



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

December 2003

A Report to the 108th Congress
and the American People
Pursuant to Pub. L. 100-626

December 30, 2003

The Honorable Bill Frist
Senate Majority Leader
S-230 The Capitol
Washington, D.C. 20510-7010

Dear Senator Frist:

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,

Attachment

December 30, 2003

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

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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 2003, our support for content and services that address the specific needs and interests of minority and other diverse audiences continues to be a cornerstone of our public service media enterprise.

The following service highlights for the year demonstrate this support:

- Public radio's long-time investment in Native American radio stations and programming has resulted in a strong infrastructure of diverse stations and widely-used programming focused on community service and retention of American Indian culture;
- Public radio minority employment has increased by more than 5 percent from a year ago, outpacing even total employment increases in public radio
- Public radio audience growth continues with a significant increase in African American and Hispanic listeners. African American listeners to public radio have increased by nearly 12 percent in the past year;
- Public broadcasting's system of local station outlets is highly responsive to the service needs of their rapidly changing market demographics;
- PBS offered an impressive array of national, prime-time programming with themes of racial and ethnic diversity in 2003;
- Public broadcasting continues as a significant contributor to accessible media for persons with disabilities;
- CPB qualified three new minority-controlled public radio stations in 2003 – a Native American station in Arizona, a Latino station in California, and a Latino station in Arizona.

Public Radio

Public radio programming, employment and service activities continue to demonstrate success in meeting the needs of America's unserved and underserved audiences.

Over the last decade, the number of weekly listeners to public radio (aged 12+) has nearly doubled, growing to more than 25 million as of spring 2003. This audience growth includes all listeners, but is even stronger among African American and Hispanic audiences. (See chart on radio audience growth in Appendix A.)

- Public radio's African American audience has more than doubled, while the Hispanic audience has tripled.
- Each week, more than 1.9 million African American listeners and nearly 1 million Hispanic listeners tune in to public radio.

In 2003, CPB supported a broad array of radio programming of particular interest to minority communities, notably:

- *The Tavis Smiley Show*, a daily, one-hour magazine program produced and distributed by NPR and hosted by author and broadcaster Tavis Smiley. The program airs on about 50 stations, reaching a weekly audience of nearly 800,000. spring
- **Moments to Remember**, a series of short modules hosted by Henry Louis Gates, telling the stories of African Americans such as "Big Mama" Thorton, whose original recording of "Hound Dog" inspired Elvis Presley's version; Benjamin York, an explorer who accompanied Lewis and Clark on their famous expedition, and James Earl Jones, one of the greatest actors of his generation. The series of 365 evergreen features is aired on 113 public radio stations, and broadcast internationally in 17 countries, including Germany, Italy, and Spain through the Armed Forces Radio Network.
- *Native America Calling* is a daily, live, call-in program addressing the social, political, economic, and cultural issues important to the country's Native American communities. Each program engages noted guests and experts with callers throughout the United States and is designed to improve the quality of life for Native Americans. The program is broadcast by nearly 30 public radio stations in the United States, including virtually all of the stations licensed to Native American organizations, and is also available by audio stream on the Internet.
- *Pacific Time*, a weekly documentary-style newsmagazine that focuses on the deep connections between the United States and Asian communities on

the Pacific Rim. The program is now broadcast in eight of the top 10 Asian American cities in the United States, with a combined Asian American population of more than 2.5 million, as well as in other smaller markets across the country. *Pacific Time* is produced by KQED-FM, San Francisco, California.

- **OchoTeen** is a short-form, limited documentary series. The series follows the lives of a group of Mexican-American teens in Chicago through the use of video-taped audio stories, letters and archival recordings which these students began recording when they were in fourth grade. The series will reveal individual stories on the themes of fitting in and growing up in America.

Minority employment continued to increase in public radio with 5.8 percent growth in 2003. Additionally, minority employment outpaced overall public radio employment growth between 2002 and 2003.

CPB continues to support public radio infrastructure and services that benefit America's underserved and unserved audiences by funding research and development projects, as well as operating expenses for a variety of program producers and public service entities.

- **AIROS**--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. AIROS services include a database of archived programming, and live streaming of programs on its website including its flagship program, *Native America Calling*.
- **Associated Alaska Public Broadcasting Stations (AAPBS) Station Administrative Training Project**--The 10 AAPBS stations are mostly rural, and eight of them are Native American. Through this program, each station receives assistance and training in planning, management, administration and reporting requirements.
- **Radio Bilingüe**--Radio Bilingüe, a non-profit, radio satellite 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 Bilingue*, 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.
- **Expanding Minority Stations** – In FY 2003, CPB provided support to three additional minority-controlled public radio stations. KGHR-FM in Tuba City, Arizona qualifies as the first Native American radio service within its coverage area. KGHR has been on the air for 11 years and is licensed to the local Navajo high school. KUFW-FM in Visalia, California and KNAI-FM Phoenix, Arizona, both operated by Radio Campesina, are the first Hispanic public radio stations in their coverage areas.

Spotlight on Native American Public Radio

CPB has supported Native American programming and radio stations for more than 30 years. In just the last five years, CPB has invested more than \$10 million to support Native American stations, and has awarded them nearly \$4 million in competitive funds support for programming and other projects.

These investments have had great impact. For example, Koahnic Broadcast Corporation's *Native America Calling*, an interview and call-in program about Native American issues and *National Native News*, a daily five-minute newscast, almost universal live carriage on Native American stations. These programs are distributed to Native American stations by the CPB-supported American Indian Radio on Satellite (AIROS) network. Other programming distributed by AIROS, such as *Native Sounds - Native Voices*, has also proven important in giving stations the ability to extend their on-air hours in an affordable manner.

In 2003, CPB radio management conducted site surveys of AIROS in Lincoln, Nebraska; Koahnic Public Broadcasting headquarters in Anchorage, Alaska; Koahnic's production center in Albuquerque, New Mexico; and the Native Media Resource Center. CPB also visited 10 Native American stations to assess their community service attributes. The stations that were visited are:

- | | |
|-------------------------|---------------------------|
| ● KNBA-FM Anchorage, AK | ● KGHR-FM Tuba City, AZ |
| ● KYUK-FM Bethel, AK | ● KNNB-FM White River, AZ |
| ● KTDB-FM Pine Hill, NM | ● KUYI-FM Hotevilla, AZ |
| ● KIDE-FM Hoopa, CA | ● KEYA-FM Belcourt, ND |
| ● KILI-FM Porcupine, SD | ● KABU-FM Fort Totten, ND |

In addition, CPB visited KNAU, Flagstaff, Arizona, a founding station of Indian Country News Bureau, a collaboration in which KNAU, a traditional public radio station, and stations on the Hopi and Navajo reservations share news reporting. (

These survey stations--most reservation stations-- offer an impressive picture of the community service activities undertaken by Native American minority-controlled stations. The 10 stations share attributes that are generally common to Native American stations:

