KIXE PBS 2023 Overview

Community Engagement and Literacy
Hosted KIXE PBS Storytime at local libraries and schools, promoting literacy and donating books to children.

Environmental Education
Partnered with Shasta College for Water Wise lectures, teaching sustainable gardening practices and producing a local yard makeover series.

Cultural and Educational Screenings
Organized ITVS Screeners, including "IL PopUp's Bridge Builders" and "Free Chol Soo Lee," fostering community dialogue and exploration.

Health and Wellness Initiatives
Conducted events like "Live Your Best Life-Stop Diabetes Before it Starts" and celebrated "Mister Rogers Day" to promote community health and well-being.

Safety and Educational Outreach
Hosted the "Week of the Young Child - Safety Zone" event, focusing on child safety education with the involvement of local service organizations.

Documentary Productions
Produced documentaries like "North State Together" highlighting the work of rural educators, "Trinity Center Then and Now" exploring local history, and the Fire Safety digital series in collaboration with the Shasta Fire Safe Council, featuring expert Carl Skinner on wildfire management and safety.

For 60 years, KIXE PBS has committed to deepening community ties and sparking curiosity through the platform of public media.
Your Local Public Television Station since 1964

KIXE PBS 2023 Highlights

In 2023, KIXE PBS embraced its mission to provide informed content and enrich the Northern California community. Our vision of an informed and active community led to expanded reach and deeper impact. Notable highlights of the year underscore our commitment to education, environmental stewardship, community engagement, and safety.

From KIXE PBS Storytime, inspiring young readers at local libraries and schools, to our partnership with Shasta College for the Water Wise lecture series, we ignited curiosity and community spirit. Thought-provoking documentaries in collaboration with ITVS Screeners fostered meaningful dialogues, and our annual events, including Mister Rogers Day, celebrated our shared values while garnering support for our programming.

Our dedication to education and safety shone through the Week of the Young Child - Safety Zone event, and our commitment to local history and environmental awareness was evident in documentaries like "North State Together" and "Trinity Center Then and Now," as well as the informative Fire Safety digital series featuring Carl Skinner.

As we reflect on these accomplishments, we celebrate the strength of community and the significance of our mission. This year's journey of engagement, learning, and growth sets the stage for an even more impactful future.

As we reflect on our accomplishments and achievements for the past year, we renew our commitment to serving the needs of our community. As we look ahead our direction is clear: a renewed focus on understanding and addressing the needs of the North State. This means continuing to deliver the content you rely on and ensuring that our programming is as impactful and relevant as possible.

I want to extend my deepest gratitude to everyone in our KIXE PBS family – Our staff, volunteers, members, sponsors and viewers – for your support. Your dedication is the cornerstone of our success and the fuel for our future endeavors.

Together, we're poised to make even greater strides in enriching our community. I'm excited about what we can achieve together, and I look forward to leading us into a future filled with promise and potential.

Thank you for your trust and support.

Rob Keenan, General Manager
Local Content & Services

In a year of both challenges and triumphs, KIXE PBS has pursued its mission to enrich Northern California with informed, engaging content and services. Our efforts this year were geared towards not just broadcasting quality programming but also fostering a stronger community through education, environmental stewardship, and public engagement. From children's educational TV to the critical discourse on fire safety and environmental conservation, our initiatives reflect a commitment to empowering our audience and inspiring action.

Storytime

KIXE PBS Storytime stands for our commitment to nurturing a love for reading and literacy among Northern California children. By bringing storytime sessions directly to local libraries and schools, we've shared the magic of storytelling with book donations and character visits.

Water Wise Lectures

This series, focusing on sustainable gardening, brought together Master Gardeners to explore crucial topics like composting, the use of native plants, and greywater recycling. Enhancing our educational outreach, we embarked on a local yard makeover project, transforming it into a living classroom.
Indie Lens PopUp Screeners Series

KIXE PBS' ITVS Screeners series was a testament to our commitment to engage the community with thought-provoking documentaries and enriching discussions. Partnering with local venues like the Shasta County Arts Council at the Old City Hall Arts Center, we've presented a diverse range of films. Each screening was complemented by a live Q&A session, with an innovative twist: we offered simultaneous online virtual screenings. This approach allowed viewers, both in-person and online, to participate actively with the live panel, fostering a more inclusive and interactive dialogue.

