

**FISCAL YEAR 2020
LOCAL CONTENT
AND SERVICE REPORT**

For more than 60 years, PBS KVIE has executed 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 FY 2020:

- More than 100 new local programs and segments focusing on health, education, public affairs, arts, the COVID-19 pandemic, and more
- 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 friends like Daniel Tiger and Pinkalicious, available anytime 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 2020, 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 health, the economy, education, the environment, history, lifestyle, civic issues, and more – stories that became increasingly important as the impact of COVID-19 took hold. These programs reflect the community back on 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 both in-person and, after COVID-19 forced closures, virtually. These screenings bring together community members, show producers, subject experts, and others to watch and discuss the programs.



AMERICA'S HEARTLAND

During its 15th consecutive season, *America's Heartland*, PBS KVIE’s national series celebrating U.S. agriculture, brought viewers 13 episodes. The series took viewers across the country with colorful stories, including how a California farm is growing both grapes and olives for fine dining, how wheat growers are learning to farm with less water, and how a local poultry farm is improving health and safety conditions. One new episode focused entirely on how farmers are working to improve soil health and enhance sustainability efforts. *America's Heartland's* regular cooking segment “Farm-to-Fork” featured more fresh and fast mealtime recipes from celebrity chef and food expert Sharon Profis.



INSIDE CALIFORNIA EDUCATION

PBS KVIE’s locally produced statewide series about public education, *Inside California Education*, saw its planned fourth season on K-12 schools delayed by school closures caused by the coronavirus. However, three episodes on California’s community colleges were produced and aired in the fall of 2019. Stories focused on students learning high-paying new skills in construction, agriculture, nursing, and firefighting; community colleges now offering four-year bachelor’s degrees or easier transfers into the UC system; and a unique aviation career training program at Sacramento City College. Additionally, in the spring of 2020, we explored how K-12 schools across the state transitioned to stay-at-home learning. All four episodes were carried by PBS KVIE and virtually every other California PBS station.



THE JOURNEY WITH ROB STEWART

The Journey with Rob Stewart, PBS KVIE’s new limited series celebrating the human truths that connect us all, debuted with a production-packed, multi-camera, on-location, half-hour program. *The Journey* premiered with Sacramento River Cats owner Susan Savage sharing her personal and professional life stories. In the next episode, Congresswoman Doris Matsui revealed for the first time the final days she experienced with her late husband, Congressman Robert Matsui, before his death and her hopes for a brighter future in Northern California.

LOCAL PROGRAMMING continued



KVIE ARTS SHOWCASE

KVIE Arts Showcase featured 14 new half-hour episodes. The series focused 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. This allows local artists' stories to be seen in cities across the U.S. FY20 segments included a story on California Native American tribes gathering to build connections, celebrate, and create to honor the history, traditions, and stories of their ancestors; a look at how some people are exploring grief and healing through art therapy; and a profile on Sacramento artist John Lopes, a little-known but prolific artist. *KVIE Arts Showcase* also found new ways to connect with viewers by asking them to share photos and videos demonstrating how they use art in their everyday lives.

PBS KVIE's commitment to the arts goes beyond this weekly program. The station lobby hosts the PBS KVIE Gallery, which rotates exhibits approximately 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 celebrated its sixth year of operation showcasing works from local and regional artists. Exhibitors included Jill Estroff, Eryle Swanson, Carrie Cottini, and Franceska Gamez. Public reception events were held for artists when possible, and virtual gallery viewing was emphasized in lieu of in-person events. The gallery further celebrated a group exhibition this year: 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 continues through well-attended opening exhibition receptions and successful engagement with artist interviews posted on the gallery's dedicated Facebook page.

The 38th annual Art Auction featured more than 250 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 were narrowed down to just over 260 pieces by the station's Art Curator. In July 2019, a jury of respected art professionals in the region selected the award-winning pieces in this year's collection. The winners were announced during the Art Auction Preview Gala, which hosted over 450 guests at the PBS KVIE Studios the week prior to the on-air auction. The Preview Gala featured food, wine, and artwork donated by vendors, artists, and other community partners. 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.

