

**FISCAL YEAR 2021
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 greater 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 2021:

- More than 100 new local programs and segments focusing on health, education, public affairs, arts, the COVID-19 pandemic, 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 friends like *Daniel Tiger's Neighborhood* 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 FY21, 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 and the environment, history, health, and more – stories that became increasingly important as COVID-19 continued to make an impact locally and around the world.

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 after COVID-19 forced closures. 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 FY21, PBS KVIE and other PBS stations – representing 85% of America's population – continued to air episodes of *America's Heartland*. Since its launch in 2005, episodes have aired more than 400,000 times throughout the U.S. A major grant from the California Department of Food and Agriculture was awarded to PBS KVIE that will enable the production of 10 new half-hour programs largely focused on California specialty crops. New episodes on soybean sustainability, environmental stewardship, and rural development are also likely thanks to new sponsor support. All these episodes will be produced and air in FY2023.



INSIDE CALIFORNIA EDUCATION

PBS KVIE's locally produced statewide series about public education, *Inside California Education*, launched its fourth season in the spring of 2021 with six new episodes, many of which were produced remotely using online interviews or classroom recordings. The episodes covered topics like mental health, how music and art programs kept going virtually, and the ways in which community colleges were supporting students during the pandemic. The ability to resume normal field production in the summer and fall of 2021 at schools and community colleges around California resulted in six new episodes, with two community college episodes airing in October 2021 and four new K-12 episodes slated for February 2022.

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 14 new half-hour episodes. The ninth season focused on how art provides comfort and education during these trying times, with segments including California Native American tribes gathering to build connections, celebrate, and create in order to honor the history, traditions, and stories of their ancestors; how some people are exploring grief and healing through art therapy; and a profile on Sacramento artist John Lopes, a little known but prolific Sacramento artist. *KVIE Arts Showcase* also found new ways to connect with our 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 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 seventh year of operation showcasing works from local and regional artists. Exhibitors included Richard Stein, Esteban Villa, John R. Jurisich, Sue Chapman, and Darby Hayes. Public reception events were held for artists when possible, and virtual gallery viewing was emphasized in lieu of in-person events. 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 continues through well-attended opening receptions, successful engagement with artist interviews posted on the gallery's dedicated Facebook page, and local media partnerships spotlighting featured artists.

The 39th annual Art Auction featured 260 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 nearly 500 entries. These entries were narrowed down to 260 pieces by the station's art curator. In July 2020, a jury of respected art professionals in the region selected the award-winning pieces in this year's collection.



In light of COVID-19, all artworks were put on display in the station's lobby and community room during September 2020 instead of holding an in-person Preview Gala. 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. The Preview Gala's awards ceremony was moved to a virtual awards ceremony, with the final video posted online on YouTube. With 750 views, this far exceeded the viewership PBS KVIE would have historically received on site during the gala.

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% 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 five arts “shorts” (segments) and four health digital-only shorts. The Cal Arts-funded stories focused on cultural preservation in our region, and the UC Davis Health-sponsored segments explored innovations and breakthroughs in diagnosis, 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 showcasing 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 a record 35 new half-hour episodes in FY21 as well as 39 segments for broadcast and online. Fifteen 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 Bertha Gaffney Gorman, the grandmother of the 2021 inaugural poet Amanda Gorman, on her family’s journey from slavery to stardom; CEO Michael Lynch with Improve Your Tomorrow on providing a promising future to thousands of young men of color in our region through mentorship and secondary education; Dr. Jonathan King of Lake Tahoe Community College on racism and redemption in America; Judge Larry Brown on mental health care in the courts; and rugby star Robert Paylor on how he is overcoming quadriplegia and walking once again. Additionally, 10 episodes highlighted the last 10 seasons with *Rob on The Road: A Decade of Destinations*, revisiting dozens of California’s most captivating destinations.



STUDIO SACRAMENTO

In its 10th 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 34 new episodes produced included Black America in transition, senior care during the pandemic, the future of news media, racism and hate crimes against Asian American Pacific Islander communities, the state of downtown businesses, Sacramento’s unknown history, food insecurity during the pandemic, racism in Native American names and mascots, caring for caregivers, COVID-19 updates from four healthcare providers, 2021 economic outlook, UC Davis Health mini medical school, civil rights, California’s COVID vaccination efforts, and nurses on the frontline. Episodes also included timely conversations with then-Stockton mayor Michael Tubbs, Sacramento police officer association representative Timothy Davis, The Sacramento Bee columnist Marcos Bretón, then California Secretary of State Alex Padilla, former Sacramento Police Chief Daniel Hahn, California Lieutenant Governor Eleni Kounalakis, former Sacramento Council Member Steve Hansen, then-Elk Grove Mayor-elect Bobbie Singh-Allen, former West Sacramento Mayor Christopher Cabaldon, and gubernatorial challengers Kevin Falconer and Doug Ose.

LOCAL PROGRAMMING continued**SUNDAY STORIES**

Sunday Stories is a 1-hour magazine-style series that celebrates the people, places, and rich history of the region. The five new hourlong *Sunday Stories* episodes produced this year pull stories from existing PBS KVIE programs to showcase a variety of story subjects and styles, which allows for shorter stories from external producers and stories from past series no longer seen on air.

**VIEWFINDER**

PBS KVIE's *ViewFinder* series took viewers on 18 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 water issues: nature, the environment, and California's agriculture industry. Highlights included several programs on how climate change is impacting California's efforts to control wildfires; how people are keeping mentally and physically healthy during the pandemic; how COVID is also growing the use of remote medical care (telehealth); and how toxic water supplies challenge some Central Valley communities.