- Native American stations are often essential institutions in their communities. They are a critical means of communication providing news and information about health, public safety, and community events. These stations often provide extensive coverage of tribal meetings and other tribal issues.
- Native American stations are key cultural assets. They have played a significant role in keeping Native American languages alive and, in some cases have led to resurgence in Native American language use. For many communities, the Native American station is an important holder of culture and history, and communicates a sense of “home” to those who live under the station’s signal.
- With a few exceptions, the physical plants of Native American stations are generally good. For the most part, these stations are operating with modern equipment, often in buildings that are modern as well. However, because many of these stations are geographically isolated, finding technical support can be a challenge.
- There are a number of very successful leaders in Native American radio. These leaders have a strong commitment to community service, have a willingness and skill to build strategic relationships, and are adept motivators.
- Some Native stations American have successful community youth programs. This is critical since recruiting staff to work in remote areas can be very difficult. Engaging local youth in station training and mentoring projects have helped some stations to “grow” staff.
- Most stations use community volunteers in their programming services as program producers and/or hosts.

► **Indian Country News Bureau: A Model Collaboration**

Three Native American stations are engaged in a service collaboration which directly benefits regional Native American audiences in northern Arizona. KNAU-FM and KUYI-FM have partnered to create the Indian Country News Bureau to make possible more comprehensive news

coverage from the Hopi, Navajo and other Native American reservations in the southwest. KGHR in Tuba City is also participating.

Made possible by a grant from CPB's Public Radio Public Service Competitive Fund, the Indian Country News Bureau (ICNB) was launched in January 2003. The Bureau reports are broadcast on both stations and some reports are also distributed to other public radio stations through NPR and AIROS.

ICNB has quickly established a solid regional identity on both the Hopi and Navajo reservations, becoming a unique and important source for timely, high quality news content. The partnership also creates a service model that builds production capacity at Native American stations. A production studio has been set up at KUYI, staffed by ICNB employees who are hired by KNAU.

In ICNB's first year of operation, it has provided news coverage on a wide range of issues including the impact of gaming on lives of Native Americans in the southwest, tribal politics, the psychological role of high school sports in tribal communities, economic development issues, the problems of alcoholism and violence on reservations, and the challenges of maintaining tribal cultural traditions through music, art, and language.

An example of ICNB's unique role and ability to meet the needs of its specialized audience – and audiences beyond the reservation – came earlier this year when it became a valued news source in the unfolding drama of Army Specialist Lori Piestewa who was first declared missing in action in Iraq. Piestewa, a Hopi tribal member, grew up and attended high school in a predominantly Navajo town, so her story was important news to both communities. ICNB followed Piestewa's story thoroughly, covering marches, prayer vigils, and providing background stories that were fed regionally and nationally to NPR's *All Things Considered* and *Morning Edition*. Ultimately, Piestewa was honored in death – as the first Native American woman ever killed in action as a member of the U.S. armed forces-- through the sensitive coverage provided by the Indian Country News Bureau.

Television Programming

In 2003, public television continued its efforts to ensure that programming reflects the diversity of American society and the richness of its culture.

Diversity Programming

Programs of particular interest to ethnic minority audiences because of their subject matter or treatment were plentiful on national public television in 2003 both in prime time and in other program day parts.

For the third consecutive year, CPB's Diversity Fund projects contributed to PBS's programs and series depicting the stories and situations of America's burgeoning multiculturalism. Many of the programs supported through the Diversity Fund highlight the work of emerging national producers as well as diverse filmmakers. The following Diversity Fund programs were broadcast in 2003:

- *Race: Power of an Illusion*
- Diverse Voices Project (presented by P.O.V.)
 - *Flag Wars*
 - *90 Miles*
 - *American Aloha: Hula Beyond Hawai'i*
 - *Soldados: Chicanos in Viet Nam*
 - *The Sixth Section*
- *Matters of Race*

The Diversity Fund Project, *The Rise and Fall of Jim Crow* received several national awards in 2003, including the Peabody Award. Other public broadcasting awards for diversity programming includes a DuPont-Columbia Award for *Two Towns of Jasper*, an Academy Award nomination for *Daughter from Danang*, and a national Emmy Award for *The Murder of Emmett Till*.

Other prime-time public television programming with diversity themes broadcast in 2003 includes:

- *American Family*
- *A Wedding in Ramallah*
- *Becoming American: The Chinese Experience*
- *Foto Novelas 2*
- *Heart of the Sea: Kapolioka'ehukai*
- *Skin Stories*
- *This Far By Faith*

The Role of the Minority Consortia

The following organizations: 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 26 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.

The Consortia provide an array of services to independent producers and minority audiences on behalf of public broadcasting. They provide seed money to producers who are telling stories of special interest to their constituent audiences, and they fund dozens of individual projects for PBS and individual public television stations to be used during the year to commemorate heritage months. In 2003, the five Consortia members have also collaborated on and jointly funded this year's prime time series *Matters of Race*.

The following are a few highlights of the Minority Consortia's programming and service activities:

LPB production activities in 2003 included the broadcast of three LPB-supported programs for PBS. Two dramas: *Foto Novelas 2* and *The Blue Diner* aired during Hispanic Heritage Month. *Mixed Feelings* is a program that looks at the interconnectedness of San Diego, California and Tijuana, Mexico.

LPB was honored by the city of Miami which declared a "Latino Public Broadcasting Day" in June.

NAATA continues to provide excellent programs to the public television system. This year NAATA led off with the broadcast of *Daughter from Danang*, airing on the PBS series *American Experience*. The program received an Academy Award nomination for best Documentary Feature, and also received the Grand Jury Award for Best Documentary at the Sundance Film Festival.

NAATA again organized the highly successful San Francisco International Asian American Film Festival in San Francisco. This year marked the twenty-first year of the festival and NAATA attracted 24,000 attendees to the 10-day event.

NAPT continued its work on the production of a major, national, primetime series that looks at the contemporary lives of Native Americans called *Native Americans in the 21st Century*; and provided two hours of new programming, *The Great American Footrace* and *Rocks with Wings*, to public television stations.

NBPC supported several high-profile programs that were broadcast in 2003 including *The Murder of Emmett Till*, *Flag Wars*, *Two Towns of Jasper*, and *This Far by Faith*. NBPC—in collaboration with the four other Minority Consortia members—also presented the limited series, *Matters of Race*.

PIC delivered nine hours of new programs to public television in 2003 including *Skin Stories*, *Heart of the Sea*, and *American Aloha*. *American Aloha*, which explores the revival of the ancient art of hula as a creative response to the disappearing Native Hawaiian culture, received the highest average overnight audience rating of the seven *P.O.V.* documentaries that aired this summer.

PIC provided training and professional development to 24 Pacific Islander producers in 2003, and sponsored a producer's academy (in collaboration with NAPT) for emerging producers in their constituent communities.

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.

