



## FISCAL YEAR 2015 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*KVIE's health documentary screenings were a touchstone for our community, bringing broad interests together.*

The mission of KVIE PUBLIC TELEVISION is to educate, enrich, enlighten, and inspire diverse audiences and individuals with high quality television programming and related services that enhance the quality of life for people throughout Northern California.



KVIE PUBLIC TELEVISION REMAINS A VALUABLE PART OF THE GREATER SACRAMENTO REGION, giving young and lifelong learners a base to explore ideas, arts, and adventure on four unique channels: KVIE, KVIE2, KVIE World, and KVIE Vme (Spanish). KVIE is rooted in the community, with award-winning local productions that investigate and rejoice in what the area has to offer, and brings the larger world home through PBS programs that engage the mind, body, and spirit. As the only locally-owned television station in the market, KVIE reflects the community back to itself, featuring the best that PBS has to offer and creating local and localized programs about our region's past, present, and future.

KEY LOCAL SERVICES draw from every corner of the community and focus on regional arts, agriculture, public affairs, and health. We serve our community not just over the air, but by growing our digital platforms, reaching a larger audience on social networks and sharing made-for-web content across the nation - and the world - from *America's Heartland*. As balanced and responsible stewards of our station, we continue to maintain a solid financial position and use that position to fulfill our mission around education and outreach to underserved and at-risk populations in our community.

KVIE LOCAL SERVICES DEEPLY IMPACT THE GREATER SACRAMENTO REGION. KVIE is a home for learning, both over the air and in the community. Characters old and new from the *Sesame Street* group to Daniel Tiger broaden the horizons of our youngest viewers, teaching the ABCs and 123s as well as concepts like friendship and confidence. Community outreach programs through regional partnerships strengthen these lessons by providing free curriculum to those in our region's most at-risk communities. All members of our community have the opportunity to learn and be inspired by local and global profiles and explorations.



## KVIE IS THE REGION'S PREMIER STORYTELLER

Just as PBS encourages its viewers to “be more,” KVIE seeks to be more than just good television. Embracing the explorer spirit that PBS represents, KVIE airs programs that pique curiosity, open minds to challenging ideas, and invite each member of our community to discover new perspectives, ask deeper questions, and embark on new adventures. By staying connected to the arts, education, the environment, health, agriculture, local history, and more, KVIE’s original local programs deeply expose key issues while celebrating all that makes our region a true community.

### AMERICA'S HEARTLAND

During its tenth consecutive season, *America's Heartland*, KVIE's national series celebrating U.S. agriculture, took viewers across the country with 22 new episodes featuring colorful stories that included a local entrepreneur creating a new vodka brand from potatoes; how climate change is challenging farmers in California, Wisconsin, Maine, and nationwide; and a story about an Illinois restaurateur helping to restore bee populations by starting apiaries on a hotel rooftop.

### KVIE ARTS SHOWCASE

Thirty-two new episodes of *KVIE Arts Showcase* featured more emerging artists and art trends both in the northern California region and throughout the U.S. As always, KVIE blends its own extensive array of local arts segments with content from other PBS stations in the top 20 television markets, allowing our own stories to be seen in many other cities across the U.S. This season KVIE interviewed Jane Chu, the new Chairman of the National Endowment for the Arts, and offered viewers two Emmy-nominated segments featuring local multimedia artist Justin Majeczky and photographer Gabriela Michanie.

### ROB ON THE ROAD

*Rob on the Road*, our weekly signature series spotlighting California, experienced large ratings and popularity growth. Rob offered viewers eight new episodes, including the highly-rated *Rob on the Road: The Crocker Art Museum*, which took viewers on a private tour of the most famous Works on Paper collection in the country, and *Rob on the Road: Animal Rescues*, taking viewers through the rehabilitation and release of seals and sea lions along the stunning California coast.

### STUDIO SACRAMENTO

Our Emmy Award-winning *Studio Sacramento* continued its weekly focus on topics, issues and people of local interest to viewers in our region. The 26 new episodes produced in the fourth season provided insight into education, government and politics, business, economics, arts, entertainment, health, energy, agriculture and water. Highlights included the causes and consequences of youth homelessness, understanding Common Core education standards, millennials in the workplace, re-defining guidelines for cancer research and treatment, and boomer generation retirement challenges.