"Love in the Time of Fentanyl" provided an insightful look into the opioid crisis, focusing on a Vancouver community's fight to save lives with harm reduction strategies amidst the fentanyl epidemic. We provided a panel discussion and Narcan demonstration.

"Storming Caesar's Palace" chronicled a group of mothers in Las Vegas who challenged welfare policies to create community changes, emphasizing empowerment and social reform.

"Free Chol Soo Lee" told the story of Chol Soo Lee, a Korean immigrant wrongfully convicted of murder in the 1970s, underscoring themes of justice and racial solidarity.

"Bridge Builders" explored the efforts of local individuals and organizations working to bridge cultural, social, or political divides, highlighting the importance of cooperation in Northern California.
Community Health and Wellness Events

KIXE PBS promoted health and wellness in 2023 through engaging events. The "Live Your Best Life - Stop Diabetes Before it Starts" seminar empowered attendees with knowledge on healthier eating and lifestyle choices.

The family-centric Mister Rogers Day celebrated the values of kindness, understanding and well-being, featuring activities that encouraged physical health and emotional support, proudly brought to the community with the support of partners like National Park Service, Shasta Family YMCA, Anderson Union High School Band, First 5 Shasta, California Highway Patrol, Healthy Shasta and more.

Safety and Educational Outreach

The "Week of the Young Child - Safety Zone" event underscored KIXE PBS’s dedication to keeping our children safe. Collaborating with local law enforcement and service organizations like California Highway Patrol, U.S. Forest Service, CAL FIRE, Redding Police Department and more, this fun and exciting day gave valuable education to young children and their families, featuring interactive learning experiences with trusted community helpers.
**Documentary Productions and Special Screenings**

**North State Together**
This documentary shines a light on the groundbreaking efforts of rural educators in Northern California, aiming to uplift communities through education. "North State Together" examines the origins and achievements of a collaborative initiative focused on enhancing socio-economic conditions, highlighting the power of local solutions and partnerships. It showcases the initiative's success in creating opportunities, such as internships for high school students, and implementing a data dashboard for real-time insights.

**Trinity Center Then and Now**
Dive into the rich history and transformation of rural Trinity County with "Trinity Center Then and Now." This documentary revisits the area's past, exploring life before the construction of Trinity Lake. Through stories, photos, and personal accounts, it captures the essence of the community and the impact of environmental changes, celebrating the resilience of small-town Northern California.

**Fire Safety with Carl Skinner**
In collaboration with the Shasta Fire Safe Council, KIXE PBS launched the FIRE Safety digital series, featuring expert Carl Skinner. This series educates the community on critical topics like fire risk management, climate change's impact on wildfires, and sustainable forest management practices. Skinner, with his extensive background in fire science and forest management, provides invaluable insights into living safely and sustainably in fire-prone environments.

Each of these productions underscores KIXE PBS' commitment to delivering content that informs and educates, highlighting the importance of history, education, and safety in Northern California.
Financial Overview

This year, KIXE PBS accomplished its mission with generous help of our supporters.

Our diverse funding sources, including Corporate Support, Grants, Endowments, and viewer contributions through Memberships, Auctions and Special Events like Mister Rogers' Day, have been instrumental in our journey.

Despite facing significant expenses for essential broadcast infrastructure upgrades and emergency repairs, our community's support has been proof of our shared commitment to education.

These challenges have shown the importance of flexibility and community support in sustaining our operations and enabling us to continue serving Northern California.

$2,156M
Annual Budget

Annual Budget Breakdown

Membership 14%
Underwriting 11%
Auction 5%
Grants 5%
Events 1%
CPB 41%
KIXE PBS is dedicated to enhancing our service and connection with the Northern California community. We plan significant infrastructure upgrades to strengthen our signal in rural areas, ensuring that our educational and cultural programming reaches all corners of our diverse region.

We also renew our commitment to capturing and sharing the stories of Northern California, celebrating the contributions and perspectives that enrich our experience together. We are proud of our ongoing dedication to education, engagement, and storytelling in the North State.

The heart of KIXE PBS is in the dedication of our members, volunteers, staff, and partners. Each contribution, moment of time, and effort shared with us has strengthened our connection to our community. Thank you for being an indispensable part of our journey.

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