

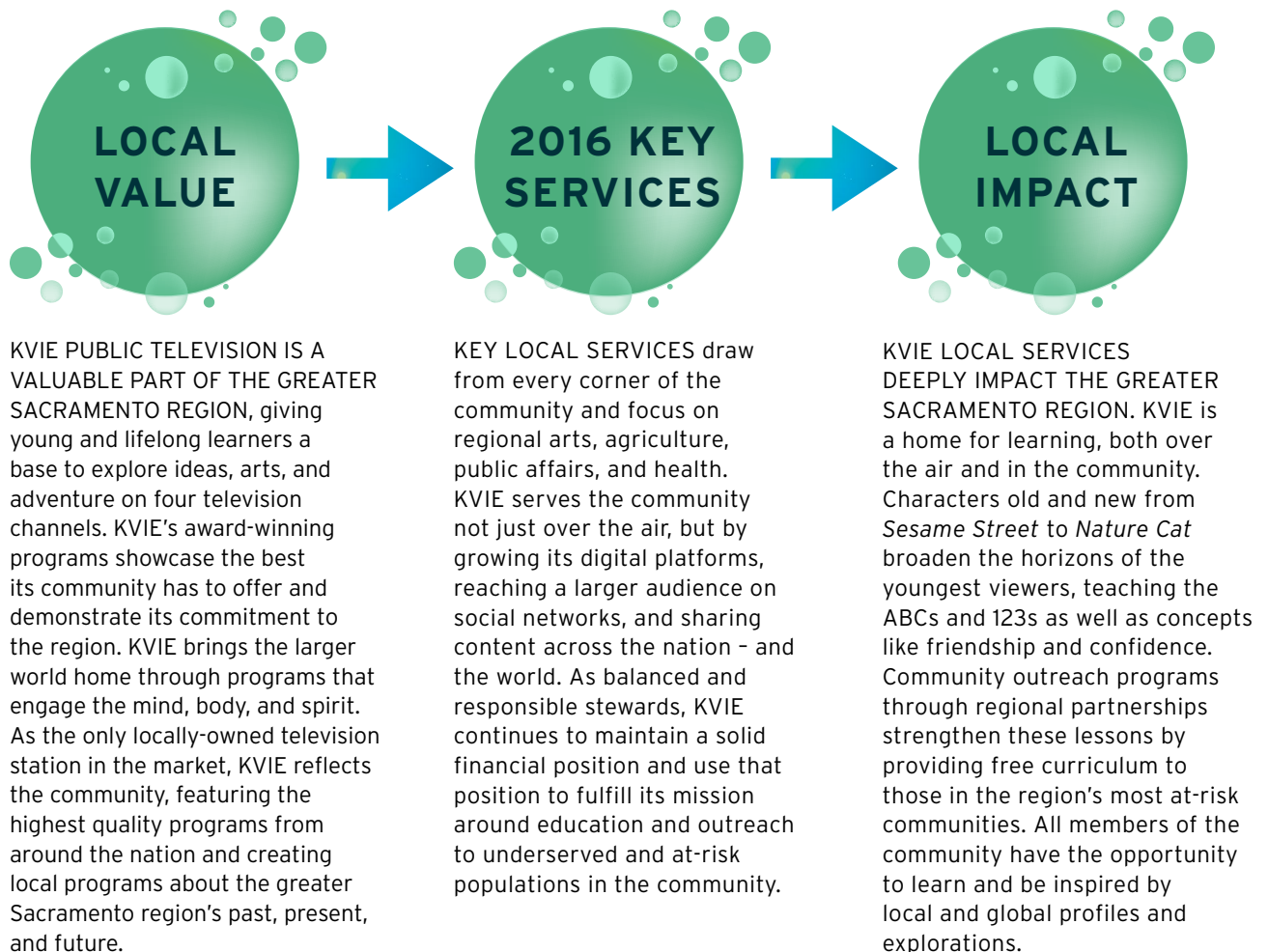


FISCAL YEAR 2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



Rob on the Road introduces you to heroes changing the community in big and small ways, like one man who inspires kids to get active.

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.





