

.....▶ KVIE Public Television
2008 Annual Report ◀.....
to the community



Welcome



2008 has been a year of significant advances at KVIE. Like all TV broadcasters, KVIE is nearing the conversion from analog broadcasting to digital—the biggest technological change in television history. By June 12, 2009, all television broadcasters must broadcast in digital.

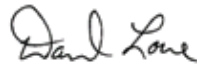
KVIE is well along in the digital transition, producing all of its new original programs and documentaries in digital, so you can enjoy programs celebrating our local history, arts, and exploring local issues in superior clarity. But new broadcasting standards aren't the only technology changes. KVIE's website, KVIE.org, has undergone a significant redesign that uses new web content technology to serve you better. In the future you'll see blogs, user-generated content, a re-designed KVIE store interface, and a new video player so you can watch online the best programs.

KVIE has seen plenty of change. But the one thing that hasn't changed is KVIE's mission to enrich and inspire you through high-quality television programming and services that bring new worlds and ideas to everyone in our region.

We hope you'll take the time to look at how KVIE served our community in 2008. We're now enjoying our 50th year of service to you. And with your support, we're able to provide the very best programs. No other medium can transport you to another world, engage your mind, or connect you to our community's past, present, and future. Thank you for supporting KVIE last year and in the coming year.



Michele Wong
KVIE Board Chair



David Lowe
KVIE President &
General Manager

Exploring our Region

KVIE is more than a television station; it's a portal to the globe, so you can explore the larger world. The adventurer's spirit is unleashed through KVIE offerings that pique our curiosity, challenge us, and guide us in discovering exotic destinations and local gems.



In 2008, local arts lovers were treated to a behind-the-scenes perspective of the Sacramento Philharmonic's *Songs of Hope* concert, bringing together musicians of different Middle Eastern backgrounds on the common ground of music. Another program in KVIE's *Arts Alive!* series, *Portraits in Time: The Crocker Art Museum*, captured moments in the Museum's history and gave us a glimpse into its promising future.



The diversity of our community was celebrated on KVIE throughout the year. Black History Month on KVIE featured over 18 hours of programming that honored the spirit, creativity, and determination of important African Americans in history and today. During Asian Pacific American Heritage Month in May, KVIE and Union Bank partnered to honor outstanding volunteers in the APA community, and presented a month-long series of cultural programming.

To celebrate Hispanic Heritage Month in autumn, KVIE and sponsor Wells Fargo Bank recognized local Latino community volunteers and aired a month-long series of cultural programming. Then, during the holidays, KVIE viewers celebrated various faith and cultural traditions with a variety of holiday-time specials.

Viewers learned key health information all year long on KVIE. Best-selling authors Dr. Wayne Dyer and Dr. Daniel Amen visited and shared insights on how to improve our well-being. Through its Focus on Health initiative, supported by UC Davis Health System, KVIE aired many national PBS programs and produced two health documentaries. *Depression: Into the Light* studied this widespread and often undiagnosed illness, and *Cancer: What You Need to Know* informed viewers about the many support and treatment options in our region.

Another original KVIE documentary, *Rebuilding the Boat: Fixing I-5 in Sacramento*, took viewers on the job site for an up-close look at how the infamous "boat" section of I-5 was repaired on a record-breaking construction timeline.

Investigating Our Complex World

Thoughtful viewers turned to KVIE in 2008 to better understand the crucial choices we must make in shaping our common future in the Central Valley and Sierra. Our weekly *ViewFinder* series presented programs like *Region at Risk*, studying flood danger and potential consequences, while *California Heat* explored the risks of rising temperatures and a shrinking snowpack on the Valley.

The Good Life, a special edition of KVIE's *New Valley* series on local issues, examined the state of our region's civic amenities and presented viewers with some of the challenges ahead in ensuring a vibrant economic future for the region.

Viewers were riveted by *Carrier*, a 10-hour PBS documentary in April in which we met the crew of the USS Nimitz and empathized as they navigated life: job conflicts, families, faith, patriotism, love, the rites of passage, and the war on terror.

As the nation was bombarded with election sound bites, PBS was alone among the broadcast networks in delivering gavel-to-gavel coverage of the Democratic and GOP conventions, along with the presidential debates.

Never afraid to take on a difficult subject, *FRONTLINE* took us around the world to cut through the fog of war to reveal the untold story of what happened in Haditha, Iraq; to examine the state of Russian democracy; and to report on the politics of global warming in *FRONTLINE: Heat*. Bringing it home to the Central Valley and Sierra, KVIE made a companion program and engaged local students in a video project on climate change (kvie.org/gogreen).

