



2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



Setting up for a LIVE FROM THE OLD STEEPLE session in Ferndale, California.

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.

In addition to the series of live, local candidate forums, we produced live, local coverage of the 2022 mid-term election.

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

In 2022, KEET-TV provided this vital local service:

KEET's weekly live news and public affairs program, **HEADLINE HUMBOLDT**, expanded its scope and added more local reporters to the roster to keep the variety of stories and viewpoints fresh. KEET's role in presenting and preserving the voices of this community has become more important than ever before. And KEET's experiments with different platforms and ways of storytelling expanded with two new podcasts: **WHAT'S WRONG WITH HUMBOLDT (AND HOW TO FIX IT)** and **CROSSING THE BAR**.

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

KEET serves a heavily artistic community, and launched the new online-only series **OLD TOWN ART CRAWL** in 2022. The show wanders the streets of Old Town Eureka and Arcata to showcase everything from the annual world-renowned Kinetic Sculpture Race in Arcata to Eureka's annual Street Art Festival. It's just one of the ways KEET reflects this community back to itself on a regular basis.



2022 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

In 2022, KEET-TV collaborated with community members, volunteers and organizations in our effort to provide meaningful service.

These collaborations resulted in programs and series such as **HEADLINE HUMBOLDT**, **OLD TOWN ART CRAWL**, **THE RIVER ORCHARD**, **BEYOND VICTORIAN** and **FIELD TRIP** as well as new local productions supporting national programs like **BENJAMIN FRANKLIN** and **FACING SUICIDE**. KEET also continued work on a second season of **STUDIO SPACE**, an important local arts series that was begun in collaboration with the California Arts Council, as well as a second season of **WHAT'S ON YOUR BUCKET LIST?**, which gives seniors in our community a chance to do that one big thing they've always wanted to do.

While **HEADLINE HUMBOLDT** began as KEET's response to the COVID-19 pandemic, in 2022 it solidified its position as an in-depth source for coverage of more local issues that affect this region. In addition to the host's own reporting the roster of local reporters has been expanded to cover an even wider range of issues and stories. **HEADLINE HUMBOLDT** airs live every Friday evening at 7pm on KEET-HD and at 8pm on KEET's WORLD channel. It also streams live as it airs on KEET's main HD channel as well as on YouTube TV and DirecTV Stream, and the show is available on demand on the PBS app or on YouTube. The show has also been the launchpad for two ventures into non-broadcast programming: The podcasts **What's Wrong with Humboldt (and How to Fix It)** and **Crossing the Bar**.

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

KEET was heavily involved in the Twin Cities PBS's **FACING SUICIDE** project, having won a grant award to produce a documentary about the lives of suicide survivors and their families along the North Coast. The film was produced by local journalist Linda Stansberry and edited by KEET producer David Thompson. The film presents powerful, thought-provoking stories that needed to be told. Two community partners were essential to this project: The National Alliance on Mental Illness (NAMI) Humboldt and Two Feathers Native American Family Services. The film had its world premiere in front of a COVID-capacity audience at Eureka's Jefferson Community Center and was complemented by a live panel discussion moderated by the film's producer. Both the film and the panel discussion were streamed live on KEET's YouTube channel, and the event was recorded so as to be available on-demand online.

THE RIVER ORCHARD was a digital-first documentary produced by our Major Gifts Officer Shannon Hess. The film focuses on local chef Natalia Boyce following her passion of farm-to-table culinary art with her new venture, The River Orchard. The documentary depicts the build from start to finish as Boyce and her team gather local resources to make it a reality. Located on California's Eel River, Luna Farm's technique of dry farming is also featured.

