

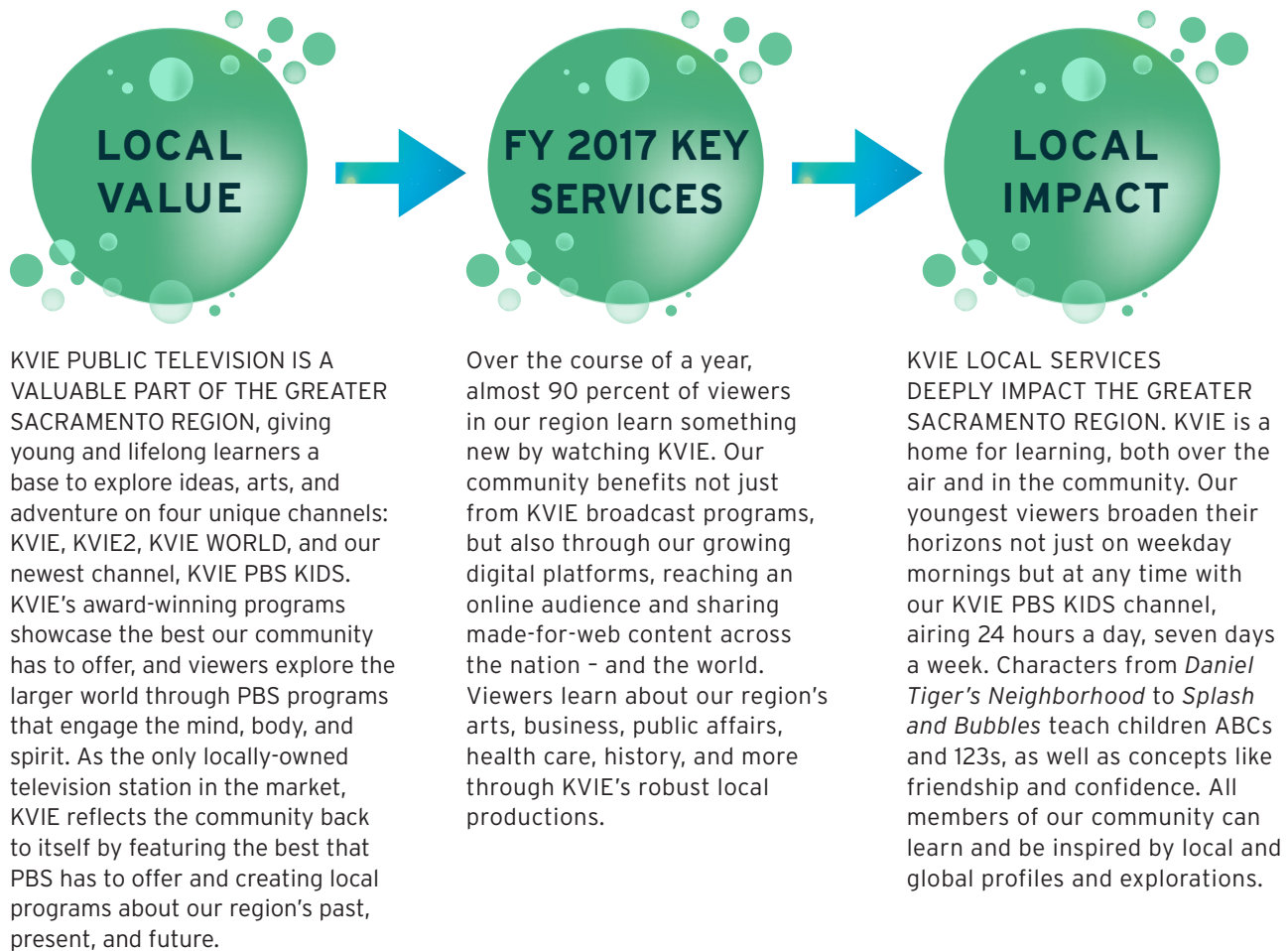


FISCAL YEAR 2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



Rob on the Road tours Lake Tahoe's treasured Vikingsholm.

