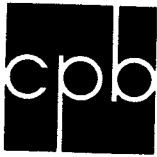




**Public Broadcasting's Services to
Minorities and Diverse Audiences**

December 2002

A Report to the 107th Congress
and the American People
Pursuant to Pub. L. 100-626



Corporation
for Public
Broadcasting

Robert T. Coonrod
President and Chief Executive Officer

December 30, 2002

The Honorable Thomas A. Daschle
Senate Majority Leader
S-221 The Capitol
Washington, D.C. 20510-7020

Dear Senator Daschle:

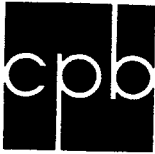
In accordance with 47 U.S.C. § 396 (m) (2), I am pleased to transmit to you the Corporation for Public Broadcasting's (CPB) annual report on the provision of services to minority and diverse audiences by public broadcasting entities and public telecommunication entities.

Thank you for your continued support for public broadcasting.

Sincerely,

A handwritten signature in black ink, appearing to read 'R. Coonrod', written over a large, stylized, triangular graphic element.

Attachment



Corporation
for Public
Broadcasting

Robert T. Coonrod
President and Chief Executive Officer

December 30, 2002

The Honorable Dennis Hastert
Speaker of the House of Representatives
H-232 The Capitol
Washington, D.C. 20515-6501

Dear Mr. Speaker:

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Attachment

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Foreword

The Public Telecommunications Act of 1988 requires the Corporation for Public Broadcasting (CPB) to report annually on the provision of service to minority and diverse audiences by public broadcasting and public telecommunications entities; the Act also requires CPB to compile a triennial assessment of the needs of these audiences. The Act defines minority and diverse audiences as racial and ethnic minorities, including African Americans, Asian Americans, Hispanics, Native Americans (including Alaskan natives), and Pacific Islanders; recent immigrants; persons who do not speak English as their native language; and adults who lack basic reading skills.

As in previous reports, this one provides quantifiable, objective measures of public broadcasting's service to diverse audiences, including production and broadcast of television and radio programming, community outreach activities, minority employment and training within public broadcasting, efforts to increase the participation of minorities in public broadcasting, and efforts to increase the number of minority public television and radio stations qualified to receive financial support from CPB. The report also includes descriptions of projects that demonstrate public broadcasting's strong, ongoing commitment to programming that serves all Americans.

Executive Summary

The Corporation for Public Broadcasting's annual report on the provision of services to minority and diverse audiences by public broadcasting entities and public telecommunications entities shows that, in 2002, we continued to provide significant support for content and services of special interest to America's diverse audiences. The following 2002 highlights demonstrate this support:

- CPB and PBS supported the first, primetime Latino drama series for broadcast television, *American Family*.
- Public radio's African American audience has more than doubled, and its Hispanic audience has tripled.
- In public radio stations managed by Hispanics, programming produced by Hispanics increased by nearly 50 percent from the previous year reported.
- Public broadcasting continues to lead the industry in providing services for television audiences with disabilities.
- Public broadcasting has increased its support for interactive media of special interest to minority audiences.
- Educational services to diverse audiences of adults and children continues to be a high priority for local and national public broadcasting entities.
- CPB, in conjunction with stations and independent producers, created five original, educational Web sites for the underserved audience of "tweens" (9- to 12-year-olds).
- Public broadcasting supported many hours of programming illustrating the lives and concerns of Arab-Americans.
- Public broadcasting launched an African American Web portal with video and audio educational content and interactive features.
- Overall employment increased at both public radio and public television stations from 2001 to 2002. The rate of growth in minority employment was slightly higher than the overall employment growth rate.
- CPB qualified three new minority-controlled public radio stations in FY 2002. KIDE-FM, Hoopa, CA and KUYI-FM, Hotevilla, AZ are the first Native American radio services within their respective coverage areas. KNON-FM, Dallas, TX is the first African American CPB-supported radio service in the Dallas market.

Section A

Television Programming
Public Affairs, Arts, Culture

Television Programming

CPB continued its efforts to ensure that television programming reflects the diversity of American society and the richness of its culture.

Diversity Initiative

In 2002, for the second consecutive year, CPB provided focused support to national television programs and series depicting the stories and situations of America's burgeoning multiculturalism. The increasing size and complexity of minority audiences poses interesting new challenges and opportunities for the U.S., ones given context and illumination through the programming supported by the Diversity Fund.

The Diversity Fund is bringing the issues of race, cultural identity, and inclusion to prime-time television. Many of the programs supported through this fund highlight the work of emerging national producers as well as diverse filmmakers. The CPB Diversity Fund is providing production support to the following projects, all of which include comprehensive educational, outreach and Web components:

- ***The Appalachians* (Evening Star Productions, Columbus, OH)**— This four-hour documentary series examines the unique and diverse history and current status of Appalachia. The series tells the story of the people and the region through interviews, journal and diary narrations, archival photographs and film footage, as well as original, contemporary footage. The series is hosted by Naomi Judd. Mari-Lynn C. Evans, Producer
- ***Asian American Odyssey* (National Asian American Telecommunications Association, San Francisco, CA and KVIE/Sacramento, CA)** This limited series, premiering in May 2003 (Asian Pacific American Heritage Month), explores the lives of contemporary Asian Americans including the Governor of Washington, Gary Locke, and artist and actress Lela Lee, who has a popular Web comic site. The subjects provide their personal perspectives on what it means to be Asian American in the 21st century. Donald Young, Producer.
- ***Beyond the Dream: California and the Rediscovery of America*** — This four-hour documentary mini-series, produced in HDTV, examines the last 30 years of the California experience, that is, its development as the most multi-ethnic state in America and the impact of that demographic change on American identity, social and

civic engagement, and culture. Lyn Goldfarb and Paul Espinosa, Co-Producers.

- ***Brother Outsider: The Life of Bayard Rustin (Question Why Films, Berkeley, CA)*** – This documentary profiles the visionary strategist whose pioneering activism in the 1940s laid the groundwork for the American civil rights movement. Rustin, a gay man, was a mentor and advisor to Dr. Martin Luther King, Jr., and organized the 1963 March on Washington, at that time the largest demonstration ever held in the U.S. Nancy Kates and Bennett Singer, Producers, Sam Pollard, Executive Producer.
- ***Chisholm for President '72***— (Realside Productions, New York, NY) This one-hour documentary chronicles the history-making political campaign of Democratic candidate Shirley Chisholm in the 1972 presidential primaries. Chisholm, the first African American woman to run for the presidency, built a broad, multi-racial support base to help her in this campaign. Many of the campaign's ideals and players continue to have an impact today. Shola Lynch, Producer.
- ***Colorvision*** (A joint project of the National Minority Consortia) This six-part limited anthology series is made up of short works produced by Asian American, Pacific Islander, Native American, Latino and African American filmmakers and television producers. The series host is Lisa Ling. Marc Johnson, Producer.
- ***Cosmopolitan*** (Gigantic Pictures, LLC, New York City, and KTEH/San Jose, CA)— This one-hour drama, based on a short story by award-winning Indian-American author Akhil Sharma, tells the story of a first generation Indian-American who tries to reinvent himself as an American bachelor after his wife leaves him. Jason Orans, Producer.
- ***Diverse Voices Project (P.O.V./American Documentary, Inc., New York, NY)***—This project supports *P.O.V.*'s efforts to seek out and mentor new producing talent who will bring multicultural programs to this PBS signature series. *POV* has identified five projects that will be presented during the series' 2003 - 2004 seasons. Cara Mertes, Executive Producer.
- ***Holo Mai Pele, (Pacific Islanders in Communications, Honolulu, HI)*** This outreach project supported audience development for the *Great Performances* prime time broadcast of *Holo Mai Pele*, an epic Hawaiian love story about family relationships, land, and spiritual values told through hula, music and chants. The program screenings and other events were held in San Francisco, Los Angeles, New York City, Chicago, and Washington, D.C.
- ***Independent Lens (ITVS, San Francisco, CA)*** Independent Television Services joins with PBS to re-design and produce this primetime series featuring the works of America's independent film and video producing community.
- ***The Journey Home (WETA, Arlington, VA)*** This two-hour documentary chronicles the lives of three modern, multicultural families who trace

their roots in Mexico, Vietnam and Africa in a search for connection to 21st century America's melting pot. Renee Tajima Peña and Jeff Bieber, Co-Executive Producers.

- ***Los Angeles Film Project (Center for the Study of Los Angeles-CA)*** — This 60-minute social documentary is described as "...an artful evocation and investigation of (Los Angeles) as it comes of age and redefines its future and its past." With a unique visual treatment and a non-linear storyline, this project will present a unique picture of contemporary Los Angeles life. Philip Rodriguez, Producer .
- ***Matters of Race (Roja Productions, New York, NY, and National Black Programming Consortium on behalf of the National Minority Programming Consortia)*** — This documentary series examines the complex demands of our rapidly evolving multiracial society through the personal memoirs, autobiographies, interviews, and letters of some of America's leading contemporary writers. Orlando Bagwell, Executive Producer.
- ***The Meaning of Food (Pie in the Sky Productions, Seattle, WA/Oregon Public Broadcasting, Portland, OR)*** — This limited series uses the universal interest in and appreciation for food to explore culture and diversity in America. In a mixture of video essays, interviews and documentary segments, this series helps audiences understand that what we eat, when we eat, how we eat, and why we eat, makes us more alike than different. Sue McLaughlin, Executive Producer.
- ***Muhammad: Legacy of a Prophet (Kikim Media, San Francisco, CA, and Unity Productions Foundation, Silver Spring, MD)*** – This documentary special explores how Muhammad's early 7th century teachings continue to shape the lives of American Muslims. Michael Schwarz, Producer. National broadcast in December, 2002.
- ***Native Americans in the 21st Century (Native Americans in Public Telecommunications, Lincoln, NE)***— In two 90-minute documentaries, the authentic stories of Indian people in contemporary America— wrapped in the history of native people in this country-- will be brought to life through the examination of two groups of Indians: the Eastern Band of the Cherokee in the Smoky Mountains of North Carolina, and a three-generation Navajo family in Los Angeles. Carol Cornsilk, Executive Producer.
- ***Race—The Tale of An Illusion (California Newsreel, San Francisco, CA)*** – For all our country's distress about race, few have stopped to ask: "What is this thing we call race anyway?" Can race be found in biology or did we make the whole thing up? And if so, why? This provocative three-part limited series asks those questions, and examines the implications of looking at race as a social invention, not a biological reality. Larry Adelman, Executive Producer.
- ***The Rise and Fall of Jim Crow (Quest Productions/Videoline/Thirteen-WNET New York, NY)*** – This unprecedented four-part series will be

supplemented with a Web site, community outreach and educational support. Historically, it fills the gap between two other seminal PBS series—*The Civil War* and *Eyes on the Prize*—continuing public television's filmed record of African Americans in American history. William R. Grant, Executive Producer. National broadcast in October 2002.

