

**FISCAL YEAR 2024  
LOCAL CONTENT  
AND SERVICE REPORT**

**For more than 65 years, PBS KVIE has served 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, Stockton, and Modesto television market and beyond. By sharing local stories on broadcast and streaming platforms, we reflect the diverse community we serve no matter how they watch – sharing our past, present, and future. And national shows airing on PBS KVIE and streaming on our PBS app inspire everyone in our region to explore, try something new, discover a different perspective, and more.

PBS KVIE provided these local services in 2024:

- Sixty-four new programs and segments featuring our region's arts, celebrating local attractions, highlighting California agriculture, and delving into pressing regional issues like education, the environment, history, health and more.
- In-person community screenings for national and local programs.
- Commercial-free children's programming 24 hours a day, 365 days a year, plus free online and on demand children's content.

PBS KVIE deeply impacts the community we serve. Children broaden their horizons with friends like *Lyla in the Loop* and *Daniel Tiger's Neighborhood*, available any time on our KVIE PBS KIDS channel and the PBS KIDS app. 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 FY24, PBS KVIE created 64 new programs and segments featuring the region's arts, celebrating local attractions, and delving into pressing regional issues like education, agriculture, history, health, and more.

These programs reflect the community back to itself. In creating them, KVIE immerses itself in the community to understand the stories it tells on air and online. KVIE also engages with its neighbors through public screenings. These screenings bring together community members, show producers, subject experts, and others to watch and discuss the programs KVIE is creating and airing.



### AMERICA'S HEARTLAND

*America's Heartland* is our longest-running series. The series airs on KVIE and is available nationwide on broadcast and streaming on our PBS app and YouTube. Since its launch in 2005, episodes have aired more than 440,000 times throughout the nation.

Season 17 launched in July 2023 with 10 new half-hour episodes. The season focused on the nation's rich and diverse bounty of specialty crops and profiled farmers across the U.S. who are discovering new ways to improve soil health, increase sustainability, and revitalize rural communities. The *America's Heartland* team visited farmers growing more than 30 different specialty crops, including artichokes, olives, tomatoes, endives, pistachios, dates, almonds, and saffron.

The series traveled to farms and ranches in South Dakota, Texas, Pennsylvania, and Alaska to meet families implementing new sustainability practices to better protect soil and the natural environment. We also visited communities in Alabama, Georgia, and Tennessee that are revitalizing their economies through partnerships that enable new factories, nonprofits, and other businesses to relocate or expand.

Besides the new field-produced stories, *America's Heartland* featured Sharon Profis, a popular CNET video host and well-known online chef. In the Farm to Fork segment, Profis prepares innovative and tasty recipes made with fresh-picked ingredients from the field.

A second major grant request from the California Department of Food and Agriculture (CDFA) was approved in the fall of 2022, allowing *America's Heartland* to begin production on 10 new episodes for its 18th season. The season will feature a new nutrition segment highlighting the health benefits of specialty crops.



### INSIDE CALIFORNIA EDUCATION

In FY24, we completed production on 8 episodes of the fifth season of *Inside California Education*, a statewide series of half-hour episodes focusing on the state's public education system. Particular focus continues to be on important topics like the need for secure housing for K-12 and community college students, the growing emphasis on mental and social health services, and innovative programs to help students learn financial and civic literacy, explore the natural environment, and obtain practical and employable career skills. The series continues to be well-received by other California stations, general viewers, and stakeholders in California education.



## LOCAL PROGRAMMING continued



### KVIE ARTS SHOWCASE

In FY24, we moved our focus of celebrating our region's artists to an active and vibrant presence on Instagram. We created 14 new artist features and other arts stories, including artist profiles of multimedia artist Pamela J. Peters, who uses her art as a vessel to tell the stories and preserve the legacy, dedication, resilience, contributions, and lives of Native Americans; photographer, filmmaker, and educator Robert Silver, who has used the expression of art as a tool to discover more about who he is and how he can have an impact on the world; watercolor acrylic artist Marcellia Bombola, who believes that art can have a profound impact on the world; artist Dani Garcia, who through her photography has found healing within her own life while extending her talent and voice to inspire women's empowerment, collaboration, and success; and artist Lisa Daniels, who continues to explore the legacy of "we also served" military members and honor them through the Unsung Heroes Living History Project that educates and showcases exhibits throughout California and beyond.



