

April 11, 2024

TO: CSUS President Luke Wood; Senior Advisor to the President Mark Wheeler

RE: Community and Business Leaders Express Strong Support for CapRadio and KVIE Integration

As dedicated community and business leaders who care deeply about the health and prosperity of the Sacramento region, we are writing to express our strong support for the proposed integration of Capital Public Radio (CapRadio) and our local public television station, KVIE. We believe this partnership makes good sense and ask that you strongly consider the many benefits that integrated operations would provide Sacramento State, our region's public media landscape, and the listening audience, all while ensuring long-term stability for public broadcasting in our community.

**Community owned and operated matters.** The risk of losing traditional broadcast listeners and viewers to nearby competition is a real threat and could lead to troubling declines in members and supporters. Moreover, the possibility of San Francisco's KQED subsuming our treasured local radio station is not inconceivable. Longevity of CapRadio and KVIE would be strengthened if, like KQED, they operated as one entity with an integrated strategic plan and one community-based governing board.

**The tough economic headwinds facing all media are a real and present threat.** Newsrooms throughout the U.S. are laying off journalists, closing news bureaus, and dramatically reducing their commitment to government and public policy reporting – all when the state of our democracy needs it more than ever. Together, CapRadio and KVIE would have the opportunity to combine strengths and enhance the quality, reach, and relevance of our region's public service broadcasting.

**KVIE's long record of success means that a merged entity will have a firm foundation on which to grow and flourish.** KVIE offers first-rate national and local programming, owns its facility debt-free, has a strong board of directors, and accomplished leadership. By joining public TV with radio and digital platforms, the merged entity would become a more powerful platform that better serves the community, bolsters future investments, attracts and retains top talent, and results in a more robust news-gathering organization.

**Joint community ownership of public broadcasting is a successful model across the nation.** Cities like Boston, Dallas, Philadelphia, Portland, San Francisco, and others have robust integrated media platforms. Sacramento could be and deserves to be among those markets with proven and effective working models.

**A merged media outlet is good for Sacramento State.** Integrating CapRadio with KVIE will allow Sac State to focus on its educational mission, without diminishing opportunities for student engagement. We recognize and appreciate the university for providing critical support during a challenging time, but oversight of CapRadio has proven to be expensive, difficult, and distracting for campus leadership and a drain on university resources.

In sum, we firmly believe that an integrated public media outlet is a smart business decision and can be a win for all parties – CapRadio and KVIE, their listeners and viewers, Sac State, and most importantly our communities.

We understand that there is value in the licenses of CapRadio. We urge you to explore the options and engage in meaningful conversations with community leaders and investors to see how we can work together to make this happen for our region.

Sincerely,

*List of signatures follows*

Hon. David W. Abbott, Judge, Ret.  
Jim Alves, Community Member and Public Media Advocate  
Meg Arnold, Co-Founder, Seabright Ventures  
Thomas N. Atkins, MD, Retired Family Physician and Medical Group Administrator, former Cap Radio  
Board member and Board Chair  
Christine Ault  
Lisa Bader, Business Owner  
Rebecca Baumann  
James Beckwith, President & CEO, Five Star Bank  
Marci Bernard, Community Member  
Joni Borbón and Ted Wun  
Steve Boutin, Co-Founder Boutin Jones Inc.  
Linda Brandenburger  
Daniel Brunner, former Board Chair, Capital Public Radio  
James D. Coyle III  
Linda Beech Cutler, former CEO Sacramento Region Community Foundation  
Robert P. David, Sacramento County Grand Jury, 2022-2023  
Jim Deeringer  
Michael E. Diepenbrock, Co-President, Ridge Capital, Inc.  
Roger A. Dreyer  
Jeannine English  
Steven Felderstein  
Tracie Fike  
Richard Fike  
Christine Ford  
Mark Friedman  
Lawence Garica, Community Leader  
Kimberlie Hiltachk, Kimberlie R. Hiltachk  
David Hosley, UC Merced (retired)  
Ken Iritani, Non-profit Director  
Darcy Ketchum, Listener  
Thomas S. Knox  
Brian Larson, Halo Hospitality President  
Michael P. Lien, Listener  
Sam Manolakas, President Brookfields Restaurants  
Kathy McKim, Senior Vice President, Hawksbill Group  
Dan McVeigh  
Diane Miller, President and CEO  
Diane Mizell, Community Volunteer  
Patrick Mulvaney, Restaurateur  
Timothy Murphy, President & CEO, North State Building Industry Association  
Kathleen Murphy  
Todd Murray, Attorney and Past CPR Board Chair

Michael O'Brien  
Dick Osen, Retired attorney, and CPR Endowment Board Vice President  
Sandy Paige, Seabright Ventures Fund  
Teresa Partington  
Trent and Robin Pasterski  
Mike Pereira  
Hon. Susan Peters, Former Sacramento County Supervisor  
Francisco Prieto, MD  
Maurice Read  
Randall E. Reynoso  
Lori A Rianda, SVP-Market Executive  
Jan Rosati  
Marika Rose  
Scott Rose  
Chris Russell, Attorney  
Greg Sazima, MD  
James Shoch, Emeritus Associate Professor of Government, California State University--Sacramento  
Kimberley G. Silvers, former CapRadio board member  
Cynthia Siokos  
Bill Slaton, Former Board Chair KVIE  
Michelle Smira, President @ MMS Strategies  
Michael Smith  
Marjorie Solomon  
Gary Strong, Retired Media Executive  
Denise Timmons, Community Volunteer  
Sanjay Varshney, Professor of Finance, Sac State  
Jamie Von Sossan, Managing Partner, 3fold  
John Webre  
Steven Weiss, The Weiss Group (former board chair KVIE and former vice chair CapRadio)  
Buzz Wiesenfeld, CapRadio Endowment Board member  
Terry Wills  
Henry Wirz  
Stephanie Yoder