



FISCAL YEAR 2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

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



KVIE Public Television is a valuable part of our region. By sharing local stories on television and online, we reflect the diverse community we serve, sharing our past, present, and future. And national shows airing on KVIE inspire everyone in our region to explore, try something new, discover a new perspective, and more.

KVIE provided these local services in 2018:

- More than 75 new local programs focusing on health, education, public affairs, arts, and more
- Community screenings for national and local programs
- Children's programming 24 hours a day, 365 days a year

KVIE deeply impacts the community we serve. Children broaden their horizons with friends like Daniel Tiger and Elmo, available any time on our KVIE PBS KIDS channel. Members of our community travel the world, discover hidden gems in our region, explore the details behind the headlines, join the conversations that matter in our community, and find inspiration - all through our programs.

LOCAL PROGRAMMING

In 2018, KVIE created more than 75 new programs featuring the region's arts, celebrating local attractions, and delving into pressing regional issues like education, the environment, history, health, and more. These programs reflect the community back on itself and, in creating them, KVIE embeds itself in the community to understand the stories it tells on-air and online. KVIE also engages with its neighbors through public screenings, which bring together community members, show producers, subject experts, and others to watch and discuss the programs KVIE is creating and airing.



AMERICA'S HEARTLAND

During its 13th consecutive season, *America's Heartland*, KVIE's national series celebrating U.S. agriculture, brought viewers 22 episodes with stories from across the nation. Segments included a California forester transforming hardwoods into heirloom furniture, a California farm community working to save pollinating honeybees, rice growers working with school students to save wild duck nests in their fields, and nuns producing their own olive oil. *America's Heartland* regular cooking segment "Farm-to-Fork" featured more fresh and fast mealtime recipes from celebrity chef and food expert Sharon Profis.



KVIE ARTS SHOWCASE

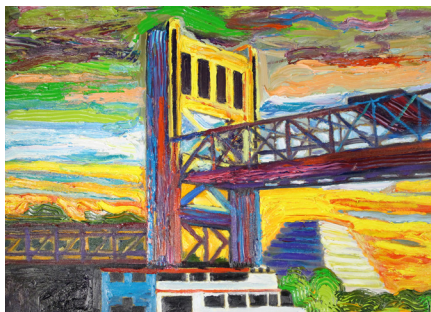
With 17 new half-hour episodes, *KVIE Arts Showcase* featured more emerging artists and art trends both in Northern California and throughout the U.S. The show blends local arts segments with those from other PBS stations in the top-television markets. This shared pool allows artists' stories to be seen in other cities across the United States. Local highlights from this year included a profile of groundbreaking ceramicist and educator Ruth Rippon, a look at Sacramento's Young Actors Stage Company, which challenges kids to grow their love of theater and life, and how Sacramento's Wide Open Walls Festival (pictured left) undertook a mission of "art for all" to transform the city and region.



KVIE's commitment to the arts goes beyond this weekly program. KVIE's lobby hosts the KVIE Gallery, which rotates exhibits six times each year. And each fall, KVIE organizes the KVIE Art Auction, an on-air auction that not only benefits the station but celebrates local masters and emerging artists in a variety of mediums.

The KVIE Gallery celebrated its third year of operation showcasing works from local and regional artists. Exhibitors included Maria Winkler, Jared Konopitski, Miles Hermann, Patricia Altschul, Betty Bishop, and Barbara Arnold. Additionally, the group show "Legacy" highlighted KVIE's growing collection of art donated by private donors, artists, or their estates. Gallery promotion and rich community connection continues through well-attended opening exhibition receptions, successful engagement with artist interviews posted on the gallery's dedicated Facebook page, and local media partnerships spotlighting featured artists. The 36th Annual Art Auction featured more than 260 artists throughout Northern

LOCAL PROGRAMMING Continued



KVIE ARTS SHOWCASE Continued

California and served as the region's largest arts showcase for 23 hours of live television and online streaming. The auction process began in April, when KVIE received over 400 entries. In July, a jury of respected art professionals in the region selected the award-winning pieces in this year's collection. The winners were announced during the Art Auction Preview Gala, which hosted over 500 guests at KVIE's studio. The several months leading up to the live auction involve a high level of effort from station staff, artists, and volunteers to prepare for and present one of the station's largest fundraising events. All artwork is donated by participating artists, and 100 percent of the proceeds benefit the mission of KVIE.