Our commitment to the arts goes beyond these programs. The station lobby hosts the PBS KVIE Gallery, which rotates exhibits six times each year. And each fall, we organize the PBS KVIE Art Auction, a live, on-air auction that not only benefits the station but also celebrates local masters and emerging artists in a variety of mediums.



The PBS KVIE Gallery showcases works from local and regional artists who have participated in the annual Art Auction. Exhibitors included James Hartman, Dennis Wilson, Barbara Kempe, Patris, and Catherine Erickson. Public reception events were held for artists, and each exhibition was also presented virtually on the gallery website. Gallery promotion and rich community connection continue through well-attended opening receptions, promotion on the gallery's dedicated Facebook page, and local media partnerships spotlighting featured artists.

The 42nd annual Art Auction featured 276 artists throughout Northern California and served as the region's largest arts showcase for 23 hours of live and pre-recorded television and online streaming. The auction process began in April, when PBS KVIE received hundreds of entries. The station's art curator narrowed down these entries to 276 works. In July 2023, a jury of respected art professionals in the region selected the award-winning works in the 2023 collection.

The Art Auction's featured artworks were on display and open to the public at PBS KVIE during September 2023 and was the largest art gallery in the region during that time. 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](https://kvie.org/artauction). We created two small gatherings for Leadership Giving donors, participating artists, and Art Auction sponsors to experience the art and bid.

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. Participating artists donate all artwork, and 100 percent of the proceeds benefit the mission of PBS KVIE.

## LOCAL PROGRAMMING continued



### ROB ON THE ROAD

*Rob on the Road* continued to broaden its scope on PBS KVIE, serving as a cornerstone for sharing our region's narratives through insightful interviews that highlight the individuals and locales driving our community's success. In FY24, we delivered 12 new half-hour episodes and 19 segments for broadcast and online platforms.

Among these programs, one standout episode took viewers behind the scenes to explore one of our region's hidden gems: the Siemens Train Facility, where trains are crafted to transport passengers across the nation. Additionally, viewers were treated to an inside look at the UC Davis MIND Institute, a pioneering research institution focused on autism and neurodevelopmental disorders. Rob engaged in a conversation with MIND's then director, Marjorie Solomon, shedding light on Sacramento's impact on autism research at a national level. Another highlight featured the unveiling of Saint John's Square, a sanctuary for formerly homeless mothers, illustrating how providing a fresh start and a sense of belonging can transform lives and leave enduring legacies.



Our episodes spotlighted change-makers and innovators in our community as part of our ongoing funded initiative, *Rob on the Road: Region Rising*. Notable figures included Sacramento composer and musician Carlos McMillan Fuentes, sharing the journey behind his world-premiere composition, "Concerto da Requiem;" Evelyn Jensen, CEO of Impact100 Greater Sacramento, rallying women to collectively drive community transformation; Amanda McCarthy, CEO of River City Food Bank, discussing the challenges of feeding thousands of homeless individuals in one of the nation's most food-abundant regions; and David Heitstuman, CEO of the Sacramento LGBT Community Center, reflecting on the transformative impact of a \$1 million philanthropic donation from MacKenzie Scott.



### SACRAMENTO MAYORAL CANDIDATES FORUM 2024

KVIE hosted the *Sacramento Mayoral Candidates Forum*, a one-hour special co-presented with The Sacramento Bee. The Forum was recorded live in the Mary Stuart Rogers Foundation Studio on January 31, 2024, and shared via broadcast and on our PBS app later the same day.

Moderators Marcos Bretón and Scott Syphax led an illuminating forum with Kevin McCarty, Dr. Flojaune Cofer, Steve Hanson, and Dr. Richard Pan, gaining insight into their plans for Sacramento's future. Thought-provoking questions highlighted the candidates' unique perspectives and sparked discussions about homelessness, law enforcement, budget decisions, and more. As such, the *Sacramento Mayoral Candidates Forum 2024* helped viewers discover more about their candidates and make informed decisions about their vote.

## LOCAL PROGRAMMING continued



### STUDIO SACRAMENTO

In FY24, we produced 14 *Studio Sacramento* episodes that featured leaders and organizations in our communities. In two separate episodes, Scott Syphax held one-on-one conversations regarding the crisis in the Middle East with Sacramento Mayor Darrell Steinberg and with Basim Elkarra of CAIR Sacramento Valley/Central CA, each sharing their perspectives on the history of the region, the current crisis, and the future moving forward.