- ***Sound Check*** (Free Range Productions, Inc., New York, NY)— In a one-hour program, *Sound Check* will show how five extraordinary young musicians— a 16-year-old classical cellist and rock guitarist from San Francisco, an 11-year-old Puerto Rican drummer from New York City, a 17-year-old fiddler playing old time music in rural Appalachia, a 19-year-old Native American flutist from Fort Hall, Idaho, and a 16-year-old New Orleans jazz trumpet and trombone player – use music to find their place in today's America. Pam Benson, Claudia Mogel, and Alan McPheely, Producers.
- ***Stand Up (Four Winds Productions and KCET/Los Angeles)*** —This 90-minute special centers on a group of young people from Los Angeles' diverse inner city who learn to use stand-up comedy — through the mentoring of some of today's top comedians - to turn their anger, frustration and disappointment into sharp, revealing wit. Kyra Thompson, Producer. National broadcast in August 2002.
- ***Sweet Honey in the Rock*** (Firelight Media, N.Y, NY)— This 60-minute performance documentary chronicles the excitement, vitality and 30-year music legacy of the group of African American women known as “Sweet Honey in the Rock.” Led by singer, composer, ethnomusicologist, and civil rights activist Bernice Johnson Reagon, Sweet Honey uses its members' unique vocal mastery to tell the stories of struggle and victories in pursuit of social justice. Stanley Nelson, Producer.
- ***The Teachings of Jon (Waking Heart Films, Durham, NC)***— This one-hour personal documentary tells the poignant and bittersweet story of the filmmaker's brother, a severely retarded 40-year-old man who has changed the lives and perceptions of his family. Once the “family secret,” Jon is a reminder of our own fragility, hope and compassion...and a teacher of humor, kindness and courage. Jennifer Owensby, Producer.
- ***Visiones-Latino Art and Culture (Galan Productions, Inc., Austin, TX, and The National Association for Latino Arts and Culture, San Antonio, TX)***—This three-part documentary looks at the impact of Latino art and culture on modern America. The project weaves a tapestry of painting, music, theater and dance to illustrate the breadth, complexity and influence of Latino creativity. Hector Galan, Executive Producer.

Minority Consortia

Latino Public Broadcasting (LPB), National Asian American Telecommunications Association (NAATA), National Black Programming Consortium (NBPC), Native Americans in Public Telecommunications (NAPT), and Pacific Islanders in Communications (PIC) make up the five minority programming consortia of public television. For the past 25 years, CPB has funded public broadcasting's minority programming organizations, which serve as liaisons between minority independent producers and audiences, and the public broadcasting system.

These five organizations provide seed money to producers who are telling stories of special interest to their constituent audiences. In addition to the dozens of individual projects supported by the consortia in 2002, the five organizations have also collaborated on a joint cultural anthology series titled *Colorvision*. The series will feature works by producers from each of the five consortia, and is scheduled to air in summer 2003.

The Consortia funded and distributed a broad array of high-quality national programming for public broadcasting in 2002. The following are some of the highlights:

PIC sponsored the attendance of five emerging producers from Hawaii, Guam, and American Samoa at a 5-week intensive training in digital video production. The activity was supported, in part, by the Ford Foundation and the producers have been offered the opportunity to continue their multimedia studies at the University of Hawaii.

PIC's *Holo Mai Pele* Web site at www.pbs.org continues to register between 3,000-4,000 unique visitors a month. The Web site offers general information on the television broadcast, background on Hawaiian dance and chants and for teachers a downloadable educator's guide.

NAATA presented seven programs to the public television system in commemoration of Asian Pacific American Heritage Month in May. The programs included *The Chinatown Files*, the first documentary to explore the legacy of McCarthyism on the Chinese American community, produced by Amy Chen; and *Journey of Honor*, a film that follows the reunion of Japanese American veterans of World War II.

NAATA organized the highly successful Asian American International Film Festival in San Francisco. This year the NAATA staff and screening committee viewed over 200 submitted tapes, invited other selected films, and created a 10-day festival in March that featured 134 films.

LPB sponsored and conducted five grantwriting workshops for producers between January and May. The workshops were held in New York City, Los Angeles, Miami, Austin, and Chicago.

LPB production activities in 2002 included the support for the national distribution of the long-running Latino series, *La Plaza*. The series, produced by Joseph Tovares for WGBH, explores a wide range of issues affecting Latino communities in the U.S. With LPB's support, the series was seen in more than 50 U.S. television markets.

NAPT began work on the production of a national, primetime series that looks at the contemporary lives of Native Americans. The production of *Native Americans in the 21st Century* includes a mentoring component that brings emerging Indian producers together with established writers and producer/directors in production teams.

NAPT attended the National Congress of American Indians annual convention to promote public television and radio programming for Native American audience. This annual event of the national tribal community hosts more than 300 tribes.

NBPC hosted a pre-broadcast screening and filmmaker dialogue for *Ralph Ellison: An American Journey* at the Schomburg Center for Research in Black Culture in New York City. This NBPC-supported program explores Ellison's life and work and aired during Black History Month on the *American Masters* series. The program was broadcast in over 93 percent of public television markets.

Independent Television Service

ITVS provides funding to a growing community of independent television producers for the development of programming that meets the need of unserved and underserved audiences -- particularly minority audiences. These programs reflect the innovative achievements of a geographically diverse group of television and film producers who want their works shown on public broadcasting.

2002 was a very successful year for ITVS with more than a dozen hours of programming airing on the public television system. In addition, ITVS entered into a collaboration with PBS to produce a new PBS primetime series that will feature American and international documentaries and a few dramas produced by independent filmmakers. The series, *Independent Lens*, will be hosted by actress Angela Bassett. Some of the minority program highlights for ITVS in 2002 include:

- ***Daughter From Danang***
A Vietnamese mother and her Amerasian daughter are reunited after 22 years. Both have dreamed of a joyful reunion, but their hopes are shattered

as cultural differences and the years of separation take their toll. With the context of the Vietnam War to contemporary life in Pulaski, Tennessee, this film is about a war in the past and making peace with the present.

Produced by, Gail Dolgin & Vicente Franco co-presentation with NAATA and PBS's *American Experience* series.

- ***Senorita Extraviada***
A haunting look at a brutal crime wave amid the corruption of one of the world's biggest border towns. Since 1993, over 270 young women have been raped and murdered in Juarez, Mexico. Authorities ignore pleas for justice from the victims' families and evidence of government complicity remains uninvestigated as the killings continue to this day. Produced by Lourdes Portillo. Co-presentation with LPB and P.O.V.
- ***And Thou Shalt Honor***
One of our country's most important emerging health care issues -- how to care for our aging loved ones -- is explored in this program. The program heightens awareness of the increasing role caregiving plays in the lives of all Americans, regardless of income, ethnic background or geographic location. Co-presented by Oregon Public Broadcasting.
- ***Alcatraz is Not an Island***
In 1969, a small group of Native American students claimed Alcatraz Island. Thousands of Native Americans eventually joined them, retaking Indian land for the first time since the 1880s. This historic event altered the U.S. government's Indian policy, and today, the Indian people whose lives were most affected by the occupation regard it as perhaps the most important event in the post-reservation struggle for Indian land, treaty, and civil rights. Narrated by Benjamin Bratt. Produced by Jon Plutte, James M. Fortier.
- ***Okie Noodling***
There's nothing like noodling -- catching a fish with your bare hands. In Oklahoma, noodlers in search of catfish have been diving into creeks, rivers and lakes for hundreds of years. The tradition originated as a Native American hunting practice, and has survived as a sport with its own distinctive sub-culture. Produced by Bradley Beesley. Co-presented by OETA/Oklahoma City.
- ***Sweet Old Song***
African American musician, Howard "Louie Blue" Armstrong has been performing for most of his 91 years, ever since his father carved his first fiddle from a wooden crate. At the film's center are the two great loves of Howard's life: his music and artist Barbara Ward. Their two-decade romance is a creative partnership yielding new work and an outpouring of

memories, defying our most basic assumptions about what it means to grow older. Produced by Leah Mahan. Co-presented by P.O.V. and National Black Programming Consortium.

American Family

In January 2002, PBS began airing *American Family*, the first Latino prime time drama on broadcast television. The series provided a wonderful opportunity for public television stations around the country to bring a landmark drama to their Latino viewers and community members.

PBS and CPB supported a national outreach campaign to assist PTV stations in using the series to build and/or sustain relationships with their local audiences. Managed by Outreach Extensions in Los Angeles in partnership with the National Center for Outreach, the outreach campaign consisted of activity grants to local stations, the development and distribution of outreach materials, and work with national strategic outreach partners. Outreach partners working with PTV stations around the country included the Association of Hispanic Arts, the League of United Latin American Citizens, the National Council of LaRaza, the National Hispanic Council on Aging, the National Latino Children's Institute, MANA, Aspira Association, the National Association of Hispanic Journalists, Asociacion de Musicos Latino Americanos, and the National Hispanic Foundation for the Arts.

Following are examples of some of the activities of local public television stations to support the national broadcast of *American Family*:

- KLRN, San Antonio, TX effectively used the series to develop partnerships within the Mexican American community, including 25 local organizations serving children and families. The community activities included workshops for families, screenings of *American Family*, and a genealogy seminar.
- KNME, Albuquerque, NM used workshops, event and contests that focus on family, heritage and culture to reach their local Hispanic community including parents, caregivers and teens.
- KQED, San Francisco, CA launched its first bilingual Web site with *American Family*. The site included articles, activities and a list of recommended bilingual children's books.
- WPBT, Miami, FL produced four segments on the diversity of Hispanic families in South Florida. These segment immediately followed the broadcast of *American Family*.
- WNET, New York, NY hosted a free, family celebration in honor of Children's Day El Dia de los Ninos at Central Park's Belvedere Castle in partnership with the Mexican Cultural Institute of New York.
- KCTS, Seattle, WA partnered with the Latino Child Care Task Force of King County, the Yakima Valley Migrant Farm Workers Clinic and the United

- Way to produce seven American Family Ready to Learn workshops for Latino Families in the Seattle viewing area.
- KERA, Dallas, TX formed a Latino Advisory Committee to support the American Family initiative. Following the first season of American Family, the Committee voted to continue meeting quarterly to advise the public television station on content and education activity for their Latino community.
 - Nashville Public Television formed a partnership with a local visual artist, a cultural center and a group of high school students to create a mural highlighting “The Changing Face of Nashville. The mural was displayed in the lobby of the television station before beginning a year-long city tour.
 - KPTS, Wichita, KS sponsored a celebrating family event along with the La Familia Senior Center for a family album making activity, the distribution of health information and a continuous screening of one of the American Family episodes.
 - KSMQ, Austin, MN conducted five, two--part workshops focused on preserving culture and tradition by distributing disposable cameras to participants in the first workshop, followed by a second workshop to use the pictures and other material in developing family albums.