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. This year’s digital shorts included a look at how webcams are allowing parents to view their hospitalized babies remotely at any time – day or night, the use of deep brain stimulation to treat neurological disorders like Parkinson’s and dystonia, a caregiver simulator program training in-home caregivers, and a pilot program investigating how art can help reduce chronic pain.



ROB ON THE ROAD

Rob on the Road, PBS KVIE’s weekly series hosted by Rob Stewart, produced a total of 20 new half-hour episodes with 39 weekly segments online and on-air. Stories included a behind-the-scenes, action-packed experience during *Antiques Roadshow’s* visit to Sacramento’s Crocker Art Museum, the expansion of Randy Paragary’s growing restaurant empire with a new boutique hotel, NASA astronaut José Hernández’s mission on Earth to save children in need in Modesto, Mercy Pedalers and Sister Libby Fernandez’s crusade to feed the hungry and homeless on the streets of Sacramento, and a look at an innovative new speaker series featuring women leaders in the region helping others thrive. In March, *Rob on the Road* transitioned to *Rob at Home* in response to COVID-19, producing 13 half-hour episodes featuring 20 impact leaders, including Cassandra Walker Pye on racial injustice, Linda Beech Cutler on a record-breaking Big Day of Giving, Larry Lee on the future of The Sacramento Observer newspaper, and West Sacramento Mayor Christopher Cabaldon on his personal story of heartache and hope.



STUDIO SACRAMENTO

In its ninth 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 29 new episodes produced included women in politics, the next generation of physicians, healthcare for human trafficking victims, Sacramento’s restaurant scene, charter schools, Big Brothers Big Sisters, the Sacramento Zoo, UC Davis Schools of Medicine and Nursing, and River City Food Bank. A special COVID-19 episode, recorded just before Sacramento County’s stay-at-home order was issued, would be the final episode in the season produced in the PBS KVIE Studios as production moved to remote production via Zoom to follow social distancing protocols. Episodes recorded and aired during remote production included timely conversations about the impact of the pandemic on the local economy, banking, small business, remote learning, and the community college system, as well as issues including domestic violence, suicide awareness, race and injustice, and LGBTQ+ rights.

LOCAL PROGRAMMING continued



SUNDAY STORIES

One of PBS KVIE's two new local series launched in FY20, *Sunday Stories* is a 1-hour, magazine-style series that celebrates the people, places, and rich history of the region. The 16 episodes produced this year included content from KVIE Digital Studios, original stories produced by members of and organizations in the community, and "vintage" stories from the PBS KVIE archives that are not currently available via broadcast or on the PBS KVIE website.



VIEWFINDER

PBS KVIE's *ViewFinder* series took viewers on 18 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. *Life After Sight* profiled three people dealing with loss of sight and the latest scientific efforts to prevent blindness. Another health documentary, *Devoted Dogs*, explored how canines benefit humans in many ways, including guide and therapy dogs, providing comfort, assistance, and healing. Both programs were distributed to other PBS stations for broadcast across the U.S.



Other *ViewFinder* episodes included the inspiring story of a Sacramento singing group whose concert proceeds benefit a hospice program for terminally ill homeless, how Sacramento's homeless situation has increased and what's being done, the growth of co-housing communities in the region, and how a Reno casino owner became an "adoptive mom" to an entire squadron of U.S. Navy pilots during the Vietnam War. Other programs celebrated the 100th anniversary of the famed Pebble Beach Golf Course; took viewers on spectacular hiking trips to the California redwoods, Pismo Preserve, and the nearby Gold Rush town of Placerville; discovered a treasure trove of old photographs capturing the early days of San Francisco's Chinatown; examined the importance of, and risks facing, California's watersheds; and introduced three young African Americans whose transformed lives serve as an inspiration to others.