2003 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 features American and international documentaries and dramas produced by independent filmmakers. The series, *Independent Lens*, was hosted by actress Angela Bassett.

Several of the programs already mentioned (*Two Towns of Jasper*, *This Far by Faith*, *Race: The Power of an Illusion*) that were broadcast in 2003 received major funding from ITVS. Additionally, ITVS presented several other diversity programs to public television this year, including: *Mama Africa*, *Strange Fruit* and *Los Trabajadores: The Workers*.

Educational Services

Ready To Learn

PBS's Ready To Learn Television Service, under a cooperative agreement with the U.S. Department of Education, helps prepare children ages zero to eight for success in school through educational television programming, community workshops for parents and teachers, distribution of children's books and family activity magazines, and Web sites for children and adults. The services are targeted to the parents and teachers of children most at risk of not entering school ready for success, particularly those in families of low income and limited literacy; and families that do not use English as their primary language, have young children with disabilities, or live in rural areas.

This fiscal year, over 140 local PBS stations held more than 9,000 workshops for more than 93,000 parents and more than 65,000 child educators, who care for approximately 980,000 children age zero to eight.

CPB Tweens Web Site

The second year of the CPB Tweens web site initiative (www.cpb.org/ed/5sites) reinforced the impact these online destinations had on their targeted audience. Millions of pages were visited by hundreds of thousands of kids aged 9 to 12, an historically underserved audience of public broadcasting.

The following are highlights of local public television utilization of these CPB-funded web sites:

- **Foundation for Excellence in Louisiana Public Broadcasting**
Louisiana Public Broadcasting held three week-long summer technology camps for 9 to 12 year old children in the Baton Rouge area. The camp provided the children with the necessary skills to safely surf the Internet and use the resources provided online by the sites.
- **Houston PBS-KUHT**
Houston PBS partnered with the Salvation Army Boys and Girls Club for five months. Through the after-school program, a technology teacher and activities coordinator worked with approximately seventy, 9-12 year olds using the five "Where Fun and Learning Click!" Web sites. In small groups, the youth focused on one Web site per month using guided lessons in the computer lab, independent time on the Web sites, and related offline group activities guided by the activities coordinator.

- **Nebraskans for Public Television**
 Nebraska Educational Telecommunications (NET) promoted the new kids Web sites by partnering with the Nebraska 4-H youth development program. NET was a partner at the 4-H second annual Cyber Fair held at the Nebraska State Fair, where they successfully showcased the five "Where Fun & Learning Click!" Web sites to thousands of fairgoers of all ages and distributed material with the Web site addresses. Gateway set up state-of-the-art computer systems and donated staff time and materials to create "digital ID's" for children visiting the Cyberfair exhibit. According to data collected by 4-H, 13,682 people entered the exhibit. NET also distributed 5,000 two-color, 50-sheet, 3"x4" Post-It notepads with the URLs to the "Where Fun & Learning Click!" Web sites. Additionally, NET distributed 3,500 kids' bags which held a variety of kids' program-related materials.
- **WBGU (Bowling Green, OH)**
 WBGU promoted the "Where Fun and Learning Click!" Web sites on its station Web site and on-air. Five workshops demonstrating each of the Web sites were held for tweens and their parents in partnership with Wood County Library. Participating tweens received a book that extends the learning from each Web site.
- **WCET (Cincinnati, OH)**
 WCET partnered with the Public Library of Cincinnati & Hamilton County on this project. The library presented five workshops (10 for kids, two for caregivers) based on the "Where Fun & Learning Click!" Web sites in the spring and summer of 2003. WCET is promoting the project through localized promos and through new spots shot at the library. Both WCET and the library are promoting the sites through their Web sites and listservs.
- **WHRO (Norfolk, VA)**
 WHRO constructed a wireless Traveling Tweens Training Lab to take to various Community Learning Centers in our underserved regions to provide training on the five "Where Fun & Learning Click!" Web sites. These training workshops targeted children, parents, teachers, and volunteers and provided hands-on, experiences guided by an instructor.
- **WNED (Buffalo, NY)**
 WNED partnered with Boys and Girls Club of Western New York, Buffalo and Erie County Public Library, Camp Good Days and Special Times, Computers for Children, and others to promote the five "Where Fun & Learning Click!" Web sites, focusing on students between nine and 12 years of age living in Western New York.

Annenberg/CPB Channel

Annenberg/CPB Channel 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. In addition, the programs are always available over broadband Internet.

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 78 million households have access to the *GED Connection* series, which is broadcast by 189 public television stations. More than 100,000 people have registered and used the related online activities, and more than 134,192 workbooks are in use. 1,093 video program sets have been sold to schools and other institutions, each of which serves large numbers of individual learners.
- More than 77 million households have access to *Workplace Essential Skills*, which is carried by 189 public television stations nationwide. More than 174,725 workbooks are in use, and 1,020 complete video series have been distributed to adult learning institutions across the country.

ESL Programming

For 2003, a total of 30 public television stations reported producing nearly 8,000 hours of local programming devoted to non-English speaking audiences. Fourteen of these stations also produced non-English language programming that included a companion Web site or specific outreach activities.

System and Audience Support

CPB/PBS Producers Academy

The CPB/PBS Producers Academy (PA) continued in 2003 with professional development activities for a diverse group of emerging producers who participated in the Producer's Academy WGBH Producers Workshop.

This year, another 15 persons experienced the week-long, intensive producer training session that focuses on writing, editing, and project management skills. Additionally, one Fellowship was given to an emerging producer to work on a new, PBS primetime series for hands-on production skill development.

Producers Academy participants were an ethnically and geographically diverse mix of station-based and independent producers and were admitted to the Academy through a highly-competitive selection process.

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 partnerships with national organizations have assisted public television in reaching and serving underserved audiences. In 2003, NCO convened a leadership summit 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 Council for Community & Justice, and the National Indian Education Association.

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, public television 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 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 report producing local content that made use of the Secondary Audio Program (SAP) channel for persons with

hearing impairments. More than 36,000 hours of programming were produced and broadcast by these stations.

- Development of a free, do-it-yourself tool for creating captions and descriptions for digitized media, which is now used by content developers, teachers, and children to caption and describe their own materials.
- Development of audio navigation or "talking menus" which enables people who are blind or visually impaired to navigate on-screen menus independently.
- Creation of free guidelines on how to make Web sites and multimedia, including math and science subject matter, accessible to users with hearing or vision loss. Also, similar guidelines were developed for creating talking menus for DVDs and set-top boxes.
- With funding from the National Science Foundation, leadership of an initiative to provide content developers of the National Science, Mathematics, Engineering and Technology Education Digital Library with recommendations, tools and resources to make this premier portal to science, math and engineering content for K-12, undergraduate, graduate and life-long learners accessible to those with disabilities.
- Creation and analysis of various electronic book (e-book) technologies for making this new media format, growing in popularity for delivery of both educational and recreational reading material, accessible. Of particular importance is the development and proliferation of resources to make multimedia (images, audio, and multimedia) accessible.
- Development of systems to deliver captions and video descriptions to individual patrons in movie theaters. The systems have been adopted by conventional movie theaters, IMAX large-format screens and more than 35 attractions at Disney, Seaworld, and Busch Gardens theme parks. Major Hollywood studios now regularly distribute films with both captions and descriptions.

