

2020 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. We provide quality, alternative programming that educates, enlightens, and entertains viewers throughout the state.

We became Iowa PBS on January 1, 2020. Prior to that we operated as Iowa Public Television. While we have a new name, we have the same essential mission. Since 1969, our network has reached far beyond our broadcasts to educate, inform, enrich and inspire Iowans. We are committed to bringing Iowa the best in local arts, music, sports, entertainment and public policy programming. While our new name and brand will connect us more closely with PBS, the most trusted brand in America, our mission, our vision and our service to Iowans will remain steadfast. As they increasingly look to new platforms for their information and entertainment, Iowa PBS will better serve them and better represent who we are and how we deliver content in the digital age.

Today, we are an Emmy award winning television network with four unique programming channels, an online streaming service, with free original content available across multiple social media platforms, including Facebook, Instagram, Pinterest and YouTube. Our noncommercial, public-service mission has enabled the network to cover Iowa's history in the making, provide access to the arts, championship sports, concerts, theatrical productions 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 and opens up the world to them in age appropriate ways.

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.

2020 Local Content and Service Report to the Community

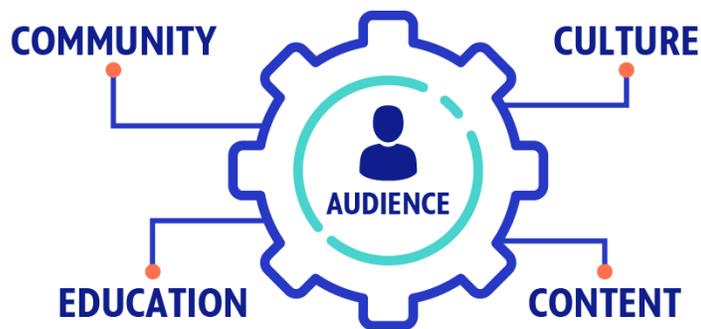
Purpose

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 a 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.

2020 Local Content and Service Report to the Community

Broadcast and Online Programming Overview

*“Thank you for the outstanding panelists and informative Q & A during the election cycle!
...Thank you for your time and keep up the great work!” - Kevin Gallagher regarding Iowa Press*

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.

Today, Iowa PBS fans watch our entertaining and educational content across multiple platforms. Iowa PBS’s Facebook and Twitter accounts have a combined reach of 22 million. We reached 10.5 million video views on YouTube in the past year. Nearly 800,000 videos were streamed on demand via OTT or our video app. Nearly 36 million minutes of Iowa PBS video were viewed on YouTube alone in FY 2020.

Programming for Children and Families

“Thank you for being there for ALL kids and families!” -Scott Fillner regarding At-Home Learning on Iowa PBS WORLD

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 2020, with little known at the onset of what the length or breadth of COVID-19’s impact would be, Iowa PBS quickly pivoted from existing strategies to serve Iowa families to new strategies allowing the network to continue to deliver value and connection to its statewide audience. Iowa PBS’s significant library of quality, locally produced television programming, educational services and resources, and emerging media projects and platforms allowed the network to retain audience engagement, community involvement and valued service organization partnerships.

2020 Local Content and Service Report to the Community

To best serve Iowans during the pandemic, Iowa PBS Education developed several strategies to assist the State of Iowa Education Department, Iowa educators thrust into remote learning platforms, and parents trying to attend to their children's education needs at home. 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, the Iowa Department of Education and directly to educators to incorporate into their curriculum plans, WORLD .3 daytime schedule for grades 6-12, and 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 2020:

There is no question that Iowa PBS's children's programs are of significant value to Iowa families. Nearly half (47.24 percent) of the households in our viewing area watched our broadcasts each month, as measured by Nielsen Data and TRAC Media between July 2019 and June 2020 for KDIN. More than a third (35.78%) of children ages 2 to 11 in our viewing area watched Iowa PBS's primary .1 channel each month, and nearly a quarter (22.85%) 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 service. More than 67,000 lifelong learners attended Iowa PBS events last year.

Local Production

"Thank you very much for the fill-in story that you had about the Trappist Women's Abbey in Dubuque, Iowa. I was not familiar with them - your story did such a nice job of introducing them to your PBS audience. ...We appreciate your local human interest stories. Thank you - best wishes for your continued success." - Esther Scarpello regarding Greetings From Iowa

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 1,015 broadcast hours were devoted to locally produced programs last year. Much of that content was devoted to covering the impacts of the global pandemic, providing educational content to teachers and families thrown into a remote learning situation virtually overnight, and offering companionship and comfort to viewers isolated in their homes to help prevent the spread of the virus.