2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

KVIE IS THE REGION'S PREMIER STORYTELLER

Just as PBS encourages its viewers to “be more,” we seek to be more than just good television. Embracing the explorer spirit that PBS represents, we air 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, our original local programs deeply expose key issues while celebrating all that makes our region a true community.



AMERICA'S HEARTLAND

During its 11th season *America's Heartland* - our national series celebrating U.S. agriculture - took viewers across the country with 20 new episodes featuring colorful stories that included a ranching family's annual cattle drive; a Colorado program turning veterans into farmers; how a New England family keeps its 300-year-old farm thriving; and how California ranchers are helping preserve native grasslands.



KVIE ARTS SHOWCASE

Twenty-five 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, we blend our own extensive array of local arts segments with content from other PBS stations, allowing our own stories to be seen in many other cities across the country. Our interview with Jane Chu, the Chairman of the National Endowment for the Arts, won a regional Emmy® Award. Other notable stories included a look at Broadway and film actor Ben Vereen's visit to Sacramento to use art to give back to others; an exploration of Artisan Mind, an organization dedicated to enriching the lives of those living with Alzheimer's and dementia through art; and local dance company Instituto Mazatlán de Bellas Artes, home of ballet folklórico in Sacramento, which helps children connect to the arts and their heritage.



ROB ON THE ROAD

Rob on the Road, our weekly signature series spotlighting California, experienced large ratings and popularity growth. The series offered viewers six new episodes, including an exclusive look at the California Highway Patrol Academy; taking viewers through the rehabilitation and release of marine mammals along the California coast; experiencing the California Capital Airshow, one of the nation's biggest and best; and some amazing stops along Highway 99, including the Abbey of New Clairvaux, the oldest structure in America.



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 29 new episodes produced in the fifth season provided insight into education, government and politics, business, economics, arts, entertainment, health, energy, agriculture, and water. Highlights included the ongoing investigation into the unsolved killing of two local Sikh men, a detailed look at the impact of gun violence on young African-American men, and a discussion on the relationship between healthy communities and business prosperity.



2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

KVIE IS THE REGION'S PREMIER STORYTELLER Continued

VIEWFINDER



Our *ViewFinder* series took viewers on eight new in-depth journeys across a wide range of topics. Our Focus on Health initiative enabled citizens to learn about advances in medicine and health, including the causes and treatment of back and neck pain, the link between poverty and poor health, and end of life care. Other *ViewFinder* programs provided in-depth looks at Sacramento's mixed redevelopment history, the biography of one of California's first and most influential civil rights legislators, and a behind-the-scenes story of San Francisco's iconic City Hall.



INSIDE CALIFORNIA EDUCATION

We began production in the 2016 fiscal year of 13 half-hour episodes of *Inside California Education* and will launch it as a full series in early 2017. The program will explore all aspects of public education with stories from all over the state and will be offered to public television stations throughout California.



YES! WE'RE OPEN

We continued production on our popular limited series *Yes! We're Open*, featuring entrepreneurs of all kinds from throughout our region. Stories included a Placerville blacksmith keeping his ancient tradition alive, a husband and wife team working to make fermented tea a mainstream beverage, and a variety of small businesses doing their best work outside the 9-to-5 workday.



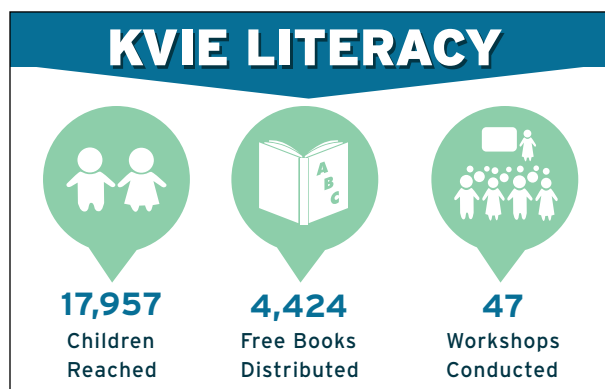
THE BEST OF PBS

The year started off with a bittersweet best, when 9.9 million viewers nationally tuned in to watch the premiere of the final season of *Downton Abbey on MASTERPIECE*, as the highest rated drama in PBS history ended a wildly successful 6-year run. But the drama didn't end there as PBS programs were honored with 17 News & Documentary Emmy® Awards, more than any other organization, at the 36th Annual News & Documentary Emmy® Awards at the Lincoln Center. And as a leader in educational media for children and students and a key partner with parents and educators across America, PBS aired SPOTLIGHT EDUCATION, a special week of primetime programming examining the challenges facing today's students and America's education system.