Other episodes included discussions about homelessness and public policy, the economic outlook for the region, who will be the next mayor of Sacramento and the issues they will face, and what to expect in business, recreation, and arts in 2024. Guests included Congressman Dr. Ami Bera, Congressman Tom McClintock, former Sacramento City Councilmember Jeff Harris, Sacramento County District Attorney Thien Ho, The Sacramento Bee's California Opinion Editor Marcos Bretón, and Sanjay Varshney of Goldstone Wealth Management.



### VIEWFINDER

In FY24, we produced or acquired eight *ViewFinder* episodes, which explored civil rights, history, nature, environmental challenges, and other key topics throughout our diverse region. Highlights included a program on the statewide water challenges facing California, like drought, climate change, and increased demand; the history of Walter Gordon, a University of California, Berkeley all-American athlete who went on to advance California and U.S. civil rights; California's biggest floods and how they impacted our state's history and future efforts to prevent them; a look at body autonomy and self-esteem through the eyes of four local people with diverse backgrounds and experiences; and exploring the vast emigrant wilderness in our Sierra Nevada mountains.

## LOCAL PRODUCTIONS BEHIND THE SCENES



## LOCAL ENGAGEMENT WITH NATIONAL PROGRAMMING



As a PBS member station, KVIE viewers enjoy national programs from PBS year-round. Ken Burns' latest documentary, *The American Buffalo*, traced the evolution of this iconic creature across 10,000 years of history – including its importance to the Indigenous People of North America and its rescue from near extinction. There were even more history deep dives and thought-provoking documentaries with *Finding Your Roots* and *Disco: Soundtrack of a Revolution*. Viewers also explored the natural world with *Nature* and *NOVA*.

Dramas from Masterpiece and PBS transport viewers to different time periods and locations, offering new insights and perspectives as well as entertainment. Viewers returned to the Yorkshire Dales during the early years of World War II in a new season of *All Creatures Great and Small* on Masterpiece and visited late-1960s London on a new season of *Call the Midwife*. Beloved drama *Doc Martin* returned for the final two seasons. Mystery fans also enjoyed new seasons of *Professor T*, *Unforgotten* on Masterpiece, *Annika* on Masterpiece, and more.



Anchors Amna Nawaz and Geoff Bennet, along with the trusted journalists of *PBS News Hour*, kept viewers informed every day of the week, on-air and online. *FRONTLINE* provided a presentation of the Academy Award-winning film *20 Days in Mariupol*, in-depth coverage of the United States Supreme Court, an examination of mental health and criminal justice in North Carolina, and more.



### CHILDREN'S PROGRAMMING

As an educational broadcaster, KVIE is known for its PBS KIDS offerings like *Sesame Street* and *Daniel Tiger's Neighborhood*, presenting 9,231 hours of educational children's programming across our main high-definition channel and our 24-hour PBS KIDS channel in FY24. Every day, children across our region of California embark on amazing adventures and make new discoveries through PBS KIDS programs on PBS KVIE.

The new series *Lyla in the Loop* premiered on February 5, 2024. It's a funny and engaging new animated series for kids ages 4-8 about Lyla Loops and her fantastical blue sidekick, Stu, who use creative and strategic problem-solving and critical thinking skills to help their family, friends, and community.



In addition, KVIE partnered with the SMUD Museum of Science & Curiosity (MOSAC) to present PBS KVIE Curiosity Day at MOSAC. Held on March 23, 2024, at MOSAC, the day centered around fun for the whole family inspired by PBS KIDS programming. The day featured hands-on activities, a scavenger hunt, exhibits, a planetarium show, and special guests Peg, Cat, and Curious George.

## EVENTS AND COMMUNITY ENGAGEMENT

Throughout FY24, PBS KVIE engaged our community through preview screenings, lectures, and Box Office opportunities. Whether it was a joyful screening of *All Creatures Great and Small on Masterpiece* or a thought-provoking conversation with a renowned investigative journalist, these events underscored our community's love of discovery and connection.



