

## Grantee Information

<b>ID</b>	1716
<b>Grantee Name</b>	KVIE-TV
<b>City</b>	Sacramento
<b>State</b>	CA
<b>Licensee Type</b>	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 February 2021, PBS KVIE hosted a public virtual 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. Rosalee "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 public, the event was well received and KVIE is considering branding the event as an 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 panelists featured in the program: Andres Perez, humanities teacher at High Tech High School in Chula Vista; Mai Xi Lee, Social Emotional Learning Director for Sacramento City Unified School District; and Dr. "Ziggy" Robeson, Superintendent of Ripon Unified School District. In June 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 remote/virtual services. Panelists during the live discussion included: 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 Renazzo, Airborne Ranger qualified Army retiree; and Cecilia Aguiar-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 Indieflix, 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, LPCC. 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 programming 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.

### 4.2 Production Activity

Jump to question: [4.2](#) ▾

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 took viewers on 17 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. *Healing From Home* explored how telehealth provided ways for medical professionals to better treat patients remotely, a practice made increasingly more important by the pandemic. Another program, *Healthy Body & Mind*, discovered ways people maintained mental and physical well-being during the pandemic. Three programs, *Farmer Florist* and two editions of *California's Ag Bounty*, introduced viewers to growers sharing the challenges and rewards of growing agricultural products throughout our region. *Saving Species Together* shows how ranchers, scientists, and environmentalists work together to save some threatened California species. *Saving the Sacred* focused on how several tribes in the Clear Lake region fought to prevent urbanization and protect sacred sites and artifacts. *Newcastle, Gem of the Foothills* celebrated one of our region's historic Gold Rush communities. *Our Boy in Kandahar* told the story of a valley veteran's tragic death in Afghanistan and its impact on his family and community. *Silent Death* examined the problem of poisoned or polluted drinking water in many poorer Valley communities. *The West is Burning* and *Wilder Than Wild* examined the impacts of climate change and the growth of fire danger throughout California and the West. Finally, *Sierra Gold: Brave Women* profiled four women in the Sierra foothills achieving success in distinct professions or personal goals. *Rob On The Road*, our weekly series hosted by Rob Stewart, produced a total of 34 new half-hour episodes online and on air. Many episodes titled *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 quadriplegia. 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

for Real Change, and David Heitstuman of the Sacramento LGBTQ+ Community Center. Rob also discussed the state of California agriculture with Cdfa Secretary Karen Ross, and hit the streets with Sister Libby Fernandez of Mercy Pedalers, providing help to Sacramento's homeless population. He also met Doctor Jonathan King of Lake Tahoe Community College, who shared his experiences growing up in Georgia and meeting Dr. Martin Luther King Jr.; Sacramento's Bertha Gaffney Gorman, grandmother of inaugural poet Amanda Gorman, to learn more about this amazing young woman. Rob was also able to venture "on the road" with new stories about the Front Street Animal Shelter and Sacramento's Fairytale Town. Finally, Rob shared some of his favorite regional and statewide locales re-edited episodes titled "Decade of Destinations." Inside California Education, our locally produced statewide series about public education, is carried by KVIE and virtually every other California PBS station. Production was hindered by the COVID pandemic, but we still examined the challenges and opportunities for teaching and learning from home for K-12 school districts. Six FY21 episodes included local stories like an Elk Grove teacher who is using yoga to help her students balance their mental and physical health during the pandemic; an advanced online learning program inside a Central Valley school district; how Placer County students are taking "virtual field trips" to Monterey Bay Aquarium; a live nature program for young students hosted by rangers inside Calaveras Big Trees State Park; and how students are practicing and sharing social-emotional learning at Sacramento County schools. In our community college episodes, viewers saw how formerly incarcerated students gained college degrees and new careers thanks to a program at Solano Community College; and witnessed community college students improving their entrepreneurial ideas and skills. In its ninth season, Studio Sacramento continued its weekly focus on topics and people of local interest to viewers in our 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 our studios. As we moved to remote productions via zoom, episodes included timely conversations about the impact of the pandemic on the local economy, banking, small businesses, remote learning, and the community college system; as well as issues including domestic violence, suicide awareness, race and injustice, and LGBTQ+ rights. 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. That allowed local artists' stories to be seen in other cities across the United States. FY 20 segments included California Native American tribes gathering to build connections, celebrate, and create, honoring the history, traditions and stories of their ancestors. We also welcomed examples of "Art in everyday life," and viewers across the social spectrum responded with photos and videos illustrating how they used art to sustain and enrich themselves during the economic and health challenges imposed by the pandemic. Another story explored grief and healing through art therapy. This year's digital-first/digital-only shorts included a look at how webcams are allowing parents to view their hospitalized babies remotely 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 investigates how art can help reduce chronic pain. KVIE Arts Showcase featured 13 new half-hour episodes. The series continues to focus 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. That allowed local artists' stories to be seen in other cities across the United States. FY 21 segments included California artists and organizations preserving culture through art. We met Akin

#### 4.3 Program Content in Other Languages

Jump to question: [4.3](#)

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

NA

#### 4.4 Governance Structure

Jump to question: [4.4](#)

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 19 board members out of a total of 20 possible board members. There is one vacancy. 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). 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 – production, human resources executive, and the chief philanthropy officer 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 – production, and chief philanthropy officer 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 throughout the 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 helps in selecting the organization's auditors and receiving the audit report on behalf of the board of directors. There are several ad-hoc committees of the board that meet as needed. Currently ad-hoc committees include marketing, emerging media and technology, and Next Gen TV. Communication between station management and the board occurs on a regular basis, 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, 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. The board may participate in the interview process of some positions based on the position's relationship with the board. It makes policy decisions as appropriate. The Community Advisory Board and Business Advisory Board are advisory in nature 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. Members are approved annually during the January board of directors meeting as a slate of candidates recommended by management. There are no term limits, but annual approval is required by the board. 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

Jump to question: [4.5](#)

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, virtually and in person when possible. We would like to host a KVIE table at local in-person events (once available) to collect emails for newsletters, distribute "download PBS app" cards and make the ever-so-important connection between our station and our viewers. We would like to participate in more family-oriented community events such as local fairs, kids expos, and farm-to-fork events. One such event currently in planning is a partnership event with the Museum of Science and Curiosity (MOSAC) in Sacramento. This grant-driven event would tie-in with the upcoming 2022 PBS documentary, "Benjamin Franklin" by Ken Burns. Geared toward youth and families in the region, this event is designed to include interactive, educational challenges that inspire

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

Question

Comment

No Comments for this section