Enriching, educating and strengthening our diverse Valley community through the positive power of public media.
2021 LOCAL CONTENT AND SERVICE REPORT

ABOUT VALLEY PBS

Valley PBS, 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, Valley PBS 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 17+ 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 Valley PBS family of channels includes 18.1 HD, Valley PBS 24/7 Kids 18.2, Valley PBS Create 18.3 and Valley PBS 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: Cattle-Fornia, Busy Bees, Women in Ag, and The Creek Fire Debate.

Full episodes are available online: Video.valleypbs.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 hobby-ists 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, Zack Allen and David Boomer 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.

Travel locations included: Sierra Nevada, Iceland, Mt. Lassen National Park, Death Valley National Park and Channel Islands.

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

Reading Explorers

Valley PBS partnered with Fresno Unified School District to create learning opportunities for children in Pre-Kindergarten through the 3rd grade throughout the Central Valley. The daily lessons are taught by Fresno Unified School District teachers and are created to help students practice their reading skills and reinforce lessons from his or her classroom. Each lesson is taught by a certified instructor and was aired Monday through Friday from 6:30am-7:30am for the duration of the scholastic year.

Full episodes are available online: Video.ValleyPBS.org/show/reading-explorers/
LOCAL PRODUCTION: DOCUMENTARIES

Afterburn: The Creek Fire Documentary
Valley PBS in association with 18THIRTY Entertainment filmed an original documentary on the 2020 Creek Fire and its lasting impact on the Central Valley. Witness never before seen accounts from the fire line and how Shaver Lake was saved. A robust debate over the cause of the mega fires in the West from both sides of the fence. A look at how victims are rebuilding in the aftermath, and exclusive interviews with fire investigators, including the only statements direct from the head of the Sierra National Forest on the controversial cause of the Creek Fire.

The California 9/11 Memorial
Valley PBS and The California 9/11 Memorial commemorated the 20th Anniversary of the September 11th attacks with a special one-hour documentary looking at the efforts of Valley residents to honor the lives lost, educate students, and remember the unbreakable American spirit.

Original Documentaries are available online: Video.ValleyPBS.org/show/valley-pbs-original-documentaries

LOCAL PRODUCTION: SPECIALS

Common Threads Award Ceremony
Valley PBS celebrated the 2020 - 2021 Common Threads awards recipients, an award show honoring four women whose roots are in agriculture and have given their time, talent and treasure to our community and the future of the Valley. Common Threads Awards was supported by Fresno State’s Jordan College of Agricultural Sciences and Technology, and Ag One Foundation, and California Agricultural Leadership Foundation.

Mega Fires Community Conversation
With the goal to help folks better understand how Central California can live better with the coming wildfires, Valley PBS hosted an expert roundtable panel discussion with Dr. Hessburg, Cal Fire Retired State Director Ken Pimlott, Cal Fire Division Chief Fresno Kings Unit Jim McDougald, and San Joaquin Valley Air Pollution Control District Senior Policy Advisor Tom Jordon.

Nominate Your Neighbor 2021
Valley PBS honored the legacy of Fred Rogers and recognized the amazing ways our Neighbors helped their communities in 2020. The virtual awards ceremony honored the impact that Valley businesses, non-profits and individuals have had on their neighbors.

Original Specials are available online: Video.ValleyPBS.org/show/valleypbs-specials
LOCAL PRODUCTION: SPECIALS

Virtual World Ag Expo Breakfast 2021

When the World Ag Expo event went virtual in 2021, Valley PBS & California Agricultural Leadership Foundation produced the Virtual World Ag Expo Breakfast 2021 with keynote speaker Ross Bernstein. The Valley PBS Special was hosted by members of the California Ag Leadership Program Alumni.

Original Specials are available online: Video.ValleyPBS.org/show/valleypbs-specials

COMMUNITY ENGAGEMENT EVENTS

Family Circle Membership

Valley PBS Family Circle is a $20 per month membership that allows families to donate to the station and attend monthly, members only PBS Kids’ events all year. In 2021, Family Circle hosted over 400 guests at each of their events with 175+ family units as members.

In the first half of the 2021 year, members were invited to participate in virtual, interactive events hosted on Facebook as Valley PBS toured Patrick’s Music, Kearney Mansion Museum and Reedley College Flight Science Program. In the second half of the 2021 year, members are invited to participate in person to events including Island Waterpark, Fresno Grizzlies, United Skates, and the Fresno Chaffee Zoolights.

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.

Upcoming Family Circle events are available online: ValleyPBS.org/FamilyCircle

Winter Wonderland

Valley PBS, with support from First 5 California, hosted its inaugural “Winter Wonderland” event on December 18 & 19, 2021. Across two days, 2,911 attendees experienced a winter-themed Storyland amusement park at Roeding Park in Fresno where they met with Curious George, received a PBS KIDS activity book, visited with Santa Claus & Mrs. Claus for a holiday family photo, played in the snow, travelled downhill through the snowbanks on sleds and experienced the fairytale story creations that filled the amusement park.
COMMUNITY ENGAGEMENT EVENTS

Engineer It, Girl!

Valley PBS, with support from Chevron, hosted the “Engineer It Girl!”, free workshops for young kids who love problem-solving. Hosted in five cities throughout Fresno County during August and September 2021, each of the “Engineer It, Girl!” sessions invited 60 children from Kindergarten through Third Grade to create her or his very own projects in mechanical, electrical, environmental, chemical and acoustic engineering.

China Peak Premiere of Afterburn: The Creek Fire Documentary

Valley PBS hosted a free advanced screening of Afterburn: The Creek Fire Documentary at an outdoor venue at China Peak. One hundred and thirty-five attendees previewed the film, enjoyed refreshments and met with filmmaker Jeff Aiello on Tuesday, September 28, 2021. The advanced screening was made possible by China Peak Mountain Resort and Expo Rentals.

EDUCATION

Ready To Learn Workshops

Since 2012, ValleyPBS has provided over 2,000 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 Unified, Woodlake and the Fresno County Superintendent of Schools.

Workshops are provided in English, Spanish and Hmong, & verbal translation is also provided in Punjabi. Since 2012, Valley PBS 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 the Spring of 2021, while schools were shut down out of concern for COVID-19, Valley PBS hosted 41 free virtual parent workshops, and more than 3,000 individuals were served by the Ready to Learn Program. 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.

Upcoming Ready To Learn workshops are available online: ValleyPBS.org/ReadyToLearn
**EDUCATION**

**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 5,080 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.

Valley PBS holds television broadcasting licenses KVPT in Fresno, CA and K18 HD-D in Bakersfield, CA. For more public information and reports, go to ValleyPBS.org/reports-public-files/
Support the Shows
You Love!

Valley PBS has single empowering public mission: to serve our local community in the Central Valley. That's why your member support is so important. You are at the center of the mission of Valley PBS. You are the focus!

Please take a moment to make your investment in great television on Valley PBS.

ValleyPBS.org/Donate