

**FISCAL YEAR 2019
LOCAL CONTENT
AND SERVICE REPORT**

For 60 years, PBS KVIE has fulfilled our mission to inspire you to explore the world and connect with your community through the integrity of public media.



PBS KVIE is a valuable part of the Sacramento 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 PBS KVIE inspire everyone in our region to explore, try something new, discover a different perspective, and more.

PBS KVIE provided these local services in 2019:

- More than 100 new local programs and segments 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

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

LOCAL PROGRAMMING

In 2019, PBS KVIE created more than 100 new programs and segments featuring the region's arts; celebrating local attractions; and delving into pressing regional issues like education, the environment, history, health, lifestyle, civic issues, and more. These programs reflect the community back to itself, and in creating them, PBS KVIE embeds itself in the community to understand the stories it tells on-air and online. PBS 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 PBS KVIE is creating and airing.



AMERICA'S HEARTLAND

During its 14th consecutive season, *America's Heartland*, PBS KVIE's national series celebrating U.S. agriculture, brought viewers 20 episodes with stories across the nation. Segments included an entire episode on California's olive industry, how the state's rice farmers help preserve wildlife, how wheat growers are focusing on restoring soil health, and how a California organic farm is finding success with direct-to-consumer sales. *America's Heartland* featured more fresh and fast mealtime recipes on the regular cooking segment "Farm-to-Fork" from celebrity chef and food expert Sharon Profis.



INSIDE CALIFORNIA EDUCATION

PBS KVIE's locally produced, statewide series about public education, *Inside California Education*, launched its third season with eight half-hour episodes and more than 40 stories from across California. The series is carried by PBS KVIE and virtually every California PBS station. This season, stories introduced students in Paradise schools still recovering from the deadly Camp Fire, visited school farms in the Central Valley, took a ride on the nation's largest electric school bus fleet in Sacramento, and spent time in juvenile detention facilities in Los Angeles – among many more compelling public education stories.



KVIE ARTS SHOWCASE

KVIE Arts Showcase featured 13 new, half-hour episodes in FY19. The series focuses on emerging artists and art trends both in Northern California and throughout the country by combining local arts segments with those from other major market PBS stations. This allows local artists' stories to be seen in cities across the U.S. FY19 segments included a story on local law enforcement using art as a bridge to build connections for a stronger community; a profile on local art designer, gallery owner, and educator Gerry Simpson; a look at the Happy Project with Chief Officer of Happiness Edwin Edebiri, who is spreading the art of happiness as a learnable skill; and a profile of a Yuba City dance company expanding the reach of bhangra traditional dance.

PBS KVIE's commitment to the arts goes beyond this weekly program. The station lobby hosts the KVIE Gallery, which rotates exhibits six times each year. And each fall, PBS 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.

LOCAL PROGRAMMING continued

The KVIE Gallery celebrated its fifth year of operation showcasing works from local and regional artists. Exhibitors included Marcy Friedman, JC Strote, Jill Estroff, and Gregory Kondos, with a public reception event for each artist. The reception with Gregory Kondos was the most heavily attended reception to date, with over 150 people present. Limited edition signed prints were available that evening only, as well as a “pop-up gallery” of additional works that were available for sale. The gallery further celebrated two group exhibitions during the year: the “KVIE Collection,” highlighting PBS KVIE’s growing collection of art donated by private donors, artists, or their estates; and “Best of Show,” featuring past Best of Show winners in previous KVIE Art Auctions. 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 37th annual Art Auction featured more than 260 artists throughout Northern 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 PBS KVIE received approximately 400 entries. These entries are narrowed down by the station’s art curator. In July 2018, a jury of respected art professionals in the region selected the award-winning pieces in the year’s collection. The winners were announced during the Art Auction Preview Gala, which hosted over 400 guests at the PBS KVIE Studios. Each year the 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 PBS KVIE.