KVIE's mission is to inspire you to explore the world and connect with your community through the integrity of public media.



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 twelfth consecutive season, *America's Heartland*, KVIE's national series celebrating U.S. agriculture, took viewers nationwide on journeys across the country with 20 episodes, including colorful stories about a Northern California cattle ranching family going on the last cattle drive with their family patriarch, a California wild horse sanctuary, a program helping disabled farmers continue working their lands, how American rice farmers are penetrating the sake market in Japan, following a Kansas farm family from dawn to dusk, and an in-depth look at the sugar beet industry.



KVIE ARTS SHOWCASE

Twenty-two new episodes of *KVIE Arts Showcase* featured more emerging artists and art trends in the Northern California region and throughout the U.S. *KVIE Arts Showcase* continues to blend KVIE's own extensive array of local arts segments with content from other PBS stations in the top 20 television markets, allowing KVIE's stories to be seen in many other cities across the United States. Some of this season's segments included an artist profile of sketch artist Stuart Ratcliffs, who reminds us to enjoy the little things. Animals at the Sacramento Zoo expressed their creative sides in a segment on artistic animal enrichment. A lesson in strings inspired students with the Sacramento State University music program. Viewers spent time with a local artists' group whose members - renowned artists Jian Wang, Boyd Gavin, Pat Mahony, and Marcy Friedman - find comfort in creating. And art entrepreneur Tre Borden shared his vision about creating a platform for change. *KVIE Arts Showcase* was also honored with a Regional Emmy Award nomination for its segment featuring sculptor Al Farrow.



ROB ON THE ROAD

Rob on the Road, our weekly series hosted by Rob Stewart, offered viewers six new full half-hours which took viewers to amazing destinations and to meet some extraordinary people. Highlights included an in-depth look at Sacramento's historic Sutter's Fort and Capitol Park; a journey through the majestic sequoia redwoods at Calaveras Big Trees State Park; profiles on dedicated volunteers saving everything from birds to vernal pools throughout our region; and a tour of some of our best museums, including the Crocker Museum in Sacramento and the Haggin Museum in Stockton. We also met some local heroes who are making a difference in our community, including members of City Year Sacramento, who dedicate themselves to helping disadvantaged students; and the selfless people at Shriners Hospitals who provide medical treatment, therapy, comfort, and custom-made garments for young burn victims.

KVIE IS THE REGION'S PREMIER STORYTELLER Continued

STUDIO Sacramento

STUDIO SACRAMENTO

In its sixth season, *Studio Sacramento* continued its weekly focus on topics, issues, and people of interest to viewers in our region. Some of the topics covered in the 25 new episodes included police and minority community relations; literacy for children through a creative writing program; a conversation with Sacramento County District Attorney Anne Marie Schubert; the Ronald McDonald House Charities; Sacramento State students with different disabilities discussing how well they feel the Americans With Disabilities Act is being realized through their personal experiences; celebrating 40 years of the Sacramento Metropolitan Arts Commission; community activism; unconscious bias; being Muslim in America in 2017; changing foster care for youth; our region's oldest community college - Sacramento City College - 100th anniversary; the opioid crisis; and a one-on-one with Craig McNamara, the son of former Secretary of Defense Robert McNamara.

VIEWFINDER

VIEWFINDER

KVIE's documentary series *ViewFinder* took viewers on 11 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. *Healing Beyond Medicine* explored emerging research and techniques to help children and adults deal with a variety of medical challenges with the help of music and therapy animals. Another original health documentary, *The Boomer's Guide to Growing Older*, focused on the many ways baby boomers are learning to cope with caring for both themselves and their aging parents, and the many new services and sources of information that are making things easier. Both programs were distributed to fellow PBS stations for broadcast across the U.S. Other *ViewFinder* programs included one that honored America's veterans while examining the many medical, mental, and societal challenges they face and what's being done to help them; another explored a new state historic park created exclusively to honor local Native Americans who've lived in the area for thousands of years. We also discovered the challenges facing our region's transit system and how both legacy and new plans are addressing them, and followed our region's Tuolumne River from its origins high atop a Yosemite glacier to its terminus in San Francisco Bay. Local history programs included a look at some multi-generational ranching families in Nevada County, a profile of local Japanese-American weightlifter Tommy Kono, whose Olympic success inspired Arnold Schwarzenegger, and a remarkable group of female volunteer firefighters and EMTs who served the town of Citrus Heights in the 1950s and 1960s.