## KVIE IS THE REGION'S PREMIER STORYTELLER Continued

### VIEWFINDER

Our original *ViewFinder* series took viewers on ten new in-depth journeys across a wide range of topics. KVIE's Focus on Health initiative enabled citizens to learn about advances in medicine and health. Other KVIE *ViewFinder* programs provided in-depth looks at the history of Italian-Americans in California, how Chinese workers helped build the Transcontinental Railroad, efforts to combat sexual assault on California college campuses, and archeological discoveries linking Chinese pottery, a 19th century shipwreck, and northern California Native American tribes.

### INSIDE CALIFORNIA EDUCATION

A young show, *Inside California Education* traveled the state to discover the latest challenges, opportunities, innovative programs, and top teachers impacting California's public schools. Premiere events at KVIE and KQED in San Francisco brought together hundreds of enthusiastic supporters of California education, and the program was offered to and seen on PBS stations throughout the state.

### CONGRESSIONAL DEBATE

Bera/Ose Debate was a live KVIE studio debate featuring Republican Doug Ose and Democrat Ami Bera, candidates for one of the most hotly-contested Congressional races in the U.S. Produced in partnership with The Sacramento Bee, Capital Public Radio, Los Rios Community College District, Folsom Lake College, and the Sacramento State Center for California Studies, the program also aired on C-SPAN and was widely covered by national media.

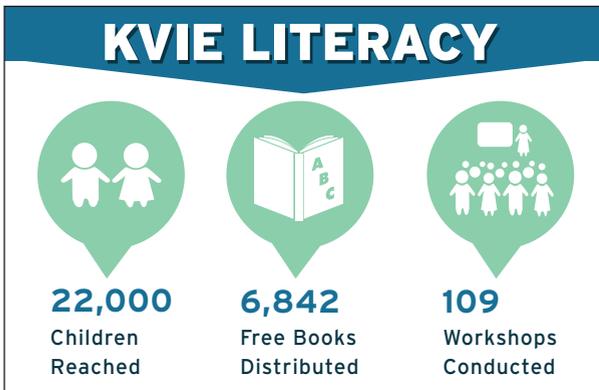
### THE BEST OF PBS

High ratings proved we hit the mark with "Think Wednesdays," a primetime line-up of nature, science and technology programming, which continued to educate and inspire KVIE viewers. More than 33 million people tuned in to watch Ken Burns' seven-part series, *The Roosevelts*, premiere in September, and Season 5 of *MASTERPIECE's Downton Abbey* recorded the biggest audience for a drama in PBS history. The audience appetite for *MASTERPIECE*, remaining the number one show on PBS in its 44th year, continued to increase, and with it brought new favorites, including Season 1 of the sleeper hit *Grantchester*, the Golden Globe-winner *Wolf Hall*, and a new adaptation of a 1970s *MASTERPIECE* favorite, *Poldark*, rounded out the year. And proving its excellence across platforms, at the end of 2014, PBS passed the 100 million mark for streams of PBS Digital Studios' content.

## A COMMITMENT TO EDUCATION

KVIE presented 4,654 hours of high-quality children’s programming in English and Spanish, including beloved shows like *Peg + Cat* and *Sesame Street*. But our mission extends far beyond on-air programming. KVIE serves children - especially within underserved communities - through direct services. The need for these services is crucial given the high number of at-risk children in the region, and California being among the worst performers in student reading achievement. An early boost is essential for our children’s future.

KVIE addresses this urgent need through its Ready To Learn literacy program, an ambitious, region-wide initiative that builds literacy skills among children from low-income and underserved backgrounds. Every day, children across our part of California embark on amazing adventures and make new discoveries through PBS KIDS programs on KVIE.



### EDUCATION PROGRAM

More than 10,000 children benefitted from 109 free KVIE literacy workshops given to parents, caregivers, and educators. These interactive workshops boosted literacy for preschool and school-age children, and used trusted PBS and KVIE resources to get kids ready for success in school and in life.

### CHILDREN’S BOOKS

The heart of our Ready To Learn literacy initiative is providing children with their very own books. We distributed 6,842 children’s books across the region, bringing the joy of reading into the homes of thousands of children. For many, this book from KVIE is their very first book.