Almost a Woman

“Almost a Woman” --a presentation of *ExxonMobil Masterpiece Theatre's American Collection* --aired in September 2002 during Hispanic Heritage month.

Adapted by Esmeralda Santiago from her book of the same name, this program is a personal memoir of her struggle to find an identity between two cultural traditions and two worlds—Puerto Rico and New York City. It was broadcast in both English and Spanish, enhanced with extended outreach and education strategies, accompanied by an extensive Web site, and augmented with special promotional activities.

September 11 anniversary programming

As public television marked the anniversary of September 11, it helped Americans search for understanding by examining the impact of the attacks on three Arab-American immigrants. *Caught in the Crossfire* looked at a policeman, a reporter, and a minister all trying to negotiate life in a changed America.

Muhammad: Legacy of a Prophet presented an exploration of the influence of the prophet Muhammad on the daily lives of Arab Americans, including the story of an Arab American New York City firefighter who found himself at the center of despair at Ground Zero.

The documentary *Faith and Doubt at Ground Zero*, set out to discover how the beliefs of Americans have been challenged since the events of September 11.

Through interviews with priests, rabbis, ministers Islamic scholars, atheists and agnostics; victims' families and World Trade Center survivors; writers and thinkers; this two-hour documentary explores whether, and in what ways, Americans' spiritual lives may have changed on that day and in the days since.

In a special cover story on the series *Religion & Ethics Newsweekly*, the stories of Arab Americans are explored as current world events pose continuing challenges for American Muslims as they work to build their community here.

Section B

Radio

Radio

Public radio continues to perform well with America's unserved and underserved audiences.

Public Radio and Minority Audiences

Public radio audience growth continues unabated. Over the past 13 years, the number of weekly listeners to public radio (aged 12+) has nearly doubled to more than 25 million, as of spring 2002. This audience growth includes all types of listeners, but is even stronger among African American and Hispanic audiences. Public radio's African American audience has more than doubled, while the Hispanic audience has tripled. Each week, more than 1.7 million African American listeners and nearly 1 million Hispanic listeners tune in to public radio. (See chart on radio audience growth in Appendix)

Expanding Minority Stations

CPB provided support to three new minority-controlled public radio stations in FY 2002. KIDE-FM, Hoopa, CA and KUYI-FM, Hotevilla, AZ are the first Native American radio services within their respective coverage areas. KNON-FM, Dallas, TX is the first African American CPB supported radio service in the Dallas market.

Moments to Remember

CPB funded *Moments to Remember*, a series of radio modules designed to increase public understanding of African American heritage everyday, rather than only during Black History Month. In *Moments to Remember*, Henry Louis Gates, Jr., the W.E.B. DuBois professor of Humanities and the Chair of the Department of Afro-American Studies at Harvard University, takes listeners on a journey through time in American history. Gates highlights little-known facts about African American people who have played an important role in the development of American culture and history. *Moments to Remember* is currently airing on 114 public radio stations, on the Armed Forces Radio Network and in seventeen countries around the world.

Stable Revenue Project

Through the Stable Revenue Project, three African American controlled stations – WFSS-FM, Fayetteville, NC, WSHA-FM Raleigh, NC and WJSU-FM Jackson, MS – are implementing a strategic growth plan to increase financial support and build core audience. This project will improve the character of the stations' public service and their ability to attract, serve and hold listeners.

AIROS and Tribal Connections

The American Indian Radio on Satellite (AIROS) network is a national distribution system for Native American programming to tribal communities and general audiences through 50 public radio stations and the Internet. As a result of the Inter-Tribal Native Radio Summit convened by CPB last year, CPB provided \$300,000 in FY 2002 to NAPT/AIROS for a project entitled *Tribal Connections*, which will use the Internet to improve service to Native American audiences throughout the country, especially to those who do not have access to one of the reservation-based Native American public radio stations.

Through a newly integrated, multi-channel Web site, NAPT is digitizing its anchor AIROS programming to extend the reach of these programs. The site offers:

- Live streams of AIROS programs, including its flagship program, *Native America Calling*.
- A database of archived AIROS programming and NAPT video.
- An e-commerce based “trading post,” page through which audiences can obtain Native American music CDs and other products.
- Access to discussions of tribal issues and policy.
- Live Webcasts of pow-wows from across Native America.

Latino Radio Summit

In September, 2002, CPB provided support for the planning and execution of the Latino Radio Summit in Santa Rosa, CA. The summit brought together Latino station personnel, national network managers, Latino independent producers, representatives from national organizations and governmental and private funding agencies. The goal of the summit was to ensure that all Latino radio audiences in the nation have access to public service programming, and to strengthen the programming that current Latino audiences receive. The participants plan to work together to act on the strategies identified at the summit.

Radio Bilingüe

Radio Bilingüe, a non-profit radio network with Latino control and leadership, is the only national distributor of Spanish-language programming in public radio.

Based in California, it operates five public radio stations as well as a full-time channel on the Public Radio Satellite System that distributes its content to the public radio system. Satélite Radio Bilingüe currently has over 60 affiliates in the United States that air a variety of national programming including:

- *Línea Abierta*, the first and only talk show interconnecting Spanish-speaking audiences in public radio throughout the United States, Puerto Rico and Mexico.
- *Noticiero Latino*, a daily newscast that brings newsworthy stories to Latino audiences throughout the U.S., Puerto Rico and Mexico.
- *La Placita Bilingüe*, a weekly live call-in program in Spanish targeted to immigrant parents, which recreates an imaginary town plaza on the airwaves and over the Internet.

Latino USA

Latino USA is the only national radio program offered in English on Latino issues. A half-hour weekly program distributed by NPR, *Latino USA* is currently aired on 172 stations, and has a weekly audience of 228,000. Latino USA provides diverse audiences with multiple perspectives on issues affecting Latinos.

The Tavis Smiley Show

In January 2002, public radio launched *The Tavis Smiley Show*, an hour-long talk show offering talk, news and commentary from fresh, diverse points of view, and reports on everything from politics to pop culture. *The Tavis Smiley Show* is the result of an ongoing collaboration between NPR and a consortium of African American public radio stations, including WCLK-FM in Atlanta, Ga.; WNCU-FM in Durham, N.C.; WJSU in Jackson, Miss.; and WEAA in Baltimore, Md.

Section C

New Media

New Media

On-line

As more Americans spend more time on-line, CPB is using the Web as a way to reach out to diverse audiences and make public radio and television content easily accessible.

- The African American Web Portal (www.pbs.org/wnet/aaworld/) is a treasure house of photographs, essays, music, interviews, and other materials developed for broadcast. The site also includes an interactive section for students, and downloadable excerpts from PBS and National Public Radio programs.
- CPB reached out to America's "tweens" – kids between 9 and 12 who too often fall between the cracks of adult and children's programming – by funding five new Web sites specifically for them. The sites (www.cpb.org/ed/5sites) launched in the spring and summer of 2002 and provide fun, engaging, and educational on-line activities for this underserved audience.
- PBS Kids Online (pbskids.org) is committed to providing all kids with age-appropriate, educational, fun content that helps them gain the confidence they need to relax, play and learn at their own pace. The site is designed to be accessible to as many kids as possible, including those with limited access to technology, those with low literacy skills, and those with visual or aural disabilities. PBS Kids Online content designed to be of special interest to minority and other underserved audiences include:

-- Arthur's Communication Adventure:

<http://pbskids.org/arthur/grownups/teacherguides/communication/index.html>

Provides activities and lesson plans to help children who are hearing and sighted become more aware of ways that children who are blind, visually impaired, deaf, or hard-of-hearing learn, play, and enjoy the same things they do.

-- Arthur's Parent Guides in English and Spanish:

<http://pbskids.org/arthur/grownups/parentguides/index.html>

Provides read-along stories, family activity ideas and tips for talking to kids about starting school, conflict with siblings, friendships, being safe online, and feeling secure in a sometimes frightening world.

--Between the Lions' Cornerstones Project for Deaf and Hard of Hearing Students: <http://pbskids.org/lions/cornerstones>
Provides literacy development lesson plans and activities designed for early elementary children who are deaf and hard of hearing (and that can be used with other students who learn well visually and struggle with literacy).

--Sesame Street Caregivers section in Spanish:
<http://pbskids.org/sesame/caregivers/spanish/index.html>
Helps Spanish-speaking parents make the most of the program and Web site with their kids.

--Sesame Street's Spanish Word of the Day:
<http://pbskids.org/sesame/word/index.html>
Teaches children simple words in Spanish.

--Dragon Tales' Search for Miami Storybook:
http://pbskids.org/dragontales/dragon_cassie/storybook/storybook.html
Teaches simple Spanish words and shows collaboration between speakers of different languages.

--Sagwa's Countdown to the New Year:
<http://pbskids.org/sagwa/games/countdown/index.html>
Teaches kids about Chinese New Year traditions.

-- It's My Life En Español:
<http://pbskids.org/itsmylife/espanol.html>
Aggregation of the site's resources in Spanish, including links to a complete article about divorce and conversation topics about bullies, school conflicts and being home alone.

Interactive Media

- This year, the CPB-funded award-winning film, “Two Towns of Jasper,” documenting black and white reactions to the murder of James Byrd, Jr., was selected for inclusion in the prestigious American Film Institute Enhanced TV Workshop.
- Also created through the AFI Workshop, the ACCORDION DREAMS enhanced TV prototype uses a unique technology to showcase the history, culture and sounds of Conjunto music.

Section D

Educational Content

Educational Content

Annenberg/CPB Channel

Annenberg/CPB is a partnership between the Annenberg Foundation and the Corporation for Public Broadcasting. Its mandate is to “advance excellent teaching in American schools”—with a special emphasis on those schools, educators, and students who are underserved by more traditional means. The mandate is carried out through the funding and distribution of educational video programs, with coordinated Web and print materials, for the professional development of K-12 teachers.

These professional development programs are distributed through the Annenberg/CPB Channel, a *free* satellite channel for schools, colleges, libraries, public broadcasting stations, public access channels, and other non-commercial community agencies. The Channel operates 24 hours a day, seven days a week, and, as of October 2002, reaches over 78,000 schools—over half the schools in the United States—and more than 40,000,000 homes. In addition, the programs are available freely over broadband Internet.

Some examples of recent programming that highlight these principles include the following:

“The American Passages: A Literary Survey” approaches American literature from the perspective of multiple views of what it means to be an American, and what counts as American literature. It stretches the boundaries of traditionally defined movements of literature to include important but rarely taught genres and authors, including native oral tradition, slave narratives, southwest Chicano literature, and the stories of migrant workers.

- “Making Civics Real: A Workshop for Teachers” features classrooms in Newark, NJ and Washington, DC. Another program in this workshop, “Controversial Public Policy Issues,” asks students in Champlin, Minnesota to examine the policy of racial profiling and to analyze the tension that can exist between creating a safe society and protecting individual rights.
- “The Arts in Every Classroom: A Video Library, K-5” features diverse classrooms from inner-city, rural and suburban schools across the country. Many of the inner-city schools include a student population of over 60 percent African American or Hispanic.

