



FISCAL YEAR 2022 LOCAL CONTENT AND SERVICE REPORT

For more than 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 try something new and discover a different perspective.

PBS KVIE provided these local services in FY22:

- More than 100 new local programs and segments focusing on health, education, public affairs, arts, and more
- Virtual community screenings for national and local programs
- Children's programming 24 hours a day, 365 days a year and educational programming to support at-home learning as schools closed during the COVID-19 pandemic

PBS KVIE deeply impacts the community we serve. Children broaden their horizons with programs like *Alma's Way* and *Molly of Denali*, 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 FY22, 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, and more.

These programs reflect the community back to itself. In creating them, PBS KVIE immerses itself in the community to understand the stories it tells on air and online. PBS KVIE also engages with its neighbors through public screenings both in person and virtually due to COVID-19 precautions. These screenings 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

In FY22, PBS KVIE and other PBS stations – representing 90% of America's population – continued to air episodes of *America's Heartland*. Launched in 2005, *America's Heartland* is KVIE's longest-running original program, with episodes airing more than 350,000 times throughout the U.S. The California Department of Food and Agriculture awarded a major grant that will allow us to create 10 new episodes for season 17 in 2023. Sustainable Agriculture and Research and Rural Development Partners also provided funding, allowing us to produce two additional episodes.



INSIDE CALIFORNIA EDUCATION

PBS KVIE's locally produced statewide series about the state's public education system, *Inside California Education*, completed production on its fourth season. COVID-related school closures had delayed production, but we were able to resume capturing new stories later in the fiscal year and finished with 12 episodes airing on KVIE and other PBS stations statewide. The episodes were filmed in K-12 schools and community colleges across California, including Sacramento, the Bay Area, Los Angeles, and San Diego.

Topics included how schools were returning to in-person learning as the world slowly came out of the pandemic; the creation of new "wellness centers" that provided students with a place to access mental health services; the school bus driver shortage; and how a community college built several "tiny homes" for students experiencing homelessness. Production of eight new episodes for the fifth season began in the fall of 2022 and will continue through 2023.



LOCAL PROGRAMMING continued



KVIE ARTS SHOWCASE

A weekly series that combines the best local arts stories with those from other PBS stations across America, *KVIE Arts Showcase* featured five new half-hour episodes. The 10th season focused on how art provides comfort and education during these trying times, with segments including how multimedia artist Pamela J. Peters uses her art to preserve Native American heritage; celebrating California artists and organizations preserving culture through art; and a profile on artist Akinsanya Kambon. In FY23, we plan to feature eight local stories focused on arts in our region.

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



The PBS KVIE Gallery showcases works from local and regional artists who have participated in the annual Art Auction. Exhibitors included Leslie McCarron, Marie Gonzales, Kathy Dana, Ed Forrest, and Carol Mott-Binkley. Public reception events were held for artists, and each exhibition was also presented virtually on the gallery website. The gallery additionally continued celebrating a group exhibition – The PBS KVIE Collection – highlighting PBS KVIE's growing collection of art donated by private donors, artists, or their estates. Gallery promotion and rich community connection continue through well-attended opening receptions, engagement on the gallery's dedicated Facebook page, and local media partnerships spotlighting featured artists.

The 40th annual Art Auction featured 266 artists throughout Northern California and served as the region's largest arts showcase for 23 hours of live and pre-recorded television and online streaming. The auction process began in April when PBS KVIE received over 400 entries. These entries were narrowed down to 266 pieces by the station's art curator. In July 2021, a jury of respected art professionals in the region selected the award-winning pieces in the collection.



The Art Auction's featured artworks were on display and open to the public at the PBS KVIE Studios during regular operating hours in September 2021. The artwork was open for guests to view at their convenience and bid using physical tags at the art display or online at kvie.org/artauction. Two small gatherings were created for Leadership Giving donors and Art Auction sponsors to experience the art and bid. A virtual awards ceremony was held, with the final video posted on YouTube. The awards ceremony has over 650 views to date, which continues to offer further reach than the on-site gala held in the past.

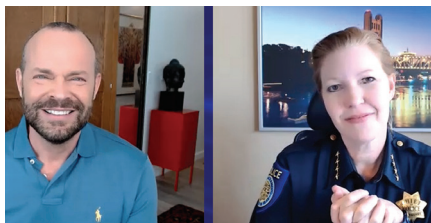
The months leading up to the live auction involve a high level of effort from station staff, artists, and volunteers to prepare for and present one of the station's largest fundraising events. Participating artists donate all artwork, and 100% of the proceeds benefit the mission of PBS KVIE.

