

Grantee Information

ID	1716
Grantee Name	KVIE-TV
City	Sacramento
State	CA
Licensee Type	Community

4.1 Local Community Outreach

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In what local community outreach or educational activities has your station been involved this year that supports unserved or underserved audiences? Please describe in detail: outcomes, audience served, community response.

In February 2022, PBS KVIE hosted a public virtual preview screening of local show America's Heartland. During this virtual preview, guests watched clips of different episodes. Followed by a panel with Secretary Ross and Jason Shultz. In March of 2022, PBS KVIE hosted Curiosity Day at the Sacramento Museum of Arts and Science (MOSAC) in Sacramento. This family-focused event was inspired by founding father, Ben Franklin. At this event families were able to work on science projects curated for this electrifying event by the MOSAC staff. Families were able to sit and watch fun science presentations created for kids and a Ben Franklin-inspired scavenger hunt that led families around the museum. PBS KVIE was proud to provide free tickets to this event to several libraries and schools that served underserved and under-resourced communities in Sacramento. Hundreds of attendees came to our event with around 100 tickets redeemed from the libraries and schools. We also created a Curiosity map that helps our community discover places of curiosity and innovation in our local community. This map includes museums, libraries and more. In March 2022, PBS KVIE hosted a public virtual preview screening and panel discussion event for the PBS KVIE documentary, Ben Franklin. During this screening event, attendees viewed select portions of the documentary followed by a live panel discussion with community leaders: Caroline Winterer, Ginger Rutland, and Marcos Breton. In June 2022, PBS KVIE hosted a public screening and panel discussion for Viewfinder documentary: Sacramento's LGBTQ+ Communities Then and Now. During this live screening event, attendees previewed the local-focused documentary followed by an in-person panel discussion with Ebony Harper and other community leaders. In July 2022, PBS KVIE hosted a public screening and panel discussion for Viewfinder documentary: Power of Silence. During this screening event, attendees viewed select portions of the documentary followed by a live panel discussion with community members of the deaf community. In September 2022, PBS KVIE hosted a public screening and panel discussion at the Sophia theater for documentary: Hiding in Plain Sight: Youth Mental Illness. The audience viewed a preview of this Ken Burns documentary followed by a live panel discussion around youth mental health. In December 2022, PBS KVIE hosted a public screening party at the Crest Theater to celebrate the 4th season of All Creatures Great and Small. This free event included a raffle, photo opportunities, a costume contest, and more.

4.2 Production Activity

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In what production activity has your station been involved that supports unserved or underserved audiences?

In FY22, Studio Sacramento's eleventh season continued to present discussions on topics and people of local interest to viewers in our region. The 23 new episodes produced included conversations with Sacramento County Public Health Officer Dr. Olivia Kasirye, El Conchilio CEO Jose Rodriguez, The Sacramento Bee's California Opinion Editor Marcos Breton, Retired Sacramento Police Chief Daniel Hahn, West Sacramento Mayor Martha Guerrero, Julieanna Richardson of The HistoryMakers, author Craig McNamara, and author Dr. Vernon L. Andrews. And topics discussed included the state of California politics, treating substance abuse patients, Sacramento entertainment venues and events, carbon-free solar cooking, the greater Sacramento Hispanic economic status, art in public and education, meritocracy and inequality in America, COVID's impact on healthcare workers, an eyewitness account from Ukraine, California's State Capitol Annex project, the Asian American glass ceiling, the power of theater, and the 2022 economic and business outlook. For FY22, KVIE Arts Showcase took a look back at seasons past. We also featured a new story about local artist Francis Brown, who uses her art as a personal expression of her truth and legacy. Throughout her life, many obstacles delayed but did not divert her from her path. Those challenges expanded her understanding of her own possibilities and her art. The series continues to focus on emerging artists and art trends both in Northern California and throughout the U.S. by combining its local arts segments with those from other top 20 market PBS stations. That allowed local artists' stories to be seen in other cities across the United States. We expect to resume production on new Arts Showcase later in FY 2023. Despite ongoing challenges caused by the pandemic, KVIE was able to produce six new episodes of its statewide series Inside California Education, which airs on PBS stations throughout the Golden State. This resulted in 12 episodes total for our fourth season. Stories included how students transitioned back to in-person classroom learning, the creation of new "wellness centers" providing students with on-campus mental health services, how schools are dealing with the bus driver shortage, and how a community college built several "tiny homes" for students experiencing homelessness. Production for the fifth season is now underway, with crews traveling to the Bay Area, Los Angeles, Fresno, Sacramento, San Diego, Merced, Bakersfield and San Bernardino County to tell important stories about public education. Rob on the Road, our weekly series hosted by Rob Stewart, produced a total of 27 new half-hour episodes online and on air. Many episodes titled Rob at Home continued Rob's interviews with impact leaders throughout the region. Examples included Sacramento's Alexandra Huynh, the 2022 National Youth Poet Laureate who shared her story on finding her voice and using her platform to see justice for all people. Sacramento native Ruth Slenczynska inspired viewers with her timeless story as the last living student of composer Sergei Rachmaninoff, opening up about her journey from child pianist prodigy to releasing a new album at the age of 97. The Goffman family revealed their personal story from their Folsom home of being a Ukrainian family watching the unimaginable unfold after they fled Kyiv to escape Communism and antisemitism in 1979. Jana Din had a powerful conversation with Rob about her journey as a shamanic practitioner and how she focuses her life on love, hope, compassion, and healing. World Relief Sacramento Director Kerry Ham joined Rob to talk about the path and plight of refugees in Sacramento, the journey it takes to find freedom, and poignant stories on the power of the human spirit. Jana explored the difference between healing and curing and shared her advice on the impact of actions in manifesting change. California Superior Court Judge Tim Fall shared his journey on battling mental illness and gave advice on finding joy, hope, and healing. Bishop Parnell Lovelace, founder and senior pastor of Sacramento's popular Center of Praise, discussed what hope actually means, how to apply hope to any situation, and how hope can impact everyone around you. Dan Salinger opened a window into the world of dementia through TikTok, where he and his dad share advice, hope, and inspiration for families dealing with dementia. Rob was also able to venture out "on the road" again with new features on the SMUD Museum of Science and Curiosity, ceramic artist Tony Natsoulas, and a tour of stunning Park Winters and gardens. Rob shared some of his favorite regional and statewide locales re-edited episodes titled "Decade of Destinations."

