

# 2020 KBCS Local Content and Services Report

From Section 6.1 of the 2020 CPB Station Activity Survey

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

Our KBCS news and public affairs programming focuses primarily, but not exclusively, on topical issues related to social justice that impacts the larger community we serve. KBCS is a college radio station that promotes our college's unique and varied educational offerings throughout the broadcast day through our analogue and digital broadcast streams and our online/digital platforms. Our core programming mission is to provide locally produced and diverse programming that informs, educates and entertains our audience. KBCS provides educational opportunities for local high school and college students to learn practical broadcast skills in a real world environment. KBCS offers extensive on-air opportunities for local community volunteer involvement in both our news and music programming. KBCS partners with local community media for content, mentorships and internships, and supports local news producers by broadcasting their work.

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

KBCS actively seeks new partnerships with local nonprofit organizations to further our collective mission to promote the arts and cultural diversity across the greater Puget Sound region. Due to the COVID 19 coronavirus pandemic, admission to the Bellevue College college campus and access to the KBCS studios on campus was restricted for most of the year. Most of the regular KBCS staff worked remotely from their homes and much of our locally produced and hosted music programming was produced remotely. Despite the limitations these restrictions facilitated, a new KBCS broadcast news partnership this year was formed with the media outlet, International Examiner and the Asian Pacific American Coalition for Equality (APACE). Students associated with this organization receive instruction in the basics of broadcast journalism and they participate in news reporting, news editing and on air news announcing supervised by the KBCS News Director. KBCS provides regular internships for Bellevue Big Picture High School, a local public high school focusing on hands-on work experience for their students. KBCS is a member of the Northwest Public Radio News network and shares our local news reporting with other public broadcasting stations across the region on the network. KBCS is also an affiliate member of the Pacifica Network and American Public Media.

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

The KBCS news and public affairs programming informs and connects listenership to local and national resources on a daily basis.

KBCS broadcasts regular stories on mental health and trauma and 2020 was an unusually difficult year for many people with mental health issues. A number of people have reached out by phone to express their appreciation of this programming and have asked for resources for contacting the organizations mentioned in the news stories that were featured on the air.

During this year, KBCS broadcast a feature story on a business that was closing its doors after 100 years of serving the community. The business called to let us know that after the story aired they had an uptick in people coming in to shop before they closed the doors for good. They told us that many of the people that came in to shop said they heard about the stores closing on KBCS. One listener came in to volunteer their time and help.

Here are a couple more examples of feedback from people in response to stories heard on KBCS:

“I listened with great interest on the Black Hair piece. I believe her name was Kiana Davis from Renton CC. I also believe she asked for submissions from young women of color about their experience with identity perception, personal acceptance, and self-esteem for a publican she is putting together. Walker High School is planning a series of programs for Black History Month and would like to contact Ms. Davis to see if we can make submissions for her collection.”

“We are a public high school in Puyallup. Our school's mission is to address the unique needs of an “at risk” student group confronted with many challenges such as homelessness, abuse, addiction, incarceration, etc. If you could provide me with a way to contact Ms. Davis that would be fantastic.” –James McCallum

Our unique community radio format initiative features over 60 local volunteers which provides a unique opportunity for greater diversity and for local voices from all walks of life to share their passion for music and community with their friends and neighbors across our region and beyond. The best indicator of our success in this initiative is the significant financial and moral support that we receive from our many listeners. This outpouring of support has made it possible to continue this tradition of community radio for nearly fifty years.

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

KBCS news programming centers broadcasts of news and current events from the lens of people of color and people of diverse experiences. This includes offering syndicated national and local BIPOC-led programs and podcasts. The KBCS news department is POC-led and the majority of student interns/volunteer reporters are people of color. The stories amplify the voices and stories of people in our community with diverse life experiences. KBCS collaboration with the International Examiner and the APACE organization involves working with students from the immigrant Asian community with diverse backgrounds. Students learn fundamentals of journalism, how to interview others for broadcast, and how to edit audio content using digital editing audio software.

KBCS also offers musical programming that features music sung in various languages including Spanish and Portuguese. We are currently working on launching a new program that exclusively features Slavic music and cultural news and we are actively seeking a volunteer host for a weekly music program that features K-Pop music.

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

Our CPB grant funding is critical to our long term financial health and survival. Without CPB funding we would be forced to cut expenses by reducing mission critical staff from an already small staff of professionals.