, political and economic context of events.

PBS LearningMedia provides a central destination for educators to access current and relevant content from more than 200 respected public media partners. Here are three examples based on PBS broadcast programs:

- **American Experience** provides more than 1,500 features from more than 110 **American Experience** websites — including timelines, primary sources, teacher's guides, maps, galleries, interactives, video and more — to find history, civics and other social studies resources for classroom use.
- **Nature** Online is the award-winning web companion to the broadcast series and is spearheading **Nature**'s distribution to new media platforms. Visitors can stream full episodes of **Nature** programs, watch behind-the-scenes video exclusives with filmmakers and producers, view program excerpts and find fun interactives and online features.
- **NOVA** produces an extensive list of resources and original content—including short-form videos, science and education blogs. **NOVA Next**, an award-winning digital publication features in-depth articles and commentaries from some of the most respected journalists, scientists and engineers; and **NOVA Labs**, a groundbreaking digital platform where citizen scientists can actively participate in the scientific process. In the classroom, **NOVA** Education tailors digital resources for STEM educators and offers a free educator library aligned to teaching standards.

## STEM & STEAM Learning

*"I'm excited to use the new @iowaphenomena website to get my 1st and 2nd graders curious about the natural world they live in! Thanks for a great #itecia session and for creating this great resource. #nevadacubpride" -- Kedra Hamilton on Twitter*

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Iowa PBS offers opportunities to explore new ideas and new worlds related to science, technology, engineering, and mathematics learning through television, online content and interactive STEM activities. Our interactive STEM booths include Discovering Senses, Ecosystems, Stargazing and Ooblick. Our Education Staff brings these interactive activity booths to STEM events all around Iowa.

During 2021, Iowa PBS shared our STEAM trailer filled with fun and interesting manipulatives designed to provide interesting and fun lessons for children. The STEAM trailer was made available to schools and libraries throughout the state for extended stays, allowing them to be used for classes and program events.

Iowa PBS also offered virtual STEM teacher externships during 2021. Two Iowa teachers worked with our educational media producers to curate and create media-based science phenomena for use in Iowa classrooms.

*"Just wanted to send you a personal thank you for all the work you're doing with the program here. I really enjoyed going through the entire course/process. Seeing what other people were thinking and discussing with them was inspiring. So, thank you for the opportunity and everything Iowa PBS is doing, it really is a great educational resource." -- Craig Hemsath, Iowa Science Phenomena Cohort 2021 participant*

## Community Outreach Overview

*"Thank you for not only taking this on but digging deeper and imbedding these topics into the work you do every day at Iowa PBS." -- Vicki Hunting regarding the creation of the Disability Community Coalition*

Iowa PBS serves Iowans beyond its broadcast. We strive to ensure a position of public trust and equity across today's multi-platform landscape by developing a strategic engagement plan that builds upon the network's position as a thought leader and convener in early childhood education, public policy and arts and culture. We serve as a community resource for quality television programs, educational services, civil and civic engagement with outreach projects and involvement in the community. In 2021, Iowa PBS hosted 254 virtual and in-person events, serving more than 12,500 Iowans.

**Total Iowans reached: 12,500+**



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## High School Mentorship Program

Iowa PBS's High School Mentorship Program broadens opportunities for minority and female high school students in Iowa. Students are able to observe and gain hands-on experience in all aspects of media journalism including videography, lighting and set design, video editing, graphic design, web production and storytelling.

Maude Malone, a junior from Roosevelt High School and Central Campus, and Marian Bailey, who just graduated from Johnston High School, participated in the 2021 Iowa PBS Mentorship Program. During their time in the program they shadowed the production, graphics, promotions and emerging media departments to find out more about careers in media production. Part of their mentorship experience included creating a 4- to 6-minute feature story about what they learned.

## Iowa Intermediary Network

Iowa PBS partnered with the Iowa Intermediary Network in April 2021 to offer a behind-the-scenes look at the elements included in a video production career. Producer/directors from Iowa PBS walked students through the process, from initial idea to final product: script writing and storytelling, studio and field shooting, editing and post-production were some of the many jobs discussed in creating television and video content.

*"Dear Iowa PBS team: Thank you so much for your partnership on the production careers event this past spring. The words thank you don't do the best justice for the preparation and follow through you provided for the outstanding event, Behind the Scenes: Producing TV and Video... We hope to collaborate with you soon. Please don't hesitate to reach out so we can brainstorm additional opportunities to positively impact Iowa's students and educators." - Kristy Volesky, Business and Marketing Education Consultant, Iowa Intermediary Network/Iowa Work-Based Learning*

## Special Events and Speeches

Iowa PBS hosts events, often in partnership with community organizations, to premiere upcoming programs and engage viewers in dialogue surrounding the topics of significance to Iowans. During 2021, all but one of these events were hosted online as virtual screenings and watch parties.

*"As ever & always, Iowa PBS gives us the truth while we are being entertained through learning. Thank you." -- Anonymous attendee at a recent VIP Watch Party event*

# 2021 Local Content and Service Report to the Community

## Conclusion

*"I love Iowa PBS, it's the channel I watch the most! I especially enjoyed All Creatures Great and Small. I am hoping that it will turn into a series that is on regularly. So sweet, beautiful scenery and fabulous actors. Thank you for all you do to bring us so many different programs." - Jane Schaa*

By building upon the case for ongoing public and philanthropic support; by developing new partnerships with like-minded organizations to broaden impact; and by driving Iowa PBS as a true public/private partnership; Iowa PBS plans to leverage its noncommercial, public-service mission to multiply its impact for communities and for the state. The network's plans for the future promise opportunities to better serve the educational, informational and inspirational needs of Iowans, guided by a strategic plan that puts the audience first. This statewide public television network is well positioned for the future.

*"Thank you for providing such wonderful entertainment! Truly a gift of education, wonder, blessings and smiles! Always and daily I turn you on! Love the direction of reaching every age and positivity, such broad interests. I am still a practicing nurse, I am blessed to be able to see such a variety with loving specials scheduled to repeat! Keep up the great work and dedication. Thank you!" -- Linda Heitkamp via membership mailing reply*