ROB ON THE ROAD

KVIE's weekly series hosted by Rob Stewart offered viewers 31 new weekly segments online and on-air, including a donkey adoption center in Plymouth, a look inside the world-famous vault of jazz legend Dave Brubeck in Stockton, a children's therapy center where no child is left without care (pictured left), walnut harvesting in central California, and the relocation of the famed organ from Sacramento's once-majestic Alhambra Theatre to a winery in the gold rush town of Murphys. In addition, *Rob on the Road* offered viewers three full half-hour episodes, including an overnight visit to Safari West, an animal preserve saved from disaster during the 2017 wine country fires; the last interview with legendary Tower Records founder Russ Solomon before his death; local people who are using street soccer to bring together homeless people; and the story of a 94-year-old blind quilter, sewing for veterans and cancer patients.



STUDIO SACRAMENTO

In its seventh season, *Studio Sacramento* recorded its 200th original episode and continued its weekly focus on topics and people of interest to viewers in the region. The 22 new episodes this year covered a wide range of topics, always with a local focus. Some episodes discussed health and healthcare issues, like the implications of cannabis and the challenges local cities face in regulating it, telemedicine, acute patient rehabilitation from catastrophic injury, and programs that help children cope with hospitalization and illness. Other episodes focused on public policy, like the state of DACA, criminal justice reform, programs reaching at-risk youths and preparing them for success, and neighborhood relationships and community policing. Other episodes discussed community issues like the reaction to the Stephon Clark shooting and the community outrage that followed, civil rights in America, homeless issues in rural communities, the importance of arts for a city, and programs working to bring prosperity to underserved communities. Guests for this year included UC Davis Chancellor Gary May, California Insurance Commissioner Dave Jones, Dean of Pacific McGeorge School of Law Michael Hunter Schwartz, California 3rd District representative U.S. Congressman John Garamendi, Mexico's Consul General in Sacramento Liliana Ferrer (pictured left), and Sacramento's first female patrol officers Flossie Crump and Felicia Allen.

LOCAL PROGRAMMING Continued



VIEWFINDER

The *ViewFinder* series took viewers on 14 new in-depth journeys across a wide range of topics. KVIE's ongoing Focus on Health initiative helps citizens learn about advances in medicine and health. *Before the Fall* (pictured top left) explored fall risks for seniors and new initiatives to reduce their incidence and devastating effects. *Beyond the Ice Bucket Challenge* (pictured middle left) investigated what progress has occurred in research and treatment for ALS since the viral Ice Bucket Challenge fundraising effort of 2016. Both programs were distributed to other PBS stations for broadcast across the U.S. Additionally, *Forever Young* profiled baby boomers who are fighting old age by living life to the fullest, examining how lifestyle choices impact aging.

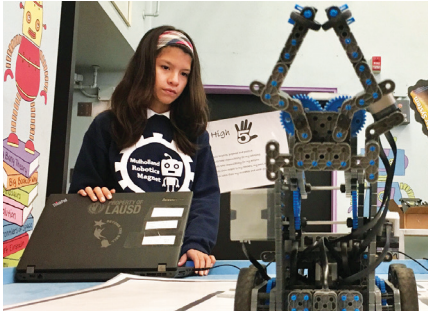


KVIE hosted two preview screenings for Focus on Health documentaries. At the screening for *Before the Fall*, Dr. Mark Lee from UC Davis Medical Center; Christy Barry, a Fitness and Wellness Coordinator for Eskaton Village; and Christy Adams from Stop Falls Coalition spoke about ways to prevent and reduce seniors' risk of a falling. They also answered questions from the audience. At a preview screening for *Beyond the Ice Bucket Challenge*, Keena Turner, a former 49er and Super Bowl champion, was a special guest speaker. He spoke about how ALS has affected some of his close friends including former teammate Dwight Clark. Other speakers at the screening included Shonta Scoggins (ALS activist), Ryan Armour, D.O. (Dignity Health), Pete Richards (ALS patient), and Lachi Richards (ALS caregiver).



