

2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

KIXE PBS thanks its members and volunteers for their continued support. KIXE PBS has thrived for fifty -Eight years because of local support.

KIXE PBS is committed to bringing quality programming and a relevant local presence to California’s Northeastern most counties. Community involvement is essential to KIXE PBS’ ability to best serve our viewers.



KIXE PBS is a valuable part of the North State’s advancement.

Since its inception in 1964, KIXE PBS has provided services and programming that have helped shape the landscape of the California North State.

Through outreach and thoughtful programming, we have been here for our communities - helping to educate, enlighten and entertain our viewers

We have been a viable resource helping to insure and facilitate the viewing needs of the diverse population that we serve.

In 2022, KIXE PBS provided these vital local services:

- Provided a monthly screening program offering a film and discussion about important social issues.
- Offered books and a Storytime to children in our studio and in their communities
- Continued our commitment to local content with “Chad Bushnell: North State Roots”

KIXE PBS local services had deep impact in the North State.

KIXE’s broadcast area is one of the largest in California – About one fifth of the state.

We cover a diverse group of viewers, from farmers in the North to cultural centers in the South.

KIXE PBS has expanded its reach by adding streaming content online.



KIXE PBS' broadcast area covers a 130-mile radius that includes ten mostly rural California counties. These ten counties encompass an area approximately the size of Indiana. Today, KIXE PBS is one of the most watched TV stations in our area, serving nearly 600,000 people with more than 74,000 television households tuning into Channel 9 each and every week. KIXE PBS educates people with a blend of local and national programming featured on three digital broadcast channels, our main channel streamed on our website, OTT services or video on demand. Our need and commitment to becoming more locally relevant has been realized by KIXE PBS increasing the number of local productions.

We live in a unique area in the far northern end of California's Central Valley. Our viewing area is primarily agricultural and mountainous woodland. Being very rural our largest cities, Redding and Chico both hold a population around 100,000. As a public broadcaster it is our responsibility to be relevant to as many of our viewers as possible. Our goal is to provide programming and services that help enhance the communities in which we live and serve.

KIXE PBS serves children weekly with nearly fifty hours of broadcasting geared toward education for a younger audience. The real advantage of our children's block is its lack of commercial messaging. Pairing the lack of interruptions with content, parents are never afraid to leave their children in front of the television. With KIXE PBS, families have a solid place on the dial for children to learn and grow. We have expanded our outreach for children by helping to provide quality books to children in our poorest areas.

Over the last year KIXE PBS has attempted to use our broadcast service for the benefit of many of our local groups. We not only desire to serve a broad audience, but at times must target the individual groups that make up the bigger community picture. Utilizing both our partnerships and our air signal enabled KIXE PBS to connect more people to information that is helpful and relevant to their lives.



KIXE PBS Highlights

July 2021

July 8th- Igo/ Ono School book distribution. (every child in the school received a book.

July 15th- KIXE Storytime Virtual

August 2021

Aug 7- Kohls NVCSS Back to School event.

Aug 4th- Redding Rancheria Health fair

August 19th-KIXE Storytime Virtual

September 2021

September 16th-KIXE Storytime

September 25 - Mister Rogers Day – a celebration of kindness and walk.

October 2021

October 4th – Manton Apple Festival

October 21st- KIXE Storytime in person

October 21 - ITVS/OVEE Indie Lens Pop Up Screening and Discussion – “Storm Lake”

November 2021

November 17th- Redding Library Storytime w/ Character

November 18th- KIXE Storytime in person

November 30, 2021 5:30 PM Prediabetes OVEE event –

December 2021

December 8th- Orland Library Storytime w/ Clifford the Dog

December 9th- Turtle Bay Storytime w/ Clifford the Dog

January, 2022

January 19th- Raffle Raffle event w/ Cookie

January 20 - ITVS/OVEE Indie Lens Pop Up Screening and Discussion – “Missing in Brooks County”

February 2022

February 17th Storytime Virtual

February 17 – ITVS/OVEE Indie Lens Pop Up Screening and Discussion – “Apart”

March 2022

March 17th- KIXE Storytime in person

March 17 - ITVS/OVEE Indie Lens Pop Up Screening and Discussion – “Writing with Fire”

April 2022

April 5th Week of the Young Child event. A KIXE parking lot drive thru event (Safety Zone).