2020 Local Content and Service Report to the Community

There is nowhere else in the state where Iowans can see programs that showcase the talent, spirit and beauty of our state, 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.

COVID-19 news briefings

Iowa PBS provided pool coverage of Gov. Kim Reynolds' news briefings covering the impacts of the COVID-19 pandemic on Iowa. This free satellite pool feed is available to commercial broadcasters and YouTube and Facebook livestreams to the general media and the public at large. Iowa PBS hired Spanish language interpreters to assure this emergency information is accessible to this highly impacted community.

Iowa Press Special: Coronavirus series

These hour-long, call-in programs with statewide or local experts in studio or via remote technology discussed the health, economic and educational impacts of the coronavirus and took viewer questions. These programs were also translated into Spanish via the SAP channel.

Market to Market: Mental Health

Iowa PBS's weekly, nationally syndicated agribusiness program ***Market to Market*** brought together a panel of experts to address mental health in agriculture and answer viewer questions submitted via email and social media. The program was recorded and livestreamed on iowapbs.org, YouTube and Facebook on Thursday, May 14.

WORLD .3 educational schedule

Iowa PBS adjusted its daytime .3 programming schedule to include curated educational programming meeting Iowa curriculum standards for grades 6-12, complete with links to related educational resources for each featured program.

Virtual Learning Camp

Iowa PBS modified our existing Virtual Summer Camp program, offered on Facebook Groups to help parents avoid the "summer slide," to provide ongoing educational resources focused on literacy and math to address school closures early in the pandemic.

Iowa Ingredient from Home

This new, online campaign offered timely, relevant, and comforting programming during the COVID-19 crisis. Iowa chefs and produce growers modeled social distancing while sharing recipes that embraced Iowa food, culture, and pride.

2020 Local Content and Service Report to the Community

Go Beyond

This broadcast and online program provided fun, inspiring science experiments to encourage young people to explore the world within their own reach, and were based on demonstrations performed by Science Center of Iowa staff. Broadcast on Iowa PBS World Channel (.3) and shared on-demand online, these segments were created for students displaced from their classrooms during the pandemic.

Go Wild!

Go wild with the Blank Park Zoo and Iowa PBS embarked on an educational adventure to discover the many wonderful ways we interact with animals and their habitats. Local wildlife experts were interviewed on how Iowa is involved in saving the world's coral reefs, how sea lions are trained, and about Blank Park Zoo's conservation effort called Plant, Grow, Fly.

Greetings from a Social Distance

Capturing the hollow images populating Iowans' new normal, this standalone episode of ***Greetings from Iowa***, focused on familiar locations like schools, playgrounds, restaurants and public spaces documenting pandemic life where empty chairs have never implied so much nor seemed so important. Released online with later broadcasts.

The Helpers Next Door

Featuring everyday Iowans helping others get through the pandemic crisis with their daily work or volunteer time, this web series offered positive stories that spotlighted Iowa neighbors performing essential roles that keep us safe, fed and informed. The series invited viewers to submit stories from their own neighborhoods.

These pandemic focused productions did not replace, but were added to an existing ambitious production schedule of Iowa PBS offerings:

Greetings From Iowa

A digital first program that features personal, firsthand stories of the interesting people, places and experiences that make Iowa great.

Iowa High School Coverage

We are proud to showcase the outstanding accomplishments of Iowa high school students by televising their performances. Regrettably, many competitions were cancelled in 2020, however, 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 Girls High School Athletic Union ***Championship Volleyball***, ***Softball*** and ***Basketball***.

2020 Local Content and Service Report to the Community

Iowa Ingredient

A popular series featuring fresh Iowa ingredients, innovative Iowa farmers and imaginative Iowa chefs. Each episode features a single Iowa ingredient and treats viewers to a spectacular trip from the farm to the table.

Iowa Outdoors

Produced in partnership with the Iowa Department of Natural Resources, this program highlights outdoor recreation, environmental issues, conservation initiatives and Iowa's outdoor natural resources.

Iowa Press

Iowa's only statewide public affairs television program features political reporters and a host of public officials weekly discussing the issues affecting the lives of Iowans, as it has since 1971.

Market to Market

This weekly program covers the \$100+ billion business of food and those issues affecting the 56 million citizens of rural America, as it has since 1975.

Celebrating the Iowa State Fair

The 2020 Iowa State Fair was cancelled due to the pandemic. Iowa PBS's most popular program was reproduced with highlights from previous Fair coverage to bring nightly specials to Iowans hungry for a bit of normalcy and fun.