A COMMITMENT TO EDUCATION

We 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. We serve 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.

We address this urgent need through our 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 2,400 children benefitted from 47 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

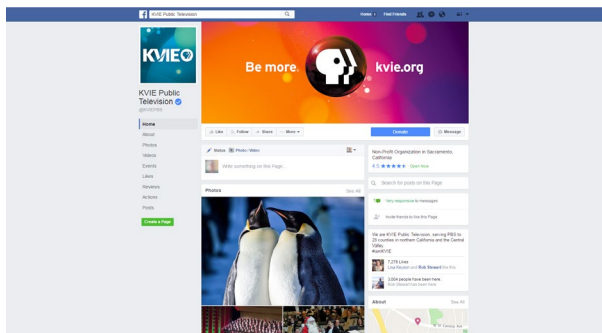
The heart of our Ready To Learn literacy initiative is providing children with their very own books. We distributed 4,424 children's books across the region, bringing the joy of reading into the homes of thousands of children. For many, this book from us is their very first book.

LITERACY & EDUCATIONAL EVENTS

We also partnered with Yolo County Head Start to put on the second 100th Day of School event. Both parents and children participated in stacking 100 cups, painting 100 dots, and playing on tablets loaded with PBS apps. Additionally, we presented a short workshop on the PBS mobile apps and helped participants load free apps onto their smartphones. In addition, parents learned the recommended amount of screen time their children should have during the week. Many of the children had never played on a tablet before and they were able to get a hands-on experience with PBS apps. Finally, each family received a free book and handouts related to screen time and safe apps for them to use with their children. Overall, 130 parents, children, and educators benefited from this program.



2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY



HARNESSING ONLINE ENGAGEMENT

ONLINE ENGAGEMENT

We recognize and support the rapidly changing ways in which our viewers engage with us, as a station and with our content. We updated our website this fiscal year with a new look that adapts to increased mobile browsing. We maintain a presence on multiple social channels to engage with an increasingly segmented online audience, sharing local and PBS content, and fun and thought-provoking posts relevant to our community's interests. Viewers can communicate beyond the television through our Facebook page and Twitter account, where we have over 7,000 likes and a responsive audience. They can stay apprised of new content with recently redesigned weekly or monthly newsletters, targeted to give members the kind of content they want to see.

VIDEO & MOBILE

Engagement on social media is increasing, and so is our viewers' adoption of mobile viewing. Our overall online video views remain consistently high at more than 5.7 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 33 percent to 40 percent.

AMERICASHEARTLAND.ORG

Audiences nationwide engaged with *America's Heartland* online. Through the series website and YouTube, viewing reached 3.2 million views. Total views on the *America's Heartland* YouTube channel surpassed 16.4 million, with over 24,000 subscribers.

CONNECTING WITH OUR COMMUNITY

EVENTS

We held a number of signature events throughout the year. The 34th Annual Art Auction highlighted works from more than 250 northern California artists, with proceeds supporting programming. Our fifth annual KVIE Golf Classic welcomed corporate sponsors and partners for a day on the green. The KVIE Gallery continued its bi-monthly rotation of local artists, with receptions and viewings, and we introduced a new 4-part artist workshop series to build capacity in the arts community. More than 300 guests attended the fourth annual Antique Valuation Day in partnership with CLARS Auction Gallery. Along with over 500 area non-profits, we participated in the Big Day of Giving, which raised more than \$5 million across the region. We welcomed Las Vegas headliner Frankie Moreno back for KVIE Uncorked and Tommy Emmanuel for an exclusive courtyard concert.

As part of our community outreach initiatives we supported the Sacramento Zoo's Boo at the Zoo, Lodi Middle School Career Day, hosted the Mayoral Candidate Policy Forum in partnership with the Sacramento Rainbow Chamber of Commerce, held screenings of *Debt of Honor*, *Changing Season*, and the *Downton Abbey* on *MASTERPIECE* finale in Sacramento and Modesto, and held a lecture with travel guru Rick Steves.