INSIDE California Education

INSIDE CALIFORNIA EDUCATION

Inside California Education, our locally produced statewide series about public education, launched its first season with 13 half-hour episodes and nearly 50 stories from across California. Carried by every California PBS station, *Inside California Education* tackled such diverse topics as new career tech programs, the school nursing shortage, continuation schools for at-risk youth, and how next-generation science standards are taught. The series also discovered dual-immersion language programs starting as young as kindergarten, summer schools for the arts, and a unique "edible schoolyard" program started by famed restaurateur Alice Waters.



FY 2017 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

KVIE IS THE REGION'S PREMIER STORYTELLER Continued



YES! WE'RE OPEN

Yes! We're Open continued to profile some of our region's most colorful entrepreneurs, sharing their secrets of success as they launched a wide array of enterprises. This season, viewers saw a mother-daughter team keeping memories alive through their handmade teddy bears, a New York entrepreneur who moved his watercraft firm to Sacramento, an inventor who created a microwave cookware product which caught on nationally, and a father and his two sons who found success in film production.

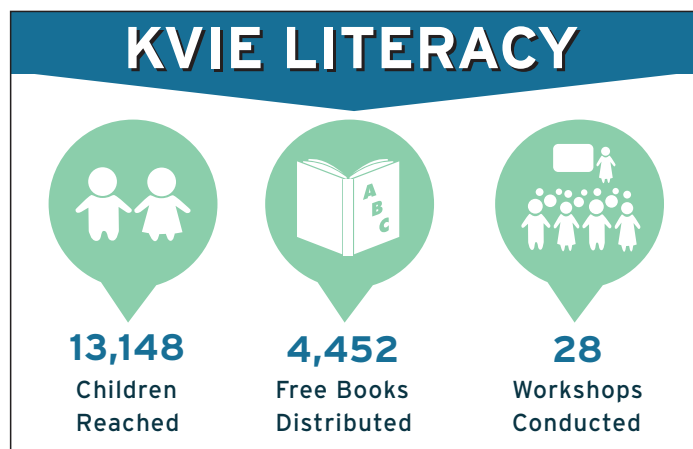


THE BEST OF PBS

As the national election ramped up, viewers turned to a trusted news source: public television. The editorial teams at *FRONTLINE*, *PBS NewsHour*, *Independent Lens*, and more were honored with 12 News & Documentary Emmy Awards – more than any other organization. But the drama wasn't all political: the series premiere of *Victoria on MASTERPIECE* took viewers back in time, along with other fan favorites like *Poldark on MASTERPIECE* and *Call the Midwife*. KVIE's region was fascinated by science programs like *Nature: Spy in the Wild*, and KVIE joined other PBS stations in premiering a special PBS KIDS channel that provides programming 24 hours a day, seven days a week, on-air and online.

A COMMITMENT TO EDUCATION

Children across the region laughed and learned with 4,654 hours of high-quality children's programming on KVIE's high-definition channel and a year of 24/7 children's programming on the KVIE PBS KIDS channel, including beloved shows like *Peg + Cat* and *Sesame Street*. KVIE premiered its KVIE PBS KIDS channel in January 2017 to provide enriching programs to children in the community all day long, every day. Children across KVIE's region of California embark on amazing adventures and make new discoveries through PBS KIDS programs on KVIE.



EDUCATION PROGRAM

More than 1,000 children benefitted from 28 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

We distributed 4,452 children's books across the region, bringing the joy of reading into the homes of thousands of children considered at-risk. For many, this book from KVIE was their very first book.

