

KAREN DOLCE

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## Qualitative Evaluation

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### 4.1 Local Community Outreach

Jump to question:

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 or cosponsored 13 community events that focused on school readiness literacy and health education resources for underserved communities including low income and/or immigrant families, in addition to preschool and K12 outreach, and much more. Combined, these diverse events reached over 17,265 people. For example, KVIE attended the 18th Annual Family Day at the Park in Stockton, which resulted in 20,000 low income families receiving free books and resources. KVIE offered free, interactive, content rich workshops for parents, caregivers, and educators of preschool and school-age children. The workshop topics included language and literacy

### 4.2 Production Activity

Jump to question:

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

Key local services in FY2015 included more than (70) new programs featuring our region's arts, celebrating local attractions, and delving into pressing 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 tenth season. Other local productions within the ViewFinder series, Rob on the Road, Yes We're Open, KVIE Arts Showcase, and Studio Sacramento highlighted the people, places, and issues of our region.

### 4.3 Program Content in Other Languages

Jump to question:

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

KVIE's literacy and school readiness workshops are offered in English and Spanish, with the language and literacy topics also offered in Hmong. While some of the core materials and videos are not offered in multiple languages, KVIE partners offer workshop content translations in Hmong and Russian, as needed. Five of the 14 community events targeted resources to the Spanish speaking Latino communities. KVIE also broadcasts KVIE Vme; a 24hour digital broadcast service in Spanish.

#### 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 comprised of 20 board members plus 1 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 six times per year and last approximately 90 minutes. Board meetings are open to the public except during executive session.

#### 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?

KVIE plans continued efforts to fund new and ongoing education and outreach initiatives that leverage community organization partnerships. For example, KVIE will continue to develop preschool and afterschool transmedia workshops and materials to be used in low income school districts in Sacramento to promote PBS KIDS and KVIE programming and online resources and distribute children's books and school readiness resources.

Have you completed this Section?  Yes  No

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