

Valley  PBS



20
23

TRUSTED. VALUED. ESSENTIAL.

LOCAL CONTENT & SERVICE REPORT

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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,

On behalf of our directors and advisors, I'm proud to extend our heartfelt gratitude to you for supporting and engaging with Valley PBS this year. We are fortunate to live in a community as rich in people, beauty, and productivity as the San Joaquin Valley—and to have a platform like Valley PBS to share stories and experiences centered in this wonderful place.

Special thanks are due to the Board of Directors and the Community Advisory Board who volunteer their time to ensure we are serving and representing the Valley's diverse communities—and, of course, we owe a debt to the talented professionals who steer the ship so ably and the visionary creators who produce the content that makes Valley PBS a destination for inspiration, education, and fun.

We look forward to another enriching year with you!

A handwritten signature in dark ink, reading "Jonathan Graves". The signature is fluid and cursive, with a large loop at the end.

Jonathan “Jody” Graves
Board Chair

LETTER FROM JEFF AIELLO, PRESIDENT & CEO

Dear Valley PBS members and supporters,

I'd like to express our deepest gratitude for your unwavering support of Valley PBS. Your commitment has been the cornerstone of our success, allowing us to bring quality programming to homes across the region.

Thanks to your generosity, we've been able to produce engaging content that educates, entertains, and enriches the lives of our viewers. Your contributions have enabled us to maintain our mission of providing informative and inspiring content for diverse audiences.

As we reflect on 2023, we are thrilled to share some exciting news about the future of Valley PBS. This year promises to be a groundbreaking one as we unveil a captivating lineup of new programs that celebrate the hearts and minds of our community. From thought-provoking documentaries in our *Valley PBS Viewfinder* franchise to entertaining new local series coming soon, we're committed to delivering content that resonates with you.

New seasons of both our Emmy Award-Winning series, *Outside Beyond the Lens* and *American Grown: My Job Depends On Ag* are broadcasting and streaming now and soon, new, locally-produced series here at Valley PBS will explore education and how our young people are entering the workforce through careers in the trades.

We'll also be adding more programming to our agricultural content with a fresh new look to the Valley PBS series *Valley's Gold*!

These are just a sample of the innovative programs we have in store for you.

Our Events and Development Team continues to reach out to audiences in person across the valley as well. In December, our “Winter Wonderland” event was another huge success and our “Engineer It, Girl” outreach program continues to inspire children from Bakersfield to Merced in cooperation with our valued corporate partners.

Your continued support fuels our passion for creating content that not only entertains but also informs and inspires. With your help, we look forward to reaching new heights and making a lasting impact on the lives of our viewers.

Once again, thank you for being an integral part of the Valley PBS family. Your dedication ensures that we can continue to deliver the high-quality programming you've come to expect. We can't wait to share this exciting journey with you and embark on a year filled with captivating stories and enriching experiences.

Warm regards,

A handwritten signature in dark ink, reading "Jeff Aiello". The signature is stylized and cursive, with a large loop at the end.

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 Canyon National Park, Tennessee State Parks, and many more.

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



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 available online:
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 were taught by Fresno Unified School District teachers and were created to help students practice their reading skills and reinforce lessons from their classroom. Each lesson was taught by a certified instructor and was aired Monday through Friday from 6:30am-7:30am.

Full episodes available online:
video.valleypbs.org/show/reading-explorers



VALLEY PBS SPOTLIGHT

Valley PBS Spotlight sets the stage to showcase the amazing people, places, and organizations that exist and thrive in the Central Valley. From state parks and mom-and-pop shops to record collectors and beekeepers, *Valley PBS Spotlight* highlights it all!

Full episodes available online:
video.valleypbs.org/show/valley-pbs-spotlight



ROY'S WORLD

Central California has a vibe that is unique in itself! Explore the wonders found in the cities and towns of the Central Valley from the late-night latitudes of the Central Coast to the scenic wonders of the Sierra in Valley PBS' series, *Roy's World*, with Roy Sizemore.

Full episodes available online:
video.valleypbs.org/show/roys-world

LOCAL PRODUCTION: Series



TEEN TALK

Growing up can be tough. The number of children reporting poor mental health is increasing. Parents and schools can help to build strong bonds with students. Opening avenues of dialogue and creating protective relationships with our children to help them grow into healthy adulthood.

In partnership with mental health experts and professionals, Valley PBS brings the conversation directly to you. Each *Teen Talk* featured a panel filled with clinicians, school personnel, and young adults to destigmatize mental health issues and begin the conversation.

