



Charity Spotlight

Vegas PBS



My job has taken me a lot of cool places, but I got to live out my ultimate childhood dreams last month when I was given the chance to tour our local PBS station.

Like for many of us, PBS has always held a dear place in my heart. As a child, my love for reading developed from shows like Reading Rainbow and Wishbone. My curiosity from shows like Ghostwriter, Carmen Sandiego, and Bill Nye the Science Guy. The soundtrack of my youth was a combination of Kidsongs and Lamb Chop. And of course, I learned what kind of human and neighbor I wanted to be from Mr. Rogers himself.

My mother, as a four-year-old immigrant from France, learned English watching Sesame Street in the 1960s. She understood the importance of education being accessible to all, and instilled the same beliefs in me. This month, we highlight Vegas PBS, who continues its mission through contributions from viewers like you.



Laura
Laura Long
Founder, CEO



ABOUT Vegas PBS Educational Services

Vegas PBS Educational Services ensures every child has access to high-quality learning opportunities, regardless of ability or circumstance. Through a multitude of programs and trusted media, Vegas PBS works alongside families, educators, and community providers to strengthen learning and long-term academic success.

Vegas PBS Ready To Learn uses award-winning PBS KIDS programs such as “Sesame Street” and “Daniel Tiger’s Neighborhood” to deliver free family workshops, educational events, books, and hands-on learning experiences that build school-readiness skills. The Learning Neighborhood Van brings these experiences into the community, appearing at schools, libraries, and special events across Southern Nevada. In a state where publicly funded pre-K serves only about 15% of 4-year-olds, these programs help families support learning before kindergarten. To stay informed about Ready To Learn activities and outreach, sign up for the Learning Neighborhood Newsletter. And, to enjoy learning at home with specialized learning kits 3x per year, check out our Vegas PBS Family Memberships at vegaspbs.org/family.

The Special Needs Resource Library provides free access to thousands of specialized educational materials for individuals with documented special needs, their families, educators, and caregivers. With more than 13% of Clark County School District students receiving special education services, families often seek trusted tools to support their children’s unique learning needs. The library bridges that gap with books and materials covering autism, developmental and language delays, behavior management, social skills, and school readiness. Discover the Library at vegaspbs.org/specialneeds.

Impact
by the
Numbers

**More than half
of America’s
3- and 4-year-olds
do not attend
preschool.⁴**

**PBS KIDS is a free
and accessible source
available to more than
95% of U.S.
TV households.**



REACH & VIEWERSHIP

2.8 million

average monthly streams on

VEGAS PBS KIDS

300,000

average monthly total viewers on

Vegas PBS

Broadcast Channels

150,000

average monthly views on

Vegas PBS website

200,000

average monthly total viewers on

Vegas PBS Video on

Demand Platforms

**PBS KIDS reaches 34.5 MILLION TV viewers
and 14.5 MILLION digital users each month³**

With approximately 13,000 enrollments per year, Vegas PBS also provides high-quality educator professional development services focused on skills relevant to all teachers and media literacy, using engaging PBS content and resources. Survey data indicate that classroom relevance and impact are evident in every course.

Offering a wealth of hands-on educational services, Vegas PBS is a true community resource beyond the broadcast. For more information and sponsorship opportunities to help us sustain services, contact Dr. Niki Brunetti at nbrunetti@vegaspbs.org.

Vision

A community where all children have the opportunity to learn, grow, and succeed.

Mission

To remove barriers to learning by providing trusted educational resources and experiences that empower families, support educators, and help every child reach their full potential.



Vegas  **PBS**

DONATE

Location

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