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 2021, PBS KVIE hosted a virtual public preview screening and panel discussion event for the PBS documentary, The Black Church: This Is Our Story, This Is Our Song. During the screening event, attendees viewed select portions of the 2-part documentary followed by a live panel discussion with community leaders: Rev. Ro ace ‘Rose’ Charley, Senior Pastor of the Faith Fellowship Community Church; Milmon Harrison, Ph.D., Associate Professor in the Department of African American and African Studies at UC Davis; and Rev. Kevin Kitrell Ross, Senior Minister of Unity of Sacramento. In March 2021, PBS KVIE hosted a virtual, PBS-themed trivia night. In partnership with a local trivia company, attendees participated in a 2-hour event to engage in multiple trivia questions to test their PBS knowledge (with some general knowledge questions as well). Open to the to public, the event was well received and KVIE is considering branding the annual virtual engagement. In April 2021, PBS KVIE hosted a public virtual preview screening and panel discussion event for the locally produced program, INSIDE California Education. This Season 4 preview of the series explored current trends in education throughout the state, and included participants featured at High Tech High School in Chula Vista. Panelists included artists: Dr. Monica Crooks, Akinsanya Kambon, Pamela J. Peters, and Ova Saopeng. In October 2021, PBS KVIE hosted a public virtual preview screening and panel discussion event for the locally produced series, ViewFinder. The episode Telehealth: Healing From Home focused on the available technologies during the pandemic to provide state of the art care through telehealth. Participants during the live discussion included: Peter Yellino/eyes MD, Chief Wellness Officer at UC Davis Health; Dr. Smita Das, Clinical Assistant Professor at Stanford and Medical Director of Psychiatry at Lyra Health; Allen Renazzo, Airborne Ranger qualified Army retiree; and Cecilia Aguilar-Curry, Assemblymember District 4 (California). In August 2021, PBS KVIE hosted a public virtual preview screening and panel discussion event for the locally produced series, KVIE Arts Showcase. The episode, Preserving Culture Through Art, explored how regional artists use their artwork to educate, maintain, and share their heritage with the larger community. Panelists included artists: Dr. Monica Crooks, Akinsanya Kambon, Pamela J. Peters, and Ova Saopeng. In October 2021, PBS KVIE hosted a public virtual preview screening and panel discussion event for the documentary, Angst. The documentary, presented by Indiepix, is designed to raise awareness around anxiety. Following the screening, the live panel discussion included: David W. Bond, LCSW, Director of Behavioral Health for Blue Shield of California; Jessica Colvin, Wellness Director, TUHSD; Narges Dillion, MA, LMFT is the Executive Director of Crisis Support Services of Alameda County; Maya G., student at Whitney High School; and Isaiah R., student at Patterson High. The panel was moderated by Jeremiah Aja, MA, MDiv, LPC. For each of the above screening events, the moderated panel discussions with a diversity of participants explored topics covered in the programs and integrated questions from live audiences. In addition to PBS KVIE’s own promotional efforts, panelist were given toolkits, and encouraged to promote the event among their community groups, peers, and colleagues to broaden the reach of audiences. The events were recorded and made available on PBS KVIE’s Screening Events & Discussion website where they continue to serve as an online resource. In December 2021, PBS KVIE hosted a community engagement table at Fairytale Town’s Winter Wonderland. At this event, PBS KVIE staff had an ornament and coloring activity for kids of all ages and families. PBS KVIE staff were able to connect with local families and tell them more about our free programing and kids app, helping growing minds learn and create. As a result of COVID, PBS KVIE limited our in-person outreach with colleges and internship programs. PBS KVIE plans to resume these activities once gathering restrictions have been lifted.

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

Key local services in FY2021 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. Productions like the Viewfinder series, Rob on the Road, Yes We’re Open!, KVIE Arts Showcase, Inside California Education, The Journey with Rob Stewart, and Studio Sacramento highlighted the people, places, and issues of our region. America’s Heartland, KVIE’s national series celebrating U.S. agriculture, continued sharing stories from across the nation. Although no new production occurred during FY2021, episodes continued to air on KVIE and more than 300 PBS stations representing 85% of the U.S. In FY2022, at least ten new episodes will be produced largely focused on California specialty crop growers, with a particular emphasis on crops grown by and consumed by underserved communities. Our original Viewfinder series, Rob on the Road, which took viewers on 17 new in-depth explorations of our region's historic Gold Rush communities, Rob On The Road, our weeknight series hosted by Rob Steward, produced a total of 34 new half-hour episodes online and on air. Many episodes featured in Rob at Home continued Rob’s interviews with impact leaders throughout the region. Examples included Ret. Colonel Pat Thompson and Barbara Brass sharing their story of love, action and courage as part of the LGBTQ+ community. Karen Baker of Cal OES helped viewers learn more about disaster preparedness. Robert Paylor shared his story of achievement and success as a person experiencing quadruplegia. Rob talked to several experts about current mental health challenges caused by the pandemic, including Superior Court Judge Lawrence Brown of the Sacramento Mental Health Court and Dr. Rick Grant-Coons, expert in suicide prevention efforts; interviewed Stephanie Bray of the United Way and Julie Hirota of Saint John’s Program.
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.

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

Does your Board have an Audit and Finance Committee?

What committees are active and what is their function?

What are the direct and indirect reporting relationships?

Advisory Boards or Panels, Community Boards or Panels, and the Committee Structure under each of these entities.

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curiosity, creative thinking, and collaborative problem-solving skills. We hope to bring free family-fun to our station and to have more screenings partnering with the community. In the upcoming year, we are hoping to create more virtual community engagements while in-person events remain limited. For example, we hope to introduce ourselves to younger demographics with a virtual trivia night engagement. We will also continue with our free virtual screenings and will include community partnerships. PBS KVIE was unable to attend college fairs in person due to COVID. PBS KVIE plans to attend multiple career fairs once it is safe to do so.

Comments

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