### LITERACY & EDUCATIONAL EVENTS

KVIE also partnered with Sacramento START, an afterschool program, to host an event around the PBS game, *Kart Kingdom*. The preparation for *Kart Kingdom* started with a meeting between KVIE and the START staff. The staff attended training on the *Kart Kingdom* online game and additional PBS online resources. KVIE and START staff also collaborated on the best approach to the event. The day of the event, students were able to use tablets and laptops to engage with educational PBS apps and online games, including *Kart Kingdom*. The educators and students were able to walk away with greater knowledge of online resources from PBS. Since the event, educators have continued to use tablets loaded with PBS apps in their afterschool activities with the students.



# 2015 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY



## HARNESSING ONLINE ENGAGEMENT

### ONLINE ENGAGEMENT

KVIE recognizes and supports the rapidly changing ways in which our viewers engage with us, as a station and with our varied content. We maintain a presence on multiple social channels to engage with an increasingly segmented online audience, sharing locally-produced content, PBS content, or a fun or thought-provoking post relevant to our community's interests. Viewers can communicate beyond the television through our Facebook page and Twitter account, where we have nearly 6,000 likes and a responsive audience. They can stay apprised of new content with weekly or monthly e-newsletters, each targeted to give members the kind of content they want to see.

### VIDEO & MOBILE

If engagement in social media is changing rapidly, our viewers' adoption of multiple mobile platforms is moving at warp speed. Our overall online video views remain consistently high at more than 10 million through multiple portals, including KVIE, America's Heartland and PBS web sites, YouTube channels, the PBS app for iOS devices and the AOL ON Network, while mobile viewing has grown from 26 percent to 33 percent.

### AMERICASHEARTLAND.ORG

Audiences nationwide engaged with America's Heartland online. Through the series website and YouTube, viewing reached 2.6 million views. Total views on the America's Heartland YouTube channel surpassed 13.8 million, with over 19,000 subscribers.

## CONNECTING WITH OUR COMMUNITY

### EVENTS

KVIE held a number of screenings and events throughout the year. These include preview screenings of *Inside California Education*, *American Experience: Last Days in Vietnam*, and *Rob on the Road: Crocker Art Museum* (hosted at the Crocker). KVIE also sponsored a performance of *Sesame Street LIVE* at Sleep Train Arena, held a business reception and screened the first episode of our new production *Yes! We're Open!*, and KVIE producer Rob Stewart served as MC for the People Helping People Awards banquet. KVIE also participated in Boo at the Zoo, a Sacramento Zoo event, and joined over 300 non-profits in the Big Day of Giving, a regional event that raised more than \$3 million for area charities.

As an extension of our fundraising events, we held our third Antique Valuation Day fundraiser in partnership with a local auction gallery, our fourth KVIE Golf Classic at the Serrano Country Club, and capitalized on the continued success of *Downton Abbey* with a preview screening of season five and a champagne tea celebrating the finale. After-work beer/wine/food concert KVIE Uncorked became an annual event with a performance from Las Vegas headliner Frankie Moreno, featured in the *Music Gone Public* series presented by KVIE.



## FISCAL YEAR 2015 FINANCIAL REPORT

In a continued tough economy, we focused on managing station reserves and cash flows. KVIE ended the fiscal year with a loss from operations of \$131,367, as reflected in our audited financial statements. When factoring interest and investment income, the gain grew and the station reported an increase in unrestricted net assets of \$17,019. Station management diligently monitors monthly results against budgets and trends and is mindful of how membership and other support dollars are applied to advance the KVIE mission.

Individual contributors remain KVIE's prime source of funding. Those \$35 memberships, \$120 phoned-in gifts, \$250 Production Partner contributions, and \$1,000 Masterpiece Circle gifts - when pooled together - easily eclipse KVIE's other revenue streams. Corporate sponsors, grants, and special events are important, too. But it's the power of the people that makes KVIE go. The past few years have been hard on our region's economy and on donations to KVIE, and fiscal year 2015 was no exception.

