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The Vegas PBS Women's Engagement Council Awarded National PBS Development Award

(Las Vegas) –The Vegas PBS Women's Engagement Council recently received the national PBS Development Award in the "Innovation" category for its work in educating the community on issues affecting women and girls, including human trafficking, the health and well-being of young girls and women who have made an impact in Southern Nevada.

Established in 2013, the Women's Engagement Council, led by Vegas PBS Major Gifts Officer Diana Morgan, is focused on creating local events and PSAs extending the impact of PBS programs by working with non-profit organizations that provide direct services to women and girls. Over the last year, the Council has spearheaded many outreach initiatives including participation in Human Trafficking Awareness Day, during which the Women's Engagement Council hosted a screening of a locally and independently produced documentary, "Surviving Sin City," and a panel discussion, moderated by Nevada State Attorney General Catherine Cortez Masto, about human trafficking; and hosted "The Big Picture," a free health and well-being education event for preteen girls that taught skills to develop character, learn leadership skills, increase literacy, and acquire healthy lifestyle habits.

Currently, the Council is gearing up for its "Makers: Women In Nevada History" program. The Council is partnering with the Women's Research Institute of Nevada (WRIN) at the University of Nevada-Las Vegas to create three documentaries that will focus on the role of women in building the communities of Nevada. These will be half-hour specials whose initial broadcast are scheduled for October 2014 and will coincide with two celebrations: the Nevada statehood sesquicentennial celebration and the 100th anniversary of women's suffrage in Nevada.

The PBS Award for "Innovation in Development" recognizes a station development department that introduces new approaches or methods in one or more fundraising areas and generates significantly improved outcomes. PBS seeks to spotlight an outstanding station story that begins with critical analysis of fundraising performance, and exemplifies planning and implementation of new strategies and tactics that improves revenue generation, transforms the donor experience, mission delivery, or community engagement.

For more information on the Vegas PBS Women's Engagement Council, please visit <http://www.vegaspbs.org/wec/>

About Vegas PBS

Dedicated to enriching the lives of those who call Southern Nevada home, Vegas PBS Channel 10 is one of America's most watched PBS stations on a per capita basis. Five additional channels are available over the air or on cable and satellite including Create, Vme, Worldview, Rewind and Jackpot!

Vegas PBS expands its television broadcast impact through supplemental materials on Vegas PBS.org, PBS.org, PBSKids.org, PBSParents.org, PBSTeachers.org and NextAvenue.org. Vegas PBS also offers extensive online distance education for workforce training and economic development through *Global Online Advanced Learning (GOAL)*.

Vegas PBS provides K-12 educational resources to teachers and students in public, private, charter and home schools including professional development courses; *One Place*, a curriculum-correlated online media service; the *Described and Captioned Media Center (DCMC)* containing materials for deaf, hard of hearing, blind and vision impaired individuals and those who assist them; and *Ready To Learn* literacy and health community workshops based on curriculum materials in daytime children's programs.

For more information on programming and services, please visit VegasPBS.org, like us on Facebook at Facebook.com/VegasPBS, or follow us on Twitter at Twitter.com/VegasPBS.

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