April 21st- KIXE Storytime virtual

May 2022

May 4th- Shasta Community Health Center Storytime virtual w/ costumed characters

May 14th- Drive Thru Children’s Festival in Weaverville w/ costumed characters

May 17 ITVS/OVEE Indie Lens Pop Up Screening and Discussion “When Claude Got Shot”

June 2022

June 15th- Willows Library w/ costumed characters

June 22nd- Red Bluff Library w/ costumed characters

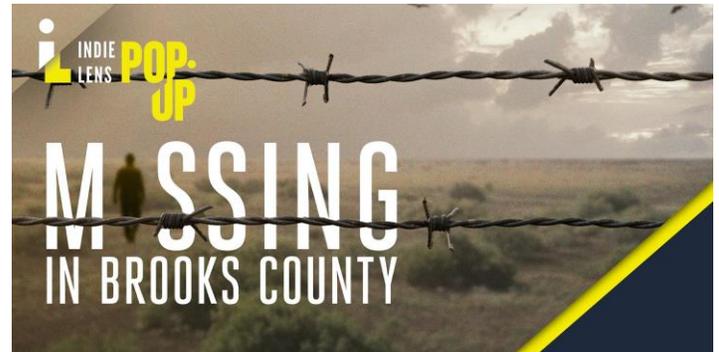
June 24th- Colts 45 Baseball night w/ costumed characters

June 25th- Champions for Children’s event Turtle Bay



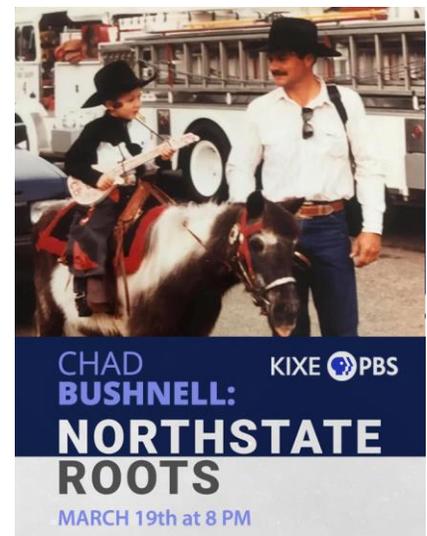
Indie-Lens Pop Up film & Panel

In conjunction with Indie-Lens Pop Up KIXE PBS offered a monthly series of Five social issue documentaries. Each Film concluded with a panel discussion with experts who shared their thoughts on the topics covered.



Chad Bushnell: North State Roots

A documentary featuring the music and life of Red Bluff's own Chad Bushnell. Featuring Chad's family, local radio personalities and Theater managers from the area.



KIXE PBS Storytime

The third Thursday of each month KIXE PBS host a Storytime in our studio. A story is read, a craft is taught, snacks are provided and a generous grant from First 5 Shasta provides a book to each attendee.



KIXE STORYTIME
3rd Thursdays
at KIXE Studios

RSVP
mcaprini@kixe.org



Mr. Rogers' Day returns after two-year absence.

KIXE PBS' annual Cardigan Fun Walk and Day of Activities returned after two years to the Anderson River Park in September of 2021.



Reach in the Community:

The free annual event is held at the centrally located Anderson River Park. Hundreds of families attend and can participate in many activities held by several local non-profits, law enforcement, Anderson Fire Department and various agencies. The highlight of the event is a themed trail walk through the woods surrounding the park.

Partnerships:

Sponsors for the event included Cornerstone Community Bank, First 5 Shasta and J.F. Shea Construction. Groups in attendance included California Fish and Wildlife, North Valley Catholic Social Services and Far Northern Regional Center.

Impact and Community Feedback:

The event is always well attended and is an important part of KIXE PBS' annual outreach.

Northern California has one of the broadest areas where a large number of viewers still receive their public television programming by antenna



2022 Highlights

- *Monthly KIXE PBS Storytime*
- *Online documentary screener series*
- *KIXE PBS participated in local events throughout the North State*

With support from our local communities we continue to offer educational television and community outreach.

Whether we are providing an educational film series addressing serious topics or helping to get information to fire victims, KIXE PBS is dedicated to the goal of helping enhance local education.



From production to clerical work KIXE PBS could not exist without the support of its members and volunteers.

KIXE PBS continues to offer quality programs and services to our large diverse Northern California region.