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LOCAL CONTENT & SERVICE REPORT



TRUSTED. VALUED. ESSENTIAL.

ABOUT VALLEY PBS

Since Valley PBS first went on the air in April of 1977, the Station has been committed to enriching the lives of Valley residents through a combination of educational and entertaining programming and solid community outreach and service. Valley PBS delivers exceptional television to homes from Merced to Bakersfield.

MISSION & VISION

Valley PBS enriches, educates and strengthens our diverse Valley community through the power of public service media.

Valley PBS is the Valley's Preschool, Classroom, Stage for the Arts and Lens for Exploration, pointing citizens of all ages to destinations where their interests will be served, their spirits lifted and their voices and perspectives heard.

LETTER FROM JONATHAN GRAVES, CHAIRMAN OF THE BOARD

To our Valley PBS members and viewers;

Thank you for your continued support and investment in Valley PBS. We are proud to air engaging and informative stories from around the valley and the world. We are committed to being the premier valley storyteller exploring the incredible diversity of landscapes and people from Bakersfield to Modesto.

To help us in this task we are fortunate to have volunteers from across the Valley step up and agree to serve on the Board of Directors and the Community Advisory Board. We so appreciate that they share their time, talent and treasure to help Valley PBS be the best that it can be.

Wishing you a wonderful holiday season.



Jonathan "Jody" Graves
Board Chair

Board of Directors

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LETTER FROM JEFF AIELLO, PRESIDENT & CEO

To our dear supporters and members,

The end of a calendar year is a natural time to reflect. Even though fiscal calendars may sometimes split the traditional way we think of a year, looking back at how the last twelve months went is an important part of looking forward to the new year ahead.

For Valley PBS, 2022 was another strong year of accomplishments, milestones, and growth. **Let's start with that last one first.**

In the almost two years I've served our community as President and CEO of Valley PBS, it's been amazing to be a part of the growth of our staff. Not only have we added some bright, new talent to the team, but the staff members in place when I came on board have improved every aspect of the station's operations. From producing new content, to imagining new ways to connect with our younger audiences through programming and outreach, to growing our governing and community advisory boards to levels we haven't enjoyed in years, Valley PBS continues to be moving in a positive direction.

In June, the station had a big night at the Northern California Chapter Emmy Awards in San Francisco being recognized for excellence in several categories. We took home the Emmy Award for best public affairs programming for ***American Grown: My Job Depends On Ag***. We also won the Emmy for best historical documentary for ***Afterburn: The Creek Fire Documentary***, beating out some tough competition both here in Fresno and the Bay Area. ***Afterburn*** also won an Emmy for best promotional announcement, and for the second year in a row, ***Outside Beyond the Lens*** won the Emmy for best lifestyle program. In total, we were nominated for 6 Emmys this year and brought home 4!

Storytelling is at the heart of what we do and producing Valley PBS Original Documentaries and Series will continue to be a focus going into 2023.

In September, we brought you ***Tapped Out 2***, a straightforward look at water issues in California and a sequel to ***Tapped Out*** that first aired in 2017 on the station.

This December, we're proud to honor the important 100-year milestone since KMJ radio first signed on with a film celebrating the station's century of service.

In February, I'm personally excited to finally premier ***Unbroken Honor***, a documentary severely delayed in production due to the pandemic, but an important project that's now back on track. ***Unbroken Honor*** will tell the stories of the 442nd Regimental Combat Team and the Military Intelligence Service in World War II, both made up of Japanese Americans who were wrongfully sent to prison camps in this country after the Pearl Harbor Attack.

Look for 2023 to be the year of some big changes to the schedule on Valley PBS too. We'll be adding great new programs to the station's line up including some fun, new food shows, travel series and unforgettable documentaries.

In 2022, our membership and events teams did a great job building on the success of last year with new events added to our line up like **Kids' Night** in Visalia, our educational **Engineer It Girl!** Series, and are excited to bring back huge event hits like **Winter Wonderland** in Fresno this December.

Our pledge drives continue to be not only successful with fundraising, but continue to be a great way for all of you to enjoy premium experiences and gifts you can only get through supporting public television.

