

2020-2021 KBCS Local Content and Services Report

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.

For most of the past nearly fifty-years of broadcasting, KBCS has utilized a community radio programming format. Today, over sixty local volunteer host/producers produce music and news programming that account for over 80% of our programming day. KBCS is true democracy in action giving everyday people, and not just professional broadcasters, a broadcast voice that covers most of the greater Seattle-Eastside metro. Inclusive community radio stations like KBCS build stronger communities that reflect a unique "sense of place" and cultural traditions. Our diverse and inclusive group of volunteers share their passion for music and life with their friends and neighbors across the Pacific Northwest. KBCS broadcasts in both analog and HD digital terrestrial formats along with a robust online internet presence. Our station believes in building strong collaborations with other local and regional arts and cultural organizations and with other "alternative" local news organizations. Our news department is led by a respected broadcast journalist and focuses primarily on issues related to social justice. The news department staff includes both high school and college interns from schools across the region as well as volunteer citizen journalists. Our working collaborations with local alternative news and cultural organizations allows us to reach new audiences and tap into new resources and talents to help further our social justice mission.

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.

Despite the unique challenges created by the recent COVID-19 pandemic, KBCS continues to collaborate, mostly remotely, with other news and cultural organizations in the larger community we serve. This past year, the KBCS news department entered into a new collaboration with "Converge Media" a local independent black media producer that produces "content and local news specifically for the (Pacific) Northwest Black community." This past year, the KBCS General Manager joined a group of leaders working in nonprofit arts and cultural organizations across the greater Seattle eastside which formed a working group called the "Eastside Culture Coalition." This coalition meets regularly to promote and advocate for the arts across the greater Seattle Eastside and provides moral, organizational, and informational support for local cultural non-profits adjusting to the new realities of the post-pandemic world.

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.

Our news partnerships included a collaboration with the *Asian Pacific Islander Americans for Civic Empowerment* (APACE). KBCS News and Public Affairs Director, Yuko Kodama, provides mentorship and education to the student fellows working at APACE about broadcast journalism, podcasting and effective interviewing and audio editing skills. This collaboration and training resulted in a podcast featuring former Washington Governor Gary Locke and former Seattle City Council member Larry Gossett discussing race relations and coalition building within communities of color. Another important news collaboration included the Seattle based *International Examiner*, the oldest and largest nonprofit pan-Asian Pacific American publication in the Northwest. The collaboration with the *International Examiner* included reporting on Bellevue College's relationships with Asian Americans. Our arts and cultural collaborations included sponsorships with the *Northwest Folklife Festival* and the *Wintergrass* folk music festival along with the newly established *Eastside Culture Coalition*. KBCS provides for on air promotions of the Folklife festivals and a greater involvement and understanding of the challenges arts organizations faced during the pandemic.

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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

For most of the nearly fifty-years that KBCS has been on the air our community radio format provides an eclectic mix of programming that is very diverse and inclusive. Our programming offers the opportunity for local citizens from all backgrounds and all walks of life the opportunity to share their passion for music and life with their friends and neighbors across the greater Puget Sound region. Diversity and inclusivity is baked into our stations DNA and KBCS conscientiously seeks out new programming that is culturally diverse. Last year we added two new cultural programs to our current offerings. The new "Balkana" program features all Slavic music and culture offerings and the program, *Brasilidad* features Brazilian popular music. In 2022 we hope to add a new "K-Pop" (Korean) popular music program to our lineup and a program featuring all Afghan music and cultural programming.

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?

The funding that we receive from the CPB is essential to keep KBCS on the air. This past year we received additional funding from the CPB through the American Recovery Act Plan. This additional funding provided us with the opportunity to upgrade our outdated "mission-critical" broadcasting infrastructure. For many years KBCS management deferred spending on equipment upgrades due to budgeting considerations. As such, our outdated console control boards and broadcast software were no longer supportable and replacement parts were hard to find. Regular CPB funding remains one of the largest and most important components of our yearly operating budget. Without CPB funding the station would be forced to lay off paid staff from a very small staff of professional broadcasters and reduce spending associated with national program acquisition and distribution.