Ready To Learn

PBSs’ Ready To Learn Television Project, under an agreement with the U.S. Department of Education, provides for new educational children’s programs.

State of the art technology is used to create new programming and materials especially targeted to families who: have limited literacy; do not use English as their primary language; have young children with disabilities; and live in rural areas.

This year more than 9,000 workshops were conducted for nearly 200,000 parents and more than 120,000 professionals involved in child-care and education. It is estimated that some 2 million children in the Ready To Learn target age range of 0-8 are directly or indirectly reached through these efforts.

ESL Programming

For 2002, A total of 99 public television stations reported producing nearly 7,000 hours of local programming devoted to non-English speaking audiences. Nineteen of these stations also produced programming that included a companion Web site or specific outreach activities.

Literacy Link, GED Connection and Workplace Essential Skills

LiteracyLink is a public broadcasting initiative that links underserved and hard-to-reach adults and their teachers to quality adult basic education and GED preparation tools using video, the Internet, and print materials. The LiteracyLink project created *Workplace Essential Skills* and *GED Connection*, two integrated instructional systems combining video programs, print, and online computer technology

- Nationally, more than 82 million households have access to the *GED Connection* series, which is broadcast by 223 public television stations. More than 52,000 people have registered and used the related online activities, and more than 70,000 workbooks are in use. 671 video program sets have been sold to schools and other institutions, each of which serves large numbers of individual learners.
- More than 73 million households have access to *Workplace Essential Skills*, which is carried by 199 public television stations nationwide. More than 100,000 workbooks are in use, and 567 complete video series have been distributed to adult learning institutions across the country.

Section E

System and Audience Support

System and Audience Support

CPB/PBS Producers Academy

The CPB/PBS Producers Academy (PA) provided an array of professional development activities for a diverse group of emerging producers dedicated to developing content for public television.

Eight programs were developed under the PA, providing opportunity to 163 producers. Additional support for professional development and networking was designed through an Online Mentoring program and made available to all PA recipients.

Producers Academy participants were an ethnically and geographically diverse mix of station-based and independent producers.

National Center for Outreach

The National Center for Outreach (NCO) was established to help public television expand its reach to local communities in support of national and local programming and other public service goals. NCO is charged with developing national partnerships for public television, providing support grants to stations to increase the impact of their local audience development efforts, and to connect PBS's programming to potential community engagement activities.

NCO partnerships with national organizations have assisted public television in reaching and serving underserved audiences. NCO has convened leadership meetings with the following organizations: American Library association, Anti-Defamation League, Boys and Girls Club of America, Center for Rural Strategies, Corporation for National and Community Service, National Council on Aging, National Asian Pacific American Legal Consortium, National Council of Churches, National Urban League, Smithsonian Center for Latino Initiatives, United Way of America, and YMCA of the USA.

National Center for Accessible Media

Public broadcasting pioneered access to television for disabled audiences through its introduction of captioning for deaf and hard-of-hearing people thirty years ago. In 1990, PBS extended access to television to blind and visually impaired people with the introduction of Descriptive Video Service. In 1993, with the help of a grant from the CPB, the CPB/WGBH National Center for Accessible Media (NCAM) was established to build on this expertise and explore access solutions for new media. Current services and projects include:

- Seventy-six public television stations reported producing local content that made use of the Secondary Audio Program (SAP) channel for the hearing impaired. A total of 20,328 hours of programming was produced by these stations.
- PBS's leadership in serving audiences with sensory disabilities led this year to the adoption of FCC mandates to increase the amount of described programs on commercial networks. As of April, 2002, the major broadcast and cable networks provide 50 hours a quarter, or four hours a week of described primetime and/or children's programming. PBS, having voluntarily provided more than triple the amount of described programming each week, was cited for its leadership and exempted from the rules.
- PBS's *Arthur* is the most accessible program on television. It is described for children who are blind, and it is closed captioned in two reading speeds, one near verbatim and one highly edited for early readers who cannot take advantage of the program's audio. A two-year research project, funded by the U.S. Department of Education, will test the effectiveness of early reader captioning on comprehension and literacy development with school children during after-school Arthur Clubs. This year also saw the introduction of a blind character .
- Through PBS's ongoing description efforts, blind and visually impaired viewers had access to one of the most watched episodes of *NOVA* ever, *Why the Towers Fell*, a scientific look at the American Society of Civil Engineer's report on why the World Trade Center collapsed in the aftermath of the terrorist attacks. When this program aired in April of 2002, it became the first television program to include descriptive narration of the visual images of the attack, destruction and recovery efforts experienced repeatedly by sighted viewers since September 11.
- A groundbreaking collaboration among NCAM and international players in the online learning resulted in guidelines to educate the eLearning community about the challenges that people with disabilities face in accessing online education, and to provide the resources to solve these challenges.
- CPB and PBS lead the DVD distribution industry by releasing select "talking" DVD's with audio navigation features for users who are blind or visually impaired.
- PBS continues to lead the television industry in developing access features for digital television. With funding from CPB's Future Fund to DTV Access staff at NCAM, this year saw the rollout of manufacturers' first models with advanced captioning features. Ongoing work with equipment manufacturers, broadcast engineers at PBS and at commercial networks, and the myriad of contacts and companies which shape the production, delivery and display of digital television signals from source to home, remains vital area of work as DTV is rolled out.

Section F

Employment Report

Public Broadcasting Activity in Employment, Hiring and Program Production in Minority-Controlled Stations

Each year, CPB conducts a survey of its station grants recipients to gather data on the size and composition of the public broadcasting workforce. The survey data on employment and hiring cited here include only full time employees of public radio and television stations located in the 50 states and the District of Columbia. The figures cited for public radio include only the employees who work solely at public radio stations; the figures cited for public television include both employees of public television stations and employees who work at both a public radio and television station, dividing their time between them. No employees of stations in Puerto Rico or other outlying territorial possessions are included, nor are any part-time employees anywhere in the system. Data concerning job openings are presented for both full-time and part-time positions, and for territories as well as all 50 states and the District of Columbia.

Employment

Overall employment increased at both public radio and public television stations from 2001 to 2002. The rate of growth in minority employment was slightly higher than the overall employment growth rate, however, the percentage increase of minorities employed in the public broadcasting system from 2001 is virtually unchanged.

Station Employment 2001-2002

	January 2001	January 2002	% Change 2001-2002
Radio:			
Minority	797	856	7.4%
Total	4,286	4,552	6.2%
Percent Minority:	18.6%	18.8%	
Television:			
Minority	1,916	2,090	9.1%
Total	10,429	11,371	9.0%
Percent Minority:	18.4%	18.4%	

Employment by National Public Broadcasting Organizations

CPB annually gathers employment data from three national public broadcasting organizations: CPB itself, the Public Broadcasting Service, and National Public Radio. The number of minorities employed was unchanged among officials and managers and decreased by 5.6 percent among all minority staff. Total

employment was up 3.4 percent among officials and managers and decreased by one percent for all staff.

National Organization Employment by Position, 2001-2002

	January 2001			January 2002		
	Minorities	Total	% Minority	Minorities	Total	% Minority
Managers or other officials	68	295	23.1%	68	305	22.3%
All Staff	412	1,294	31.8%	389	1,281	30.4%

Hiring

While the overall hiring rate increased by 3.1 percent (2,378 in 2000 to 2,453 in 2001), the minority hiring rate decreased by 6.3 percent in the same period. In public radio, where minorities comprise 18.8 percent of all employees, 20.2 percent of new hires in 2001 were from minority groups. In public television, where minorities comprise 18.4 percent of all employees, 24.5 percent of those hired were members of minority groups.

Hiring, 2000-2001

	2000			2001		
	Total	Minorities	% Minority	Total	Minorities	% Minority
New Hires:						
Radio	741	171	23.1%	761	154	20.2%
Television	1637	435	26.6%	1692	414	24.5%

A total of 108 radio stations and 14 television stations reported no minority employees in 2002. This compares to 107 radio and 13 television stations reporting no minority employees in 2001. 2001 totals include 21 radio stations with two or fewer full-time employees; 2002 totals include 29 such radio stations.

Total job openings, reported for both full-time and part-time positions, decreased significantly for both television and radio stations in the domestic United States and outlying territories in 2001. The overall decrease in job openings from 2000 was 19.9%.

Job Openings, 2000-2001

	2000	2001	% Change 00 to 01
Domestic United States:			
Radio	1,698	1,385	-18.4%
Television	3,795	3,012	-20.6%
Outlying Territories:			
Radio	10	2	-80.0%
Television	45	43	-4.4%

Minority-Controlled Stations

CPB considers a station minority-controlled if at least 50 percent of its full-time employees and 50 percent of its governing board are members of minority racial or ethnic groups. A minority-controlled station is classified as multicultural when no single minority group comprises 50 percent of its employment or governing board. Under these criteria, the following radio and television stations qualify as minority controlled:

RADIO:

African American:

WJAB-FM Huntsville, AL
 WVAS-FM Montgomery, AL
 KABF-FM Little Rock, AR
 WPFW-FM Washington, DC
 WCLK-FM Atlanta, GA
 WRFG-FM Atlanta, GA
 KBBG-FM Waterloo, IA
 WWOZ-FM New Orleans, LA
 WEAA-FM Baltimore, MD
 WURC-FM Holly Springs, MS
 WJSU-FM Jackson, MS
 WPRL-FM Lorman, MS
 KCEP-FM Las Vegas, NV
 WBGO-FM Newark, NJ
 WBAI-FM New York, NY
 WNCU-FM Durham, NC
 WRVS-FM Elizabeth City, NC
 WFSS-FM Fayetteville, NC
 WSHA-FM Raleigh, NC
 WZRU-FM Roanoke Rapids, NC

Native American:

KNBA-FM Anchorage, AK
 KBRW-AM Barrow, AK
 KYUK-AM Bethel, AK
 KCUK-FM Chevak, AK
 KIYU-AM Galena, AK
 KOTZ-AM Kotzebue, AK
 KUHB-FM St. Paul Island, AK
 KNSA-FM Unalakleet, AK
 KNNB-FM Whiteriver, AZ
 KSUT-FM Ignacio, CO
 KGVA-FM Harlem, MT
 KCIE-FM Dulce, NM
 KABR-FM Magdalena, NM
 KTDB-FM Pine Hill, NM
 KSHI-FM Zuni, NM
 KEYA-FM Belcourt, ND
 KABU-FM Fort Totten, ND
 KLND-FM McLaughlin, SD
 KILI-FM Porcupine, SD
 WOJB-FM Hayward, WI

WCSU-FM Wilberforce, OH
WSSB-FM Orangeburg, SC
KTSU-FM Houston, TX
WNSB-FM Norfolk, VA

Total: 24

Total: 20

Hispanic:

KSJV-FM Fresno, CA
KBBF-FM Santa Rosa, CA
KUVO-FM Denver, CO
WDNA-FM Miami, FL
WRTE-FM Chicago, IL
KKFI-FM Kansas City, MO
KANW-FM Albuquerque, NM
WLCH-FM Lancaster, PA
KMBH-FM Harlingen, TX
KDNA-FM Granger, WA

Total: 10

Total: 1

Multicultural:

KKCR-FM Hanalei, HI

Total Radio: 55

TELEVISION:

African American

WHUT-TV Washington, DC
WPBA-TV Atlanta, GA
WYCC-TV Chicago, IL

Multicultural

WLRN-TV Miami, FL

Asian-Pacific Islander

Hawaii Network

Hispanic

KMBH-TV Harlingen, TX

Total Television: 6

Employment at Minority-Controlled Public Radio Stations

Overall, the 55 minority-controlled public radio stations account for 40 percent of all minority employment in the public radio system. The absolute number of minorities employed at minority-controlled radio stations has increased 7.5 percent since 2001, while minority employment at non-minority controlled radio stations increased by 7.3 percent.