### KVIE FISCAL YEAR 2015

REVENUES	\$11,673,880		EXPENDITURES	\$11,674,958	
Membership Contributions	5,490,248	47%	Programming & Production	5,109,336	44%
Grant Funding	2,020,928	17%	Fundraising & Membership	2,373,903	20%
CPB - Annual Grant	1,627,875	14%	Broadcasting	1,621,961	14%
Sponsorships	1,260,954	11%	Management & General	1,618,766	14%
Rental Income	412,517	4%	Program Info & Promotion	950,992	8%
Production	324,500	3%			
Special Events	284,395	2%			
Other Income	176,036	1%			
Video Productions	76,427	1%			

**ORIGINAL HEALTH DOCUMENTARIES  
 SHARE STORIES OF HOPE**

*Fading Away: Alzheimer's* explored the tragic and growing disease and its impact on families throughout northern California and beyond. We discovered the latest leading-edge research and efforts to find treatments and a cure. KVIE also hosted a premiere event, bringing together program participants, medical experts, and other stakeholders to meet the producers and experience an informative panel discussion. Another original health documentary, *A Path to Healing: Genomics and Disease Prevention*, focused on how advances in DNA mapping are allowing for individualized "precision medicine." We examined new research and treatments that may finally provide real progress for those battling cancer and other diseases. Both programs were distributed to other PBS stations for broadcast across the U.S.



**SCREENING - AMERICAN EXPERIENCE:  
 LAST DAYS IN VIETNAM**

KVIE hosted a screening of *American Experience: Last Days in Vietnam* in the spirit of community engagement and to focus on the storytelling mission of public television. The general public and representatives from the local Vietnamese community were invited, as were area leaders who had important stories to tell about their experience escaping from Vietnam during the war and immigrating to the United States. The event was catered by an area Thai restaurant, with Vietnamese-themed food offerings. Local sponsorship support was provided by the owner of a law office whose family was directly impacted by the war. Board Chair Julia Jenness described the screening event as one of the best examples of KVIE community events.



**KVIE CONNECTS WITH THE  
 BUSINESS COMMUNITY**

In partnership with other community-minded organizations like The Sacramento Bee and Golden 1 Credit Union, KVIE hosted our annual business reception at the studio in April. We had more than 120 guests in attendance for a special pre-premiere screening of the newest episode of *Yes! We're Open!* - KVIE's local production celebrating small business owners who are building their entrepreneurial dreams and strengthening our community fabric and our economy. Following the screening, journalists Ryan Lillis and Jack Ohman from The Sacramento Bee spoke and hosted a lively audience Q&A around the business outlook in Sacramento.



## KVIE Hosts Congressional Debate

### Giving the Election Debate a Home

On October 8, 2014, KVIE and community partners hosted and broadcast a live debate between Democratic incumbent Ami Bera and Republican challenger Doug Ose for the 7th Congressional District - one of the most contested races in the country. The debate also aired on C-SPAN and was covered by national press. The event and broadcast is one example of how KVIE works with community partners to serve all community members - through news and information programs that inform citizens and make for a better democracy.

### REACH IN THE COMMUNITY

Event partners invited guests from the community and media to attend the debate in person, which included seats set aside specifically for college students, as well as a college journalism student as part of the panel. In addition to the live studio audience, students and the general public were invited to a debate-watching seminar at Folsom Lake College. Through the live broadcast, in-studio attendance, and educational opportunities for students and the public, the debate engaged many corners of the community and provided real-time access to democracy in action.

### PARTNERSHIPS

KVIE worked in partnership with Capital Public Radio, Folsom Lake College, Los Rios Community College District, The Sacramento Bee, and the Center for California Studies at Sacramento State to create an engaging and meaningful debate.



### COMMUNITY FEEDBACK

“When the Los Rios Community College District decided to take the lead in organizing the 7th Congressional District debate, KVIE was an obvious and integral choice as a partner. The debate brought together a strong team of committed, community partners to serve our region, and KVIE fit right in. Los Rios is proud to have been instrumental in delivering a live television event that provided civic engagement and educational opportunities for our community.”

– **Mitchel Benson**

Associate Vice Chancellor for Communications  
& Media Relations | Los Rios Community College  
District

### COMMUNITY RECOGNITION AND IMPACT

In addition to the live studio audience and outreach participants, the live broadcast reached almost 15,000 homes in KVIE’s viewing area. The debate was also made available for viewing online at [kvie.org](http://kvie.org). C-SPAN presented the debate nationally on a tape-delayed basis on its multiple platforms after the live broadcast.