LOCAL PROGRAMMING continued



KVIE DIGITAL SHORTS

PBS KVIE continued production of 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 arts stories funded by the City of Sacramento’s Arts & Culture division focused on diverse artists in our region. The UC Davis Health-sponsored segments explored innovations and breakthroughs in diagnosis, medical technology, treatment, and care.



ROB ON THE ROAD

Rob on the Road, PBS KVIE’s weekly series hosted by Rob Stewart, has gained solid brand recognition and continues to be a primary vehicle to showcase PBS KVIE’s mission to tell local stories. The weekly series premiered in May 2012 and has received dedicated funding for the series and individual episodes. In FY22, the series produced 25 new half-hour episodes and 28 segments for broadcast and online. Many of those half-hours focused on changemakers and innovators in our community as part of the ongoing *Rob on the Road: Region Rising* initiative. Highlights included Sacramento Police Chief Kathy Lester; National Youth Poet Laureate Alexandra Huynh; California Superior Court Judge Tim Fall; Peter Jaffe, director of The Stockton Symphony; Mike Testa, president and CEO of Visit Sacramento; Lisa Culp, founder and leader of Women’s Empowerment; Kerry Ham, director of World Relief Sacramento; Jeff Dern, CEO of PRIDE Industries; and Bruce Saito, director of The California Conservation Corps. Rob also interviewed a Ukrainian family who are now proud American citizens and renowned 97-year-old pianist and composer Ruth Slenczynska. Additionally, new episodes highlighted Sacramento’s new SMUD Museum of Science and Curiosity and revisited some of Rob’s favorite destinations.



STUDIO SACRAMENTO

In its 11th season, *Studio Sacramento* continued its weekly focus on topics and people of local interest to viewers in the region. Some of the topics covered in the more than 25 new episodes produced included the world’s largest African American video oral history collection, the regional post-pandemic economic outlooks, policing Black athletes, Stockton’s El Concilio, and Sacramento’s Capitol Annex Project. The series also featured an economic report on the local Hispanic community, COVID-19’s impact on health workers, art in public and education, Sacramento’s entertainment venues and events, and meritocracy and inequality in America. Episodes also included timely conversations with former Sacramento Police Chief Daniel Hahn, West Sacramento Mayor Martha Guerrero, Capital Stage Artistic Director Michael Stevenson, California State Senator Richard Pan, Marcos Bretón of The Sacramento Bee, and Ed Goldman of The Goldman State.

LOCAL PROGRAMMING continued



VIEWFINDER

PBS KVIE's *ViewFinder* series took viewers on 20 new in-depth journeys across a wide range of topics, either produced by PBS KVIE or acquired from talented local producers. Many episodes explored health, history, regional issues, nature, and the environment. Highlights included a look at the struggles and successes of Sacramento's LGBTQ+ community; the history of the art and activism of Sacramento's Royal Chicano Air Force; the shooting of 13-year-old Andy Lopez in 2013 and its effects in Sonoma County; and how the Auburn Symphony recovered from the tragic loss of its conductor to reach new musical heights.



The "Focus on Health" initiative enabled citizens to learn about advances in medicine and health. *More Than Skin Deep – Surviving Melanoma*, sponsored by UC Davis Health, took a detailed look at the increase in melanoma among younger patients and how new immunotherapy drug treatments are vastly improving chances for survival and recovery. At one time, melanoma – the most dangerous type of skin cancer – was primarily diagnosed in adults over the age of 50. Today, doctors are seeing an increase in younger people, particularly women. This initiative dives into the successes of immunotherapy drugs, which have made surviving the late stages of the disease much more possible.



Two episodes explored unknown California history, from the Gold Rush to WWII. *ViewFinder: Marie Suize Pantalon – Itinerary of A Pioneer* chronicled the life of Marie Suize Pantalon, a Paris-born female entrepreneur who found success in the 1850s in California's Gold Country. While working as a gold miner and winemaker, she was arrested many times for wearing men's clothes and eventually decided to claim "Pantalon" as her nickname. *ViewFinder: Before They Take Us Away* examined the story of Japanese Americans who resisted their forced incarceration at the start of World War II. As the U.S. government prepared to forcibly remove and incarcerate Japanese Americans, a small number took fate in their own hands and fled, becoming refugees in their own country.

LOCAL ENGAGEMENT WITH NATIONAL PROGRAMMING



PBS KVIE viewers enjoy national programs from PBS year-round. Viewers delighted in Ken Burns' latest documentary, *Benjamin Franklin*, and celebrated history deep dives with *Finding Your Roots* and episodes of *American Experience*. They explored the natural world with *Nature* and *NOVA*. They were transported by *Masterpiece*, traveling to the idyllic Yorkshire Dales through *All Creatures Great and Small*, to early '60s London in the drama-thriller *Ridley Road*, and beyond. The trusted journalists of *PBS NewsHour* kept viewers informed every day of the week, on air and online, and *FRONTLINE* provided in-depth coverage of major geopolitical events, including Russia's war on Ukraine, the Taliban takeover of Afghanistan, and how the pandemic has worsened the U.S.' affordable housing crisis.