**KVIE DIGITAL SHORTS**

PBS KVIE continued production of an online-first and online-only series of video content through KVIE Digital Studios. These shorter bites of content – “digital shorts” – can be seen on PBS KVIE’s website, YouTube channel, and Facebook page. The digital shorts produced this year focused on health and included a story looking at how horses are being used in a therapeutic way for people with cognitive impairment and their care partners. Other stories showed how a local medical center is providing gourmet meals for mothers and fathers of babies in the neo-natal intensive care facility; how new advancements in tools and treatment are helping “preemies” with a rare disorder to breathe better and recover faster; and how a “facility dog” brings comfort and companionship to children undergoing treatment at the UC Davis Medical Center.

LOCAL PROGRAMMING continued



ROB ON THE ROAD

Rob on the Road, PBS KVIE's weekly series hosted by Rob Stewart, celebrated its 10th season with 39 segments online and on-air. Stories in FY19 included an impressive project in the Capay Valley through the Center for Land-Based Learning showcasing riparian restoration efforts, the debut of the new artistic director of the Sacramento Ballet and her vision for a bright future, Sacramento's NAACP chapter and the efforts for equality in our region, and a business woman bringing farm-to-fork inside the California capitol with a new restaurant. In addition, *Rob on the Road* offered viewers six new half-hour episodes, including an immersive tour of the newly renovated Sacramento Valley Station, the fascinating fish story at Nimbus Fish Hatchery along the American River where chinook salmon thrive, Goodwill Industries' impact on the greater good, and Sacramento's premiere Chinese cuisine conglomerate that celebrated 80 years in business to the capital and customers.



STUDIO SACRAMENTO

In its eighth season, *Studio Sacramento* continued its weekly focus on topics and people of local interest to viewers in our region. Some of the topics covered in 19 new episodes included: West Sacramento's Homerun program, generations in the workplace, pain management and the opioid crisis, Girl Scouts Heart of Central California inspiring tomorrow's female leaders, the Red Cross and the Camp Fire, civil rights, non-profit innovation, *The Sacramento Bee's* "Destined to Burn" project, inclusive economic development, Measure U spending, 30 years of the *Sacramento News and Review*, and robotic surgery. Some of the people interviewed included Jesse Merz, who shared his family's story of escaping Paradise and the Camp Fire; West Sacramento mayor Chris Cabaldon; author Jessica Kriegel; columnist Marcos Bretón; Sacramento Metro Chamber's first full-time female CEO, Amanda Blackwood; and Vice Chancellor of Human Health Sciences and CEO of UC Davis Health, Dr. David Lubarsky.



Additionally, *Studio Sacramento* hosted a special hour-long episode in October 2018 featuring a conversation with the candidates for California's 7th Congressional District. This was the only joint television appearance of the campaign for incumbent Ami Bera and challenger Andrew Grant. The candidates were asked questions and took turns answering, alternating who answered first.

LOCAL PROGRAMMING continued



VIEWFINDER

PBS KVIE's original *ViewFinder* series took viewers on 15 new, in-depth journeys across a wide range of topics. The "Focus on Health" initiative enabled citizens to learn about advances in medicine and health. *Sleep Deprived* examined sleep disorders and their often-harmful effects and explored new research and treatment for sufferers. Another original health documentary, *Food for Thought*, discovered the growing incidence of sometimes-deadly food allergies and groundbreaking new research and treatment at health facilities in our region. Both programs were distributed to other PBS stations for broadcast across the U.S.



In partnership with the episode sponsor, UC Davis Health, PBS KVIE hosted a public screening of *ViewFinder: Food for Thought* in March. After the screening, speakers featured in the episode spoke about their experience with food allergies. Louis and Joanne Giorgi, who lost their daughter Natalie after she ate a snack containing peanut butter, spoke about how her death has affected them and their efforts to bring awareness to food allergies. Dr. Rubina Inamdar of Dignity Health and food allergy patient Michael Lee discussed new treatments for food allergies.