The "Focus on Health" initiative enabled citizens to learn about advances in medicine and health. *Healing From Home – Telehealth* explored telehealth today and how a post-COVID world encourages modern medicine to embrace technology. This episode of *ViewFinder* premiered at a virtual preview screening, followed by a panel discussion, on June 1, 2021. At this event, members of the public watched the documentary, then heard from a panel of local experts, including Peter Yellowlees MD, Chief Wellness Officer at UC Davis Health; Dr. Smita Das, Clinical Assistant Professor at Stanford and Medical Director of Psychiatry at Lyra Health; Allan Renazco, Airborne Ranger qualified Army retiree; and Cecilia Aguiar-Curry, Assemblymember District 4.

Two episodes explored how elementary, high school, and college programs are helping create new opportunities for careers in aviation in Sacramento and beyond. *ViewFinder* met a single mom in Davis who's juggling roles as parent, farmer, and florist; learned about shared efforts by farmers, ranchers, and environmentalists to save native species; and met three exceptional women from Sierra Foothill communities who are pursuing their passions.

**YES! WE'RE OPEN**

Another locally produced program, *Yes! We're Open*, continued airing as a weekly series. It looks at some of our region's entrepreneurs and the diverse businesses they've started or sustained for generations. This year, two episodes revisited some businesses featured in earlier episodes to see how they're weathering the pandemic and discovered some new ones, as well.

LOCAL ENGAGEMENT WITH NATIONAL PROGRAMMING

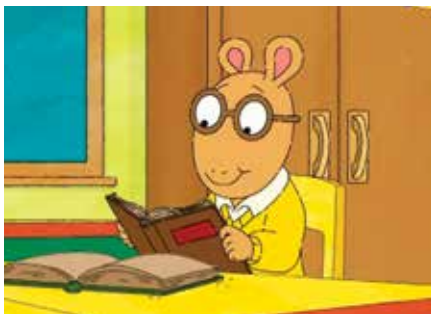


PBS KVIE viewers enjoy national programs from PBS year-round. Viewers delighted in Lynn Novick and Ken Burns' latest documentary, *Hemingway*, and celebrated history deep dives with *Finding Your Roots* and episodes of *American Experience*. They explored the natural world with *Nature* and *NOVA*. They were transported by *Masterpiece* and dramas, traveling to the idyllic Yorkshire Dales through the newly adapted *All Creatures Great and Small* on *Masterpiece*, to the cutthroat halls of Downing Street on political drama *Roadkill*, and beyond. As the community continued to take precautions 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, including insights into the January 6, 2021, attack on the U.S. Capitol.



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 this region of California 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 ranging 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.

The at-home learning initiative was so well received that the schedule was extended through the summer on a modified schedule and concluded September 4, 2020. The modified schedule aired programs from 6AM to 6PM: grades Pre-K through 3 aired 6AM to 12PM, grades 4 through 8 aired 12PM to 3PM, and grades 9 through 12 aired 3PM to 6PM.

KVIE WORLD began airing an educational schedule March 30, 2020 from 9AM to 2PM. The schedule featured social studies and science programming for grades 6 through 12. WORLD channel's at-home learning schedule continued through September 3, 2021.

ADDITIONAL EVENTS



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While the number of in-person community events was reduced in FY21 due to the pandemic, PBS KVIE found ways to engage its community and its mission through virtual events.

Virtual screenings involved a presentation of a 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 the documentary *Imagining the Indian: The Fight Against Native American Mascoting*, which examined the ongoing movement that is ending the use of Native American names, logos, and mascots in the world of sports and beyond; the PBS documentary *The Black Church: This Is Our Story, This Is Our Song*, which explored the 400-year-old history of the Black church in America; *ViewFinder: Healing from Home – Telehealth*, a look at how the current pandemic has vastly accelerated the importance and use of this tool for patients seeking healthcare and medical experts working with colleagues.

And in March 2021, PBS KVIE presented PBS KVIE Trivia Night, a virtual trivia competition featuring a mixture of general knowledge and PBS nostalgia questions; and *Learning and Helping During the Pandemic*, a discussion of the *Inside California Education* episode exploring how educators throughout the state are continuing to teach students.

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, no in-person concerts or events were held in association with the Box Office – instead PBS KVIE shifted to virtual screening events with accompanying panel discussions relevant to the theme.



FISCAL YEAR 2021 FINANCIAL REPORT

Through the generosity of more than 60,000 station supporters and local corporate sponsors, PBS KVIE ended the fiscal year with net income from operations of \$4,829,774, 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 \$7,850,298. 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 2021

| REVENUES | \$16,756,050 | | EXPENDITURES | \$11,926,276 | |
|--------------------------|--------------|-----|--------------------------|--------------|-----|
| Membership Contributions | 8,122,380 | 49% | Programming & Production | 5,246,414 | 44% |
| Grant Funding | 4,403,915 | 26% | Fundraising & Membership | 2,595,051 | 22% |
| CPB - Annual Grant | 1,790,628 | 11% | Management & General | 1,864,522 | 16% |
| Sponsorships | 1,121,458 | 7% | Broadcasting | 1,255,038 | 10% |
| Other Income | 475,510 | 3% | Program Info & Promotion | 965,251 | 8% |
| Rental Income | 353,285 | 2% | | | |
| Production | 250,295 | 1% | | | |
| Special Events | 238,579 | 1% | | | |

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