



2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



KIXE thanks its members and volunteers for their continued support. KIXE has thrived for fifty-two years because of the support from our local communities.

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



KIXE is a valuable part of Northern California.

Since its inception in 1964, KIXE has provided programming and services that have helped shape the landscape of Northern California. Through outreach and thoughtful programming we have been here for our communities - helping to educate, enlighten and entertain our viewers with some of the best programming on television. We have been a viable resource helping to insure and facilitate the educational needs of the diverse population that we serve.

In 2016, KIXE provided these key programs and local services:

- **The Bee – KIXE honored educators, students and support staff.**
- **FNX – A block of daily program which highlights topics relevant to indigenous peoples.**
- **Northstate Issues Live – Tackled the difficult issue of substance abuse.**

KIXE's local services continue to have an impact on the Northern California region.

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.

This last year we produced a local education awards show, were able to provide books to children and highlighted individuals that serve veterans.



KIXE's broadcast area covers a 130-mile radius that includes ten mostly rural California counties. These ten counties encompass an area approximately the size of Ohio. Today, KIXE is one of the most watched TV stations in our area, serving more than 500,000 people with more than 74,000 television households tuning in to Channel 9 each and every week. KIXE educates people with a blend of local and national programming featured on three digital broadcast channels. Our need and commitment to becoming more locally relevant has been realized by KIXE 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 and it is two and a half hours to the nearest city with a population of over 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 serve and live.

KIXE serves children each weekday 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. Couple the lack of interruptions with content that you are never afraid to allow your children to watch and you 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 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 to connect more people to information that is helpful and relevant to their lives.



2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

April 18, 2016 marked our fourth year of *The Big Education Event*. The program consisted of awarding individuals, from students to service staff to teachers, for their dedication in the field of education. The program highlighted several local educators and had an ongoing musical component.

May 23, 2016 KIXE produced a third year of *Salute to Veterans*. This patriotic music program highlights a variety of acts which perform America themed music.

Our ongoing pre-school activity, "Storytime" has been a real station success story. On the third Thursday of every month in our Volunteer Center, preschoolers and their parents are invited to listen to a children's book read by a community member. The morning is rounded out with an activity and a healthy snack. A partnership with First Five Shasta enables the station to provide a book to each participating family.

May 2016 - Many books were delivered to local schools in Shasta and Trinity Counties. The books, funded by the Redding Rancheria community fund, went to the schools with a significant financial need.

January 10 at 2 PM KIXE held a Mercy Street screener on at the Women's Club in Chico. Partners for the screening included the CSU, Chico History Department. Dr. Robert Tinkler, CSUC history professor, opened the program with a background about what was happening at the time of Mercy Street. This was an open to the public screener and connected with our Chico viewers.

October 2016 - In our premiere episode of North State Issues Live our host Lorraine Dechter spoke with five guests about the complex issues surrounding substance abuse in Northern California. Guests included: Jennifer Carvalho, Executive Director Skyway House; Phillip Hernandez, Tehama County Drug Court; Marc Dadigan, Community Education Specialist, Shasta County Health and Human Services; Mike Skondin, Brave Faces, Crystal Johnson, Brave Faces.



2016 LOCAL CONTENT AND SERVICE REPORT
STORIES OF IMPACT

KIXE proudly brings the First Nations Experience to Northern California

We're excited to bring you programming that showcases the lives of Native American and Indigenous people around the world. The channel shares 9.3 with World Channel content.



KIXE host a reading program for underserved children.

On the third Thursday of every month KIXE presents Storytime. Preschoolers are invited to listen to a children's book read by a community member, participate in an activity, eat healthy snacks and receive a book of their own.

Storytime



KIXE Delivered books to Children

With the help of a community grant from Redding Rancheria, KIXE was able to distribute books to underprivileged children at various schools in Shasta and Trinity Counties



KIXE tackles relevant topics with its new call-in talk show.

KIXE developed Northstate Issues Live – a quarterly broadcast topics program. In October 2016 we addressed the topic of substance abuse from several perspectives – legal, clinical and recovering addict.

Reach in the Community:

Our broadcast area has a larger than average percentage of people with substance abuse issues. Whether it's a personal affliction or dealing with a family member, the topic touches a large portion of our viewers.

Partnerships:

KIXE partnered with Skyway House in Paradise, Tehama County Drug Court, Shasta County Health and Human Services and Brave Faces – a resource for individuals with drug and behavioral health issues.

Impact and Community Feedback:

The program, which initially aired in October and was then available online, tapped into an unfortunately relevant topic for our broadcast area – substance abuse. The program's panel was rounded out with the inclusion of two recovering substance abusers.



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





2016 LOCAL CONTENT AND SERVICE REPORT SUMMARY



2016 Highlights

- *FNX Channel content launches*
- *KIXE Storytime*
- *Northstate Issues Live – Live Call-in program.*
- *Delivered Books to underprivileged children in Shasta and Trinity Counties.*

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

Whether we are offering books to underserved children or addressing important issues such as education, KIXE is dedicated to the goal of helping enhance our local communities.



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

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