## ENGAGING AUDIENCES ON SOCIAL MEDIA



*"Wow, thanks so much for the great programing."*

- Valerie Nellor



*"Couldn't do without public television and KVIE."*

- Maxine Milner Krugman

### FADING AWAY: ALZHEIMER'S HIGHLIGHTS PATIENTS & CURES

"Many thanks to KVIE for providing a sensitive portal into the lives of families living with Alzheimer's disease. This documentary clearly displays the fact that Alzheimer's disease affects the whole family. It also teaches there are various phases to the illness and that family members can successfully adapt to the changes."

- **Dr. Charles DeCarli, MD,**

Professor Neurology and Director, UC Davis Alzheimer's Disease Center



"KVIE's documentary on Alzheimer's greatly contributed to raising awareness in our community regarding Alzheimer's disease, what families face in coping with this disease and what the research community is doing to seek a treatment or cure. We heard from many in our community who viewed the documentary and the feedback was resoundingly positive - several even suggested that KVIE follow up with a longer documentary on the subject. This increased awareness helps persons with Alzheimer's and their caregivers know that they are not alone and highlights important community resources for them. For those without personal experience, it gives them a greater appreciation for what others are facing.

- **Michelle Johnston**

Regional Director, Alzheimer's Association

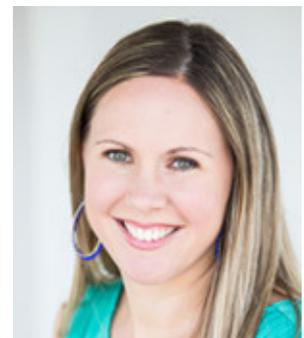


### ENCOURAGING READING AT EVERY AGE

"We have had the pleasure of partnering with KVIE for many years at The Record's Literacy and Book Fair - Family Day at the Park and we look forward to many more years with them! Their booth is full of interactive projects for the over 25,000 attendees of the event in downtown Stockton. Favorites over the years have been a visit from Arthur and DW from the popular PBS KIDS show as well as the distribution of free books for all kids."

- **Anna Sass**

General Manager, Sass! Public Relations



**BOARD OF DIRECTORS (as of September 2015)**

**James Beckwith · Board Chair**  
President and CEO - Five Star Bank

**Frank Myers · Board Vice Chair**  
Senior Vice President, Finance - McClellan Park

**Laura Lewis · Board Secretary**  
General Counsel - SMUD

**Sonbol Aliabadi**  
Executive Director - Sierra College Foundation

**Russell J. Austin**  
Partner - Murphy Austin Adams Schoenfeld LLP

**Dr. Jonathan Breslau**  
Chief - Sutter Imaging, Sutter Medical Group and Imaging  
Service Line Medical Director

**Jane Einhorn**  
Principal, Business Development Director - Runyon Saltzman  
& Einhorn, Inc.

**Dr. Viva Ettin**  
Attorney/Physician - Law Offices of Viva Ettin, M.D.

**Ben Gumpert**  
Chief Marketing Officer - The Sacramento Kings

**Rick Heron**  
Chief Marketing and Brand Officer - Western Health Advantage

**Paul Hersek**  
Vice President of Marketing - SAFE Credit Union

**Julia Jenness**  
Managing Shareholder - Boutin Jones Inc.

**Vincent Johnson**  
COO - University of California Davis Medical Center

**Nancy Miller**  
Senior Counsel - Renne Sloan Holtzman Sakai LLP | Public  
Law Group

**James C. Paul**  
Owner/Shareholder - Paul Benefits Law Corp.

**Susan Savage**  
CEO - Sacramento River Cats

**Cyril Shah**  
Managing Director - The Shah Group, Financial Advisor -  
Raymond James Financial Services

**Spyros Tseregounis, Ph.D.**  
Associate of the Chancellor - University of California, Davis

**STATION MANAGEMENT**



David Lowe  
**President &  
General Manager**



Karen Dolce  
**Chief Financial Officer  
& Associate General  
Manager**



Michael Sanford  
**Vice President Of  
Content Creation**



Kevin Smith-Fagan  
**Vice President Of  
Leadership Giving  
& Associate  
General Manager**

---

*As a public service, our success comes by improving the community. We measure that success to the extent that our children learn, our viewers become engaged in matters that concern them, and those within our communities join together in a common cause.*