



2020 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 - six years because of local Northstate 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 Northern California.

Since its inception in 1964, KIXE PBS has provided programming and educational services that have helped shaped the landscape of Northern California.

Through outreach and thoughtful programming, KIXE PBS has been a vital resource helping to insure and facilitate the educational needs of our diverse population.

In 2020, KIXE PBS provided these key programs and local services:

- **KIXE PBS offered online community events.**
- **KIXE PBS distributed summertime reading packets.**
- **Working with local agencies KIXE PBS was able inform the public about covid-19.**

KIXE PBS’ local services continue to have an Impact on Northern California.

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.

Even during the pandemic KIXE PBS has and continued our Thursday Storytime by moving it online via Facebook.

KIXE PBS' broadcast area covers a 130-mile radius that includes ten rural California counties. Today, KIXE PBS is one of the most watched TV stations in our area, serving nearly 500,000 people with more than 174,000 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 as well as a growing online presence. 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. 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 daily with eleven 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.



2020 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

July 2019 – February 2020 - Third Thursday Storytime held in the studio. Featured a guest reader, a craft and a snack.

September 2019 – Mr. Rogers Day – KIXE held its second annual fun day and walk in celebration of being a good neighbor. Vendors, local support non-profits, law enforcement, and government agencies participated with booths.

November 5, 2019 - Wilder than Wild: Fire, Forest and the Future – KIXE Screener held at Old City Hall in Redding. Film and Discussion about wildfire management.

February 2020 - Storytime / Paper Doll Project for WOYC - Anderson Library Storytime – Silly Seuss Days at Cypress Avenue Elementary School

March 2020 – KIXE had a booth at the Foothill High School Career Day

March 2020 – ongoing - Thursday Morning Storytime - Each Thursday at 9 AM host and general manager Dave Cox reads a children’s story via Facebook. The third Thursday features a guest reader and a craft demonstration.

March 2020 – produced short content for broadcast, KIXE website and social media which helped educated the public about Covid-19.

May 2020 - Turn It Around Shasta/ Blood Sugar Rising project - KIXE produced and hosted an online diabetes and prediabetes forum. The OVEE based event consisted of Healthy Cooking demonstration, Physician led health talk, local testimonials, segments from the national program, Blood Sugar Rising and a concluded with a question and answer portion led by health experts.

June 18, 2020 – Treading Water – Online screening and discussion about water use.

June 2020 - Due to Covid -19 Local high schools were unable to hold graduation ceremonies. KIXE offered to any graduating student at any grade level to be briefly highlighted in a broadcast program.

June 2020 - Summer Time Reading / Fun Bag Creation and Distributions to Hidden Valley Market Summer Lunch Spot Location, Visions of the Cross Rehabilitation for women and Children. Millville Elementary School Summer lunch drop off location, One Safe Place and Pathways to hope for Children.

KIXE PBS produced a celebration of Northstate graduates

As in person graduations became restricted because of the pandemic, KIXE PBS offered to any local graduate to be included in our on-air highlight of students and their schools.



KIXE PBS' Storytime became a weekly virtual reading program for underserved children.

Each Thursday KIXE PBS continues to offer KIXE Storytime. Preschoolers are invited to listen to a children's book via Facebook. Every third Thursday we continue to add a craft which parents can help with at home.

Storytime



KIXE PBS helped keep the public informed about Covid-19.

From on-air news programs to staying safe tips on the front page of the kixe.org website, KIXE PBS Helped keep the public informed about the coronavirus.



KIXE PBS partnered with local health organizations to help with diabetes education.

Reach in the Community:

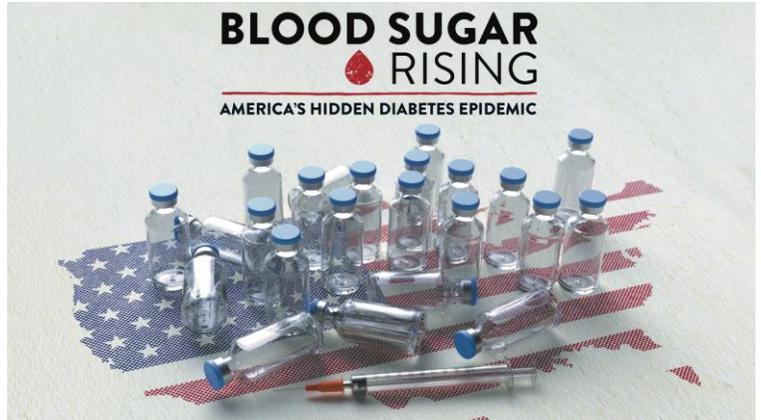
As a partner with Turn it Around Shasta And in conjunction with the national PBS program *Blood Sugar Rising*, KIXE PBS helped to produce two online educational events about dealing with diabetes and prediabetes.

Partnerships:

The online video content included a health talk from a local doctor, a healthy cooking demonstration and testimonials from people who have benefited by lifestyle changes.

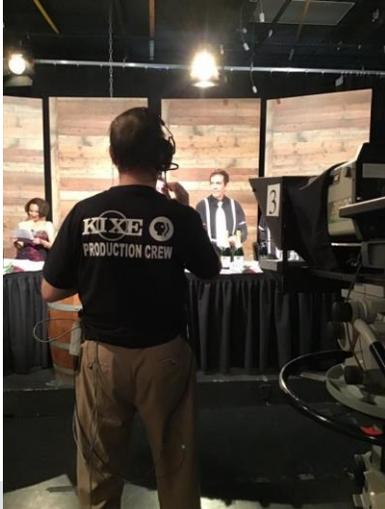
Impact and Community Feedback:

The event began live local event but due to Covid – 19 was moved to an online virtual event. Our event was well attended and provided local communities with crucial diabetes information. We concluded the event with a panel discussion which answered questions about health concerns.



Northern California has one of the broadest areas where a large number of viewers still receive television programs by antenna.





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 share information about the pandemic, KIXE PBS is dedicated to the goal of helping local education.

2020 Highlights

- *Diabetes educational virtual events*
- *Covid-19 information*
- *Online weekly KIXE PBS Storytime*



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.
