Enriching, educating and strengthening our diverse Valley community through the positive power of public media.
ABOUT VALLEYPBS

Valleypbs, formerly known as KMFT, went on the air in April 1977 with the mission to bring thoughtful, entertaining and educational programming to the residents of Kings, Madera, Fresno and Tulare Counties.

Today, Valleypbs serves the Central Valley, from Merced to Bakersfield. We continue to air the same quality programming that started it all as we are building connections among the people and communities across our region.

By leveraging the positive power of public media and the support of our donors, we aspire to drive impact and change lives. PBS has ranked #1 in public trust for 16 years running and we take that honor and responsibility seriously each and every day. We strive to continually build upon this public trust to tell stories that matter to our Valley viewers.

The Valleypbs family of channels includes 18.1 HD, Valleypbs 24/7 Kids 18.2, Valleypbs Create 18.3 and Valleypbs World 18.4. The 24/7 PBS Kids content can also be streamed online at pbskids.org and 18.1 and 18.2 are also carried on Youtube TV.

Thank you for your support!
LOCAL PRODUCTION: ONGOING SERIES

American Grown: My Job Depends on Ag

American Grown: My Job Depends on Ag is an in-depth look at the issues that inspired the Facebook group-turned-movement, the future of the industry, and the stories of how agriculture touches us all far beyond the table, from the clothes we wear to the roof over our heads. This series is produced by our production partner 18THIRTY entertainment.

Topics included: Drones in Ag, SGMA, Farm Labor Needs, Family Farms, Future Farmers of America and Women in Ag.

Full episodes are available online: https://www.pbs.org/show/american-grown-my-job-depends-ag/

Outside Beyond the Lens

Photography is the way most of the world tells the stories of travel, so we designed a show that celebrates that. From serious hobbyists to Instagram smart-phone photographers, Outside Beyond The Lens will make the world of landscape photography approachable with a behind-the-scenes look at how we shoot amazing locations while taking you along for an immersive adventure-travel experience. Jeff Aiello and a small crew of cinematographers travel the world to tell the stories of these places through stunning imagery, but beyond their lenses is where the real beauty of travel is revealed. The people, the food and cultures of the destinations they visit come to life as they journey through new places.

Full episodes are available online: https://video.valleypbs.org/show/outside-beyond-lens/

LOCAL PRODUCTION: LONG FORM DOCUMENTARY

Homecoming: Central Valley Honor Flight

The ValleyPBS production team had the honor of flying to Washington D.C. to document an historic trip with Vietnam Veterans from the region. Central Valley Honor Flight recognizes American Veterans for their sacrifices and achievements by sending them to Washington D.C. to visit their memorial at no cost. Witness these brave men and women tell their story, all over the backdrop of this trip that brought healing to so many.

View the full documentary online: https://video.valleypbs.org/video/homecoming-central-valley-honor-flight-rsv8gf/
LOCAL PRODUCTION: LONG FORM DOCUMENTARY

Nature’s Keepers: American Spring Live

Nature’s Keepers is a 30-minute special produced by ValleyPBS in conjunction with American Spring LIVE. The program looks at the work Sequoia Riverlands Trust is doing in Tulare County to preserve land, encourage citizen science and expose residents to the outdoors. This show was produced with a grant from WNET in coordination with Nature: American Spring Live; which is a program that documents the change from winter to spring in real time from iconic locations across America. The three-day, multi-platform event looks at the unique changes spring brings and how climate change can affect ecosystems from cities to the mountains.

View the full documentary online: https://video.valleypbs.org/video/natures-keepers-pvdwxv/

Reaching for the Stars, The Jose Hernandez Story

Reaching for the Stars; The Jose Hernandez story tells the inspiring journey of one central valley farm worker on his mission to become an astronaut. With the help of his family and educators, Jose was able to accomplish that goal of exploring space. Now, he inspires an entire new generation with his Reaching for the Stars program. ValleyPBS received a grant from WGBH to produce a companion show to tie in with the Summer of Space programming.

View the full documentary online: https://video.valleypbs.org/video/reaching-for-the-stars-jose-hernandez-story-zldnt/

LOCAL PRODUCTION: COMMUNITY CONVERSATIONS

Young Gifted and Black

Young Gifted and Black is a local program that includes stories about students thriving in the classroom thanks to programs and services offered by Washington Union High, the Fresno County Superintendent of Schools and Fresno State. A panel of six community leaders also explore what does it means to be Young, Gifted and Black in 2019. The one-hour special was hosted by Corey James of ABC 30.

View the full conversation online: https://video.valleypbs.org/video/young-gifted-and-black-a-community-conversation-2jvo2e/
LOCAL PRODUCTION: INTERSTITIALS

ValleyPBS produces a wide variety of local content that focused on the people of the Central Valley. We continued to tell stories that dug deep and shined a spotlight on topics that might not have normally received media recognition.

Ken Burns Country Music Roadshow made two stops in the Central Valley and ValleyPBS was right there to capture this momentous occasion. The production team produced several pieces covering Ken Burns in Clovis, Fresno and Bakersfield. ValleyPBS held the Kids Country Music Talent Search seeking the new up and coming talent of the Central Valley.

ValleyPBS partnered with The National Sikh Campaign’s “We Are Sikhs” initiative and created a series of awareness-related public service announcements explaining the turban/patka and other Sikh tenets to children in California’s Central Valley. Along with these PSAs, three interstitials were created that explore the ideas of equality in the Sikh culture.

Along with covering diverse topics throughout our Valley, we also take time to produce videos that cover all of our kids and family activities, including Family Circle events, and Engineer It Girl! Workshops and many more.

We also continue to partner with local organizations to help produce videos highlighting their hard work in the community.

