



2020 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



The winning entry for KEET's *Celebrate the Vote* contest, held in partnership with the Humboldt County League of Women Voters. Submitted by Eureka High student Zoe LoCicero.

KEET-TV KEET uses media to enrich lives in our communities.



KEET-TV is a valuable community asset.

We provide our audiences with local programs to learn more about issues specific to our region.

We produce and air local candidate forums in partnership with the Humboldt County League of Women Voters.

We produce discussions with state and federal representatives addressing issues of local and regional importance, giving residents a chance to interact directly with their congressional representatives.

In 2020, KEET-TV provided this vital local service:

North Coast Perspectives Special Edition: In response to the COVID-19 pandemic, KEET's monthly news and public affairs programs, **Conversations** and **North Coast Perspectives**, reinvented themselves as a single weekly show: **North Coast Perspectives Special Edition**. Each Friday, the show was dedicated to keeping the public informed about the ever-changing COVID-19 situation in the counties we serve. In October, the show rebranded itself as **Headline Humboldt** as it reintroduced coverage of issues beyond COVID-19.

KEET-TV's local service had deep impact along the North Coast.

Our focus in 2020 was COVID-19. By presenting up to date information from, among others, the Humboldt County Office of Emergency Management, the Humboldt County Sheriff's Department, the Humboldt County Office of Education and the City of Eureka Mayor's Office each week, KEET showcased the efforts in our local community to address this unprecedented health crisis.



2020 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

In 2020, KEET-TV collaborated with many community members, volunteers and organizations in our effort to provide meaningful community service.

These collaborations resulted in programs and series such as **HEADLINE HUMBOLDT**, **HOMEWORK HOTLINE** and new local productions supporting national programs like **ASIAN AMERICANS**, **AMERICAN PORTRAIT** and **CELEBRATE THE VOTE**. Work also began on an important new arts series produced in collaboration with the California Arts Council called **STUDIO SPACE**.

KEET-TV transformed its two monthly discussion programs into a single weekly show called **North Coast Perspectives Special Edition** (now **Headline Humboldt**), primarily talking the COVID-19 pandemic and its effects on the communities we serve. Regular contributors to the show included Humboldt County Health Office Director Dr. Teresa Frankovich, Eureka Mayor Susan Seaman and Humboldt County Sheriff Billy Honsal. Some lighter segments were also part of the show, including short pieces submitted by viewers focusing on how they were coping with the pandemic. And there were segments featuring local poets reciting their pandemic-inspired works.

HomeWork Hotline continued to be an outstanding example of community involvement and support. Local math, science, English and history teachers presented lessons designed to coincide with the curriculum currently being taught in the local schools. While the show continued to air live every Tuesday and Thursday afternoon during the school year, repeats of the show were added on Wednesday and Thursday mornings in order to be available as the online school day wound down for local students. And each week's shows aired as a one-hour block every Friday as part of the WORLD channel's in-home Grades 6-12 Educational Block. KEET continued live streaming **HomeWork Hotline** on YouTube, and the programs are archived on the program's own **HomeWork Hotline TV** YouTube channel.

KEET-TV continues to be committed reflecting this community back to itself with local programming. Here are just a few examples:

In conjunction with the PBS series **The Vote**, KEET and the League of Women Voters of Humboldt County partnered to record a series of short segments from the community called *Celebrate the Vote* to highlight the importance of women getting the right to vote in 1920. These stories aired on KEET and on KEET's YouTube channel, while audio versions were created and made available to local radio stations. Shorter pieces in this series were broadcast on KEET as interstitials during primetime programming leading up to Election Day 2020. These stories were gathered throughout our different viewer communities as we reached out to senior centers, youth organizations, Latino Net and other organizations. KEET also held multiple virtual screenings of **The Vote**, accompanied by facilitated panel discussions. The panelists included current and former female mayors and women of influence, including business leaders, nonprofit leaders and creative arts organizational leaders. Finally, KEET worked with the League of Women Voters and our local school systems to promote a contest which addressed the value of voting and the 19th Amendment, as well as 100 years of women's suffrage. Entrants could use any medium they wished: poetry, essays, art, video, etc. to examine how the women's vote has influenced life in the US today and compared women's rights in the United States to those in other countries. The winner's art piece was featured in the local newspaper and was featured on KEET's website.