**Minority Employment by Control of Public Radio Station
January 2001 to January 2002**

	January, 2001			January, 2002		
	Minority Controlled	Non- Minority Controlled	All Public Radio	Minority Controlled	Non-Minority Controlled	All Public Radio
	Total full-time Employment	396	3,890	4,286	414	4,138
Minority Employment	318	479	797	342	514	846
Percent of Total Minorities	40%	60%	100%	40%	60%	100%

As in previous years, minority-controlled stations continue to contribute significantly to minority employment and to lead the public radio system in the employment of station officials from diverse backgrounds, although a majority of Asian-American officials are employed at non-minority controlled stations.

**Race/Ethnicity of Employees by Control of Public Radio
Station
All Employees, January 2002**

Control of station:	Race/Ethnicity of Employees											
	African- American		Hispanic		Native American		Asian/ Pacific Isl.		Non- Minority		Total	
	#	% of Total	#	% of Total	#	% of Total	#	% of Total	#	% of Total	#	% of Total
African-Amer.	175	40.4%	7	3.1%	0	0.0%	2	2.3%	30	0.8%	214	4.7%
Hispanic	1	0.2%	73	32.0%	0	0.0%	2	2.3%	9	0.2%	85	1.9%
Native Amer.	0	0.0%	2	0.9%	79	73.8%	0	0.0%	32	0.9%	113	2.5%
Multicultural	0	0.0%	0	0.0%	1	0.9%	0	0.0%	1	0.0%	2	0.0%
Non-Minority	257	59.4%	146	64.0%	27	25.2%	84	95.5%	3624	98.1%	4138	90.9%
Total	433	100.0%	228	100.0%	107	100.0%	88	100.0%	3696	100.0%	4552	100.0%

**Race/Ethnicity of Employees by Control of Public Radio Station
Officials Only, January 2002**

Control of station:	Race/Ethnicity of Employees											
	African-American		Hispanic		Native American		Asian/Pacific Isl.		Non-Minority		Total	
	#	% of Total	#	% of Total	#	% of Total	#	% of Total	#	% of Total	#	% of Total
African-Amer.	32	55.2%	1	3.7%	0	0.0%	1	20.0%	1	0.2%	35	6.7%
Hispanic	0	0.0%	11	40.7%	0	0.0%	0	0.0%	0	0.0%	11	2.1%
Native Amer.	0	0.0%	2	7.4%	17	73.9%	0	0.0%	9	2.2%	28	5.4%
Multicultural	0	0.0%	0	0.0%	1	4.3%	0	0.0%	0	0.0%	1	0.2%
Non-Minority	26	44.8%	13	48.1%	5	21.7%	4	80.0%	396	97.5%	444	85.5%
Total	58	100.0%	27	100.0%	23	100.0%	5	100.0%	406	100.0%	519	100.0%

Program Production at Minority-Controlled Public Radio Stations

Although they constitute a relatively small percentage of overall minority employment, minority-controlled radio stations continue to be a leading source of minority produced station programming and contribute far more than their proportional share of minority programming decision makers, defined as the station leaders who make decisions on the production, acquisition and scheduling of programs.

**Race/Ethnicity of Employees by Control of Public Radio Station
Major Programming Decision Makers, January 2002**

Control of station:	Race/Ethnicity of Employees											
	African-American		Hispanic		Native American		Asian/Pacific Isl.		Non-Minority		Total	
	#	% of Total	#	% of Total	#	% of Total	#	% of Total	#	% of Total	#	% of Total
African-Amer.	59	56.7%	1	1.8%	0	0.0%	1	9.1%	6	0.7%	67	6.4%
Hispanic	0	0.0%	24	43.6%	0	0.0%	0	0.0%	0	0.0%	24	2.3%
Native Amer.	0	0.0%	2	3.6%	34	75.6%	0	0.0%	13	1.6%	49	4.7%
Multicultural	0	0.0%	0	0.0%	1	2.2%	0	0.0%	0	0.0%	1	0.1%
Non-Minority	45	43.3%	28	50.9%	10	22.2%	10	90.9%	808	97.7%	901	86.5%
Total	104	100.0%	55	100.0%	45	100.0%	11	100.0%	827	100.0%	1042	100.0%

The 55 minority-controlled public radio stations contributed 60 percent of the hours of programming produced by minorities in Fiscal Year 2001. Although

overall hours of programming produced by minorities across the public radio system was down almost seven percent from Fiscal Year 2000, hours produced by minorities at Hispanic stations increased by almost 50 percent from the previous year.

**Hours of Programming Produced by Minorities
By Control of Public Radio Station, FY 2000-2001**

Control of Station:	2000		2001		% Change in Hours, 2000-01
	Hours Produced by Minorities	Percent of Total	Hours Produced by Minorities	Percent of Total	
African American	131,641	32.0%	122,135	31.8%	-7.2%
Hispanic	43,940	10.7%	64,684	16.9%	47.2%
Native American	71,952	17.5%	42,852	11.2%	-40.4%
Multi-Cultural	N/A	N/A	1,924	0.5%	N/A
Non-Minority	164,127	39.9%	152,088	39.6%	-7.3%
Total	411,660	100.0%	383,683	100.0%	-6.8%

Section G

Station Highlights

Station Highlights

Alabama

WTSU-FM Montgomery Alabama serves people with vision and physical impairments through its radio reading service for blind and visually impaired listeners. Last year, WTSU volunteers received the Alabama Blind Award, the highest award given by the Alumni Association of the Alabama Institute for the Blind, for outstanding service to the blind of Alabama. In December 2001, the WTSU radio reading service launched a Web page featuring the activities of the service, and provided programs for the Internet through the ALAPRINT Web site of WHIL-FM Mobile, Alabama. A unique aspect of the project is that the station's radio reading service programs can now be heard statewide in the offices of the Alabama Department of Rehabilitation Services.

Alaska

KBRW-AM and FM Barrow, Alaska are just two of several stations that provide the only broadcast service to their largely Native Eskimo listening area population. The stations broadcast in both English and the Native Inupiaq language, providing at least two hours a day of solid Inupiaq language programming and alternating news and informational messages and musical announcements in both English and Inupiq. The stations also maintain a 24-hour bilingual telephone hotline that repeats these announcements. KBRW produces several weekly Inupiaq language programs including *Agginaqsiruuq*, featuring live Eskimo dance music, and *The Inupiaq Word of the Day*, an effort to educate the 20 percent of the North Slope population who were not born as native Inupiaq speakers and who do not know common words and their grammatical uses. The nightly program *Uqalugaat* showcases historical recordings and features life stories of elders and narratives of Arctic legends that have been passed down orally through the generations.

Arizona

KNAU-FM Flagstaff, Arizona serves the largest and most populous Indian reservation in the country, the Navajo Nation. The station also serves five other Native American reservations, including the Hopi, Yavapai, Apache, Havasupai, and Hualapai tribes. The station provides a wide range of ongoing assistance to a small Hopi radio station in Keams Canyon, Arizona, and the station staff regularly consults with the high school radio station on the Navajo reservation and with the developing Tohono Oldham radio station in Sells, Arizona.

Arkansas

KUAF-FM Fayetteville, Arkansas addressed the growing Hispanic population in Northwest Arkansas in a year-long series of reports. The stories ranged from the

impact of Spanish-speaking students on area schools to an examination of cultural differences between traditional Ozark populations and these new immigrants. The stories were broadcast on the station's award-winning news magazine *Ozarks at Large*, and will be repackaged into hour-long documentaries and sent to area libraries and schools.

Arkansas Educational Television Network, Conway produced a series of Election specials including: *Election 2002: The Elderly*. This hour-long program featured five senior Arkansans from across the state discussing issues concerning the elder population as it related to the election season. The topics of discussion centered on prescription drugs, social security and health care. Elderly interest groups were invited to participate in our studio audience. *Election 2002: Minorities*, on this program five Arkansans from different ethnic backgrounds were invited to talk about issues concerning their communities. The studio audience consisted of a diverse group of individuals. During the 60-minute discussion the panel focused on minorities in education, health care and the economy. The taping took place on the campus of Philander Smith, a historically black college in Little Rock, Arkansas. The program aired in March 2002.

California

KCET, Los Angeles, California serves one of the most diverse regions in the world. KCET, public television for southern and central California, provided its audiences with Spanish SAP simulcast of its week nightly public affairs series *Life & Times Tonight*, which also aired numerous segments spotlighting the diversity of KCET's community. In addition, salutes to Hispanic Heritage Month and Black History Month included special programming, locally produced on-air "hero spots," and gala celebrations for the community.

For the second year in a row, KCET worked with the Taiwan Friendship Association to air a Taiwanese film festival for Asian Pacific Heritage Month. On a national level, KCET co-produced the *American Family* series, assisted in the design of its Web site and conducted *American Family* "family album" workshops.

KOCE-TV, Huntington Beach, California presents a local, weeknight news and information program *Real Orange*, which covers issues related to diversity, and features people of diverse backgrounds. Hundreds of topics celebrating Orange County's diversity are aired each year. Additionally, KOCE produced and broadcast *Mendez vs. Westminster*, a half-hour documentary that examined the legal case that ended segregated schools in California and served as legal precedent for the landmark case, *Brown v. Board of Education*.

Spotlighting an evening of Latino-themed programs in September, KOCE partnered with the Los Angeles County Office of Education to present *Migrant Workers: California's Hidden Gold*. Part of Hispanic Heritage Month programming was *Distinctly Indigenous: Andean Adventure*, a documentary produced by KOCE about efforts of local people to preserve the native Indian way of life in rural Ecuador. In February, the station hosted a "Backstage at KOCE" event for the premiere of *American Family*, featuring stars from the series and approximately 100 Latino leaders and guests.

