

PBS Honors Its 2022 Development Awards Recipients

Alaska Public Media Recognized with Membership Award

WASHINGTON, DC – May 26, 2022 – PBS has named Washington’s KSPS PBS, Alaska Public Media, South Dakota Public Broadcasting, and PBS Hawai’i as winners of the 2022 Development Awards. In addition, Blair Ryan of Iowa PBS has been recognized with an individual achievement award. The announcement was made during PBS’s annual gathering of member stations and recognizes outstanding achievement in fundraising efforts on the local level.

“We are thrilled to recognize KSPS PBS, Alaska Public Media, South Dakota Public Broadcasting, PBS Hawai’i, and Blair Ryan of the Iowa PBS Foundation for their fundraising efforts,” said Paula Kerger, PBS President and CEO. “This important work ensures resources for local stations and communities and further enables PBS to fulfill its mission.”

Award recipients include:

Corporate Support Award— *KSPS PBS*

Membership Award— *Alaska Public Media*

Philanthropy Award— *South Dakota Public Broadcasting*

Special Achievement/Innovation Award— *PBS Hawai’i*

Development Rising Star award— *Blair Ryan, Iowa PBS Foundation*

Corporate Support Award

This award recognizes leaders in public media for their success in securing new sources of corporate revenue, incorporating new techniques, or developing innovative strategies and targeted marketing efforts. KSPS PBS was named the Corporate Support winner for the project “Career Explore Northwest,” a collection of 90-second career spotlight videos and longer format virtual field trips that were promoted on air and through digital channels. This ongoing initiative has garnered 41 financial sponsors, highlighted 77 careers and secured over \$780,000 in new revenue.

Membership Award

This award recognizes successful membership strategies that have led to increases of net revenue, donor files or prospect pipeline, or the incorporation of new engagement activities resulting in increased giving. Alaska Public Media’s focus on local outreach efforts was realized in the form of digital platform audience growth, alongside the growth of membership and retention of revenue. Monthly site traffic more than doubled, and total membership grew by 15 percent. The amount of PBS & AKPM content streams more than doubled in over 2 years, with recent evidence of an even sharper increase. Passport users streaming also increased by 130 percent.



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Contact: Courtney Brooks

Brand Manager

Phone: (907) 550-8412

Email: cbrooks@alaskapublic.org

Philanthropy Award

This award recognizes successful fundraising efforts that directly strengthen a station's financial sustainability. South Dakota Public Broadcasting was awarded the Philanthropy Award for their "Sound Vision Campaign." From 2017-2018, SDPB raised about \$1 million and opened studios in Rapid City and Sioux Falls, which embedded the station into the culture of these two communities and helped to create new programming and establish a sustainable outreach plan. In total, between 2017-2021, this campaign raised over \$14.5 million, exceeding an initial goal of \$7.5 million. SDPB is now South Dakota's largest media company.

Special Achievement Award

This award recognizes successful projects that have a broader organizational or community reach, or outside a single discipline. PBS Hawai'i was this year's Special Achievement Award winner for their #PBSHawaiineighbor campaign. They utilized Fred Rogers and enlisted local musicians and artists to sing his famous song, "Won't You Be My Neighbor?" for a call-to-action Zoom-style video. Additionally, they asked individuals to participate by sharing their own videos in either English or Hawaiian. The #PBSHawaiineighbor Challenge set out to engage viewers and supporters through social media. PBS Hawai'i exceeded their revenue goal of \$30,000 and ended the campaign with a total of \$46,465. Out of the 229 individual donors, almost half of them were new supporters. They also increased their social media followers by 378.

Development Rising Star Award

This award recognizes Blair Ryan, Leadership Giving Officer at Iowa PBS Foundation, as an up-and-coming development leader in our system. In less than two years— and through extraordinary working conditions— Ryan has secured nearly \$700,000 in Corporate Support. Ryan also quickly secured \$13,000 from a major financial institution to translate content into Spanish and better serve Iowa's growing Hispanic population. She has maintained that relationship for ongoing annual support. Ryan also renewed a pre-existing partnership, which has led to the funding of multiple local productions and education projects, for a total of \$70,000. Her positive on-screen presence during virtual meetings made her a "virtual celebrity" in the halls of Iowa PBS, so much so that the Pledge Producer reached out to Ryan's supervisor to inquire if it would be possible to train her as a personality for on-air fundraising. She works just as hard for her donors and clients as she does for Iowa PBS's mission and both are better for it.

About PBS

[PBS](#), with more than 330 member stations, offers all Americans the opportunity to explore new ideas and new worlds through television and digital content. Each month, PBS reaches over 120 million people through television and 26 million people online, inviting them to experience the worlds of science, history, nature and public affairs; to hear diverse viewpoints; and to take front row seats to world-class drama and performances. PBS' broad array of programs has been consistently honored by the industry's most coveted award competitions. Teachers of children from pre-K through 12th grade turn to PBS for digital content and services that help bring classroom lessons to life. Decades of research confirms that PBS' premier children's media service, PBS KIDS, helps children build critical literacy, math and social-emotional skills, enabling them to find success in school and life.



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Delivered through member stations, PBS KIDS offers high-quality educational content on TV – including a 24/7 channel, online at pbskids.org, via an array of mobile apps and in communities across America. More information about PBS is available at www.pbs.org, one of the leading dot-org websites on the internet, or by following [PBS on Twitter](#), [Facebook](#) or through our [apps for mobile and connected devices](#). Specific program information and updates for press are available at pbs.org/pressroom or by following [PBS Pressroom on Twitter](#). PBS PR contact: PR@PBS.org.

About Alaska Public Media

[Alaska Public Media](#) (AKPM) is a shared Public Broadcasting System (PBS) and National Public Radio (NPR) member and a 501(c)(3) organization. Committed to meeting the needs of our community and state, AKPM produces and presents news and content that provides lifelong learning opportunities in public affairs, health and leisure, science and nature, economic and social development, civic engagement, and world events. The company is located in Southcentral Alaska and is comprised of KSKA radio, KAKM-TV, Create TV, PBS KIDS, PBS KIDS 24/7, and alaskapublic.org. Alaska Public Media also operates the Statewide News network and a shared television service with KTOO in Juneau and KYUK in Bethel.

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