The financial outlook of Valley PBS has never been stronger. Now, teaming up with NETA Business Services to assist our accounting team, the auxiliary services division of the National Educational Telecommunications Association has proven to be a strong partner in protecting the station's financial health well into the future.

This is also a chance for me to personally thank all of YOU for helping us break a 40-plus year record in Major Gifts. In June, Valley PBS set a record for this important category of fundraising for the station made possible by your generous contributions and the invaluable work of our Director of Leadership Giving, Gary Renner. Thank you all, very much!

In closing, I just want to say what an honor it's been to serve our board, the staff, and all of you as the President & CEO of Valley PBS. Like many of you, I grew up watching this station as a kid, and after working in commercial broadcast television for nearly 40 years across the country, it's been my deepest pleasure to bring my experiences and love for storytelling to our local public television station.

The array of programs, educational partnerships, and community outreach we do, with your continued and treasured support, can only happen through the positive power of public television.

Thank you for believing in our commitment to making Valley PBS something we can all take pride in and to continue the legacy of a station that is truly trusted, valued, and essential.



Jeff Aiello
President & CEO



LOCAL PRODUCTION: Series

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, 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: Croatia, Kings Canon National Park, Tennessee State Parks, and many more.

Full episodes are available online:

[Video.valleypbs.org/show/outside-beyond-lens](https://video.valleypbs.org/show/outside-beyond-lens)



LOCAL PRODUCTION: 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: *AGdaptation*, *Women in Ag*, *Ag-versity* and many others.

Full episodes are available online:

[Video.valleypbs.org/show/american-grown-my-job-depends-ag](https://video.valleypbs.org/show/american-grown-my-job-depends-ag)

Reading Explorers

Valley PBS partnered with Fresno Unified School District to create learning opportunities for children in Pre-Kindergarten through the first 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 their classroom. Each lesson is taught by a certified instructor and was aired Monday through Friday from 6:30am-7:30am.

Full episodes are available online:

[Video.ValleyPBS.org/show/reading-explorers/](https://video.valleypbs.org/show/reading-explorers/)

Pilots, Props, and Planes

Pilots, Props and Planes is to television what Air Shows are to the general public. You don't have to own an airplane or be a pilot to "enjoy the show." Each program will include "Bill's Scrapbook", archival footage from the Phoenix Producers Group library.

Topics included: *Medi-Vac*, *Crop-Dusters*, *Police in the Air*, and many others.

Full episodes are available online:

video.valleypbs.org/show/pilots-props-and-planes/

LOCAL PRODUCTION: Documentaries

Tapped Out II

Tapped Out II explores the health of the Sacramento-San Joaquin Delta after nearly 30 years of environmental protection policies that use half of the state's developed water resources. Is it working?

Full program available online:

video.valleypbs.org/video/tapped-out-2-iemzfu/

LOCAL PRODUCTION: Digital First Video

Valley PBS Spotlight

Valley PBS Spotlight sets the stage to showcase the remarkable people and places that make up our Central Valley. These videos average 3-5 minutes in length and premiere online on YouTube, Facebook and Instagram. They are later broadcasted over the air.

Topics included: USS Hornet Survivor, Salt+Light, Visalia Vinyl King, and many others.

Watch online:

youtube.com/valleypbs | facebook.com/valleypbs | instagram.com/valleypbs



COMMUNITY ENGAGEMENT

ArtHop

ArtHop is a fully-immersive public arts experience and occurs every first Thursday of the month as a part of the Fresno Arts Council. This year, Valley PBS has participated as an official ArtHop venue opening our doors to artists as their gallery space and to all art enthusiasts as a stop on their exploration of art in downtown Fresno.

Green it Up! Cyberchase

Valley PBS partnered with WNET to support the 13th season launch of *Cyberchase*. Through the Green It Up program, Valley PBS was able to host an Earth Day of scientific exploration and environmental stewardship. The hands-on activities inspired kids to appreciate nature and a visit from Digit made the children smile. Valley PBS continued to work to bring a appreciation for the environment by connecting to students during the summer and distributing resources.

CAMP TV

The partnership with WNET continued during the preparation of the third season of *CAMP TV*. *CAMP TV* was aimed to bolster student learning and mitigate the learning losses over the summer. Valley PBS was selected to take part in the "Tell Me a Story" segment of the show. Valley PBS held an online competition to find a child reader so they can read a popular picture book on the show. Valley PBS shared the top 10 readers online with the winner appearing in an episode of the series.