The Film Lounge

This compilation of film shorts and interviews celebrates the work of Iowa filmmakers, acquaints our audience with local film communities and explores film as an art form. It is produced by Iowa PBS in partnership with the Iowa Arts Council and Produce Iowa.

World Food Prize Laureate Award Ceremony

The 2020 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.

2020 Local Content and Service Report to the Community

Award-Winning Production

*“I was just speaking with my Grandfather who was in the Korean War and watched your episode about it. He never really speaks about it, but today he mentioned that he loved watching it even though it was hard because it brought back so many memories for him.” - Steffanie Sieck regarding **The Forgotten War: Iowans in Korea***

Iowa PBS’s exceptional work has earned 22 Regional Emmy® awards over the past decade. We were honored with four regional Emmy® awards from the Upper Midwest Chapter of the National Television Academy of Arts and Sciences in 2020. Awards went to **Carrie Chapman Catt: Warrior for Women** in the Documentary — Historical category, **Des Moines Metro Opera Presents Bon Appétit!** in the Program — Arts and Entertainment category, **Greetings From Iowa** in the Magazine category and **The Great White Way**, an Iowa PBS Digital Short, in the Interstitial category.

Teaching Iowa History, a statewide educational initiative in which Iowa PBS partnered with the Iowa Museum Association, was recognized at a ceremony during the American Alliance of Museums Advocacy Day in Washington, D.C. Teaching Iowa History raises awareness of the treasure trove of knowledge and insight held in Iowa's museums — and the importance of museums and their partners in preserving primary sources that inform the historical identity of Iowans, Iowa communities and Iowa's role in the nation and world. The statewide project is led by the Iowa Museum Association, Iowa PBS, the University of Northern Iowa, Simpson College, Graceland University and the Geographic Alliance of Iowa. Teaching Iowa History harnessed the stewardship and educational power of museums, which care for, preserve and document the art, history and culture of Iowa.

Iowa PBS was also honored with a 2020 Public Media Award from the National Educational Telecommunications Association (NETA). The network took home an award in the short form content category for **Iowa PBS Explores: The Polio Epidemic**. The digital short investigates the polio epidemic, the communities and families it affected, and how the state worked with the nation to bring the disease under control. Formerly known as the NETA Awards, the Public Media Awards are an annual recognition of public broadcasting’s finest work, a tradition established in the 1960s. Each year, the awards honor public television’s best work in education, community engagement, marketing and communications, and content. NETA is a professional association representing 275 member stations in 46 states, the Virgin Islands and the District of Columbia.

2020 Local Content and Service Report to the Community

Educational Resources Overview

*"I watched your program today with ISEA President Mike Mike Beranek, Supt. of Schools at Storm Lake, Stacey Cole, and Supt. of Schools at Des Moines, Thomas Ahart. The questions asked and answered were very informative concerning the COVID 19 Crisis and the consequences educators are facing around Iowa ...KUDOS TO IOWA PRESS." - Christopher Gude regarding the **Iowa Press Special: Coronavirus | Educating Iowa's Children During a Pandemic***

Iowa PBS Education

Iowa PBS Education provides free training opportunities statewide. 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.

During 2020, Iowa PBS hosted 215 educational events, both virtual and in person, for a total engagement of 8,399. While this number pales in comparison to previous years, we were able to provide educational outreach, multimedia resources and services to educators, families and students in spite of cancelling 88 scheduled activities prior to school closures following the virus outbreak in Iowa.

March 13 was the last day of in-school classes. Just three days later, on March 16, Iowa PBS joined WQED, WGBH, WFSU, KET, WNET and Arizona PBS in creating a LearningMedia online collection for each grade K-12, providing resources in Math, Science, Literacy, Social Studies and Reading.

Later that month, Iowa PBS launched a "Virtual Learning Camp" designed to help parents address their children's educational needs by providing materials, activities and support as schools rushed to create a virtual curriculum. Iowa PBS was able to reach 22,000 people with the Virtual Learning Camp resources, and engaged 500 camp attendees.

For younger children, Iowa PBS hosted weekly online story times. Incorporating the recently released PBS program *Xavier Riddle and the Secret Museum*, Iowa PBS invited children to join us online to hear the book series, *Ordinary People Change the World*, written by Brad Meltzer and Illustrated by Christopher Eliopoulos. This New York Times bestselling series tells the story of a significant historical figure in a playful way, demonstrating a character trait that creates a role model for kids. These story times reached 27,000 people with 756 audience responses shared online.

2020 Local Content and Service Report to the Community

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. In April, Iowa PBS conducted training sessions for teachers developing online lesson plans. Session one was targeted for Iowa Elementary Teachers. Session two targeted Secondary Education teachers. Session three was developed for child care providers, Session four was created to help families, especially parents of younger children.