LITERACY & EDUCATIONAL EVENTS

KVIE partnered with Empire Head Start in Stanislaus County for a science, technology, engineering, and mathematics (STEM) event. The goal was to provide parents with fun and easy activities they can do with their children to build processing skills. Parents and children explored eight different activities that were offered at the event. Each activity featured a STEM topic with poster boards that explained to parents how to accomplish this activity at home. KVIE purchased 10 tablets for children to use PBS educational apps. While children were playing on apps, their parents discussed appropriate screen time and how apps can support literacy, and defined active viewing and co-viewing. Free app codes were given out and downloaded onto some parents' smart phones. Additionally, children were given STEM-related books to take home. After the event, KVIE donated the tablets to the Head Start classrooms so children could have access to educational games and technology in class. Overall, 78 children and 156 adults attended this event. These attendees were from low-income backgrounds. Over half were Spanish speakers.

HARNESSING ONLINE ENGAGEMENT

ONLINE ENGAGEMENT

KVIE has embraced the rapidly changing ways in which viewers are watching TV. Viewers engaged with KVIE content via multiple social channels, enjoying locally produced content, PBS content, and fun and thought-provoking posts relevant to the community's interests. Viewers communicated with KVIE and received station updates through Facebook and Twitter, which KVIE had over 8,000 likes and followers and a responsive audience at the end of the fiscal year. Viewers also stayed in-the-know with weekly and monthly enewsletters featuring primetime programming highlights and station updates.

VIDEO & MOBILE

Appetite for online video increased in the fiscal year. Facebook relied strongly on video content and KVIE took advantage of the platform to increase KVIE viewership. KVIE's online video views remained consistently high through multiple portals, including the KVIE and PBS web sites, YouTube channels, the PBS app for iOS and Android devices, and other online channels.

CONNECTING WITH OUR COMMUNITY

EVENTS

KVIE held several signature events throughout the year. The 35th Annual Art Auction highlighted more than 250 Northern California artists, with all proceeds supporting KVIE's mission, and the sixth annual KVIE Golf Classic at Serrano Country Club welcomed corporate sponsors and partners for a day on the greens. KVIE celebrated its first KVIE Nerd Night, engaging a younger audience.

The KVIE Gallery featured outstanding local artists and KVIE conducted artist training workshops to help local artists build their businesses. We launched a digital series of visual and performing artist interviews to showcase both local and national arts on social media, including features on Bob Miller, Gary Dinnen, Maija Peeples-Bright, Ethan Bortnick, and Alan Cumming.

KVIE invited the public to learn more about their dusty treasures at its Antique Valuation Day. KVIE served as a strategic partner in the region's Big Day of Giving effort, which raised more than \$7 million for area non-profits.

Other community outreach included free public screenings of *Art in the 21st Century*, *Inside California*



Education, and *ViewFinder: Getting There - Transit in the Sacramento Region*; KVIE hosted and broadcasted live the 2016 Bera/Jones congressional debate; the station presented a studio concert with musician Ethan Bortnick; and in Modesto, KVIE co-presented a family event of *Daniel Tiger's Neighborhood* at the Gallo Center for the Arts.



FY 2017 LOCAL CONTENT AND SERVICE REPORT FINANCIAL REPORT

FISCAL YEAR 2017 FINANCIAL REPORT

Through the generosity of more than 50,000 individual donors and local corporate sponsors, KVIE ended the fiscal year with net income from operations of \$1,893,544, as reflected in our audited financial statements. Our two largest individual grants for the fiscal year were provided by the Corporation for Public Broadcasting and the Sacramento Metropolitan Cable Television Commission. Factoring in investment income and interest, the station reported an increase in unrestricted net assets of \$2,305,714. 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 thrive.