### SCREENINGS

KVIE held two preview screenings in connection with new documentaries. The preview for *The American Buffalo* by Ken Burns was held on October 12, 2023, at KVIE and featured representatives from the Intertribal Buffalo Council and Fort Belknap Indian Reservation in addition to a local filmmaker. The preview screening for *Gospel* by Henry Louis Gates, Jr. was held on February 6, 2024, at KVIE and featured pastors from Calvary Christian Center, Center of Praise Ministries, and South Sacramento Christian Center. In addition, a screening party was held at the Crest Theatre to celebrate the return of *All Creatures Great and Small on Masterpiece* with a screening of the first episode of season 4 on December 6, 2023. The evening featured trivia, a thematic photo opportunity, and photos of guests' creatures – great or small – on the big screen before the screening.



### LECTURES

We welcomed travel expert Rick Steves for an evening lecture at the Crest Theatre on December 4, 2023. Guests got to hear tips and stories to help plan their own upcoming trips to Europe. Pulitzer Prize-winning investigative journalist Lowell Bergman visited the KVIE Studios for an in-depth talk on November 9, 2023. Guests enjoyed a conversation exploring the state of modern journalism, news and information in the internet age, and more. Furthermore, the creator of *Classical Stretch* and the *Aging Backwards* docuseries, Miranda Esmonde-White, visited KVIE for an evening talk on February 15, 2024. She talked about health, longevity, and more, and guests participated in a Q&A.



### BOX OFFICE

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. KVIE offered over 22 concert engagements with the Box Office in FY24, including continued incorporation of virtual events where possible. Performances included artists Foreigner, Pasquale, Benise, Tommy Emmanuel, the Fab Four, and Brit Floyd. The Box Office additionally offered tickets to performances including "Ragtime" and "Trans-Siberian Orchestra," as well as events such as Great Scenic Railway Journeys: Train Excursions, a Bob Ross Celebration Paint Along, and Antique Valuation Day.



## FISCAL YEAR 2024 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 \$2,258,916, 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 \$5,556,782. 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 online 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 2024

<b>REVENUES</b>			<b>EXPENDITURES</b>		
	\$	%		\$	%
	\$16,127,851			\$13,868,935	
Membership Contributions	8,688,569	54%	Programming & Production	5,594,806	40%
Grant Funding	2,354,905	15%	Fundraising & Membership	3,531,020	25%
CPB – Annual Grant	2,315,645	14%	Management & General	2,342,101	17%
Sponsorships	915,057	6%	Broadcasting	1,493,607	11%
Other Revenue	848,297	5%	Program Info & Promotion	907,401	7%
Production	402,350	3%			
Rental Income	369,758	2%			
Special Events	233,270	1%			



**BOARD OF DIRECTORS\*****Roy E. Brewer**

Brewer Lofgren LLP

**Nancy Brodovsky**

SacConnects

**Cassandra Ferrannini**

Downey Brand, LLP

**Hedy Govenar**

Founder of Governmental Advocates (Ret)

**Pramila Kriplani**

Global Investments

**Greg Larsen**

Larsen Public Affairs

**Debbie Manning**

California State Senate (Ret)

**Lynn Matsuda**

Consultant – Lifestyle Concierge

**LeShelle May**

CNN

**Paul McClure**

Runyon Saltzman, Inc. (RSE) (Ret)

**Ken Menges**

E&J Gallo Winery

**Beth Miller**

Miller Public Affairs Group

**Dr. Nkiruka Catherine Ohaegbu**

Adaptive Strategies Consulting

**Brandon Pace**

Kaiser Permanente – Northern California

**Dr. Praveen Prasad**

Mercy Medical Group

**Josh Pulliam**

JPM+M, Inc.

**Sue Scotland**

Community Volunteer

**Cyril Shah**

Shah Wealth Management

**Janine Southwick**

SAFE Credit Union

**Colleen Spitz**

Bicker, Castillo, Fairbanks & Spitz Public Affairs

**R. Brooks Whitehead**

Murphy Austin Adams Schoenfeld LLP

**STATION EXECUTIVE MANAGEMENT**

David Lowe

President & General Manager



Staci Orlando

Associate General Manager – Operations/  
Chief Financial Officer



Michael Sanford

Associate General Manager – Production



Rose Froling

Human Resources Executive

\*This list represents directors who served during some or all of FY24.