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

Each year, CPB surveys 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 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 public radio stations but decreased at public television stations from 2002 to 2003. In public radio, the rate of growth was higher among minorities than among all employees, and the overall percentage of minorities employed in public radio grew slightly as a result. In public television, the decrease in minority employment was greater than overall employment, and minority employment declined slightly.

The decrease in minority employment at public television stations seems to mirror a national trend. The Radio-Television News Directors Association reports that the percentage of minorities employed in commercial TV and radio newsrooms also declined over the past year¹.

Station Employment 2002-2003

	January 2002	January 2003	% Change 2002-2003
Radio:			
Minority	856	906	5.8%
Total	4,552	4,758	4.5%
Percent Minority:	18.8%	19.0%	
Television:			
Minority	2,090	1,933	-7.5%
Total	11,371	10,782	-5.2%
Percent Minority:	18.4%	17.9%	

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. Employment decreased among all categories between 2002 and 2003. The number of minorities employed decreased by 13.2 percent among officials and managers and by 0.8 percent among all minority staff. Total employment was down by the slightly greater amount of 13.4 percent among officials and managers and by 1.8 percent for all staff.

National Organization Employment by Position, 2002-2003

	January 2002			January 2003		
	Minorities	Total	% Minority	Minorities	Total	% Minority
Managers or other officials	68	305	22.3%	59	264	22.3%
All Staff	389	1,281	30.4%	386	1,258	30.7%

Hiring

Public broadcasting hiring information is based on a comparison of 2001 to 2002 data. The overall hiring rate decreased by 26.3 percent (2,453 in 2001 to 1,807 in 2002), while the minority hiring rate decreased by 32.9 percent in the same period. In public radio, where minorities comprise 19 percent of all employees, 23.2 percent of new hires in 2002 were from minority groups. In public television, where minorities comprise 17.9 percent of all employees, 19.9 percent of those hired were members of minority groups.

Hiring, 2001-2002

	2001			2002		
	Total	Minorities	% Minority	Total	Minorities	% Minority
New Hires:						
Radio	761	154	20.2%	652	151	23.2%
Television	1692	414	24.5%	1155	230	19.9%

A total of 103 radio stations and 16 television stations reported no minority employees in 2003. This compares to 108 radio and 14 television stations reporting no minority employees in 2002. In 2002, 29 radio stations employed two or fewer full-time employees; In 2003 25 radio stations employed two or fewer full-time employees..

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 in 2002. The overall decrease in job openings from 2001 was 19.8%.

Job Openings, 2001-2002

	2001	2002	% Change 01 to 02
Domestic United States:			
Radio	1,385	1,213	-12.4%
Television	3,012	2,307	-30.6%
Outlying Territories:			
Radio	2	2	0.0%
Television	43	42	-2.4%

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
WDNA-FM Miami, FL
WABE-FM Atlanta, GA
WCLK-FM Atlanta, GA
WRFG-FM Atlanta, GA
KBBG-FM Waterloo, IA
WEAA-FM Baltimore, MD
WWOZ-FM New Orleans, LA
WURC-FM Holly Springs, MS
WJSU-FM Jackson, MS
WPRL-FM Lorman, MS
KCEP-FM Las Vegas, NV
WBGO-FM Newark, NJ

Native American:

KNBA-FM Anchorage, AK
KBRW-AM Barrow, AK
KYUK-AM Bethel, AK
KCUK-FM Chevak, AK
KZPA-FM Fort Yukon, AK
KIYU-AM Galena, AK
KOTZ-AM Kotzebue, AK
KNSA-FM Unalakleet, AK
KGHR-FM Tuba City, AZ
KNNB-FM Whiteriver, AZ
KUYI-FM Hotevilla, AZ
KIDE-FM Hoopa, CA
KGVA-FM Harlem, MT
KCIE-FM Dulce, NM
KABR-FM Magdalena, NM
KTDB-FM Pine Hill, NM

WBAI-FM New York, NY
WNCU-FM Durham, NC
WRVS-FM Elizabeth City, NC
WFSS-FM Fayetteville, NC
WSHA-FM Raleigh, NC
WCSU-FM Wilberforce, OH
WSSB-FM Orangeburg, SC
KTSU-FM Houston, TX
WNSB-FM Norfolk, VA

Total: 25

KSHI-FM Zuni, NM
KEYA-FM Belcourt, ND
KABU-FM Saint Michaels, ND
KLND-FM McLaughlin, SD
KILI-FM Porcupine, SD
WOJB-FM Hayward, WI

Total: 22

Hispanic:

KSJV-FM Fresno, CA
KBBF-FM Santa Rosa, CA
KUFW-FM Visalia, CA
KUVO-FM Denver, CO
KSUT-FM Ignacio, CO
WRTE-FM Chicago, IL
KANW-FM Albuquerque, NM
WLCH-FM Lancaster, PA
KMBH-FM Harlingen, TX
KDNA-FM Granger, WA

Total: 10

Multicultural:

KPFA-FM Los Angeles, CA
KKCR-FM Hanalei, HI
WZRU-FM Roanoke Rapids, NC

Total: 3

Total Radio: 60

TELEVISION:

African American
WHUT-TV Washington, DC

Multicultural
WLRN-TV Miami, FL
WYCC-TV Chicago, IL

Asian-Pacific Islander
Hawaii Network

Hispanic
KMBH-TV Harlingen, TX

Total Television: 5

Employment at Minority-Controlled Public Radio Stations

Overall, minority-controlled public radio stations² 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 6.4 percent since 2002, while minority employment at non-minority controlled radio stations increased by 5.4 percent.