Other *ViewFinder* episodes included the inspiring story of three Japanese American sisters from the Sacramento region who survived incarceration camps during World War II and whose lives were chronicled in home movies and photographs. Another episode introduced viewers to the emotional story of a young woman who bravely battled pediatric cancer and inspired others. And on the lighter side, another episode took viewers on hikes through Yosemite's high country and Catalina Island. *ViewFinder* also examined how Native American tribes fought to save ancestral lands in Owens Valley; and introduced some UC Davis educators, scientists, and administrators whose own curiosity has led to new discoveries and achievements. Local history programs included the rich history of the Sacramento Pioneer Association (SPA); a Sacramento woman's journey to a forgotten cemetery in Texas to rediscover her African American roots; how Sacramento became a "City of Trees;" and a return to the route used by pioneers over the Sierra Nevada mountains, reenacted by modern travelers in horse-drawn wagons.

In January 2019, PBS KVIE participated in a public screening of *The Not-Dying Girl* at the Crest Theatre. As the presenting station for this locally produced program, PBS KVIE shared the stage with show producers to screen and discuss the film with an audience of over 400 people. Before this program aired on PBS KVIE as a *ViewFinder* episode, audience members discovered the story of a young woman fighting cancer by checking off items on her bucket list before she passed away. Many in the audience knew the young woman personally and used the event to reminisce and speak about the importance of her story.

In March 2019, PBS KVIE hosted a screening of *ViewFinder: Guardians of the Past – The Sacramento Pioneer Association* before its April premiere. The episode examines the history of the gold miners who turned into settlers in the Sacramento region and how the SPA has worked to preserve historical buildings like Sutter's Fort and Old Sacramento, as well as the legacy of history. After the episode was screened, Marcia Eymann, City Historian for Sacramento, and Michael Shepard, President of the Sacramento Pioneer Association, spoke about the history of the organization, history of the Sacramento region, and how the SPA supports preservation and education efforts.

LOCAL PROGRAMMING continued



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 saw a Bay Area couple leaving behind their urban life to start a unique "farm-to-tap" brewery; twin brothers serving in Sacramento's fire department and law enforcement finding success using their family's BBQ recipes; a Woodland wool mill turning animal fibers into yarn; a full-service musical instrument store finding a niche in ukuleles; a Thai restaurant that's become an institution in Midtown Sacramento; the entrepreneur who created Fleet Feet, an athletic shoe store; an artisan furniture maker who moved his business from the Bay Area to Stockton; and a woman who fulfilled her dream of opening a dance studio.

In November 2018, PBS KVIE held a preview screening for a new episode of *Yes! We're Open*. Members of the public and the Sacramento business community watched the episode and then participated in a Q&A discussion with three of the business owners featured in the episode: Sally Edwards of Heart Zones, Inc., Jared Rusten of J. Rusten Furniture Studio, and Suleka Sun-Lindley of Thai Basil. The speakers discussed the challenges and rewards of owning their own business, reflecting on their experiences, and expanding on what was featured in the episode.

LOCAL ENGAGEMENT WITH NATIONAL PROGRAMMING



PBS KVIE viewers enjoy national programs from PBS year-round. Viewers sated their curiosity through *Nature* adventures with David Attenborough and history deep dives with *Finding Your Roots* and Dr. Henry Louis Gates, Jr. and episodes of *American Experience*. They were transported by *MASTERPIECE* and dramas, traveling to the British royal court through *Victoria*, the Cornish cliffs through *Poldark*, and Oxford's criminal underworld through *Endeavour*. And the journalists of *PBS NewsHour* kept viewers informed every day of the week, on-air and online.

PBS KVIE viewers' love of *Antiques Roadshow* was on full display in May 2019, when the *Roadshow* crew arrived in town to film at the Crocker Art Museum. PBS KVIE helped recruit attendees and volunteers – 2,600 attendees and 120 volunteers came together to celebrate the tension of the appraisal and the joy of discovery. Volunteers and PBS KVIE staff members assisted with major event-production and supported a station booth during the filming, handing out thousands of PBS KVIE-branded items, including tote bags, pens, and *OnSix* program guides.



CHILDREN'S PROGRAMMING

Children across the region laughed and learned with high-quality children's programming on PBS 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 PBS KVIE's high-definition channel airs news programs not suitable for the youngest viewers.