KRCB/Rohnert Park, California *Refrigerator Mothers*

Using the POV special, *Refrigerator Mothers*, KRCP undertook a special outreach project with the community on autism, with programming on both television and radio. Partnering with the North Bay Regional Center, the station provided NBRC with 6,000 inserts with information about the topic of autism and the upcoming broadcast for their monthly mailing policy makers and shareholders. In addition, KRCB carries year 'round, *GED on TV* in Spanish; *Destinos*, and; *Learn to Read*. *Learn to Read* is in English but many Spanish speakers are using the program to learn English.

New to the schedule this year are Spanish language programs for kids. On Saturday mornings, KRCB airs *Plaza Sesamo*, *Clifford the Big Red Dog* (in Spanish), and *Dragon Tales* (also in Spanish).

KTEH, San Jose, California became the only television station in the country to present a special broadcast called *Evening of Remembrance*, marking the 60th anniversary of the beginning of Japanese American internment. KTEH's community partner was the Japanese American Museum of San Jose – a small, grass roots museum and cultural organization run entirely by senior citizens. KTEH was especially proud to premiere a camp film that was shot by 89-year-old Dave Tatsuno. This full-color film chronicled the lives of Japanese Americans inside the camps and had never been shown in its entirety with Dave's commentary. KTEH repeated *Evening of Remembrance* during May, which is Asian Pacific Heritage Month.

KVCR, San Bernardino, California produces a series, *IMPACTO*, which is a twice-monthly program -- once in Spanish and once in English. The hosts and director are all Hispanic and bilingual. The program covers topics of interest to the station's huge Hispanic community and also showcases Hispanic activities to Non-Hispanic audiences.

KVIE, Sacramento, California has for the last four year, coordinated the *Many Faces, Many Voices* initiative in their community. It is the umbrella under which more than 100 programs by, for and about diverse people are broadcast each year. Working with an array of community partners, the station presented , *We Came To Grow: Japanese Americans in the Central Valley, 1869-1941*; *Forsaken Fields: Japanese-*

American Farmers in World War II; Hapa: One Step At A Time; and, Bittersweet Roots: Chinese Settlement in the Delta. KVIE has also produced several series for the initiative, including *Spice of Life*, which took cooking and families as a theme for exploring diversity; *Nuestra Vida*, produced in cooperation with KUVS-19 to explore health, safety and traditions in the Latino community of the Central Valley; and, *New Valley*, a 10-part series on the future of the region which, in the larger context of growth, has repeatedly explored the role diversity plays in how we will be as a community in 25 years.

Colorado

KGNU-FM Boulder, Colorado broadcasts weekly in Spanish and a variety of Native American languages. The station is also currently training a group of Hmong immigrants to create a program in their native language.

Connecticut

WHUS-FM Storrs, Connecticut has participated as a media partner in an exchange program between its licensee, The University of Connecticut, and Enea Graduate School in Senegal, West Africa.

District of Columbia

WAMU-FM Washington, DC launched *WAMU in Your Ward*, a series of community broadcasts, which took *Public Interest's DC Politics Hour* to a live audience in each of the eight political wards of the District of Columbia. Residents of each ward, public officials, community activists and others come together to discuss issues that are important to them and their neighborhood, with host Kojo Nnamdi.

WHUT-TV, Washington, DC has launched five new programming initiatives: the History and Culture Initiative includes the production of several original documentaries each year, the African Television Initiative, presents a discussion of African culture and development from the National Museum of African Art and a weekly showcase of television and movies from and about Africa; the Economic Empowerment Initiative, includes the presentation of the series *MoneyWise with Kelvin Boston* every weeknight as well as reports on the station's weekly public affairs series *Evening Exchange*; the Health Care Disparities Initiative, presents reports by journalist, George Strait on *Evening Exchange*; and the Technology and Society Initiative, offers weekly reports of interest to African American and other viewers.

Florida

WCEU-TV Channel 15, Daytona Beach, Florida is currently producing *Americanos Hotline*, a 13-part live, call-in series designed to enlighten all viewers about the rich and unique Latino Hispanic culture, as well as to reach out to this growing audience. Hosted by Robert Moll, the Area Superintendent for West Volusia County Schools, the series covers topics ranging from family values to cultural differences to entertainment. The Latino Hispanic culture comprises 13% of the total Central Florida population with at least 21 different nationalities represented.

WXEL, West Palm Beach, Florida participated in the national outreach campaign for the program *Legacy*, a program about an African American family battling to overcome the debilitation and tragedy of decades of poverty and welfare dependency. The station partnered with the Boys & Girls Clubs of Palm Beach County for a screening of the film and a follow up discussion.

WDNA-FM Miami, Florida, like many public radio stations, serves its diverse immigrant audience by broadcasting in a number of languages. WDNA broadcasts in English, Spanish, French, Haitian Creole and Urdu. Through its foreign language programming, the station provides music, cultural and community information to a variety of immigrant populations that are underserved by traditional media.

Georgia

WPBA-TV, Atlanta, Georgia featured the Web site, "Atlanta 1906: A Race Riot," on the wpba.org Web site as a companion to *The Rise and Fall of Jim Crow* during the month of October. The companion Web site provided a close-up of one of the worst incidents of the Jim Crow era – a 1906 race riot in Atlanta.

Guam

KPRG-FM Agana, Guam offers public affairs programming in the native Marianas islands language, Chamorro, and features Guam's only FM broadcast of Chamorro music.

Hawaii

Hawaii Public Television, Honolulu, Hawaii broadcast *Kaililauokekoa*, a first ever dramatization featuring the Hawaiian language (with English subtitles) and *Biography Hawaii*, produced by KHET's in-house producer Joy Chong-Stannard, which featured the life of kumu hula Maiki Aiu Lake and the legacy of hula in contemporary Hawaii.

Idaho

Idaho PTV, Boise, Idaho, as part of the FocusWest partnership with KNPB-Reno and KCWC-Riverton, produced *Los Americanos* a one-hour special examining the opportunities and problems facing Latinos in the stations' viewing region. Latino and Hispanic leaders from Idaho, Nevada, Wyoming and beyond convened in the IdahoPTV studios in Boise, ID. The *Los Americanos* project also includes a Web site, with a rich variety of studio, interview and online materials.

The station also produced a special hour-long edition of the local program, *Dialogue* (with companion Web site) examining Proposition One, the Indian Gaming Initiative. The initiative, filed in response to the legislature's disapproval in 2001 of the compacts negotiated between Governor Kempthorne and the Nez Perce and Coeur d'Alene tribes, set out a policy for the future expansion of Indian gaming facilities on reservations. When the legislature refused to ratify the compacts, the tribes worked, successfully, to put an initiative on the ballot.

KBSU-FM/KBSW-FM Boise, Idaho recruits and trains Hispanic students to produce local programs.

Illinois

WRTE-FM Chicago, Illinois is a youth initiative of the Mexican Fine Arts Center Museum. As the only bilingual contemporary, youth-operated radio station in the country, Radio Arte strives to counteract the negative stereotypes that are frequently associated with Latino youth. The station's mission is to train, motivate and encourage young people to express themselves creatively and to become responsible broadcasters to the largest Mexican American community in the Midwest. Through programs such as *Armonia*, a unique program focusing on Latin American composers of classical music, and *Camino Tierra Adentro*, a Spanish-language program that focuses on the arts and community events, Radio Arte touches on topics that are not normally discussed on Spanish language radio. The station also addresses community issues ranging from Latinos and AIDS to breast cancer among Latinas through a series of public service announcements produced by young people.

Indiana

WNIT-TV, South Bend, Indiana conducts outreach through their *Ready to Learn* program that emphasizes family literacy and parenting skills. By partnering with local school Title I programs, Head Start, and Even Start programs, WNIT reaches both an urban at-risk population and a rapidly growing Hispanic immigrant population. WNIT distributes books to these same populations through the above partner organizations as well as Parents and Teachers and area daycare centers.

WTIU, Bloomington, Indiana produces a regular segment on *The Friday Zone*, its weekly local children's program, called "The Family Zone." Throughout the year, viewers met families who came to Indiana from another country. The first-generation immigrants told about their daily life, shared some of their family traditions, and described what life was like where they used to live. Families from India, Mexico, The Philippines, South Korea, Albania, Venezuela and Puerto Rico were profiled on the program and on series Web site.

Iowa

Iowa Public Television, Des Moines, Iowa created *Mi Primer Voto: My First Vote*, an effort to reach first-time Hispanic voters in the state and to provide a comprehensive guide on how to vote for all first-time voters in the state. The effort included: a 30-minute program that served as a how-to for first-time voters, which was offered in Spanish on the SAP channel; a partnership with cable companies throughout the state for cablecasting of the program; an extensive Web component, including the availability of streaming, searchable video and substantial resources available in Spanish and English; and the availability of gubernatorial debates in Spanish subtitles and on the SAP channel.

KWIT-FM Sioux City, Iowa, is just one of many public radio stations that are responding to new and fast-growing Latino population in its listening area with innovative new programs and services. The Hispanic population in Northwest Iowa almost quadrupled from 1990 to 2000, and KWIT is serving this new immigrant population with a variety of local programming, including its Spanish language music and information program *South of the Border*. No other radio station in the Sioux City market offers this type of programming in Spanish. The station recently added a 15-minute Spanish News magazine, *Edicion Semanaria*, produced by Radio Bilingue, and *Universo*, a two minute information capsule produced in Spanish by the University of Texas at Austin.

Kansas

KMUW-FM Wichita, Kansas develops and produces news and information programming to provide local coverage for and about the increasing minority populations in the Wichita community. The station is actively exploring new programming sources to increase its coverage of issues of importance to minority audiences.

Kentucky

WKMS-FM Murray, Kentucky is responding to the influx of Hispanic agricultural workers in its area by partnering with the Health Education Center that serves the local Hispanic population by linking them to health care providers. WKMS is also producing a series of radio documentaries that explore end of life issues within Hispanic culture, and will produce a community event with a visiting artist chosen for relevance and appeal to the Hispanic community.

WMMT-FM Whitesburg, Kentucky continues to broadcast directly to the six prisons in its broadcast range, reaching an incarcerated population of approximately 5,000 inmates. The station produces programming which is otherwise unavailable to these listeners – hip hop and rap in particular – and also produces an annual call-in program that allows distant family members to call in and offer season's greetings to their loved ones behind bars.

Louisiana

WRKF-FM Baton Rouge, Louisiana asks each of its members to contribute a "dollar for a scholar" each time they pledge to the station. The total pledged allows for a scholarship to a mass communications student at a historically Black southern university.

KRVS-FM Lafayette, Louisiana continues its efforts to serve the Cajun and Creole French speaking residents of Southwest Louisiana through its presentation of indigenous music, language and cultural programming.

Maine

WERU-FM Blue Hills Falls, Maine provides guest disc jockey opportunities for local migrant and immigrant farm workers from Mexico. Similar opportunities in programming and behind the scenes activities were made available to disabled teens.