Many episodes of *ViewFinder* premiered at preview screenings. At these events, members of the public watched the documentary, then heard from a panel of local experts. In October 2019, in partnership with Ruyak Media, PBS KVIE participated in a public screening of *Lady Jessie – A Vietnam Story*. Attendees heard from documentary director Beth Ruyak and Navy veterans in the historic venue of Sacramento's Crest Theatre. In November 2019, PBS KVIE hosted a preview screening of *Searching for Hope – Homeless in Sacramento*. After watching the documentary, attendees heard from District 6 City Councilmember Eric Guerra, as well as panelists Social Services Administrator Bridgette Dean, CEO of the Hope Cooperative Erin Johansen, civil rights attorney Mark Merin, and formerly homeless individual Kory Baker. In November 2019, PBS KVIE hosted a screening of *Pebble Beach*, featuring three panelists: producer Frank LaRosa, Morton Golf CEO Ken Morton, Sr., and golf artist Jim Fitzpatrick. In May 2020, PBS KVIE hosted a virtual preview screening of *Vanishing Chinatown*. Nearly 900 attendees heard from documentary executive producer Gayle Yamada, producers Lydia Tanji and Wylie Wong, director/editor Emiko Omori, and interviewee Corinne Chan Lee Takayama.

LOCAL PROGRAMMING continued**YES! WE'RE OPEN**

Yes! We're Open continued to profile some of the region's entrepreneurs as they launched a wide array of enterprises. This season, viewers saw the story behind the Lodi-born A&W restaurant chain; discovered Trail Coffee Roasters, whose coffee beans come from their own farm in Nicaragua to their café in Stockton; met a Sacramento entrepreneur turning her love for cacti and succulents into a nursery with a purpose; found three friends giving new life to a historic Foothills tavern and restaurant; saw how a couple turned their love of raising chickens into a business to help other chicken enthusiasts; saw the entrepreneurial story behind a greeting card business catering to African American consumers; and discovered how a woman turned personal loss into a successful business creating sun-protective apparel for others.

In FY20, PBS KVIE held a preview screening for a brand-new episode of *Yes! We're Open* in PBS KVIE's first-ever double feature screening, in which attendees also saw a sneak peek of *Country Music*. Panelists included UV Skinz owner Rhonda Sparks, Poor Red's co-owner Jeff Genovese, African American Expressions CEO Greg Perkins, Two Flew the Coop co-owner Greg Howes, and SAFE Credit Union SVP George Cook.

LOCAL ENGAGEMENT WITH NATIONAL PROGRAMMING



PBS KVIE viewers enjoy national programs from PBS year-round. Viewers delighted in Lynn Novick and Ken Burns' latest documentary, *Country Music*, and celebrated history deep dives with *Finding Your Roots* and Dr. Henry Louis Gates, Jr. and episodes of *American Experience*. They explored the natural world with *Nature* and *NOVA*. They were transported by *Masterpiece* and dramas, traveling to Oxford's criminal underworld through *Endeavour*, the sunny shores of Greece with the final season of *The Durrells in Corfu*, and beyond. As the community stayed home to slow the spread of COVID-19, they turned to the trusted journalists of *PBS NewsHour* to stay informed every day of the week, on-air and online, and followed *FRONTLINE* for in-depth coverage of the pandemic and the election.

PBS KVIE viewers' love of *Antiques Roadshow* was on full display in February 2020 with the premiere of the first episode taped in 2019 at Sacramento's Crocker Art Museum. To connect with viewers, PBS KVIE hosted a preview screening of the episode in the PBS KVIE Studios, followed by a Q&A session with series producer Sam Farrell and local appraiser Brian Witherell. The three episodes produced at the Crocker Art Museum premiered nationally in February and March 2020 with a large local audience.



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 9,737 hours of educational children's programming across the main high-definition channel and the 24-hour PBS KIDS channel. Every day, children across the region embark on amazing adventures and make new discoveries through PBS KIDS programs on PBS KVIE.

On March 16, 2020, in response to school closures due to COVID-19, KVIE2 began airing an at-home learning educational schedule from 6AM to 6PM on weekdays. Developed by PBS SoCal and the Los Angeles Unified School District, the schedule featured programs aligned to California state standards for specific grades and ranged in subject matter to include U.S. and world history, literature, science, math, and more, as well as social/emotional skills for the youngest learners. Programs for grades pre-K through 3 aired from 6AM to 8AM, grades 4 through 8 aired 8AM to 1PM, and grades 9 through 12 aired 1PM to 6PM. KVIE WORLD began airing an educational schedule from 9AM to 2PM on March 30. The schedule featured social studies and science programming for grades 6 through 12.