Minority Employment by Control of Public Radio Station January 2002 to January 2003

	January, 2002			January, 2003		
	Minority Controlled	Non- Minority Controlled	All Public Radio	Minority Controlled	Non- Minority Controlled	All Public Radio
Total full-time Employment	414	4,139	4,552	456	4,302	4,758
Minority Employment	342	514	856	364	542	906
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 2003

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.	180	38.9%	6	2.6%	0	0.0%	4	4.2%	38	1.0%	228	4.8%
Hispanic	0	0.0%	69	30.4%	5	4.2%	1	1.0%	16	0.4%	91	1.9%
Native Amer.	2	0.4%	1	0.4%	83	69.2%	0	0.0%	26	0.7%	112	2.4%
Multicultural	5	1.1%	4	1.8%	2	1.7%	2	2.1%	12	0.3%	25	0.5%
Non-Minority	276	59.6%	147	64.8%	30	25.0%	89	92.7%	3760	97.6%	4302	90.4%
Total	463	100.0%	227	100.0%	120	100.0%	96	100.0%	3,852	100.0%	4,758	100.0%

**Race/Ethnicity of Employees by Control of Public Radio Station
Officials Only, January 2003**

Control of station:	Race/Ethnicity of Employees											
	African- American		Hispanic		Native American		Asian/ Pacific Isl.		Non Minori- ty		Total	
	#	% of Total	#	% of Total	#	% of Total	#	% of Total	#	% of Total	#	% of Total
African-Amer.	35	59.3%	1	3.4%	0	0.0%	1	14.3%	4	0.9%	41	7.4%
Hispanic	0	0.0%	15	51.7%	2	7.4%	1	14.3%	3	0.7%	21	3.8%
Native Amer.	0	0.0%	0	0.0%	17	63.0%	0	0.0%	5	1.2%	22	4.0%
Multicultural	1	1.7%	1	3.4%	2	7.4%	0	0.0%	0	0.0%	4	0.7%
Non-Minority	23	39.0%	12	41.4%	6	22.2%	5	71.4%	418	97.2%	464	84.1%
Total	59	100.0%	29	100.0%	27	100.0%	7	100.0%	430	100.0%	552	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 2003**

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.	64	57.1%	3	5.9%	0	0.0%	1	10.0%	9	1.1%	77	7.1%
Hispanic	0	0.0%	20	39.2%	2	4.1%	1	10.0%	4	0.5%	27	2.5%
Native Amer.	0	0.0%	1	2.0%	33	67.3%	0	0.0%	9	1.1%	43	4.0%
Multicultural	1	0.9%	2	3.9%	2	4.1%	0	0.0%	0	0.0%	5	0.5%
Non-Minority	47	42.0%	25	49.0%	12	24.5%	8	80.0%	835	97.4%	927	85.9%
Total	112	100.0%	51	100.0%	49	100.0%	10	100.0%	857	100.0%	1,079	100.0%

Minority-controlled public radio stations contributed 57.8 percent of the hours of programming produced by minorities in fiscal year 2002. Although overall hours of programming produced by minorities across the public radio system decreased slightly from the previous year, hours produced by minorities at Native American

and Multi-Cultural stations increased by 31.4 percent and 406.1 percent, respectively.

**Hours of Programming Produced by Minorities
By Control of Public Radio Station, FY 2001-2002**

Control of Station:	2001		2002		% Change in Hours, 2001-02
	Hours Produced by Minorities	Percent of Total	Hours Produced by Minorities	Percent of Total	
African American	122,135	31.8%	103,478	27.6%	-15.3%
Hispanic Native American	64,684	16.9%	46,979	12.5%	-27.4%
Multi-Cultural	42,852	11.2%	56,310	15.0%	31.4%
Non-Minority	1,924	0.5%	9,738	2.6%	406.1%
Total	152,088	39.6%	158,196	42.2%	4.0%
	383,683	100.0%	374,701	100.0%	-2.3%

Station Highlights

Alabama

Alabama Public Television produces the nightly news and public affairs program *For the Record*. The show features political issues of importance to minorities and coverage of social programs aimed at improving the lives of the economically disadvantaged. Examples include the issue of the English-only drivers' license exam, a special school program that uses music to teach children with autism, and the funding crisis facing subsidized childcare in Alabama.

WBHM-FM Birmingham, Alabama operates the Alabama Radio Reading Service. The service provides programming and services to visually-impaired and low-literacy Alabamians, and is offered on public radio subcarriers and public television secondary channels throughout the state.

Alaska

KSTK-FM Wrangell, Alaska serves a population that is approximately one-third Tlingit, Haida, and Tsimshian Native Alaskan. The station regularly broadcasts news content focused on Native Alaskan issues, including access to adequate health care, revitalization of language, dance and arts, and the repatriation of artifacts. The station was the recipient of a grant from the Alaska Federation of Natives for the purpose of producing public service announcements aimed at Native Alaskan youth. The campaign was designed to help teens avoid drug and alcohol use and sexual promiscuity, as well as to provide information on anger management and positive youth activities available in the community.

KYUK-TV Bethel, Alaska produces an annual documentary featuring the Camai Dance Festival, which highlights Native Alaskan, Native American and other indigenous performers from around the world. The station also produces cultural and historical documentaries about the Yup'ik Eskimo people. Many of these feature Yup'ik language sound track or subtitles.

American Samoa

KVZK-TV Pago Pago, American Samoa provides news coverage geared to Korean, Chinese, Filipino, Tongan and other ethnic communities in the territory. The station has provided coverage of the Korean community hall, a Tongan church center and its cultural festivals, and activities in various other ethnic communities across American Samoa. KVZK broadcasts in both English and Samoan.

Arizona

KNNB-FM White River, Arizona provides programming in both Apache and English to the residents of the Fort Apache Indian Reservation. The station covers topics including health, governmental affairs and environmental planning, and features weekly reports by tribal leaders, including tribal chairs and council members representing each local community, on social and economic issues. The tribal elders also contribute to *Apache Stories: Words of Wisdom*, which is produced in the Apache language and stresses the importance of maintaining cultural identity and practicing traditional values. The program also features biographies of local heroes and role models.

KUAT-TV/KUAS-TV Tucson, Arizona airs a combination of nationally produced children's programs in Spanish and a locally produced bilingual news magazine each Sunday morning. The 90-minute program block is called *Reflexiones Domingo*.

KXCI-FM Tucson, Arizona is providing free consulting and training to the Tohono Odham Nation to assist the development of its tribal radio station. KXCI has assisted with personnel recruitment, fundraising and air-time and training for on-air personnel.

Arkansas

Arkansas Educational Television Network produced a workshop on cultural awareness for state schools. Paraprofessionals are guided through a series of common misconceptions and realities pertaining to different cultures; helpful techniques for dealing with classroom interaction are also shared. Copies of this workshop are distributed to education cooperatives and school districts throughout the state. The network also produces an "Instruction for English Language Learners with Disabilities" workshop led by Dr. Jozi De Leon of the University of New Mexico. Copies of this video are distributed to education cooperatives and school districts throughout the state.

KUAF-FM Fayetteville, Arkansas produced a series of cultural reports on Northwest Arkansas' Hispanic population. Topics included a newspaper produced by Latino high school students and their mentors, the local Latin music scene, challenges faced by Hispanic immigrants seeking a college education, and cultural diversity among Latinos.

California

KBBF-FM Santa Rosa, California participated in the Bi-National Health Week Campaign, which focused on informing the community of the various health programs available to those migrating from Mexico to California. The station produced a series of health programs, mini-dramas and informational spots informing the community about available services, and performed special outreach to seasonal migrant communities, providing free health essentials such as toothbrushes, soap and eyeglasses. More than 14,000 people were served during this campaign.

