

#35

COMPLETE

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Page 2: Tell us who you are!

Q1

Your Contact Information

Name	Emma Glenn
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Station	PBS Reno
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Page 3: Which award are you submitting for?

Q2 **Special Achievement/Innovation**

Select an award.

Page 7: SPECIAL ACHIEVEMENT/INNOVATION

Q21

Project Title

PBS Reno Spotlight Awards & Auction

Q22

What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

In 2020 PBS Reno created the inaugural Spotlight Awards — a community awards show “spotlighting” individuals and community groups making a positive impact in our region! In 2021, PBS Reno announced the return of the Spotlight Awards and Auction! The community to participate in the 2021 PBS Reno Spotlight Awards & Auction by nominating a deserving individual, youth, educator, community group, or local business making a positive difference in the lives of others. Winners were revealed live on-air during the show on September 18th. As this is the station's largest fundraiser of the year, PBS Reno also had an online auction that featured enticing and exciting packages supporting PBS Reno.

Spotlight Awards categories are:

- Extraordinary Community Group
 - Extraordinary Local Business
 - Extraordinary Educator
 - Extraordinary Youth
 - Extraordinary Individual
-

Q23

Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

PBS Reno is a trusted voice, observed particularly during the COVID 19 pandemic, the station is valued now more than ever. As a community-owned public television station, it was an absolute honor to “spotlight” the individuals, community groups, and businesses who are doing great things in our community. The Spotlight Awards & Auction is our largest fundraiser of the year. This year, through the generous support of our sponsors, donors, and auction purchases, the station raised over \$174,000. This fundraiser directly benefits PBS Reno's educational outreach in classrooms across northern Nevada and helps fund the production of its award-winning local programs, Wild Nevada and ARTEFFECTS. The winners of the Spotlight awards were each gifted a \$1,000 donation given in their name by one of our sponsors to donate to the local non-profit of their choosing. The winners were thrilled for the opportunity to give to another organization that dearly needed their help. These gifts help build a stronger community tie and by benefitting multiple organizations with one sponsor donation, our donors feel as though they are really making an impact, no matter the gift size.

Q24

Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

The PBS Reno Development team secured over \$128,000 in sponsorships for the on-air event both private foundations and corporate sponsors. Once PBS Reno Spotlight Auction was live an additional \$46,000 was brought in with \$10,000 donated in winner's names to the area non-profit of their choosing!

The winners of the 2021 PBS Reno Spotlight Awards and Auction were announced, after a community-wide voting process that included more than 6,600 submissions. Awards were presented in five categories during the live broadcast of the program on channel 5.1 and streamed live on September 18, 2021.

Q25

Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

PBS Reno produced in-depth videos highlighting all 14 finalists for the Spotlight Awards and Auction broadcast. The videos can be viewed online. PBS Reno congratulates each finalist and extends appreciation for their work throughout the community. PBS Reno also honored local philanthropist Sandy Raffealli as 2021's Extraordinary Philanthropist. The broadcast also featured more than 100 exciting auction items during the live event, with Keith McLane as the program's entertaining auctioneer.

With the creation of on-air spots that ran on PBS Reno's main broadcast channel, Reno Create, and PBS KIDS Reno, PBS Reno highlighted both the non-profit partners and our sponsors generating additional awareness of the challenge campaign utilizing our trade partnerships with local radio stations.

Messaging highlighted the community effort to recover from COVID-19 and our goal to support other local nonprofits. Additional email marketing and direct mail campaigns included targeted language and were sent to PBS Reno's donor database and prospect lists. Messaging included information on the Spotlight Awards & Auction that also highlighted nonprofit partnerships and emphasized community giving.

Q26

Yes

Do you have any supporting files, links, or other items?
(optional)

Page 10: Additional Items

Q33

Please upload all items as a single file.

Spotlight Awards - PBS Reno Press Releases.pdf (1.8MB)

Q34

You may use this space to provide links/URLs. Please provide a brief description for each.

Community Group Generic

<https://www.youtube.com/watch?v=Ti4N3Kc27Mo>

Local Business Generic

https://www.youtube.com/watch?v=F_2O1XISp5U

Educators Generic

<https://www.youtube.com/watch?v=HPIdifGOe08>

Youth Generic

<https://www.youtube.com/watch?v=kxJa2ImeNXM>

Individual Generic

<https://www.youtube.com/watch?v=v6NAYV3s0Os>

Spotlight Voting

<https://www.youtube.com/watch?v=bCYcA40uiUw>

SPOTLIGHT SPACE VERSION A

<https://www.youtube.com/watch?v=7Y5gqNc1e1c>

SPOTLIGHT SPACE VERSION B

<https://www.youtube.com/watch?v=-BX2J3Q82tc>

SPOTLIGHT HAWAII VERSION A

<https://www.youtube.com/watch?v=3bLGEvGEbkY>

SPOTLIGHT HAWAII VERSION B

<https://www.youtube.com/watch?v=1x6fJRhpL7o>

SPOTLIGHT SAN DIEGO VERSION A

<https://www.youtube.com/watch?v=c2vXVSJMoNM>

SPOTLIGHT SAN DIEGO VERSION B

<https://www.youtube.com/watch?v=x0HgwDU62dQ>

Spotlight Emma

<https://www.youtube.com/watch?v=iwrLnCOeQuk>

SPOTLIGHT EMMA 7-22-21 VOTING

www.youtube.com

Spotlight Bidding

<https://www.youtube.com/watch?v=NsP3KquMKuA>

SPOTLIGHT BIDDING 8-24-21 R1

www.youtube.com

Spotlight Generic

<https://www.youtube.com/watch?v=YYsfC7bUqVw>

SPOTLIGHT 4-7-21 R2

www.youtube.com

<https://www.pbsreno.org/events/spotlight-awards/>

Page 11: Tell us more!

Q35

Respondent skipped this question

The Development Awards are a key annual project of the Development Advisory Committee (DAC). Please let us know how else the DAC can serve you, your station, or the system as a whole.