PBS KVIE's commitment to children extends into community events. Alongside the on-air premiere of *Molly of Denali* from PBS KIDS, PBS KVIE held an event at the station exploring Alaskan Native culture in a family-friendly way. In partnership with a local group with tribal roots, guests experienced authentic arts and crafts, dance, storytelling, and more. During several productions of *Sesame Street Live* at a local theater, PBS KVIE representatives met families and discussed programming available on KVIEHD and KVIE PBS KIDS.

ADDITIONAL EVENTS

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PBS KVIE organized, hosted, and participated in a variety of community events in FY20 as part of its mission in the community. These included screening events and other outreach experiences for individuals and groups in the region. Screenings were held at the PBS KVIE Studios, off-site at partner locations, and on virtual platforms.



In September 2019, PBS KVIE partnered with a local cinema to hold an advance screening of *Downton Abbey: The Movie*. Costumes were encouraged and PBS KVIE provided tea and pastries as well as a pre-show quiz to a packed room of drama fans. PBS KVIE also participated in a public screening of *College Behind Bars*, the Lynn Novick and Ken Burns-produced documentary that aired on PBS KVIE in November 2019. After the screenings, attendees were introduced to two alumni of the Bard Prison Initiative, Salih Israil and Tamika Graham, for an intimate panel discussion. In January 2020, in partnership with the city of Folsom, PBS KVIE presented two back-to-back sold out concerts from local musician James Garner and his Johnny Cash Tribute Show. These concerts at the PBS KVIE Studios were connected to the Lynn Novick and Ken Burns documentary *Country Music*, which aired in September 2019. PBS KVIE hosted travel expert and TV host Rick Steves at Sacramento's Crest Theatre in March 2020. Steves gave a travel lecture to a sold-out crowd of fans.



As COVID-19 prevented the community from coming together in person, PBS KVIE hosted virtual preview screenings. In May 2020, PBS KVIE hosted a preview screening of the new PBS documentary *Asian Americans*, which explored the history of identity, contributions, and challenges experienced by Asian Americans. Attendees watched a screening and then heard from a panel of local experts, including Professor Satsuki Ina, co-president of the Japanese American Citizens League Florin Chapter and Tsuru for Solidarity member Joshua Kaizuka, and Professor Daniel Phil Gonzales. And in June 2020, PBS KVIE hosted a preview screening of the *American Experience* documentary *The Vote*, which premiered in July 2020 and celebrated the 100-year anniversary of women's suffrage in the United States. Attendees saw a preview clip of the documentary and then heard from Heather Fargo, former Sacramento Mayor; Diana Madoshi of the boards of the National Women's History Alliance and the California Alliance for Retired Americans; Dr. Mona Siegel, professor at California State University, Sacramento; and Martha Wheelock, film producer and director.



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. This year, PBS KVIE provided viewers with access to over 15 concert or event experiences, from world-class performers like Buddy Guy, Michael Bublé, and Johnny Mathis, to artists with new PBS specials like Pavlo, Jesse Cook, and Brit Floyd. PBS KVIE made tickets available to Mannheim Steamroller at two regional venues for their holiday performances and offered tickets to Cirque du Soleil when they toured through Sacramento.

FISCAL YEAR 2020 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 \$3,549,867, 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 \$3,961,715. 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, too. But it's the collective power of the individual that makes PBS KVIE possible.

PBS KVIE FISCAL YEAR 2020

| REVENUES | | | EXPENDITURES | | |
|--------------------------|--------------|-----|--------------------------|--------------|-----|
| | \$15,297,170 | | | \$11,747,303 | |
| Membership Contributions | 7,653,383 | 50% | Programming & Production | 5,268,109 | 45% |
| Grant Funding | 3,196,438 | 20% | Fundraising & Membership | 2,239,119 | 19% |
| CPB - Annual Grant | 1,721,271 | 11% | Management & General | 1,854,889 | 16% |
| Sponsorships | 1,302,207 | 9% | Broadcasting | 1,392,102 | 12% |
| Production | 411,538 | 3% | Program Info & Promotion | 993,084 | 8% |
| Other Income | 403,602 | 3% | | | |
| Rental Income | 368,201 | 2% | | | |
| Special Events | 240,530 | 2% | | | |

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*This list represents directors who served during some or all of FY20.

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