

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 May 2023, PBS KVIE hosted a free public screening about the 1970s band, Fanny. This event was hosted at the Crest Theatre where we showed a portion of the documentary followed by a live performance from the band Fanny. Fanny is an all-women 70s rock band co-founded by Filipina American sisters in Sacramento, a band that almost became the “female Beatles”. We partnered with local organizations including Girls Rocks, KZAP, Crossings TV and the Sacramento LGBT Community Center. This event had over 950 RSVPs and a great turn out. In July 2023, PBS KVIE spent two days at the California State Fair. At the fair, we had family-friendly booths for the community. Local kids and families could join us in making their own Daniel Tiger puppets before having a photo opportunity with Daniel Tiger himself. This activity was free for all who attended the fair. In October 2023, PBS KVIE hosted a screening of the Ken Burns American Buffalo at our own PBS KVIE Studios. This free screening consisted of a 30-minute preview of the 4-part documentary followed by a panel discussion. Ken Burns American Buffalo dove into the evolution of the buffalo, its significance to the Great Plains, and most importantly, its relationship to the Indigenous peoples of North America. We partnered with the Sacramento Native American Health Center. This event had over 275 RSVPs. Additionally, in October 2023, PBS KVIE had a booth at a local Trunk or Treat. Trunk or Treat is a family-friendly and safe way for families to go trick or treating and celebrate fall festivities with the community. Families go from car to car to collect candy & treats. This free event saw over 1,000 attendees where PBS KVIE handed out candy and PBS KIDS toys, books, and swag. In November 2023, PBS KVIE launched its family and kids webpage called KVIE KIDS Corner. This webpage is updated every month and includes two outings (one will always be free), hands-on activities, recipes, and crafts. This webpage also has a monthly poll that kids and families can participate in. In December 2023, PBS KVIE hosted a free public screening for the 4th season of All Creatures Great and Small. This screening event was hosted at the Crest Theatre where there was a free photo opportunity, trivia, and a raffle. We partnered with Rescue Dog Wines, a winery who donates a portion of their profit to rescue dog shelters. This event had over 725 RSVPs.

4.2 Production Activity

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

In FY23, PBS KVIE created 45 new programs and segments featuring the region’s arts, celebrating local attractions, and delving into pressing regional issues like education and the environment, history, health, underserved communities, and more. In its 12th season, Studio Sacramento continued its weekly focus on topics and people of local interest to viewers in the region. The 18 new episodes covered topics including new approaches to building housing and community, the state of the economy, the youth mental health crisis, the rise in antisemitism, the importance of exploring genealogy, the American River Parkway Foundation, meaningful communication strategies, the importance of childhood literacy, the Black Panther Party’s legacy, Sacramento hosting the Homeless World Cup, 60 years of The Sacramento Observer, being transgender in America, Sacramento State’s new president Dr. Luke Wood, and the state of regional community banks. In FY23, our weekly series KVIE Arts Showcase continued to combine the best local arts stories with those from other PBS stations across America. One of KVIE’s stories profiled local Black artist Francis Brown, who uses her art as a personal expression of her truth and legacy. PBS KVIE’s commitment to the arts goes beyond these programs. 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 also 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 Susan Ballenger, Dwight Head, Color Chorus, Polly LaPorte, and Andres Alvarez. Public reception events were held for the artists, and each exhibition was also presented virtually on the gallery website. Gallery promotion and rich community connection continues through well attended opening receptions, promotion on the gallery’s dedicated Facebook page, and local media partnerships spotlighting featured artists. PBS KVIE’s ViewFinder series offered viewers eight new in-depth journeys across a wide range of topics, either produced by PBS KVIE or acquired from talented local producers. Many explored health, history, and nature and the environment. Other programs explored how Rancho Cordova grew from a small Gold Rush town into a major research and manufacturing center for space exploration, and how the first truly disabled-access hiking trail is coming back after being destroyed by fire. The “Focus on Health” initiative, sponsored by UC Davis Health, enabled citizens to dive deep into stories about health and wellness and learn about advances in medicine. The Power of Silence explores deafness and hearing loss through the many different lenses of education, understanding, compassion, and technological advancements, and focused primarily on the hearing experience of Black families. Psychedelics and Healing delved into new research into psychedelic therapy, showing its potential to rewire the brain and allow patients to break dangerous patterns of thinking and behavior, including depression and PTSD. Finally, Hope for Healing – The Power of Stem Cells shared stories of remarkable breakthroughs in stem cell research. Inside California Education, PBS KVIE’s locally produced statewide series about California’s public education system, continued working on diverse stories from all across the Golden State. Pre-production, story development, field production throughout the state, and post-production for season 5 took place in FY23. New episodes began airing on KVIE

and other California PBS stations in FY24. The series continues to be well-received by other California stations and by general viewers and stakeholders in California education. 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 ability to tell local stories. The weekly series premiered in May 2012 and has received dedicated funding for the series and for individual episodes. The series produced six new half-hour episodes in FY23, as well as 11 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 Tommy Stewart, a soccer champion with the Sacramento Republic FC, who shared his story of mental health, grief, loss and the power of music; Kevin McAllister, the director of Meals on Wheels Sacramento, an organization feeding thousands of seniors in need of more than just a meal; Sacramento Mayor Darrell Steinberg, who has spent decades serving those facing mental health challenges and how he wants others to reach out a helping hand; April Javist, the executive director of the Sacramento Literacy Foundation, which is putting new books in children's hands; and Giuliano Kornberg, the Sacramento Philharmonic.

4.3 Program Content in Other Languages

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

NA

4.4 Governance Structure

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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 21 possible board members. The bylaws provide for 21 board members if there is one designated director, of which there is 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 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 throughout the year. The audit committee meets in early November every year. The other committees meet as needed. The executive committee is comprised of the board chair, board vice chair, board secretary, board treasurer, an at-large board member (elected by the board), and the president. 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 hiring 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 Diversity 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 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

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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 are planning on having a KVIE Kids event at a local science museum. We will be securing a partnership that will provide 250 donated tickets to the museum that we can distribute to local libraries in underserved areas here in Sacramento. We are aiming to be at more outreach events where we can collect emails for newsletters, distribute our "download PBS app" cards and make the important connection between our station and our viewers. Additionally, we are hoping to create more events that can connect us with our local community.

Comments

Question

Comment

No Comments for this section