



2015

Local Content &
Service Report
To The Community





Letter From The
President & CEO

There are as many stories to be shared as there are people to share them. And no one brings the best stories to you like ValleyPBS.

No one asks the hard questions like ValleyPBS does. No one finds the answers like ValleyPBS does. No one captures the moments that move us... define us... connect us... and unite us like ValleyPBS does.

Because at ValleyPBS, we answer to no one but you – the viewers and members who make it all possible.

This report details the local content and service provided by ValleyPBS, listing examples of how our community comes together to make sure essential ideas are examined and education shared with all.

We also provide programs on the air and online, like *MASTERPIECE*, *Antiques Roadshow*, *NOVA*, *American Experience*, *FRONTLINE*, *Nature*, *Valley's Gold*, *Downton Abbey*, *Sesame Street*, *Valley Of Hope*, *Mystery!*, *Curious George*, *PBS NewsHour*, *Great Performances*, *Washington Week*, *Dinosaur Train*, *Sherlock*, *American Masters* – and many, many more.

Every story told on ValleyPBS depends on the support and dedication of “Viewers Like You.” We rely on 80% of our budget coming from the San Joaquin Valley.

As much as you rely on ValleyPBS – this invaluable service relies on the communities we serve to make it all possible. In 2016, we are committed to ensuring that the stories that matter, and the moments that make a difference, always have a home on ValleyPBS, serving your interests and building a stronger community.

Stay tuned,



Phil Meyer

ValleyPBS President & CEO

We Are The Valley's Preschool, Classroom, Stage For The Arts And Lens For Exploration.



In November 2015, children's programming on ValleyPBS reached **four times as many Latino households** as Cartoon Network, and three times as many Latino households as Nickelodeon and the Disney Channel.

(Hispanic HH/ Hispanic Share, Sunday-Saturday 6am-2am [Whole Week] Nielsen Ratings)

In 2015, ValleyPBS **conducted 67 Outreach Events**, and raised \$176,300 for those Events through Grants and Sponsorships.

In July 2015, ValleyPBS averaged **more Gross Ratings Points per week than any other PBS station in the country**, reaching 26% of the television audience.

(Whole Week Nielsen Ratings)

For the 12th consecutive year, the American public has rated PBS **the most trustworthy institution** among nationally-known organizations and an excellent use of tax dollars.

(ORC International's DualFrame CARAVAN, January 2015.)



PBSKIDS.org attracts a higher proportion of web users of Asian, Hispanic and African American descent compared to the average U.S. online audience.

(comScore PlanMetrix, November 2013)

The demographic breakdown of the PBS full-day audience reflects the overall U.S. population with respect to **race, ethnicity, education & income.**

(Nielsen NPower, 9/22/2014-9/20/2015)

44% of all video minutes consumed on children's web sites were on PBSKIDS.org.

(comScore Video Metrix, 1/2015-11/2015)

ValleyPBS **partners with other community organizations**, like the Fresno Chaffee Zoo and the Fresno Grizzlies minor league baseball team to bring PBS Kids characters to life for thousands of Valley children.



We Are The Valley's Preschool & Classroom

Thirteen Valley organizations participated in **Be My Neighbor Day**, offering volunteer opportunities for over 350 people, focusing on children and families helping their communities.



ValleyPBS has provided **283 Ready to Learn parent education workshops** at 51 campuses over the past year. 180 workshops were held on 30 elementary campuses in Fresno Unified School District in urban Fresno, CA. The families are predominantly Spanish speaking, so 90% of the workshops were provided primarily in Spanish, with translation available for any English speaking parents who attended, with 7% of workshops being offered in English and the remaining



3% being offered in English with Hmong or English with Punjabi translation. Over 650 families were served. The remaining 183 workshops were provided to smaller school districts, including Fowler Unified, West Park Elementary, Washington Unified, Kings Canyon Unified, Selma Unified, Sanger Unified and Central Unified. These districts serve largely suburban and rural populations with a high percentage of low-income households and English Language Learners.

Over 80% of all workshops offered by ValleyPBS in 2015 were offered in Spanish with English translation available.

Following workshops, all parents receive a survey to gauge their satisfaction with the workshop experience and usefulness of information presented. **Over 99% of parents reported that they learned useful techniques** they planned to use with their children and would recommend the workshops to other parents.



Our **Family Circle** Membership offers exclusive, monthly, members-only events with PBS characters and other activities. The program added 5% more families and maintains a steady growth rate. We partnered with 22 local businesses in Fresno County to allow our Family Circle Members admission to local attractions they may not have experienced without our Family Circle program.



ValleyPBS organized events and provided promotional announcements aimed at **addressing teen homelessness, high school graduation rates, lack of health care and improving air quality.** These initiatives were produced in conjunction with local and national partners, including The California Endowment, ITVS/Independent Lens, WNET, American Graduate, and the San Joaquin Valley Air Pollution Control District.