By July, school districts were preparing for a virtual start to the new school year. Iowa PBS helped 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.

Iowa PBS Education believes that the research-based programs it provides engage children and enhance their learning.

PBS Learning Media

*"[My son] is 6 months old and when he hears the woman's voice he stops doing anything and looks at the screen. We minimize screen time but when he hears her voice we enjoy the happy birthday song and teach him to wash his hands. (More like clap his hands) Hence he is still getting used to seeing them. Thank you all for what you do." - Ciera Wallace regarding **Habits for Healthy Kids***

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

2020 Local Content and Service Report to the Community

For Students

PBS LearningMedia for Students 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

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.

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

Iowa PBS's commitment to early childhood education continued with the expansion of its Ready for School initiative. 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.

Iowa PBS's eighth year of Ready for School focused 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!***.

2020 Local Content and Service Report to the Community

Ready for School has been deployed in more than 125 other Iowa communities prior to this year. The 2020-2021 Ready for School communities are associated with the following school districts: Adair-Casey-Guthrie Center, Albert City-Truesdale, Andrew Central Lee, Delwood, Des Moines, Emmetsburg, Graettinger-Terril, Hartley-Melvin Sanborn, Maquoketa, Morning Sun, Okoboji, Olin, Postville, Rock Valley, Sibley Ocheyedan, Sioux Center and WACO.

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. Programs completed in the 2019-2020 school year and summer session included:

- Storm Lake Public Library and Iowa PBS offered a new family and community learning session based on Molly of Denali.
- 'Play and Learn Science' series for families with virtual activities to learn about the weather, playing with water, shadows, and ramps and rolling.
- Iowa PBS partnered with ISU Extension & Outreach – Buena Vista County and The Bridge of Storm Lake to offer an eight week virtual camp experience for children using the **Ready Jet Go** camp curriculum.
- Iowa PBS provided Ready to Learn backpacks to the Storm Lake Public Library to give children a chance to learn additional science concepts. Along with the physical items available for checkout, there is a link to online resources where children can watch videos, play online games and learn through apps at iowapbs.org/readytolearn.

School-Age Resources

*"Please keep bringing new episodes of **Xavier Riddle and the Secret Museum**. It is my 5 year old's favorite show! She has learned SO much about each of the featured historical figures. She loves the theme song and is absorbing the message that she can do great things. Thank you!"*

*- Mindy Gassman regarding **Xavier Riddle and the Secret Museum***

2020 Local Content and Service Report to the Community

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:

- ***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.
- ***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.

2020 Local Content and Service Report to the Community

- **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

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 2020, 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. Due to the pandemic, the last STEAM trailer visit was March 9.

Iowa PBS also offered virtual STEM teacher externships during 2020. Two Iowa teachers worked with our educational media producers to curate and create media based science phenomena for use in Iowa classrooms.

Community Outreach Overview

*“I wanted to pass along my personal appreciation for the IPBS Pop-Up Film Series: **Speaking Grief**. We watched with a friend who had recently lost his wife. The show was very helpful in helping understand the grief we face in life. ...Only on IPBS. Please pass on our appreciation to those that are responsible for this airing.” - Jay Staker regarding **Speaking Grief***

2020 Local Content and Service Report to the Community

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. **Total Iowans reached: 67,000+**

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. As part of her mentorship, Paige Fahrenkrug, of Waukee High School. Paige shadowed and assisted our personnel during the summer, creating broadcast and online content

Iowa PBS Educational Outreach

Iowa PBS Educational Outreach staff have reached more than 15,600 people in 2020. Subjects included reading/language arts, mathematics, science and technology, social studies, early childhood and preschool education, and professional development. The goal of educational outreach is to connect Iowans to the high quality educational media resources from us in support of enhanced learning.

2020 Reach: 15,600

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 2020, most of these events were moved online to virtual screenings and watch parties.

2020 Reach: 40,400

2020 Local Content and Service Report to the Community

Conclusion

*“Thank you so much for airing past State Fair footage. We look forward to that every year, but this year, it's even more impactful. The world feels almost normal again while we're watching. Keep airing, please! We could use a whole lot of happy normal right about now.” - Janice Kelly regarding **Celebrating the Fair***

Iowa PBS'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. 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; the network plans to leverage its noncommercial, public-service mission to multiply its impact for communities and for the state.

“Just want to let you how very much I love your station and programming. I was lucky enough to volunteer on the phones several times and it was a highlight. Please never change. I am a sustaining member and Passport member. You are all great.” - Mary Kilndt regarding Friends of Iowa PBS