Other *ViewFinder* programs included two episodes capturing the stories of veterans, refugees, and others impacted by the Vietnam War as part of KVIE's My Vietnam War Story project; a profile of a Japanese-American survivor of the WWII relocation camps who refused to sign a loyalty oath (pictured left); and a chronicle of the first 24 hours of the devastating 2017 wine country fires. Local history programs included a look at the families that started California's strawberry industry and two local African-American opera singers and performers who achieved worldwide success in the 19th century. *ViewFinder* also featured regional artists and dancers preserving their cultural heritage in the Central Valley, returned to Nevada County to meet more multi-generational ranching families, and captured some rarely seen waterfalls in Yosemite Valley following an unusually wet winter.

LOCAL PROGRAMMING Continued



INSIDE CALIFORNIA EDUCATION

This locally produced statewide series on public education launched its second season with 13 half-hour episodes and nearly 50 stories from across California. Carried by KVIE and virtually every other California PBS station, *Inside California Education* tackled diverse topics such as teaching students with autism, restorative justice, robotics classes (pictured left), and educating refugee children from war-torn countries. The series also discovered an effort in Eureka to save the Yurok native language by teaching it in local schools, as well as a unique collaboration in Salinas that gives at-risk students and former gang members a chance to fly airplanes.



YES! WE'RE OPEN

Yes! We're Open continued to profile some of the region's most colorful entrepreneurs, sharing their secrets of success as they launched a wide array of enterprises. This season, viewers went inside a Sacramento competition helping budding entrepreneurs turn their business dreams into reality. Stories included a mother-daughter team that bakes scones and sells them online (pictured left), an art gallery specializing in indigenous artwork, a former state worker who became a custom shoemaker, a multi-generational family florist with 70 years in Sacramento, a female entrepreneur specializing in vintage motorcycle repair, and a man who grew a small catering business into a popular chain of Mexican food restaurants.

On January 31, 2018, KVIE held a preview screening for a new episode of *Yes! We're Open*. After the showing of the program, participants from the program held a Q&A with the audience. The speakers were Valerie Mamone (Downtown Sacramento Partnership), Andy Paul (Andy's Candy Apothecary), and Laura Benson (Oblivion Comics & Coffee). They spoke about what motivated them to start their own companies as well as the benefits and challenges of owning a small business.



KVIE DIGITAL SHORTS

This year KVIE introduced its online-first/online-only series of video content through the launch of KVIE Digital Studios. These shorter bites of content - "digital shorts" - can be seen on KVIE's website, YouTube channel, and on Facebook. The digital shorts produced this year focused on health and included videos looking at relief for pediatric stomach pain through acupuncture, a program helping young people with autism learn important social skills, robotic surgery, ovarian cancer awareness, a program teaching parents how to help their babies through massage, art therapy for young adults who have experienced loss (pictured left), and cannabinoid hyperemesis syndrome.

LOCAL ENGAGEMENT WITH NATIONAL PROGRAMMING



KVIE viewers enjoy national programs from PBS year-round, relying on *PBS NewsHour* for balanced and in-depth news and finding escape in *MASTERPIECE* dramas like *Victoria* and *Poldark*. Their curiosity led them to explore black holes and eclipses with *NOVA*, meet the last male white rhino with *Nature*, and examine the artwork of the past with *Civilizations*. And viewers celebrated home cooking with *The Great British Baking Show*, *Martha Bakes*, and more.



When Ken Burns and Lynn Novick's seminal documentary *The Vietnam War* arrived in September, KVIE sought to deeply engage the community through local storytelling and screenings. My Vietnam War Story is KVIE's initiative to document the local stories of the veterans, refugees, and civilians impacted by the war. Fifteen community members (some pictured center left) came forward to share their stories, including a woman's life as the child of a Vietnamese military officer during the fall of Saigon, a U.S. Forward Air Controller's experience as a "Raven" serving on a secret mission in Laos, an American infantry leader shouldered with the heaviest of responsibilities, and an ammunitions train that exploded and destroyed a small California town. These interviews were published on KVIE's website, YouTube channel, and Facebook page, and became some of the most popular web and social media content of the year. The interviews were also packaged into two broadcast episodes of *ViewFinder - Civilians and Refugees* and *Veterans*. Both episodes premiered in the initial 2-week run of *The Vietnam War*. Additional local content about the war included two episodes of *Studio Sacramento*. One was an interview with Craig McNamara, the son of former U.S. Secretary of Defense Robert McNamara, where he shared his family's experience before and after the war. The second episode featured an interview with local author Hoang Chi Smith about her family's flight from South Vietnam after the war and became the highest-rated episode of the program that year.