2016 LOCAL CONTENT AND SERVICE REPORT FINANCIAL REPORT

FISCAL YEAR 2016 FINANCIAL REPORT

In a continued tough economy, we focused on managing station reserves and cash flows. We ended the fiscal year with a gain from operations of \$128,373, as reflected in our audited financial statements. When factoring interest and investment income, we reported an increase in unrestricted net assets of \$95,173. Our station management diligently monitors monthly results against budgets and trends and is mindful of how membership and other support dollars are applied to advance our mission.

Individual contributors remain our 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 our other revenue streams. Corporate sponsors, grants, and special events are important, too. But it's the power of the people that makes us go.

KVIE FISCAL YEAR 2016

REVENUES			EXPENDITURES		
	\$11,597,040			\$11,468,667	
Membership Contributions	5,723,049	49%	Programming & Production	4,879,427	42%
Grant Funding	1,767,536	15%	Fundraising & Membership	2,473,479	22%
CPB - Annual Grant	1,596,415	14%	Broadcasting	1,657,688	14%
Sponsorships	1,389,242	12%	Management & General	1,587,417	14%
Rental Income	449,535	4%	Program Info & Promotion	870,656	8%
Production	233,948	2%			
Special Events	276,336	2%			
Other Income	104,388	1%			
Video Productions	56,591	1%			

ORIGINAL HEALTH DOCUMENTARIES SHARE STORIES OF HOPE

ViewFinder: The Journey Ahead followed courageous families through the emotional and difficult process of end-of-life care for loved ones ranging from children to seniors. We hosted a premiere screening, bringing together medical experts, hospice workers, and affected families to meet the producers of the program and experience an informative panel discussion. California Assemblymember Susan Talamantes Eggman (D-Stockton) also spoke on new end-of-life care laws recently passed by the state legislature. Another of our original health documentaries, *ViewFinder: Oh, My Aching Back! - Prevention & Treatment*, examined the prevention, management, and relief of back and neck pain that up to 80 percent of people feel, from diagnosable to chronic and unseen.



SCREENING - DEBT OF HONOR

We hosted a screening of *Debt of Honor* in the spirit of community engagement and to focus on the storytelling mission of public television. Invitations were sent to local American Legion chapters, Veterans of Foreign Wars chapters, and other veteran interest groups. Veterans of all generations arrived to view the screener and discuss their experience with the Department of Veterans Affairs (VA), military-to-civilian transition, and what is being done to help recent veterans. Speakers included Marine Corporal Jeff Landay, a recipient of three Purple Hearts for his service in Iraq, and Paul Sullivan, a former Army armored reconnaissance specialist and current Deputy Secretary of Communications and Public Affairs at the California Department of Veterans Affairs. Both spoke about their experiences with the VA, and Sullivan was able to speak about how he has worked to improve the VA, fielding questions from the audience.



KVIE CONNECTS WITH THE BUSINESS COMMUNITY

In *Rob on the Road: Heroes and Helping Hands*, we introduced viewers to a few of the citizens changing our community in big and small ways: a woman who knits caps for babies, a program that gives inmates a second chance, a man who inspires kids to get active, and a shelter where families get the support they need to transform their lives. In partnership with Murphy Austin Adams Schoenfeld LLP, we hosted a premiere event shining a light on local heroes who are making a difference in our community.



KVIE Helps Make-A-Wish Northeastern California

Bringing Wishes to Life

We have worked with Make-A-Wish Northeastern California and Northern Nevada for several years to help a sick child see a wish come true. We create wish recipient videos to profile those who have had wishes granted and one video of a child who does not know their wish will be granted on the day of a gala breakfast.

REACH IN THE COMMUNITY

These videos are shown at the Make-A-Wish gala breakfast and used throughout the year by the organization to demonstrate the impact their organization has on the children, families, and communities they help.

COMMUNITY RECOGNITION AND IMPACT

This partnership has a significant impact on the child receiving the wish while battling a life-threatening illness. Their families, the wish-granters, and their communities turn out to support the child, giving them a gift to cherish for a lifetime. Participating in these wishes helps us to build strong partnerships with the community.