COMMUNITY ENGAGEMENT

Engineer It, Girl!/Engineer It, Kids!

The *Engineer It Girl!* and *Engineer It, Kids! (EIG)* workshop series aims to encourage girls and all kids to get involved in engineering at a young age. The focus on girls is to help with the STEM gap. Women make up less than 30% of the workforce in science, technology, engineering, and math careers. At young ages, girls may still be interested in working as scientists, engineers, or inventors, but are often discouraged as they get older. EIG helps foster that interest and shows a career path with female Engineers discussing their career.

This year, EIG traveled to 10 locations throughout Kern and Fresno counties, focusing on the more underserved towns and communities in our region like Del Rey, Laton, McFarland, and Wasco.

Topics include: Acoustical Engineering, Civil Engineering, Environmental Engineering, Electrical Engineering, and Mechanical Engineering.

Hats Off to Reading

Valley PBS partnered with the Fresno Housing Authority to support the love of reading with Hats Off to Reading. The reading tour visited 8 sites as Valley PBS hosted a storytime, distributed books to all participants, and brought along a furry feline to meet all the kids - Cat in The Hat!

RTL Learning Neighborhoods

This Fall, Valley PBS was awarded by Corporation for Public Broadcasting with a Ready To Learn Grant. The training and planning grant will help develop Learning Neighborhoods, an innovative model of community engagement designed to extend the reach and impact of Ready To Learn-funded PBS KIDS early learning resources to local communities.

Hiding in Plain Sight

In partnership with WETA, Valley PBS expanded the outreach for *Hiding in Plain Sight: Youth Mental Illness*. Valley PBS held two local screenings of the program and hosted community conversations with local mental health professionals and youth who sought help. The conversations were recorded and produced into two 30 minutes specials that were broadcasted in conjunction with an encore airing of the 4-hour, 2-part documentary.

COMMUNITY ENGAGEMENT

Kids Expo

Valley PBS and the Visalia Mall partnered to bring together community resources, food trucks, back to school supplies, and lots of fun for families. Kids got to see and interact with tractors, firetrucks and police cars up close. Valley PBS distributed over 3,000 backpacks filled with back to school essentials at no cost to the families made possible in part by Ruiz Kids and First 5 Tulare County.

Kids Nite at ImagineU

Valley PBS hosted a night to remember for young ones and the young at heart at ImagineU Children's Museum in Visalia, CA. Over 300 people joined in the fun with entertainment for all.

Activities included: nighttime at the museum, a silent auction with items for families to enjoy together, a visit from Daniel Tiger and many more.

Winter Wonderland @ Storyland

In December 2022, Valley PBS hosted the 2nd annual Winter Wonderland @ Storyland. The event brought snow to the Valley floor with a sledding hill and snow play area. There were musical performances on the amphitheater stage, visits with Curious George, and photos with Santa in the Castle.

This year will feature twice the snow and even more entertainment.

Valley PBS Family Circle

The award-winning membership program was back to full effect with a line-up on in-person events throughout the year. The Family Circle membership was designed to engage with the families of our youngest viewers. For only \$20/month, the entire family gets to experience unique adventures and some of the most popular destinations.

Events included visits to: The Cat Haven, The Island Waterpark, Visalia Rawhide, and many others.



PRESCHOOL



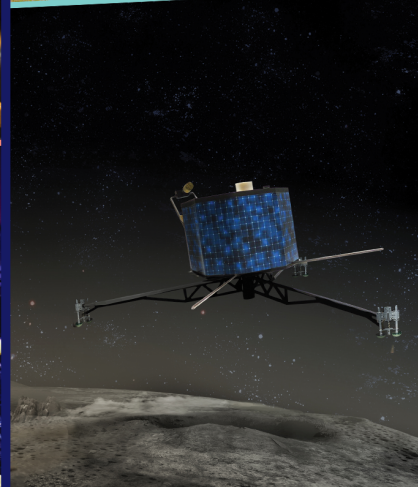
CLASSROOM



STAGE FOR THE ARTS



LENS FOR EXPLORATION



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