4.3 Program Content in Other Languages

Jump to question: [4.3](#) ▼

Do you provide program content in languages other than English? If so, please list your services in this area

NA

4.4 Governance Structure

Jump to question: 4.4

Please describe your station's governance structure. Please include information about your station's Board of Directors, Advisory Boards or Panels, Community Boards or Panels, and the Committee Structure under each of these entities.

Your response should include but is not limited to:

What are the direct and indirect reporting relationships?

What committees are active and what is their function?

Does your Board have an Audit and Finance Committee?

What are the roles and responsibilities of these Boards, Panels and/or Committees? Etc.

KVIE's board of directors is comprised of 20 board members out of a total of 20 possible board members. The bylaws provide for a total of 21 board members if there is one designated director, of which there isn't one currently. The board is a self-perpetuating board that receives recommendations from the nominating committee when vacancies arise. Board meetings are held at least six times annually and last approximately 90 minutes. Board meetings are open to the public except during executive sessions. To represent station management in board meetings, the president and general manager, associate general manager – operations / chief financial officer, associate general manager – production, human resources executive, and the chief philanthropy officer attend the meetings and an annual board of directors planning session that occurs in May. Additionally, the president and general manager, associate general manager – operations / chief financial officer, associate general manager – production, and chief philanthropy officer attend and support at least one of the board committees with a board-designated board member as the committee chair. Regular committees include executive, finance, development, nominating, and audit. The executive and finance committees meet monthly, and the development committee meets throughout the year. The other committees meet as needed. The executive committee reviews and approves board of directors meeting agendas which consist entirely of station-related activities, including a report of the station's finances, reports from the rest of the board committees and their activities, and a report on current station activities and issues from the president. The finance committee reviews the station's budget and financial performance monthly. The development committee oversees fundraising for the organization. The audit committee is responsible for selecting the organization's auditors and receiving the audit report on behalf of the board of directors. Communication between station management and the board occurs regularly, and between meetings, board members often work on station activities such as fundraising and/or outreach. The board holds the license on behalf of the community. It approves the annual budget and station goals and accepts the annual audit report. It approves grant proposals and corporate resolutions when required. It is responsible for the employment relationship with the president and general manager and approves the hiring of the chief financial officer. It makes policy decisions as appropriate. The board of directors approves the community advisory board members (a slate of candidates recommended by management) annually during the January board of directors meeting. The board of directors approves the station's Commitment to Diversity and Inclusion statement annually during the March board of directors meeting. The board of directors approves the operating plan and budget annually during the June board meeting. The board of directors accepts the annual audit by recommendation of the audit committee annually during the November board meeting. The Community Advisory Board and Business Advisory Board are advisory in nature and represent their respective communities. The Community Advisory Board, to represent the diverse needs and interests of the communities served by KVIE, includes a minimum of 10 members. There are no term limits, but the board requires annual approval. Members may be added as replacement members for those who resign or as additional members through a vote of the board of directors at a regularly scheduled meeting on a recommendation by management.

4.5 Community Outreach

Jump to question: 4.5

CPB is interested in learning more about stations' significant activities planned for the upcoming year - both broadcast and beyond broadcast. What types of on-air programs and off-air activities are you planning in the upcoming year that will connect your station more closely with your community? What goals are you setting in conjunction with these initiatives, and how will you measure your success?

Our goals for the upcoming year include even more community outreach, with a focus on in-person events when possible. We would like to host a KVIE table at local in-person events (as available) to collect emails for newsletters, distribute "download PBS app" cards and make the ever-so-important connection between our station and our viewers. We would like to participate in more family-oriented community events such as local fairs, kids expos, and farm-to-fork events.

Comments

Question

Comment

No Comments for this section