KPFA-FM Berkeley, California's award-winning apprenticeship program is the station's most visible outreach to its listening community. This affirmative action training program, which has a year-long curriculum, instructs students in all aspects of radio production, engineering and on-air presentation. The apprenticeship program is a way that the station can create greater opportunities for individuals from groups that have historically been under-represented in the media. This year will be the 18th year of the program and graduates have gone on to participate in all facets of KPFA, from on-air hosts and producers to station management, and have also gained employment at other public and commercial media outlets throughout the country. This year KPFA is providing weekly air time for programming produced and presented by a collective of apprenticeship graduates.

KQED-TV San Francisco, California spearheaded the *Making Connections Media* outreach initiative, which reached 300 new immigrants and minority group members through a series of meetings, bilingual community events and media-making activities.

Colorado

KBUT-FM Crested Butte, Colorado raised awareness for persons with disabilities through coverage of the local adaptive sports center, which assists disabled persons in pursuit of outdoor activities such as skiing and rafting. In addition, coverage of a local deaf woman raised community awareness of lack of services for the hearing impaired, and resulted in Western State College beginning to provide sign language interpreters for their guest speakers and lecturers.

KGNU-FM Boulder, Colorado launched a new program, *Hmong Radio*, which is produced primarily in the Hmong language by members of Boulder's growing immigrant community. The station also launched a Spanish-language program, *Que Onda*, which is targeted to the Latino community.

KRMA-TV Denver, Colorado produces the longstanding documentary series, *Spirit of Colorado*, which highlights the people and places that make Colorado unique. Profiles have focused on Native American cultures and celebrations, black cowboys, wilderness and horse programs for inner city youth and more. Another series, *Life Wise*, addresses issues facing senior citizens from identity theft, and memory loss to coping with grief.

Connecticut

WHUS-FM Storrs, Connecticut has produced *One World Radio*, a program focusing on world music and cultural connections, for ten years. About half of the program is non-English language. The station also produces *On the Home Front*, which provides information geared towards meeting the needs of recent immigrants to the area.

District of Columbia

WAMU-FM Washington, DC produced *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. The broadcasts continued in additional wards during 2003.

WETA-TV Washington, DC hosted a workshop for sixty African-American faith leaders from throughout the Metropolitan Washington area. The workshop, entitled *Faith into Action*, was part of the outreach effort for the national broadcast of *This Far by Faith*, a six-part series about the historical role of the Black church in the United States. Dr. Robert Franklin, president of the Interdenominational Theological Center in Atlanta, led the workshop, which focused on issues of faith, economic development and community leadership. Participants came from Virginia, Maryland, and the District of Columbia.

WHUT-TV Washington, DC hosted a PBS Program Club in support of the national broadcast of the *Matters of Race* series. The event was attended by 100 persons who engaged in a conversation about the program's themes on race, culture and identity in contemporary America.

Florida

WCEU-TV Daytona Beach, Florida produced a three-hour workshop with hosts Mary Ann Wilson and Lori McCormick of *Sit and be Fit*. Like the series, this workshop was designed to encourage senior citizens and persons with disabilities to stay in shape. While Wilson and McCormick were in the area, WCEU also took them to visit two local retirement homes to teach group classes for those unable to come to the event.

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. All language programs have community affairs and cultural roots themes.

WMFE-TV Orlando, Florida produced a documentary focusing on the Muslim community of Central Florida and how it fared in the wake of the 2001 attacks. Guests included the president of the region's Islamic Society and a specialist in Arab affairs from the University of Central Florida. The program aimed to foster cross-cultural understanding and included a call-in segment. In addition, the special educational needs of children with learning disabilities were the focus of a special program which offered a preview of a forum discussing how learning disabilities affect children in school and beyond.

Georgia

Georgia Public Television sponsored a morning of fun learning activities and visits with Arthur and other PBS characters for 700 pre-kindergarten through third grade students at Ft. Stewart, a military base in southeast Georgia near Savannah. The children all had at least one parent in Iraq and had just learned the day before that the parents would not be returning home for at least three more months. The children had a wonderful day, and the parents and caregivers were pleased to have a way to lift the children's spirits. The network also provided 200 tickets to African American churches and other ethnic-based organizations in the area to ensure strong minority participation in the filming of *Antiques Roadshow* when it visited Savannah.

WCLK-FM Atlanta, Georgia produces regular bulletin board services to disseminate community information. Both the Jamaican and Hispanic

populations of Atlanta rely heavily on this service for news impacting their communities.

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. The station actively solicits participation from the several Micronesian immigrant communities on Guam to produce news and current affairs programming in their own languages. The programs include a correspondent relationship with a radio news organization in Micronesia so that audio can be exchanged via the Internet.

Hawaii

Hawaii Public Television, Honolulu, Hawaii signed on to the national PBS educational initiative, Ready to Learn, which links PBS children's programs with resources and activities to encourage literacy in young children. Most of the workshops conducted on the island of Oahu have targeted disadvantaged areas and groups, including the economically disadvantaged and recent immigrant arrivals to the state.

KKCR-FM Hanalei, Hawaii broadcasts 66 hours a week of Hawaiian programming including music, language, and coverage of sovereignty issues. The station also serves as a voice to a variety of organizations that represent minority groups on the island through interviews, call-ins, and public service announcements.

Idaho

KBSU-FM/KBSW-FM Boise, Idaho recruits and trains Hispanic students to produce radio programs. The students work either as volunteers or as paid work-study employees. Spanish language programming includes music, news, public affairs and an events calendar. The stations also co-sponsored the Twin Falls Cinco de Mayo celebration at the College of Southern Idaho.

Idaho Public Television produced several programs, including *The Journey of Sacagawea*, *Predators of the West* and *Predator Legends*, which depict Native American life in the Intermountain West and involved tribal members in the productions. The network also delivered 1,000 Spanish language books to migrant children.

Illinois

WNIJ-FM Rockford, Illinois produced a series of news reports on new immigrants to the Rockford community.

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. During the past year Radio Arte has increased its program to enroll even more students in order to increase the number of Latinos in public radio and to fill the need for role models for youth. The station has also developed new programs for bilingual kids ages five through nine.

WSIU/WUSI-TV Carbondale, Illinois delivered 42 literacy workshops and community events to low literacy, limited English, special needs and rural residents, educators and child care providers in its broadcast region during the past year. In addition to the educational workshops, more than 5,000 books and 28,000 educational newsletters were distributed to needy families.

WYCC-TV Chicago, Illinois produced *Nuestros Niños*, a Spanish language series of ten half-hour programs on parenting. *YCC City Edition* is a half-hour news magazine series that covers the topics most important to the city's diverse student population. The station also broadcasts a four-hour block of programming in the Spanish language each week. This Spanish block includes *PBS Kids Bookworm Bunch*, *Plaza Sesamo*, *Clifford the Big Red Dog*, and *Europa Semanal*, a news program with a European perspective.