Family Circle Snapshot

- 12 Family Circle Events
- 150 Family Circle Members
- 600 People Invited to our Membership (approximate)
- 28 New members on Facebook
- 19 New Partnerships with local businesses
- Five New Sponsors and Grants
- \$21,000 Received in Grant Funds and Sponsorship

2015 Calendar of Events

January - Cat in the Hat Ice Skating

February - Clifford Birthday Party at Little Gym

March - Tulare Ag Museum

April - Explore the Outdoors at RiverPark Way

May - Fresno State Farm

June - In the Studio with Super Why

July - Thank You Day with Daniel Tiger

August - Kart Kingdom & BubbleFest at Whole Foods

September - Big Blue Live in the Studio

October - Sid the Science Kid at the San Joaquin Fish Hatchery

November - Nature Cat Premiere Party

December - Daniel Tiger Holiday Party at the Clovis Mall



The **Valley's Gold Education Through Agriculture** program fosters an awareness and understanding of the value of agriculture in our everyday lives. Curriculum Resources are provided to teachers that teach students through the series *Valley's Gold*.

We Are The Valley's Stage For The Arts & Lens For Exploration



ValleyPBS produced a variety of **local productions** in 2015, including a historical documentary, a 13-week series and a special regarding an important health issue. ValleyPBS also partnered with several other organizations to produce content that appeared on our air and on our video sharing website, ValleyPBS byYou.

2015 marked the 100th anniversary of the **Armenian Genocide** that left 1.5 million Armenians dead in the Ottoman Empire. The Central Valley is home to an estimated 50,000 Armenians; many of whom have ties to the Genocide.

ValleyPBS produced a two-hour documentary titled *Valley Of Hope: The Armenian Journey from Terror to Triumph*. It tells the story of the Armenian Genocide through interviews with the children and grandchildren of survivors. *Valley Of Hope* tells some of the success stories of area Armenians and also looks at what is being done to keep Armenian culture alive as generations pass.

In September 2015, the third season of *Valley's Gold* premiered. The 13-week series took viewers on a journey up and down the Central Valley, **educating them about agriculture**. The program is produced in partnership with the Fresno County Farm Bureau. Topics explored included: horses, garlic, agriculture equipment & education, aquacul-

The premiere of **Valley Of Hope** was screened before over 100 guests from the local Armenian community.

ture, artichokes, unique crops, irrigation technologies, squash, beans, sweet potatoes and onions.

The Central Valley faces challenges when it comes to **air quality**. Asthma rates are among the highest in the nation. ValleyPBS partnered with the San Joaquin Air Pollution Control District to produce a 30-minute special that discusses air quality challenges, asthma and what residents can do to keep their families safe and healthy.

ValleyPBS tells the stories of the Central Valley through partnerships with other organizations.

ValleyPBS partnered with the Fresno Chamber of Commerce and the Fresno Food Expo to produce a series of videos showcasing outstanding individuals in the business community and local companies.

The segments aired on television and were available for online viewing through the ValleyPBS byYou online portal.

Masterpiece: Downton Abbey is the highest-rated drama program on PBS. The popular series has created an opportunity for ValleyPBS to host sold-out events in both Fresno and Bakersfield.

ValleyPBS hosted events, concerts and screenings with community partners that **highlighted our region's heritage.**



ValleyPBS byYou is a website designed to feature videos created by San Joaquin Valley residents and organizations. The goal is to inform, engage and inspire. ValleyPBS byYou serves as a destination where Valley stories can be told and shared. The website hosts creative content that addresses the needs of our Valley, within the categories: Arts & Culture, News & Public Affairs, Exploration, Diversity, Leadership and Workforce, Health and Wellness and Education. In 2015, **161 new videos** were added to the site. Some of the videos also appear on the air on both ValleyPBS and Valley Create.



ValleyPBS hosted events with **Alastair Bruce**, the Historical Advisor to *Downton Abbey* (top left) and **Rory Kennedy**, Academy Award-nominated director of *Last Days In Vietnam* (bottom center).



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The ValleyPBS Community Advisory Board assists ValleyPBS in fulfilling its mission to inform, inspire, educate and entertain its audiences. Community Advisory Board members represent various constituencies among the counties that ValleyPBS serves, monitoring and evaluating programs, giving voice to underserved populations, serving as a sounding board for ideas presented by ValleyPBS staff, and bringing issues of community concern to the attention of station management.

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ValleyPBS holds television broadcasting licenses KVPT in Fresno, CA and K18HD-D in Bakersfield, CA. For more public information and reports, go to http://valleypbs.org/about/public_docs.php