

KBCS FY 2024 Station Activities Survey

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.

The overall goal of KBCS is to create space in the media landscape for underserved populations and less circulated music and perspectives to be represented. KBCS accomplishes this through a wide range of program delivery formats, including over the air broadcast, digital streaming and on-demand archived programming, and in-person engagement.

KBCS identifies issues most important to our community by engaging with the people and organizations that are on the frontlines of those issues. KBCS engages with local arts organizations like the Eastside Arts and Culture Coalition, NW Folklife, and Wintergrass Bluegrass Festival. The station also partners with many local venues around the region to highlight local musicians as well as lesser-known touring artists.

KBCS also partners with people and organizations that help to enrich its news and public affairs programming. One example includes a partnership with Town Hall Seattle in which KBCS recorded an event with Writer, Speaker and Internet Yeller, Ijeoma Oluo, who spoke with ACLU Washington Executive Director, Michele Storms, about how everyday people can play a role in fighting oppression and racism. KBCS was then able to share that talk with the station's audience. The station also maintains connections with volunteer producers in our community who work closely on the issues that matter to our community. An example of this includes Kevin Henry, Health Chair of the NAACP Snohomish Chapter, who hosted a discussion on the effects of microaggressions on people of diverse backgrounds and allowed KBCS to share that vital discussion with our audience.

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 engages with a wide range of partners to accomplish its key initiatives. A core initiative of KBCS is to create awareness around lesser-known music genres and artists. To

accomplish this, KBCS engages with over thirty local volunteer DJs who are experts in the music they share with our listeners and spend multiple hours every week researching and preparing thoughtfully curated music programming. KBCS also engages with non-profits to position the station strategically in conversations happening within the local music scene. The station sponsors a monthly open mic by local non-profit, Mosaic MI, which connects KBCS directly with new and burgeoning artists.

One of KBCS's key partners is Bellevue College. The station is located on the campus of Bellevue College and enjoys a certain level of access to the college's students and faculty. KBCS provides students with a variety of opportunities to be involved in the station's operations. KBCS provides students with opportunities to support KBCS's programming, marketing, and development departments and provides them with real-world experience which they can take with them long after they leave the college and station. In addition to working with students, the college's faculty and staff are often thought leaders in the community and subject matter experts who contribute to KBCS news and public affairs programming.

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.

KBCS's key initiatives and partnerships impacted our community in multiple ways. They created more awareness of lesser-known music and served as a vital resource for listeners searching for discussions and perspectives that don't make it into the mainstream media. A majority of KBCS's measurable impact comes from an analysis of fundraising results along with direct feedback from our listeners and partners.

One area where KBCS doubled its engagement was with its Community and Sponsored Events calendar submissions. KBCS provides free on-air and online announcements to non-profits holding qualifying events. This service helps local non-profits conserve marketing dollars and allows KBCS to align itself with other non-profits that have a parallel mission. The station provides this service in addition to airing regular PSAs.

KBCS receives direct feedback from partners and listeners affirming the impact the station's programming provides. A few examples include:

“You provide the Best independent journalism Ever!! Not just Amy Goodman and Democracy Now! but also Hard knock Radio and Rising up with Sonali the Grit, Thom Hartmann and more. Here's to Yuko and Greg and everyone for providing a lifeline to the truth! Thanks”

Anthony M. – Seattle, WA

“Best music station I've ever listened to. I love all the various genres, but Roots, Rock & Soul hits the mark every afternoon I tune in.”

Jack H. – Gig Harbor, WA

“So grateful for KBCS. Love the folk programs, especially Bluegrass Ramble. I also appreciate the full inclusion of women and the special show for women's history month. Thanks to everyone who makes KBCS possible.”

Claire B. – Seattle, WA

“Love your commitment to the community and your amazing programming diversity!!”

Laurie M. – Tacoma, WA

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 2024, and any plans you have made to meet the needs of these audiences during Fiscal Year 2025. If you regularly broadcast in a language other than English, please note the language broadcast.

KBCS worked to meet the needs of minority and diverse audiences in multiple ways over Fiscal Year 2024. Programming curation was one way of accomplishing this. The station broadcasted *First Voices Radio*, a program that explores global issues, including climate change, resource protection, and human rights, all through the lens of Indigenous peoples. The station also aired *This Way Out*, a half-hour magazine-style program features a summary of some of the major news events in or affecting the queer community, in-depth coverage of major events, interviews with key queer figures, plus music, literature, entertainment.

KBCS also strived to meet the needs of minority and diverse audiences through the creation of local public affairs programming. One example of this was a story produced by KBCS News and Public Affairs Director, Yuko Kodama, in which Kodama spoke with

[Washington Immigrant Solidarity Network \(WAISN\)](#), Policy Manager, Vanessa Reyes about current conditions for immigrants and asylum seekers at [Riverton Park United Methodist Church](#) in Tukwila, WA, where around 200 are staying. Another story that demonstrated the station's commitment to minority and diverse audiences included Michele Balagot, Lushootseed Department Manager for the Tulalip Tribe. In the story, Balagot described her experience learning Lushootseed (the language of the Coast Salish in the Greater Seattle Area, north to Skagit River Valley, and Whidbey Island, and south to Olympia and Shelton) in a household where her loved ones had experienced the traumatic experience of going through American Indian residential schools.

KBCS intends to continue to focus on minority voices and perspectives and other diverse audiences in Fiscal Year 2025. The station will do this through a mix of curated and locally produced public affairs and music programming.

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?

CPB funding impacted KBCS's ability to serve our audience greatly in Fiscal Year 2024. In addition to providing a stable source of funding for KBCS to make bold, mission-driven, programming decisions, KBCS was able to invest in its HD-2 service and diversify its programming to reach new audiences. The station was also able to incorporate more student and youth part-time staff, which brought fresh and innovative perspectives to the station. CPB funds are critical for stations like KBCS, which are small to medium in size. While larger stations tend to benefit financially from their audience size and reach, community stations like KBCS are invaluable when it comes to their accessibility and often serve as a vital starting point for those interested in community focused media.