Indiana

WFWA-TV Fort Wayne, Indiana produced a special on domestic abuse in minority communities aimed specifically at Hispanic, Vietnamese and African American residents. Public service announcements were also produced on the topic.

WTIU-TV Bloomington, Indiana has distributed hundreds of free Spanish-language children's books at various outreach events, including the Bloomington Latino Festival and the Indiana University Latino Festival. The station also developed a companion web site for a photography exhibit of Latino families based on a Mathers Museum of World Cultures Exhibit. WTIU also received an award from the Bloomington Council on Accessibility for its services for persons

with disabilities, particularly its carriage of descriptive video for viewers who are sight-impaired.

WVPE-FM Elkhart, Indiana completed a year-long study of race and diversity issues in Elkhart County, which has undergone a major demographic shift in the past ten years. Reports focused on how the new minority communities – primarily Latino – are affecting the area. A total of six in-depth news reports were produced based on the study.

Iowa

Iowa Public Television, Des Moines, Iowa created *Mi Primer Voto: My First Vote*, a series of programs, interstitial elements, public service announcements and outreach efforts aimed at providing information for Iowa's growing Hispanic population that will increase their engagement in the democratic process. The project targeted first-time Hispanic voters and included a collaborative outreach campaign and local television programming to educate Hispanics about the process of voting, stimulate their interest in political issues, and help them achieve a stronger civic involvement in the state. Programs explained the basics of voting, including how to register, find polling places, and work through language barriers.

KWIT-FM Sioux City, Iowa, is just one of many public radio stations that are responding to the fast-growing Latino population in their communities 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 newly-expanded Spanish language music and information program *South of the Border*. The station also airs a news and information program produced by two young Hispanic interns. No other radio station in the Sioux City market offers this type of programming in Spanish.

Kansas

KOOD-TV Dodge City, Kansas conducted the Second Annual Latina Women's Leadership Conference last fall, at Dodge City Community College. The conference included nine breakout sessions throughout the day, with topics such as serving migrants through community services, Latina empowerment, immigrant rights, and barriers that impact the success of Latinas in careers and education.

KPTS-TV Wichita, Kansas produced two documentaries with follow-up call-in programs focusing on children in low income households and how to improve

the quality of their lives. Health care, nutrition and education were some of the larger issues explored. The station produced a live remote panel discussion program in cooperation with Kansas Children's Campaign with the same focus and goal. In cooperation with the American Association of Retired Persons, KPTS produced a documentary examining the growing phenomenon of grandparents who become the primary caregivers of their grandchildren.

Kentucky

KET, Lexington, Kentucky and the Annie E. Casey Foundation (AECF) convened a community screening and discussion in Louisville connected with the broadcast of *Matters of Race*. Partners included the Urban League Young Professionals, Young Professional Association of Louisville, Center for Women and Families, and University of Louisville Pan-African Studies. Additional screening and discussion events are ongoing in targeted Louisville neighborhoods. These efforts are in connection with the AECF Making Connections family strengthening initiative.

WKMS-FM Murray, Kentucky is responding to the influx of Hispanic agricultural workers in its area by partnering with the local health education center to link new residents to health care providers. WKMS originated and broadcast a series of special reports about how to build cultural competencies, what the health infrastructure has done to support Spanish-speaking people, and how the presence of new immigrants is changing communities. The station also produced a series of reports about the closing of a large industrial facility and the community impact of the jobs lost as a result.

WKYU-TV Bowling Green, Kentucky was the media sponsor of a number of community events including National Kids Day, Reading Rainbow Young Writers and Illustrators Contest, and Hispanic Heritage Month celebrations.

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

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. The station programs approximately 30 hours per week in French.

Louisiana Public Broadcasting has collected more than 4,000 books during five book drives in 2003. These books have been distributed to literacy projects, school libraries, battered women's shelters, teen residential facilities and social service agencies. The network's Louisiana Young Heroes program honors children who have overcome adversity and served as an inspiration to others. A large percentage of the children honored in this program have overcome physical disabilities to lead full rich lives that include strong academic achievement and service to their communities.

Maine

Maine Public Radio aired more than 70 stories on issues relating to underserved audiences, including coverage of anti-Muslim feelings in Maine and the plight of Somali immigrants in the state.

WERU-FM Blue Hills Falls, Maine provides local news and public affairs programming geared to migrant workers, persons with disabilities, and Native Americans.

Maryland

WBJC-FM Baltimore, Maryland broadcasts a Russian language service on its secondary audio channel, which provides news, community information, and educational programs for the local Russian immigrant population. The station also broadcasts a radio reading service for the blind.

WEAA-FM Baltimore, Maryland broadcasts *Fiesta Musical*, a bilingual Latin jazz program which presents music with bilingual announcers and community announcements targeting the Hispanic population.

Massachusetts

WBUR-FM Boston, Massachusetts created a special web page on its web site during the Afghanistan conflict. The site presented daily translations of Arabic-language reports to provide listeners with additional perspectives on the news.

WGBH-FM Boston, Massachusetts partnered with the Boston YWCA's Youth Voice Collaborative to create student audio diaries as a part of *Eye on Education*, a local multi-media initiative created to examine education reform in

Massachusetts from a variety of perspectives. The project included a series of audio diaries from a high school senior who had recently emigrated from Guatemala which were broadcast in Spanish on a partnering station and translated on WGBH's web site.

Michigan

WGVU-AM/FM Grand Rapids, Michigan participated in the Ameritech Hispanic Excellence Awards program, which honored five outstanding members of the Western Michigan Hispanic community in the areas of education, health and human services, arts and culture, economic development, and civic leadership. The station produced interview segments on the awards ceremony as well as segments with the winners from each category.

WKAR-TV, East Lansing, Michigan produced a program entitled *And Justice for All*. This special, produced in partnership with the Open Justice Commission of the State Bar of Michigan, explores the potential impact of bias and discrimination on Michigan's justice system. Hosted by former University of Michigan President Lee Bollinger, panelists commenting on the documentary segment include state Supreme Court justices, federal judges, attorneys and law scholars.

WTVS/Detroit Public Television, Detroit, Michigan spearheaded an outreach campaign for the series *Matters of Race*. The campaign was designed with the intent of engaging Detroit area high school students and educators in a discussion of diversity. Students from two Detroit area schools conducted interviews on diversity and submitted their video tapes for streaming on the station's website. The station also posted a variety of essays on diversity written by students.

Minnesota

KAXE-FM Grand Rapids, Minnesota has been invited to produce a documentary series in conjunction with the Leech Lake Reservation. Tribal leadership considers the station to be a vital resource to help disseminate information about tribal and reservation issues. KAXE also continues to serve as a work site for at-risk youth through the Minnesota Northeast Service Corps.