KVIE FISCAL YEAR 2017

REVENUES			EXPENDITURES		
	\$13,239,543			\$11,345,999	
Membership Contributions	6,024,946	46%	Programming & Production	4,876,707	43%
Grant Funding	2,960,649	22%	Fundraising & Membership	2,303,486	20%
CPB - Annual Grant	1,526,217	11%	Management & General	1,643,655	15%
Sponsorships	1,403,169	11%	Broadcasting	1,588,823	14%
Rental Income	455,798	3%	Program Info & Promotion	933,328	8%
Production	419,602	3%			
Special Events	245,496	2%			
Other Income	138,148	1%			
Video Productions	65,518	1%			

ORIGINAL HEALTH DOCUMENTARIES SHARED STORIES OF HOPE

ViewFinder: Healing Beyond Medicine explored many kinds of non-traditional healing methods that are gaining acceptance within the medical community. It explored the healing power of music and touch, as well as the powerful bonds between people and assistance animals. KVIE hosted a preview screening that brought together medical experts, affected families, and producers of the program. The preview screening also included a panel discussion featuring medical experts from UC Davis Health and Sutter Health.

Another original KVIE documentary, *ViewFinder: The Boomer's Guide to Growing Older*, explored the ever-increasing challenges baby boomers are facing, as they grapple with their own health issues while at the same time caring for their aging parents and sometimes even their own spouses.



SCREENING - INSIDE CALIFORNIA EDUCATION

KVIE hosted a screening for the new locally produced television series *Inside California Education* with special guest California State Superintendent of Public Instruction Tom Torlakson. The goal was to promote the program and provide a forum for audience members to engage. The community gathered to celebrate its launch and participate in a special Q&A session with the superintendent and series producer Christina Salerno. School board members, educators, community leaders, and show sponsors were invited to attend this public event. Torlakson spoke to the need for public television programs like *Inside California Education*, which showcase honest, positive, and enlightening public education stories from across the state.



KVIE HOSTS CONGRESSIONAL DEBATE

Giving an Election Debate a Home

On October 18, 2016, KVIE and community partners hosted and broadcast a live debate between Democratic Congressional incumbent Ami Bera and Republican challenger Scott Jones for the 7th Congressional District – one of the most contested races in the country. The debate also aired on C-SPAN on a tape-delayed broadcast, on Capital Public Radio, 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. In addition to the live studio audience, there was a debate-watching seminar at Folsom Lake College. The debate-watching seminar panel included local political reporters from The Sacramento Bee and Capital Public Radio, a professor of Communication Studies at Cosumnes River College, and the Student Senate President of the Associated Students of 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, and The Sacramento Bee to produce an engaging and meaningful debate. The debate was hosted and moderated by Jason Shoultz of The McClatchy Company. Panelists for the debate were Bob Moffitt, Sacramento Region Reporter for Capital Public Radio; Dan Smith, Capitol Bureau Chief for The Sacramento Bee; and Zainub Tayeb, a student journalist for The Talon at Folsom Lake College.

COMMUNITY FEEDBACK

“The Los Rios Community College District is proud to have partnered with KVIE on the 2016 Congressional Debate. Today, more than ever, college campuses must be places of thoughtful and informed political discourse. By working with KVIE and other partners on this event, we are proud to have helped advance civic engagement efforts in our community and throughout the capital region.”

Gabe Ross

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

ENGAGING AUDIENCES IN SOCIAL MEDIA



"My absolute favorite channel and have been watching and enjoying a huge diversity of programming for many years. Thanks for being here for us all."

- Valerie Nellor



"Truly my favorite educational TV channel on all programs it delivers, here up in Northern California."

- Della Sisk

VIEWFINDER: HEALING BEYOND MEDICINE HIGHLIGHTS ALTERNATIVE THERAPIES THAT WORK

"We are THRILLED to be a part of this project and know that every project leads to more awareness and to better understanding by all. I STILL run into people who say they've recently seen the piece on KVIE rotation with rave reviews."

- Tara McConnell

Owner, McConnell Music Therapy Services
MT-BC board-certified Music Therapist and Neurologic Music Therapist





FY 2017 LOCAL CONTENT AND SERVICE REPORT GOVERNANCE

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*This list represents directors who served during some part of FY17.

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President & General Manager



Staci Orlando

Chief Financial Officer and Associate
General Manager - Operations



Michael Sanford

Associate General Manager -
Production



Kevin Smith-Fagan

Associate General Manager -
External Affairs

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.



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