KVIE also hosted two preview screenings of *The Vietnam War*. Each event showcased clips from the Ken Burns and Lynn Novick documentary, a selection of *My Vietnam War Story* digital shorts, and post-screening conversations on stage. The first event was held at KVIE (pictured bottom left), while the second took place at the University of the Pacific campus in Stockton.

LOCAL ENGAGEMENT WITH NATIONAL PROGRAMMING Continued



CHILDREN'S PROGRAMMING

Children across the region laughed and learned with high-quality children's programming on KVIE's high-definition channel and the newest channel, KVIE PBS KIDS. Providing 24 hours of enriching shows seven days a week, KVIE PBS KIDS is a haven for young children. And the community is embracing the channel: Ratings show that viewing for KVIE PBS KIDS is highest in the early evenings, as children return from day care and school and KVIE's high-definition channel airs news programs not suitable for our youngest viewers.

KVIE's commitment to children extends into community events. In February 2018, KVIE hosted a screening for the premiere of *Pinkalicious and Peterrific* (pictured left). Nearly 100 parents and children enjoyed two episodes of the series plus engagement experiences with coloring, drawing, and giveaway contests for PBS KIDS branded items. KVIE also participated in Fairytale Town's Midsummer Night's Dream, where staff colored with children and shared information about the PBS KIDS Video app with parents and caretakers. KVIE also participated in the Stockton Family Day at the Park, a community celebration of literacy and education.

ADDITIONAL EVENTS



ADDITIONAL EVENTS

KVIE coordinates a variety of additional events and fundraisers throughout the year that support its mission in the community. In July, KVIE held its second Nerd Night event, in a continued effort to promote the PBS Nerd initiative. More than 75 attendees enjoyed an evening of PBS-themed trivia, a costume contest, and refreshments donated from local partners. In November, KVIE coordinated two events with well-known PBS celebrities. First, fitness expert Miranda Esmonde-White visited the station and held a workshop and exercise class for over 80 participants. And later in the month, travel expert Rick Steves presented a travel lecture for an 850+ audience at the Crest Theatre in Sacramento. In May, KVIE held its annual Antique Valuation Day, offering members an opportunity to have their antiques and collectibles professionally valued by specialists from a regional auction house. In June, the KVIE Golf Classic took place once again at the beautiful Serrano Country Club in El Dorado Hills. This annual fundraiser brings together multiple station sponsors and community partners for a day on the course and other entertainment. In addition to these events, KVIE pledged tickets to several concert experiences at venues throughout the region, and facilitated several small group meet-and-greets, allowing members the chance to meet legendary performers such as Peter Yarrow and Noel Paul Stookey (of Peter, Paul, and Mary), Johnny Mathis, and many more regionally known performers.



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FISCAL YEAR 2018 FINANCIAL REPORT

Through the generosity of more than 50,000 station supporters and local corporate sponsors, KVIE ended the fiscal year with net income from operations of \$1,490,736, as reflected in the station's audited financial statements. Factoring in investment income and interest, the station reported an increase in unrestricted net assets of \$1,941,047. 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 collective power of the individual that makes KVIE run.

KVIE FISCAL YEAR 2018

REVENUES			EXPENDITURES		
	\$13,196,855			\$11,706,119	
Membership Contributions	6,176,821	47%	Programming & Production	5,057,381	43%
Grant Funding	2,385,141	18%	Fundraising & Membership	2,294,896	20%
Sponsorships	1,638,772	12%	Management & General	1,857,206	16%
CPB - Annual Grant	1,584,009	12%	Broadcasting	1,517,643	13%
Production & Production Services	639,967	5%	Program Info & Promotion	978,993	8%
Rental Income	461,051	3%			
Special Events	234,485	2%			
Other Income	76,609	1%			



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*This list represents directors who served during some or all of FY18.



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