KEET has been heavily involved in the PBS **American Portrait** project, having won awards in all three grant cycles to collect, produce, present and preserve stories of life along the North Coast, pre- and post-COVID. The station has collected dozens of stories that have been presented on the KEET YouTube channel as well as submitted to the national **American Portrait** portal. KEET also produced a half-hour special compiling the best of these stories in the latter part of 2020 that will air in early 2021.

KEET's newest documentary **Harmony in the Eel River Basin** debuted in December, 2020. In partnership with the Eel River Recovery Project and the Institute for Sustainable Forestry, this documentary looks at how to improve biodiversity and return the streamflow on the Eel. There is a discussion about forest management, including the reintroduction of using controlled burns on public and private lands to manage the forest better. Film producer David Thompson worked closely with local experts with extensive knowledge of the Eel River Basin to guide viewers through this watershed and provide answers on how to be stewards to the land. All have a common goal to reshape the public consciousness around the Eel River and encourage active participation and communication with all who care for the natural world. **Harmony in the Eel River Basin** was produced with a grant from PBS and **The Age of Nature** series.

KEET-TV Showcases the Diverse Cultures of its Community

In conjunction with the world premiere of the PBS series **Asian Americans**, KEET reached out to Humboldt County's local Asian American community, collecting the untold stories of local Asian Americans and their lives on the North Coast. The focus was on how the diverse generations of the Asian American community have thrived, creating a sense of place and belonging by tearing down barriers that have existed in Humboldt County since the Chinese Exclusion of the 1880s. The stories collected were aired on KEET and preserved on KEET's YouTube channel as well as at the Humboldt State University Library. KEET also hosted several virtual panel discussions as part of this project.



KEET-TV Has Helped Kids Succeed for 15 Years

Now in its 15th season, **HomeWork Hotline** is a live program to assist students in grades 3 to 12 with their math and science homework questions. This year, the scope of the show was expanded as we added English and history to the mix of subjects covered. The show's airtimes were also expanded, airing during the children's block on KEET-HD as well as on KEET's World Channel in addition to its usual airtime.



KEET-TV Supports the Arts in its Community

KEET broadcast the local arts college Dell'Arte's holiday performance of *Hansel & Gretel* just prior to Thanksgiving 2020. This is usually performed around the community but, due to COVID, could not be presented in the usual manner. There was no audience present for this production, and our crew observed heightened COVID protocols that included all crew wearing upgraded filtration masks and goggles in addition to following our usual in the field procedures.





2020 LOCAL CONTENT AND SERVICE REPORT SUMMARY



**“I like seeing the local news stories on KEET and hope that, when the pandemic is over, *Headline Humboldt* continues.”
– Sarah Turner, Eureka, CA**

KEET-TV PARTNERSHIPS:

Arcata Playhouse
Arkley Center for the Performing Arts
Center Arts
Clarke Museum
Dell'Arte International
Eel River Recovery Project
Eureka Symphony
Eureka Theater
First 5 Humboldt
Humboldt Botanical Gardens
Humboldt County Office of Education
Humboldt State University
League of Women Voters
Minor Theater
Morris Graves Museum
North Coast Dance
The Old Steeple and our hundreds of volunteers from local businesses, non-profits, education and so many more.



On location in Eureka's Old Town for a socially distanced production session for **American Portrait**.

Through community outreach efforts and locally-produced television programming, KEET-TV enriches the lives of our community by offering them a chance to learn about the world, our community and themselves.