COMMUNITY FEEDBACK

"Your commitment gives us the ability to grant magical wishes and we cannot thank you enough for your remarkable dedication to the children and families that we serve."

Make-A-Wish

Northeastern California and Northern Nevada

KVIE Celebrates Saint John's Program for Real Change



A Hand Up, Not a Hand Out for Homeless Women and Children in Our Region

We help Saint John's Program for Real Change, a local organization with a dream of becoming a national model for homeless programs. We assist Saint John's in the important work of telling the stories of the families it serves. Through our video artistry, we help bring to life the organization's vision of "breaking the cycle of poverty and dependence, one family at a time."

COMMUNITY FEEDBACK

"Despite our best efforts, we still turn away an average of 280 women and children every single day. It's partners like KVIE that help us expand our program's capacity to help more homeless families in our region. We couldn't do it without partners like KVIE and are truly grateful for your dedication to our community."

Michele Steeb

CEO Saint John's Program for Real Change

IMPACT IN THE COMMUNITY

In particular, the video we created for Saint John's largest yearly fundraiser, the 2015 Party for Change, helped the organization raise more than \$140,000 in one evening to help the largest growing population of homeless: single women with children.

ENGAGING AUDIENCES IN SOCIAL MEDIA



"I love, LOVE, KVIE. It makes me happy. Great T.V. I wish this was the only channel America can get."

- Chelsea Morgan



"I am PROUD to be a part of KVIE! From wonderful nature programs to intrigue with MASTERPIECE Mysteries to local programming keeping me up to date on regional happenings/events - KVIE is there when I want it! Quality Programs + Quality People = Quality TV for the ENTIRE family!"

- Douglas Gerald Wagemann

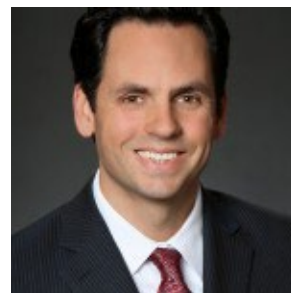
KVIE Community Advisory Board member

VIEWFINDER: POVERTY AND POOR HEALTH HIGHLIGHTS ACCESS AND SOLUTIONS

"Ending homelessness is a community-wide effort, requiring a region to work together towards a common goal. KVIE's *ViewFinder* documentary, *Poverty and Poor Health*, highlighted the importance of that community connection by featuring Northern California healthcare providers, human service agencies, and community programs that collaborate to improve access to services and healthcare for those who are homeless or are living at or below the poverty line. By showcasing this collaboration, KVIE is now part of the solution - they are our storytellers - and we thank them for that."

- Ryan Loofbourrow

CEO, Sacramento Steps Forward



ENCOURAGING READING AT EVERY AGE

"The kids in the Parent Education program loved having a summer fun camp that was educational and fun at the same time."

- Gabriela Lopez-Valle

Parent Education Manager, Sacramento Food Bank & Family Services





2016 LOCAL CONTENT AND SERVICE REPORT GOVERNANCE

BOARD OF DIRECTORS (as of January 2017)

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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

Jonathan Breslau, MD

Chief - Sutter Imaging, Sutter Medical Group and Imaging
Service Line Medical Director

Roy Brewer

Partner - Brewer Lofgren LLP

Martin Camsey

Vice President & Chief Financial Officer - Niello

Dr. Viva Ettin

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

Ben Gumpert

Marketing Consultant

Dr. Frederika Harmsen

Special Assistant to the President on Sustainability Initiatives -
California State University, Sacramento

Rick Heron

Chief Marketing and Brand Officer - Western Health Advantage

Paul Hersek

Vice President of Marketing - SAFE Credit Union

Nancy Miller

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

Michelle Odell

Director, Public Affairs - Kaiser Permanente

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.

Lecturer - University of California, Davis

STATION MANAGEMENT



David Lowe

President & General Manager



Staci Orlando

Chief Financial Officer
& Associate General Manager



Michael Sanford

Vice President of Content Creation



Kevin Smith-Fagan

Vice President for 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.



KVIE Public Television | 2030 W. El Camino Avenue, Sacramento, CA 95833 | kvie.org