Urbanites and country folks alike got a fresh perspective each week on how agriculture touches their lives through KVIE's *California Heartland*, which was carried statewide. National audiences got a look at the world of U.S. farming in the KVIE production *America's Heartland*.



Embracing Innovation

Children and adults alike find a gateway to new worlds on KVIE. We invite everyone on a mission of discovery when they tune in – a great adventure is only a click away through the TV remote or computer.

As a community-owned nonprofit, KVIE itself forged a path in 2008 through the ever-changing landscape of technology, implementing new advances with the fast approach of digital-only broadcasting and making all its local programs in HD.



The voices of viewers were introduced at kvie.org through the *My Source* initiative, where supporters tell their personal stories about how public television has impacted their lives. (We'd love to hear your story! Visit kvie.org/mysource.)

As Americans increasingly adopt new media, so does KVIE. In 2008, KVIE streamed 109 video segments on YouTube, plus more than 200 streaming videos across kvie.org, americasheartland.org, and californiaheartland.org.

In 2008, web users visited kvie.org pages more than two million times. In December, web visitors discovered a redesigned kvie.org with a designated KVIE Video page and features like social bookmarking and RSS feeds.

KVIE loyalists are enjoying the benefits of numerous equipment upgrades that enhanced the station's services. From a new digital transmitter on the Walnut Grove tower, to new HD field cameras, to an upgraded high-tech editing system, KVIE enhanced its hardware as a means to heighten its excellence in serving the region.

A \$350,000 matching grant for new HD studio cameras, received in 2008, presents a great donation opportunity in 2009. Every contribution will be matched dollar for dollar – so the power of your gift will be doubled. Visit kvie.org/HDstudio to learn more.



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Engaging our Children & Families

Young children take wonderful journeys with trusted friends through PBS Kids programs on

KVIE. Yet the station's commitment to our region's children extends far beyond the airwaves to an array of grassroots services aimed at boosting the curiosity and knowledge of every child in the Central Valley and Sierra. Here are a few examples of KVIE service to children in need in 2008.

More than 11,000 children learned important literacy skills through *KVIE's Ready To Learn* workshops. These workshops, geared for parents, caregivers and educators of disadvantaged children, trained 1,700 participants to foster reading skills for the children in their care. As part of the effort, KVIE educators gave out more than 11,000 books so those kids can enjoy reading time at home.

KVIE joined with *The Sacramento Bee* for the Share A Story initiative, which gave 60,000 donated books to underserved schoolchildren and families as summertime reading.

KVIE educators also created a portable library for migrant education families in Yolo County, and reached out to Hmong children and families with workshops and children's books. Additional books and literacy resources were shared at more than 20 family and literacy events throughout our region.

Leadership Donors

We wish to acknowledge the generous support of KVIE's Masterpiece Circle and Legacy Circle donors and grantmakers of \$1,000 and above. Through their leadership support, these contributors bring new worlds and ideas to viewers across the Central Valley. This listing recognizes donors from January 1, 2008 to December 31, 2008. An asterisk indicates a leadership commitment to the *Vision for the Valley* campaign. Two asterisks indicate a leadership commitment to the Transmitter Initiative. Three asterisks indicate a leadership commitment for new HD studio equipment.

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Annual Report to the Community 2008

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Legacy Circle



Supporters committed to the future of our region made 2008 a record breaking year for Legacy Circle – the group of donors who have included KVIE in their bequest plans.

In honor of KVIE’s upcoming 50th anniversary, the station launched its “50 for 50” effort to land 50 new bequests. Nearly two dozen donors stepped forward in the campaign’s early months, swelling the Legacy Circle roster to an all-time high. The station also produced *Your Money, Your Legacy*, a half hour discussion program helping

women over 60 explore estate planning ideas.

Viewers sending in membership gifts often note, “I wish I could give more!” A bequest to KVIE can be a wonderful way to make that substantial gift.

To learn more about establishing your legacy, contact Rebecca Koehn at 916-641-3591 or visit kvie.org/legacycastle.

Financial Statistics

REVENUES - FISCAL YEAR 2008

Membership Contributions	46%
Underwriting	7%
Production	13%
Grant Funding	20%
Rental Income	1%
Other Income	6%
Donated Services	7%

EXPENSES - FISCAL YEAR 2008

Programming & Production	42%
Broadcasting	7%
Program Info & Promotion	12%
Fundraising & Membership	28%
Management & General	11%