MORE THAN MEMBERSHIP

Family Circle Membership

ValleyPBS Family Circle is a $10/month membership that allows families to donate to the station and attend monthly, members-only PBS Kids’ events all year. In 2019, Family Circle hosted over 300 guests at each of their events with 300+ family units as members.

Each month members are invited to participate in events like Pinkalicious Birthday Party, Splash and Bubblefest 2019 and Daniel Tiger’s Holiday Party. Members always receive a healthy snack, create a unique craft and enjoy interactive educational activities. Often, there is a PBS Kids character that families can meet.

The events are a place where families can interact with each other, connect over similar interests and kids can just be kids. Parents enjoy meeting other parents with children the same age as theirs who also uphold educational experiences as a top priority for their families.
COMMUNITY ENGAGEMENT EVENTS

Victoria Tea & Screening
In January 2019, ValleyPBS hosted a Victoria-inspired tea and free preview screening of Season 3. The event, hosted at The Fresno Art Museum, included fun giveaways, tasty treats and piping hot tea. Following the sumptuous feast, guests were invited to join all the Victoria fans in viewing the first hour of the second season of the show. Everyone was able to take their picture with Victoria and Albert cutouts wearing their own crown and sceptre.

Engineer It Girl!
Engineer it, Girl! is a free program hosted by ValleyPBS for kids grades K-3. Five workshops were presented by Chevron with a 64% increase in attendance from 2018. The goal of the program was to encourage youngsters, especially girls, to take an interest in engineering and give them an opportunity engage in hands-on projects and be exposed to professional women in STEM fields.

ValleyPBS hosted five workshops throughout Fresno County over a 10-week period with more than 800 kids and parents in attendance. At each workshop, kids learned different engineering concepts, watched episodes of Peg+Cat, met real women engineers and created their own engineering projects. At the end of each workshop they also met PBS Kids characters Peg+Cat.

Dog Days of Summer
ValleyPBS hosted its annual “Clifford’s Dog Days of Summer” program throughout Fresno, Tulare and Madera counties during summer 2019. Each of the ten sessions had the capacity of 40 children with their parents and almost every session was completely full. Families would listen to story time with their local librarian, meet and greet Clifford and receive their very own Clifford book to take home.

ValleyPBS Kids Nite
In September 2018, ValleyPBS hosted the ninth annual ValleyPBS Kids Nite at Fresno Chaffee Zoo. This event brought 3,000 attendees to the Zoo after hours for a special family event. Guests enjoyed meeting PBS Kids Characters, story time with the Man in the Yellow Hat, Make and Take Crafts, giraffe feeding, booth spaces and more. The evening ended with the viewing of a PBS Kids show on a large outdoor screen once the sun went down.
Station Tours, Career Fairs, Booth Spaces
ValleyPBS continued to connect with students through school visits and station tours. In 2019, our Production Manager was a guest speaker at five different school sites. During those visits, she met with approximately 625 middle and high school students and spoke to them about careers in broadcasting and the work of ValleyPBS.

In addition to visiting school campuses, students visited our station and studios for tour and mentorship opportunities. Members of our production team also served as Community Advisors for area school districts and helped video production teachers formulate their curriculum.

EDUCATION

Ready To Learn Workshops
Since 2012, ValleyPBS has provided over 1,950 Ready to Learn parent education workshops in partnership with local school districts and community organizations such as Fresno, Madera, Central, Parlier, Central Union and Selma Unifieds and the Fresno County Superintendent of Schools.

Workshops are provided in English, Spanish and Hmong, and verbal translation is also provided in Punjabi. ValleyPBS has distributed over 45,000 free children’s books and provided over 85,000 free school supplies to families participating in Ready to Learn workshops.

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

In 2019 alone, 468 parent workshops were held, and more than 9,000 individuals were served by the Ready to Learn Program. The Ready to Learn team of bilingual trainers and children’s group leaders grew to 38 and the program served more districts and schools than in any previous year. The Ready to Learn program also has a homepage (valleypbsfamilies.org), where the entire schedule of upcoming workshops can be viewed. Community members can support the program through donations of time, funds or materials or even become part of the Ready to Learn instructional team, if qualified.
Summer Learning Day

Held in June 2019 in partnership with Fresno Unified’s Parent University (the Parent Education Division of the 4th largest school district in the state, ValleyPBS’ 3rd Annual Summer Learning Day helped equip families whose children are learning English to discover new ways to enable their children continue to learn during the summer months when they are out of school.

Attendees participated in themed, educational enrichment activities while parents attended workshop sessions. Raffles, a character meet-and-greet with Splash as well as breakfast and lunch were provided for all in attendance. The event was based around Splash and Bubbles and had an ocean theme (Summer Learning Splash!).

Bright By Text

*Bright by Text* is a free, text message-based service that helps parents and caregivers make the most out of their time with their children by illustrating fun and easy activities, providing positive parenting tips and resources, tips for aiding a child’s physical development and much more. All information is provided via easy-to-read and implement texts and links to additional information or illustrative videos or images.

The program is proven to build nurturing caregiver-child relationships, and positively impact a child’s healthy development and school readiness. In addition to expert content, Bright by Text includes messages about events and resources specific to the Valley, like free museum days, health clinics, and preschool open enrollment periods.

To sign up, parents and caregivers with children under eight can text the word KIDS to 274448. They will receive two to five text messages per week, and each message includes a link to a landing page with more detail, short modeling videos, and links to related resources.

Currently, over 5,400 subscribers benefit from the service, with that number expected to continue growing this year as we partner with new organizations and community programs to partner with to share this great resource for families.

*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](http://valleypbs.org/about/public_docs.php)*