

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.

KVIE participated in KidsFest in September serving nearly 4,500 attendees over a span of two days. This event promoted PBS kids programming and offered a number of educational activities to promote healthy eating, music, arts and crafts, safety, and reading development. In February, KVIE offered a Pinkalicious screening with over 88 attendees serving Pre-K and elementary age students by encouraging creative arts and self-expression. KVIE also opens its doors by providing station tours to local schools encouraging career paths in broadcasts. Students experience live to tape stand-ups, meet with editors and producers, and gain career path advice from our employees. Our tours have gained traction as we have already increased our number of station tour request among schools this year. In August, the KVIE Production team visited the University of Pacific to promote KVIE's mission and offered career path advice to the Media X students.

4.2 Production Activity

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

Key local services in FY2018 included more than 100 new programs and video segments featuring our region's arts, celebrating local attractions, and examining important regional issues like education and the environment, history, health and more. KVIE's locally produced and longest-running original program America's Heartland, which airs on PBS stations and various other channels across the country and around the world, celebrated its thirteenth season. Other productions within the ViewFinder series, Rob on the Road, Yes We're Open, KVIE Arts Showcase, Inside California Education, and Studio Sacramento highlighted the people, places, and issues of our region. During its thirteenth consecutive season, America's Heartland, KVIE's national series celebrating U.S. agriculture, brought viewers 22 episodes with stories 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. Heartland's regular cooking segment, Farm to Fork, featured more fresh and fast mealtime recipes from celebrity chef and food expert Sharon Profis. Rob on the Road, our 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; walnut harvesting in central California; and the re-location of the famed organ from Sacramento's once-majestic Alhambra Theater to a winery in the gold rush town of Murphys. In addition, we offered viewers 3 new full half-hours, including an overnight visit to Safari West, an animal preserve saved from disaster during the California wildfires; 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 survivors of cancer and armed conflict. Our original ViewFinder series took viewers on (14) new in-depth journeys across a wide range of topics. KVIE's Focus on Health initiative enabled citizens to learn about advances in medicine and health. Before the Fall explored fall risks for seniors and new initiatives to reduce their incidence and devastating effects. Another original health documentary, Beyond the Ice Bucket Challenge, discovered what progress has occurred in research and treatment for Lou Gehrig's Disease since the viral Ice Bucket Challenge fundraising effort of 2016. Both programs were distributed to other PBS stations for broadcast across the U.S. Other KVIE ViewFinder programs included two that captured the stories of veterans, refugees, and others impacted by the Vietnam War; profiled a Japanese-American survivor of the relocation camps who refused to sign a loyalty oath; chronicled the first 24 hours of the devastating wine country fires of 2017; and explored how Baby Boomers are fighting old age and living fully. 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. We also featured regional artists and dancers preserving their own cultural heritage in the Central Valley, returned to Nevada county to meet more multi-generational ranching families, and even captured some rarely-seen waterfalls in Yosemite Valley following an unusually wet winter. Inside California Education, our locally produced statewide series about public education, launched its second season with (13) full half-hour episodes and nearly fifty stories from across California. Carried by both KVIE and virtually every other California PBS station, Inside California Education tackled diverse topics such as teaching students with autism, restorative justice, robotics, 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 continued to profile some of our region's most colorful entrepreneurs, sharing their secrets of success as they launched a wide array of enterprises. This season, viewers saw a Sacramento competition helping budding entrepreneurs turn their business dreams into reality. Other stories included a mother-daughter team who bakes scones and sell them online, an art gallery specializing in indigenous artworks, 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. In its seventh season, Studio Sacramento recorded its 200th original episode, and continued its weekly focus on topics and people of local interest to viewers in our region. Some of the

topics covered in the 22 new episodes produced included homeless issues in rural communities; programs reaching at-risk youths and preparing them for success; the benefits of cannabis and the challenges of regulating it by local cities; the reaction to the Stephon Clark shooting and the community outrage that followed; programs working to bring prosperity to underserved communities; programs that help children cope with hospitalization and illness; the state of DACA; acute patient rehabilitation from catastrophic injury; civil rights in America; telemedicine; the importance of arts for a city; criminal justice reform; neighborhood relationships and community policing. Some of the people interviewed 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 Congressman John Garamendi; Mexico's Consul General Liliana Ferrer; and Sacramento's first female patrol officers Flossie Crump and Felicia Allen. 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. By blending 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. FY 18 segments included a profile of groundbreaking ceramicist and educator Ruth Rippon, a look at Sacramento's Young Actors Stage Company, challenging kids to grow their love of theater and life, and how our Wide Open Walls Festival undertook a mission of "art for all" to transform Sacramento and our region.

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

N/A

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 currently comprised of 18 board members out of a total of 20 possible board members. There are two vacancies. The bylaws provide for a total of 21 board members if there is one designated director (immediate past chair for one year if the term is completed; otherwise the immediate past chair returns as a board member)—but currently there isn't one serving. 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 per year and last approximately 90 minutes. Board meetings are open to the public except during executive session. To represent station management in board meetings, the president and general manager, associate general manager – operations / chief financial officer, associate general manager – external affairs, and associate general manager – production attend the meetings as well as 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 – external affairs, and associate general manager – production attend and support at least one of the board committees that have 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 at least 3-4 times a 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 on a monthly basis. 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 on a regular basis and between meetings the 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, 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 Community Advisory Board and Business Advisory Board are advisory in nature and represent their respective communities.

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. We'd like to host a KVIE table at all the concerts to collect emails for newsletters and distribute "download PBS app" cards. We'd like to participate in more family-oriented community events such as local fairs, kids expos, and farm-to-fork events. We are currently recruiting for a Community Engagement Manager to spearhead our goals in further reaching our community.

Comments

Question

Comment

No Comments for this section