Full episodes available online:
valleypbs.org/teentalk



VALLEY PBS VIEWFINDER

Valley PBS Viewfinder is an exhilarating journey into the world of documentaries, airing every Sunday at noon. Get ready to be enthralled by a captivating lineup of thought-provoking and educational films sourced from across the globe. But that's not all – we're on a mission to nurture and empower our homegrown talent, giving young filmmakers the spotlight they deserve! It's a vibrant platform where budding storytellers can shine and share their unique perspectives with the world.

Full programs available online:
valleypbs.org/viewfinder



THE BIG TELL SHOWCASE

Early 2023, *The Big Tell* awarded 13 grants of \$8,000 each for the creation of short films showcasing the incredible people, places, and activities that make the Central Valley so remarkable. Winners had three months to complete their short films and received one-on-one mentorship from Emmy-nominated documentarian Sascha Brown Rice.

Full programs available online:
valleypbs.org/thebigtell

LOCAL PRODUCTION: Documentaries



UNBROKEN HONOR

In this Valley PBS Original Documentary, filmmaker Jeff Aiello explores a dark chapter in American history again, the wrongful imprisonment of Japanese Americans in WWII, and the stories of heroism, bravery and honor that were born in war. Explore the formation of the all-Nisei 442nd Regimental Combat Unit, the Military Intelligence Service, and the unimaginable sacrifices that resulted.

Full program available online:
video.valleypbs.org/video/unbroken-honor-8vfwswb/



CENTRAL VALLEY HONOR FLIGHT: THE TEAM BEHIND THE MISSION

What does it take to make a Central Valley Honor Flight happen? The timing, the care, the logistics, and the dedication of the people behind-the-scenes of this were the focus of this ValleyPBS Original Documentary. See how they pay it forward to our veterans on every flight.

Full program available online:
video.valleypbs.org/video/central-valley-honor-flight-the-team-behind-the-mission-mjt2yh/



KMJ: 100 YEARS IN THE VALLEY

In this Valley PBS Original Documentary, filmmaker Jeff Aiello tells the story of KMJ's rich history as it celebrates 100 years of being on the air. From its beginnings in music and popular serial programs to the leading news talk powerhouse station that it has become today, the journey of KMJ's past is revealed by current and former on-air personalities who bring this story to life.

Full program available online:
video.valleypbs.org/video/kmj-100-years-in-the-valley-ppkwd/



FORT WASHINGTON COUNTRY CLUB: 100 YEARS

A love letter to the game of golf. A rare look into the 100-year history of Fresno's Fort Washington Country Club and its connection to a past we can all identify with.

Full program available online:
video.valleypbs.org/video/fort-washington-country-club-100-years-seplyr/



COMMUNITY ENGAGEMENT

ART HOP

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 its doors to artists as their gallery space and to all art enthusiasts as a stop on their exploration of art in downtown Fresno.

ENGINEER IT, GIRL!/ENGINEER IT, KIDS!

The *Engineer It Girl!* and *Engineer It, Kids!* (EIG/EIK) 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 8 locations throughout Kern and Fresno counties, focusing on the more underserved towns and communities in our region like Del Rey, Taft, Huron, and Mendota.

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

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 in November 2023. Children were encouraged to explore their imaginations and learn through creative play with the characters and the many activities offered. Over 400 people joined in on the fun and entertainment for all.

The activities included: nighttime at the museum, a silent auction with a variety of items for families to enjoy together, vendor and community resources, a fun visit from Donkey Hodie, and many more.

WINTER WONDERLAND AT STORYLAND

In December 2023, Valley PBS hosted the 3rd annual Winter Wonderland in collaboration with Storyland. With over 1000 people in attendance, families were able to get into the holiday spirit in our very own Central Valley with many festive activities to enjoy.

The event brought over 30 tons of fresh real snow to the Valley floor on both days with a sledding hill and snow play area where thrill was had. And if the snow wasn’t enough, there was also a foam party for double the fun.

Families also had the opportunity to encounter Curious George and the Grinch, beloved fan-favorite characters, and snap a photo with them. The Gingerbread Man also made appearances throughout the day for even more memorable snapshots.

In addition, there were photo opportunities with Santa Claus in the castle where families were able to have a heart-to-heart chat with him.

A Reptile Ron show was also available for eyes to enjoy. With multiple exotic animals present, the show was both educational and entertaining, bringing an informative aspect to the holiday festivities.

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 exclusive and monthly adventures at some of the most popular destinations. Becoming a member also supports all of the quality and beloved programs on Valley PBS and the Valley PBS Kids Channel.

The locations we visited with Family Circle in 2023 included: The Cat Haven, The Island Waterpark, Mariposa Butterfly Festival, Lemoore Raceway, United Skates of Clovis, and many more.



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