CHILDREN'S PROGRAMMING

As an educational broadcaster, PBS KVIE is known for its PBS KIDS offerings like *Sesame Street* and *Daniel Tiger's Neighborhood*, presenting 9,459 hours of educational children's programming across the main high-definition channel and the 24-hour PBS KIDS channel. Every day, children across this region of California embark on amazing adventures and make discoveries through PBS KIDS programs on PBS KVIE.



The new series *Alma's Way* premiered on October 4, 2021. The series follows the adventures of 6-year-old Alma Rivera, a proud, confident Puerto Rican girl living in the Bronx, as she learns to think for herself – making mistakes and decisions and finding solutions along the way. Each episode showcases different aspects of Latino culture through language, food, music, and customs, showing viewers how other families are both alike and different from their own.

KVIE WORLD's at-home learning schedule, which began during the beginning of the pandemic on March 30, 2020, concluded on September 3, 2021. Airing from 9AM – 2PM on weekdays, the schedule featured social studies and science programming for grades 6-12.

ADDITIONAL EVENTS



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In FY22, as the world began to come out of the pandemic, PBS KVIE continued to engage our community through virtual events and slowly returned to a few in-person events.

In connection with the premiere of the new Ken Burns documentary *Benjamin Franklin*, KVIE presented a virtual screening in March 2022, showing clips from the film followed by a panel discussion on the state of journalism from Franklin's time to today. Panelists included local journalists and a historian. Additionally, in March 2022, KVIE partnered with the SMUD Museum of Science and Curiosity to present a family friendly engagement day at the museum called Curiosity Day. The day featured fun activities inspired by Franklin, including a scavenger hunt, hands-on activities, a show in the planetarium, and more.



Virtual and in-person screenings involved a presentation of a film/program followed by a panel discussion with a live audience. Guests for the panel discussions ranged from local educators, community organizers, producers, and others either featured in or affiliated with the productions. Virtual screenings included a special edition of *KVIE Arts Showcase* celebrating California artists and organizations preserving culture through art and *Angst*, a documentary designed to open up the conversation about anxiety. An in-person screening was held for the new *ViewFinder* documentary *Struggle and Success - Sacramento's LGBTQ+ Communities Then and Now*, which explores the historical and ongoing struggle for equality and dignity in Sacramento's LGBTQ+ communities through regional perspectives and events.

Furthermore, we presented the Bob Ross paint night in November 2021, a virtual class with a certified Bob Ross instructor; provided an exclusive tea and film experience for *Downton Abbey: A New Era* for Leadership Giving donors in May 2022; and hosted the Golf Classic in May 2022 at the Serrano Country Club.



In addition to these events, PBS KVIE continues to grow the PBS KVIE Box Office, providing concert and event opportunities for members through on-air fundraising thank you gift incentives. KVIE offered over 15 concert engagements with the Box Office in FY22, including continued incorporation of virtual events where possible. Performances included artists Pasquale, Steve Hackett, Tommy Emmanuel, Don Felder, Lucia Micarelli, and Brit Floyd. The PBS KVIE Box Office additionally offered tickets to performances, including "Wicked: The Musical," as well as events, such as Great Scenic Railway Journeys: Train Excursions, a Sacramento River Cats baseball game, and Antique Valuation Day.

FISCAL YEAR 2022 FINANCIAL REPORT

Through the generosity of more than 60,000 station supporters and local corporate sponsors, PBS KVIE ended the fiscal year with a net income from operations of \$3,927,616, 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 \$2,515,581. 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. When pooled together, these memberships – \$35 donations, \$120 phoned-in gifts, \$250 Production Partner contributions, and \$1,000 Masterpiece Circle gifts – easily eclipse PBS 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 PBS KVIE possible.

PBS KVIE FISCAL YEAR 2022

REVENUES	\$16,554,235	
Membership Contributions	8,534,894	52%
Grant Funding	3,546,607	22%
CPB – Annual Grant	2,109,112	13%
Sponsorships	1,139,175	7%
Production	389,517	2%
Rental Income	367,953	2%
Special Events	237,879	1%
Other Income	229,098	1%

EXPENDITURES	\$12,626,619	
Programming & Production	5,514,321	44%
Fundraising & Membership	2,763,989	22%
Management & General	1,822,285	14%
Broadcasting	1,480,777	12%
Program Info & Promotion	1,045,247	8%

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*This list represents directors who served during some or all of FY22.

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Chief Financial Officer



Michael Sanford

Associate General Manager – Production



Rose Froling

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