Maryland

WBJC-FM Baltimore, Maryland broadcasts a Russian language service on its SCA, which provides news, community information, and educational programs for the local Russian immigrant population.

Massachusetts

WBUR-FM Boston, Massachusetts continues to present eastern New England's longest-running bilingual program, *Con Salsa*. In 2002, the station established a bilingual Web site for the program.

Michigan

WTVS/Detroit Public Television, Detroit, Michigan with the assistance of Wayne State University's Department of Chicano-Boricua Studies, developed a Web site to expand on issues raised in the *American Family* series. Included on the site is a mix of human-interest stories, Latino art and history as well as coverage of issues and concerns important to the Latino community. Particularly appealing are the personal stories describing how immigrants came to the Detroit area to find work. Each of these stories is reinforced with a mixture of family photos, videotaped images and sound recordings. DPTV also produced a series of *American Family Portraits* vignettes of four families from different ethnic backgrounds – Mexican-American, African American, Arab-American, and a mixed Catholic and Jewish family. These aired around episodes of the *American Family* series as well as other places within the broadcast schedule.

Minnesota

KSMQ Television, Austin, Minnesota serving southeastern Minnesota and northern Iowa, produces a once-monthly television program for the Latino population in this area. *Hablado de Todo un Poco* (Talking a Little about Everything) was conceived over a year ago. The program is entirely in Spanish and covers topics on: immigration since 9/11, buying a house, enrolling your child in school, obtaining a driving license, setting up a bank account and so on. The station also trains Latino volunteers to produce and direct the show themselves. KSMQ works in conjunction with the Welcome Center of Austin to produce this program.

WDSE, Duluth, Minnesota, held an interfaith gathering of 200 people at Temple Israel in Duluth, for a *Heritage: Civilization and the Jews* presentation. This was part of a series of projects dealing with faiths in conflict. As part of this project, we also helped to sponsor a community-wide preview of the P.O.V. program, *Promises*, and built an interfaith audience for the series *Muslims*.

The station also premiered a six-hour documentary on the Ojibwe Native American culture titled, *Waasa Inaabidaa*. The program has won critical praise from

the Native American population and won 5 regional Emmys. The series also includes a teacher's guide for each of the six programs.

Mississippi

WPRL-FM Lorman, Mississippi serves an audience which is composed of more than 80 percent rural African Americans living in the Claiborne, Jefferson and Adams counties of Mississippi and the Teneasas Parish of Louisiana. The station's programming is designed specifically to meet the news, cultural and educational needs of its diverse audience.

Missouri

KCPT, Kansas City, Missouri in October of 2002 KCPT launched its first ever-Spanish language version of its Kids TV Web site, and conducted its first Spanish-speaking workshop for families at a local Latino agency called El Centro Inc. The station also produces *Conversations with Cynthia Smith* which was honored as *Best Television Talk Show* by the Kansas City Association of Black Journalists for "Outstanding enterprise coverage of African Americans and other people of color in greater Kansas City."

Montana

KUFM-FM Missoula, Montana offers a number of hours of children's programs, including a program that is specifically designed to promote reading and literacy.

Nebraska

Nebraska Educational Telecommunications, Lincoln, Nebraska serves the growing Hispanic population in the state with Spanish language programming four times a week on its non-commercial cable network, NETV2. Spanish language pre-school and news programs are supplemented with public service announcements designed for newly arrived immigrants.

Nebraska Public Radio Network produced a ten-part series of radio features and documentaries entitled *Immigrant Voices*. This project told the stories of recent immigrants to Nebraska, exploring the reasons they left their native countries and the struggles and successes they have encountered in America. The series explored immigrant heritage and traditions and showed how those influences are shaping life in Nebraska. *Immigrant Voices* featured immigrants from Brazil, Iraq, Nigeria, Cuba, Mexico, Germany, Sudan, Chile and Vietnam.

Nevada

KLVX, Las Vegas, Nevada embarked on the most ambitious campaign coverage for Election 2002 in the station's history. Seventy-four candidates were invited to participate in a multi-faceted, citizen-based initiative that resulted in 17 hours of election year broadcasts. A significant element of that initiative was the station's comprehensive outreach to Hispanic citizens. KLVX collaborated with Spanish language newspaper El Tiempo Libre, which promoted the debates in print and solicited questions for the candidates. In addition, KLVX provided simultaneous Spanish language translation of the congressional debates on its stereo SAP channel. The program was simulcast in Spanish by a commercial station partner, and the Spanish language version of the TV debate was also rebroadcast later in the week by Univision, KINC-TV .

New Hampshire

New Hampshire Public Radio covered a wide variety of topics of interest to minority and underserved audiences, including efforts to promote diversity at the University of New Hampshire, discovering Portsmouth's Black Heritage, the reaction of New Hampshire's Muslim community to the terrorist attacks of 2001, and Hispanic culture in New Hampshire.

New Jersey

NJN, Newark, New Jersey produces and broadcasts two weekly public affairs series that serve New Jersey's diverse communities. *Images/Imagenes* addresses news and social issues that affect the Hispanic community and also presents in-depth stories on the achievements of Hispanics in the arts, sports and music. *Images/Imagenes* is the longest-running Hispanic public affairs program in the public television system.

Another View, is a half-hour monthly public affairs program that covers issues of relevance to New Jersey's African American community as well as other diverse populations. The series covers topics ranging from health and entertainment to politics and education. The series has received the Garden State Association of Black Journalists Award for Broadcast Features, The American Women in Radio and Television Commendation Award, the Communications Excellence to Black Audiences Award and numerous Mid-Atlantic Emmy nominations.

In conjunction with the Rutgers Institute on Ethnicity, Culture, and the Modern Experience, New Jersey Network produced two 30-minute town hall meetings entitled *Why Us? Why Here? What Now?* that explored what Rutgers University Professor Dr. Clement A. Price described as the "new realities, indeed the new

anxieties, related to race, culture, national origin and globalization as a result of September 11, 2001.”

In Addition, NJN and the New Jersey Department of Labor oversee *New Jersey's Workplace Literacy Program*, a national model that provides welfare recipients and dislocated workers with workforce development training programs and services that promote fundamental basic skills in math, reading, workplace maturity, English as a second language, and computer literacy, and help individuals move from welfare to work.

WBGO-FM Newark, New Jersey is a minority-controlled station serving one of the largest African American audiences in public radio. The station annually presents a series of eight free jazz concerts for inner city Newark children and their parents.

New Mexico

KSHI-FM Zuni, New Mexico has collaborated with the Indian Health Service's Women's Health Program to air local public service announcements in the Zuni language to better inform female Native Americans of the health services available to them. The Zuni tribal council continues to utilize the station as a means of providing updates of their activities on behalf of the Zuni people.

KNME, Albuquerque, New Mexico serves the 12th largest Hispanic television market in the country and a coverage area encompassing the Navajo Nation, 19 different Pueblos, and two bands of the Apache tribe. The station produced a *Native Voices, Native Votes* special version of its weekly public affairs program, *IN FOCUS* which brought together four Native American leaders with the three candidates for Governor, to talk about the issues facing Indians including education, health, economic opportunity, environmental protection and tribal sovereignty. Award winning broadcast journalist Conroy Chino (Acoma Pueblo) moderated.

KNME also launched the *KNME-TV American Family Connections Project*. This project included writing workshops; a poetry writing contest (middle and high schools students); a Poetry Jam including workshops, performances, and panel discussions (high school students); genealogy workshops; and, more.

New York

WCNY-TV, Syracuse, New York broadcasts HOUR CNY, a live, daily call-in show with frequent guests who represent various minority segments of the community, and ACCESS, a weekly series providing a forum for individuals and groups whose opinions are often ignored or overlooked by mainstream media.

WCNY-FM, Syracuse New York operates a 24-hour per day radio reading service used by some 4,000 print and visually-impaired central New Yorkers. The program is staffed by more than 100 volunteers.

WLIW-TV, New York, produces an ongoing series of documentaries celebrating the cultural diversity of America and promoting cultural understanding. Special programming also commemorates Heritage months for its viewing audience including Native American and Asian communities.

This year, WLIW also produced a call-in program to enhance the value of a documentary exploring breast cancer in African American women; and hosted a Reading FunDay, a live children's literacy event, that included American Sign Language interpreters with celebrity readers.

Thirteen/WNET, New York, New York developed, in the wake of September 11, 2001, *The New Normal*, a special three-part *In the Mix* series, addressing the effects of the tragedy and ongoing events from the perspective of teens throughout New York, across the country and around the world. Collaborating with the *In the Mix* producers, and seven public television stations, WNET trained secondary teachers, students, and after school practitioners as facilitators of teen-directed dialogues about diversity and bias awareness.

WNET also partnered with The Riverside Church Center for Societal Transformation and the National Conference for Community and Justice (NCCJ) to host an event at the church in September 2002 that was attended by approximately 200 people. The evening's program included three distinguished African American community leaders telling of their experiences during the Jim Crow era, a screening of highlights from *The Rise and Fall of Jim Crow* series, and an audience participation theatrical piece by The Theatre of the Oppressed. As a follow-up to the event, the NCCJ held community workshops during the four weeks of broadcast on the issues raised by the series. These workshops were so successful that a core group is continuing to meet on a monthly basis.

The station's American Series continued its celebration of Tri-State Area diversity in August with *Kababayan: Filipino-Americans In New York*. This documentary paid tribute to the nearly 300,000 Filipino-Americans living in the New York area. Also in August, Thirteen celebrated Tri-State Area Diversity with *Nuyoricans: Puerto Ricans In New York*. This hour-long documentary celebrates the city's 700,000 Nuyoricans: Puerto Rican New Yorkers, an integral part of the city's cultural fabric and history.

WNYC-FM New York, New York expanded its Harlem Radio Project/Radio Rookies diversity pilot program into a full-time, on-going youth journalism training program. The eight-week programs, held in partnership with

community-based youth welfare organizations, engage the talents of underprivileged 14-21 year olds, almost all of whom are people of color, and actively encourage them to broaden their perspectives, learn radio production and constructively give voice to their life experiences. Their stories are then broadcast to WNYC's audience of more than 1,000,000 listeners.

WXXI-TV, Rochester, New York produces *¿Qué Pasa? Rochester*, a Spanish language news and public affairs program that focuses on issues not only affecting the Latino community, but issues important to the station's viewing audience. The station is also providing closed captioning in Spanish - for the first time in 29 years - through a grant acquired from the National Captioning Institute.

North Carolina

WUNC-FM Chapel Hill, North Carolina has initiated a needs assessment process that will consist of a series of community meetings to hear from specific populations that may benefit from expanded news coverage, including recent immigrants, minorities, and people living in areas previously unserved by public radio.

North Dakota

KABU-FM Fort Totten, North Dakota is encouraging and reinforcing the use of the Dakota language by recording public service announcements in both English and Dakota. The station's goal for this year is to develop extended Dakota language features, including an elders' stories program.