PBS KVIE's commitment to children extends into community events. In September 2018, PBS KVIE participated in KidsFest, a 2-day event at Cal Expo, featuring PBS KIDS costumed characters, live music, educational stage performances, arts and crafts, and other engagement activities. Approximately 4,000 attendees joined in the festivities over the weekend. In March 2019, PBS KVIE welcomed Daniel Tiger's Neighborhood Live to the Sacramento Community Center. In addition to making tickets available for viewers, PBS KVIE had a table in the lobby during the event and had the opportunity to introduce the show from the stage to an audience of over 2,000. In June 2019, PBS KVIE participated in Fairytale Town's A Midsummer Night's Dream, where staff colored with children and shared information about the free PBS KIDS video app with parents and caretakers.



ADDITIONAL EVENTS

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PBS KVIE coordinates a variety of additional events and fundraisers throughout the year that support its mission in the community. In May 2019, a Coffee with KVIE event at the station supported Sacramento's Big Day of Giving. Attendees had the chance to meet and greet station staff and on-air personalities while stopping in to make their Big Day donation and enjoy coffee donated by Temple Coffee. Also in May, PBS KVIE hosted a public screening of *Made Possible: Business of Junior Achievement*, a nationally distributed program marking the centennial of Junior Achievement (JA) as an organization. After the program played, *Studio Sacramento* host Scott Syphax hosted a discussion between David E. Ritchie, Jr., President and CEO of American River Bank and JA sponsor; Anne Staines, President of Saget Marketing and JA alumnae; and Linda Grandlund, Managing Principle at Experis IT and JA Sacramento board member. The panel members shared what JA means to them and how the organization helps young people prepare for the future.



In June 2019, 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. Also in June, PBS KVIE tabled at the annual Best of Sacramento event at the Sacramento Convention Center. Attendees were able to learn more about upcoming PBS programs as well as take a photo in Mister Rogers' living room, even getting to don a sweater. Promoting *American Experience: Chasing the Moon* (which premiered in July 2019), PBS KVIE held two screenings. One screening was at the Powerhouse Science Center in Sacramento, the other at the Placerville Observatory. Both screenings included special PBS KVIE swag and, of course, Moon Pies. Audiences heard from some of the engineers who worked to test the Saturn V rockets in Rancho Cordova, providing a local perspective on a national story.

In addition to these events, PBS KVIE continues to grow the KVIE Box office, providing concert and event opportunities for members through on-air fundraising thank you gift incentives. This year, PBS KVIE provided viewers with access to over 20 concert or event experiences, from international superstars like Andrea Bocelli, Tom Jones, and Celtic Thunder, to nationally known groups such as The Doo Wop Project, The Everly Brothers Experience, and Trains Across America, which included rail packages for three historical railroad excursions throughout Northern California and Nevada.

FISCAL YEAR 2019 FINANCIAL REPORT

Through the generosity of more than 50,000 station supporters and local corporate sponsors, PBS KVIE ended the fiscal year with net income from operations of \$1,509,518, 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 \$2,287,985. 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 PBS KVIE mission.

Individual contributors remain PBS KVIE's primary source of funding. These memberships – \$35 donations, \$120 phoned-in gifts, \$250 Production Partner contributions, and \$1,000 + Masterpiece Circle gifts – when pooled together, easily eclipse PBS KVIE's other revenue streams. Corporate sponsors, grants, and special events are important sources of support, too. But it's the collective power of the individual that makes PBS KVIE possible.

KVIE FISCAL YEAR 2019

REVENUES			EXPENDITURES		
	\$13,488,970			\$11,979,452	
Membership Contributions	6,621,158	49%	Programming & Production	5,336,471	45%
Grant Funding	2,005,466	15%	Fundraising & Membership	2,173,429	18%
CPB - Annual Grant	1,828,232	14%	Management & General	1,728,240	14%
Sponsorships	1,553,995	11%	Broadcasting	1,622,519	14%
Production	451,375	3%	Program Info & Promotion	1,118,793	9%
Other Income	428,359	3%			
Rental Income	359,621	3%			
Special Events	239,081	2%			
Video Productions	1,683	0%			

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*This list represents directors who served during some or all of FY19.