In 2022 KEET received a grant to create unique opportunities in our community to promote dialogue about the PBS documentary **BENJAMIN FRANKLIN**, directed and produced by Ken Burns. KEET did several in-person and online activities for the Benjamin Franklin project. We held a film screening with a "Frankly Franklin" discussion with a panel of educators in history and science that provided thoughtful conversation and questions from the audience. KEET partnered with the Humboldt County Office of Education and the Redwood Discovery Museum to develop educational activities for the classroom and the museum based on Franklin's inventions. Our senior instructor developed scientific activities for presentations to more than 300 middle school students. Experiments included a visual perception activity using lenses to analyze their effects on vision. There was also a lighting demonstration using a Van de Graff generator, plus a discussion on who Franklin was and his continuing impact on our civilization. The students and their teachers responded enthusiastically to each presentation. "The Benjamin Franklin-Inventions" exhibition at the Redwood Discovery Museum made a big impression on kids and their parents, especially during the free day at the museum. Participants made kites and potato prints and had the opportunity to visit the hands-on exhibits located throughout the museum. KEET participated in the local Math Festival with the Benjamin Franklin Magic Square activity. Several hundred children visited the festival throughout the day.

KEET-TV Involves the Children and Families in its Community

In conjunction with the premiere of Ken Burns' **BENJAMIN FRANKLIN**, KEET connected with the youth, local school districts, teachers, and families in unique ways. Working in the middle schools, we presented the history of Benjamin Franklin and his various inventions, integrating history with science by showing how he put his creations to use. The "Benjamin Franklin-Inventions" exhibit at the Redwood Discovery Museum allowed us to work directly with our partners to bring the exhibit to life. On Free Day at the Museum we had many interactions with families, which was a fantastic way for everyone to learn more about Benjamin Franklin and for KEET to connect in person with the community.



Opens Sunday, May, 29

DISCOVERY MUSEUM

Benjamin Franklin "Inventions" Hands-On Fun

Family FREE Day Sunday, June 5

KEET HUMBOLDT COUNTY PUBLIC TELEVISION

Discovery-museum.org

Corporate funding for BENJAMIN FRANKLIN was provided by Bank of America. Major funding was provided by David M. Rubenstein. Major funding was also provided by The Pew Charitable Trusts, the Corporation for Public Broadcasting, and by The Better Angels Society and its members Jonathan and Jeannie Levine; University of Pennsylvania; Gilchrist and Amy Berg Perry and Donna Golkin; Kissick Family Foundation; Deborah and Jon Dawson; Diane and Hal Brierley; McCloskey Family Charitable Trust; Cappy and Janie McGarr; Lavender Butterfly Fund; and Susan and Charles Shanor Charitable Trust.

KEET-TV Addresses Issues Affecting its Community

SEEING THE SIGNS: SUICIDE PREVENTION IN HUMBOLDT COUNTY is a documentary produced in conjunction with the Twin Cities PBS film **FACING SUICIDE**. The film, produced by local journalist Linda Stansberry, follows two stories about local residents surviving suicide and living with the loss of a loved one to suicide. Lea Nagy of NAMI Humboldt and Dr. Virgil Moorehead, Jr. of Two Feathers Native American Family Services talk about ways to spot suicidal behavior.



KEET-TV Supports the Arts in its Community

Humboldt County is home to a diverse population of artists working in different media. Dynamic, meditative, rambunctious or quiet – but always compelling – artists share their paths to the arts. In this second season of **STUDIO SPACE**, hosts Kati Texas, David Ferney, Rynell Mouton and Rose Nhem bring us to the studios of 20 Humboldt artists, exploring a variety of art including paint, ceramics, dance, glass, and sculpture.





“My students and I had a blast with Ken and his activities! The students were talking about the activities for several days after Ken's presentation. They wanted to explore some of the activities in more detail. I do not think that we used the PBS Learning Media specifically that day, however I have used the resources in the past, and plan to in the future.” – *David Hallner, Teacher, Eureka, CA*

KEET-TV PARTNERSHIPS:

Arcata Playhouse
Arkley Center for the Performing Arts
Clarke Museum
Eureka Symphony
Eureka Theater
First 5 Humboldt
Humboldt Botanical Gardens
Humboldt County Library
Humboldt County Office of Education
Cal Poly Humboldt
Ink People for the Arts
League of Women Voters
Minor Theater
Morris Graves Museum
NAMI Humboldt
The Old Steeple
Two Feathers Native American Family Services
and so many more.



On location for a production session for
WHAT'S ON YOUR BUCKET LIST?.

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