Ohio

WGTE, Toledo, Ohio convened a unique outdoor Ready to Learn workshop for 11 Spanish-speaking moms and 20 bilingual children in Fostoria, Ohio. An electric cord was run from one of the migrant's dwellings to a picnic table that held the television for the workshop. A clip was shown from "*The Sewing Machine*" episode of *American Family*, and the families participated in workshop activities. The station's partner for this event was En Camino, comprised of a group of Sisters from the Diocese of Toledo working with migrants to provide religious and social services.

WOSU-FM Columbus, Ohio is a twenty-four hour classical music station, with only headline news service and no talk programming. Within the confines of its format, WOSU-FM has been successful in serving a diverse audience by presenting and featuring works by minority composers and performers. This comes in the form of special music programming centered around Black History Month, in the presence of minority artists as a regular part of its musical offerings, and in the

special efforts the station makes to sponsor and promote performances involving minority classical performers, such as its *Gospel Meets the Symphony* program.

Oklahoma

KCCU-FM Lawton, Oklahoma sponsors the International Festival, a major community event promoting cultural diversity in southwestern Oklahoma.

Oregon

Oregon Public Broadcasting, Portland, Oregon produced a program, *Agricultural Workers*, which traces the history and the present situation for the Mexican laborers who have worked as migrant farmer workers in the Portland area since World War II. Following a screening of the film at Portland Community College, a very diverse group of about 65 students and staff – representing 15 nationalities — discussed the film’s themes and stories.

Pennsylvania

WHYY-FM Philadelphia, Pennsylvania launched a unique and groundbreaking local initiative to explore the cultural barriers that prevent Hispanic women in its service area from taking advantage of high quality health care opportunities. In partnership with local Spanish language broadcasters, publishers and healthcare activists, the project will result in the creation of original, bilingual content for radio, television and the Internet.

Puerto Rico

WIPR-FM Hato Ray, Puerto Rico created a radio project, *Radio 940: El Taller En Funcion de Cada Artista*, which allowed members of the Puerto Rican artistic community to participate actively in more than thirty radio productions. The productions included plays, adaptations of classical and contemporary literature, and children's stories and poetry.

South Carolina

SCETV/South Carolina Educational Television, Columbia, South Carolina is developing an exciting new initiative to produce more effective programming and outreach activities for the minority community in South Carolina. The initiative includes a programming partnership with the local Urban League, The Black News (a local African American newspaper), WWDM (the top-rated urban contemporary radio station), and an outreach alliance with area social service providers. These partners will help to identify program topics for SCETV’s twice-weekly, public affairs magazine, *Connections*.

Additionally, this state public telecommunications network is involved in the development of Heritage month programming and activities including a *Black History Teleconference* produced in partnership with Benedict College, and the production of Native American History Month public service announcements

South Dakota

KILI-FM Porcupine, South Dakota, a Native-controlled station, has made a commitment to broadcast as much of its programming as possible in the Lakota language – a minimum of four hours a day. The station provides coverage of issues that impact the local community, including alcohol and drug abuse, domestic violence, treaty rights, water rights and self-determination.

Tennessee

WPLN-FM Nashville, Tennessee produced a series of stories on the area's growing Hispanic population. The series covered a range of issues, including legal status, education and cultural barriers for these new immigrants. The station's news department also produced a year-long series of stories following an inner-city middle school which serves students from over twenty nations as well as a large base of African American students.

Texas

KERA, Dallas, Texas produced the first, statewide Spanish language gubernatorial candidates debate with bilingual graphics and real-time English translations on their SAP channel in March. The hour-long debate between the leading Democratic candidates for governor was broadcast on nearly 70 television and radio stations in all 19 Texas markets. Reaching more than 500,000 television viewers, the debate was also streamed live on the Internet and featured a bilingual Web site.

KERA also had strong success in connecting to the Latino audience in its viewing area through various *American Family* activities, including the creation of an Advisory Committee of 35 Latino leaders who have developed a significant tie to the station, a screening event that brought in more than 220 community members, and a 300% increase in the number of Latino events sponsored by the station.

KLRU, Austin, Texas produced a special hour-long edition of its local program, *Austin at Issue* featuring a town meeting examining the barriers to diversity in the legal profession and the local efforts to ensure that Texas minorities are represented in our courtrooms. A diverse group of attorneys, judges, community leaders, university law school students and faculty, and middle and high school students of the Law Academy challenged the community to get involved in some

of the solutions being implemented locally. For almost a year leading up to the town meeting, KLRU worked with its community partner, the local Bar Association, to convene small diverse groups to build a common vision and test strategies that could be part of the solution.

KUT-FM Austin, Texas produced *In Black America*, a weekly half-hour public affairs series on the African American experience. The program is heard on more than thirty stations throughout the country. *Latino USA*, a program that chronicles the Latino experience and the impact of Latino culture on society, is also co-produced by KUT.

Utah

KBYU-FM Provo, Utah is developing a news and information department that will focus on community news and information, with a strong emphasis on the growing Hispanic community. This effort is lead by a Latino producer.

Vermont

Vermont Public Radio offered coverage of many topics of interest to minority and underserved groups, including Vermont's refugee resettlement program, welfare reform, and childcare costs and availability.

Virginia

WHRO-TV, Norfolk, Virginia continued to serve as one of six national partners in the three-year Television Race Initiative and created its own unique community outreach project, *Colors All Our Own*, to bring these national efforts together under a regional umbrella of broadcast programs, events and special educational materials. Over 170 local partners offered access to educational conferences, forums, screenings, facilitated dialogs and special exhibitions.

WHRO also operates the Hampton Roads *Voice for the Print Handicapped*, a special radio reading service serving for the visually impaired. The "Voice" broadcasts serve over 1000 area residents who receive them broadcasts using a special receiver.

Washington

KBCS-FM Bellevue, Washington began a programming partnership with the city of Bellevue's Office of Cultural Diversity. The resulting weekly program, *Voices of Diversity*, has been a great success, involving many citizens of various local ethnic communities who otherwise would not have access to the airwaves.

West Virginia

WVPN-FM Charleston, West Virginia produced a series of reports on the disproportionate number of African Americans in West Virginia prisons, as well as a special report on allegations of a racially-motivated police brutality case in Huntington and the lack of minorities on the Huntington police force.

Wisconsin

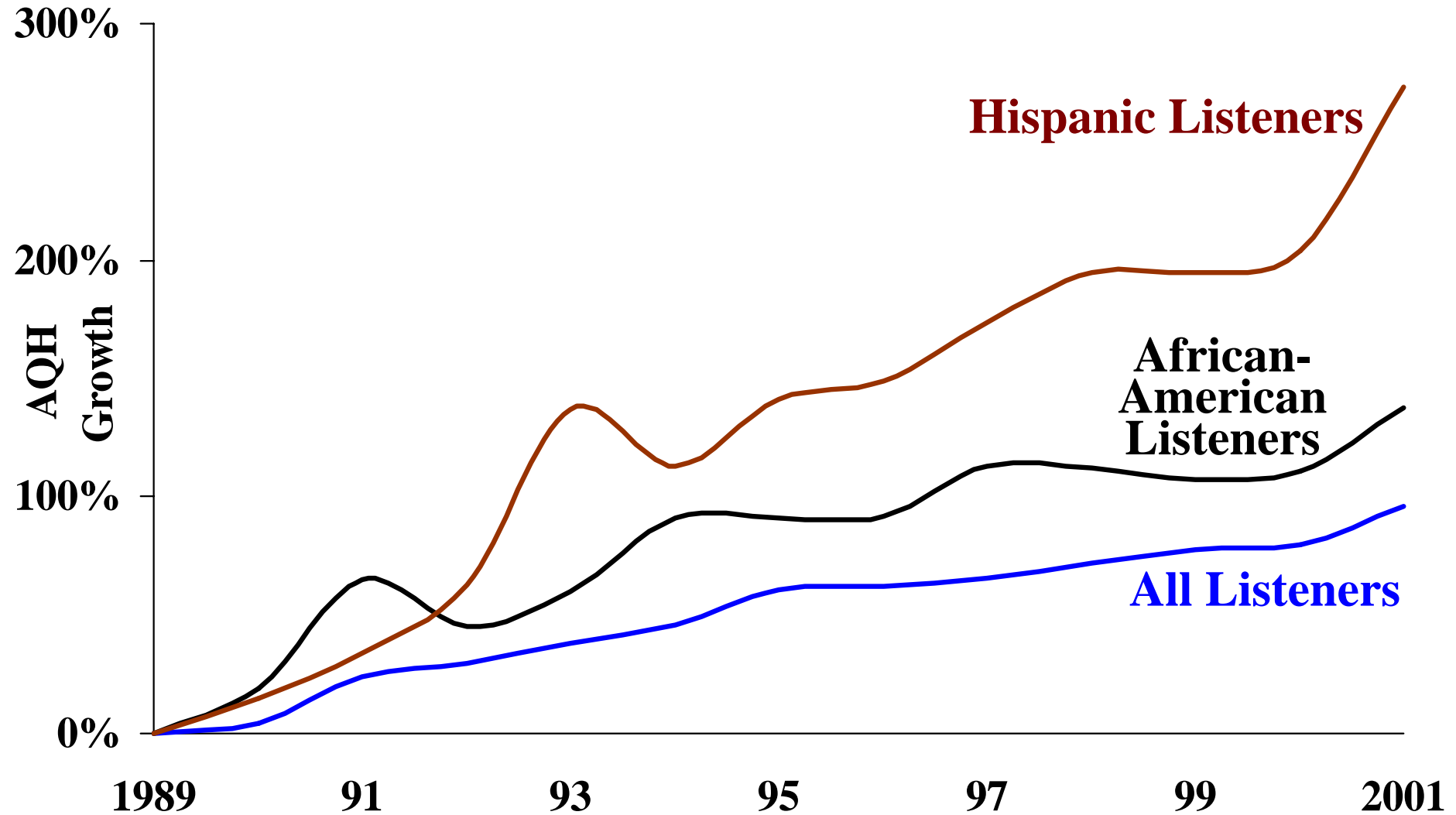
WOJB-FM Reserve, Wisconsin is assisting the Lac Courte Oreilles Ojibwe Language Society in producing Ojibwe language segments that are aired throughout the day to reinforce Ojibwe language skills. The station is also recording traditional tribal activities such as maple syrup making, spearfishing, trapping, storytelling and singing in the Ojibwe language. The recordings will benefit the Lac Courte Oreilles Community Cultural Center that serves as an educational outlet for Native and non-Native people interested in learning about Ojibwe history, culture, music and language.

Wyoming

KUWR-FM Laramie, Wyoming serves the needs of the diverse audiences of Wyoming through coverage on its local news magazine *Wyoming Today*.

Appendix

Public Radio
All Audiences Are Growing
Some Faster than Others



Source: CPB