KBEM-FM, Minneapolis, Minnesota is owned and operated by the Minneapolis public schools, an urban school district that serves 68 percent minority students. ESL students make up as much as half of several of the schools in the district, and the station broadcasts programming in Spanish, Somali, Hmong and Native

American languages to serve these students. KBEM also broadcasts a Spanish-language information and entertainment program on a weekly basis.

Twin Cities Public Television, Minneapolis/St. Paul, Minnesota produced *Bel Ahdan*, a weekly variety talk show concerning Middle Eastern issues and perspectives. Produced in Farsi and English for an Arabic audience, it is the only television program specifically targeted to Minnesotans of Middle Eastern origin.

WDSE-TV Duluth, Minnesota recently concluded 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 five regional Emmys. This project included an Ojibwe language Web site and teacher guides for the six-part series.

Mississippi

Mississippi Broadcasting Networks celebrated a week-long tribute to the music genre born and bred in the state – the blues. The celebration centered on the PBS series, *The Blues*, and included a number of locally-produced programs highlighting the heritage and history of the musical genre and featuring the state's African-American blues musicians. The station also produced a special series of ten *Blues Breaks* highlighting some of the locations, history and culture of the blues in the state. *Blues Breaks* was distributed nationally and was broadcast by selected stations throughout the country.

WPRL-FM Lorman, Mississippi serves an audience that is 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 audience.

Missouri

KCPT-TV Kansas City, Missouri presented *CAMBIO DE COLORES: The Changing Face of America's Heartland*. This thirty-minute documentary takes a closer look at the region's burgeoning Latino population. From the meatpacking plants of mid-Missouri to a growing cadre of Hispanic entrepreneurs, KCPT seeks to transcend stereotypes and tell the personal stories of the region's fastest growing ethnic group.

KMOS-TV Warrensburg, Missouri entered into a Ready to Learn partnership with the Missouri Department of Elementary and Secondary Education, Migrant English Language Learners. The partnership enables the station to serve a large English-as-second language population in Missouri. As a result of the program's

resources and parent/care giver training sessions, families are assisted in learning English together through viewing of PBS Kids programs and reading bilingual books.

KWMU-FM St. Louis, Missouri hosts an annual Minority Journalism Workshop. Station news and production employees coordinate technical, hands-on training to a diverse group of participants.

Montana

KGVA-FM Harlem, Montana operates on the Fort Belknap Reservation, home of the Gros Ventre and Assiniboine tribes. Most of the station's programming is focused on meeting the needs of Native American listeners, including community and health information and interviews with tribal elders.

KUFM-FM Missoula, Montana produces and broadcasts *World Bridge* for a Native American audience. The program features Native American hosts and producers offering music, news, and community information.

KUSM-TV Missoula, Montana produced 65 Ready to Learn workshops for rural residents, Title I schools, and Native American childcare professionals. Approximately 3,000 First Books were distributed, primarily to Native American reservations. The station has had four children's books translated into Crow and is working on translations into Russian, Japanese, and Thai. Translated Crow books will then be distributed to children on the Crow reservation, while the other languages will be used in conjunction with ESL program in Missoula.

Nebraska

KZUM-FM Lincoln, Nebraska produces programs in Spanish, Bosnian, Chinese, Southeast Asian, Arabic, and Russian languages that provide community, health, and government information.

Nebraska Educational Telecommunications 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 to assist newly-arrived immigrants. Topics range from the requirements to obtain a drivers license to the location of English as a second language classes.

Nevada

KLVX-TV Las Vegas, Nevada provides a Ready to Learn project that has trained 1,205 teachers and 11,220 parents, reached 14,717 children, and distributed 16,565 new books. Over 90 percent of all KLVX Ready to Learn materials and services are distributed to lower socio-economic and ESL families.

New Hampshire

New Hampshire Public Radio offers *The Exchange*, a public affairs program which focuses on issues of importance to underserved audiences, including hate crimes, religious violence, and the history of immigration in New Hampshire.

New Hampshire Public Television's outreach team implemented a direct mail campaign to Asian American professional and university groups in conjunction with the local broadcast of the PBS program *Becoming American: The Chinese Experience*. The network also coordinated Project Storytime, held at the Lakes Region Correctional Facility in Laconia, in collaboration with its Family Connections Program. Project Storytime is for incarcerated mothers and fathers, some with low literacy skills. The project includes 90-minute workshops teaching parents how to help in their children's literacy development. Inmates choose children's picture books and are videotaped reading aloud. The books and a video of the parent reading are sent to the children.

New Jersey

New Jersey Network Trenton, New Jersey celebrates the diversity of New Jersey's communities with regularly scheduled local programming that gives voice to these constituent groups including *Another View* and *Images/Imagenes*. *Another View* brings to viewers a distinctive voice from an African American perspective on an array of topics including health, education, community economic development, bridging the digital divide, civil rights, housing discrimination, and politics. *Images/Imagenes*, a weekly public affairs program addressing news and social issues that affect the Latino community, is the longest-running Latino public affairs program in the PBS system.

WBGO-FM Newark, New Jersey is a minority-controlled station serving one of the largest African American audiences in public radio.

WBJB-FM Trenton, New Jersey has started a public awareness campaign which highlights one community organization per month. In addition to airing public

service announcements for the monthly campaign, the station produces and airs three-minute vignettes about each organization.

New Mexico

KNME-TV Albuquerque, New Mexico is involved in a wide variety of activities for underserved audiences working with a large group of community partners. Through an Albuquerque Public Schools *Get To Work* grant, an at-risk high school student began a minority student internship at the station when she was 15-years old. The student finished the *Get To Work* program, graduating from high school and receiving a LPN degree at the same time, in an accelerated school-to-career program. Continuing her education, the student remains with the station under a Work Study position, and is the first in her family to begin college.

KSHI-FM Zuni, New Mexico is a Native American owned and operated radio station located on the Zuni Indian Reservation. Local community calendars and other information are broadcast in the Zuni language. The station is used by the Indian Health Service to promote physical well-being through exercise and healthy eating habits, and collaborates with the local school district to produce a children's show.

New York

WCNY-FM, Syracuse New York was awarded a series of National Science Foundation grants to create regular programming about research and demonstration projects promoting gender diversity in science, technology, engineering, and mathematics, including those fostering greater participation by under-represented populations such as racial minorities and persons with disabilities.

WCNY-TV, Syracuse, New York produces and airs a weekly program called *Access with George Kilpatrick*. The purpose of this series is to give minority groups and others in the community a chance to air their opinions on community issues. In addition, various topics targeted to the underserved are regularly scheduled on the daily program, *HOOR CNY*.

WNET-TV, New York, New York produces *New York Voices Health Specials* four times per year. These programs are designed to help viewers navigate the health system and are particularly useful to viewers who are uninsured or who need assistance to help get through medical challenges. The four one-hour shows included: *New York Voices: AIDS in the City*, with a focus on immigrant, minority communities – particularly young Latina and African American women; *New York Voices: Elder Care*, which discussed how to help seniors transition into

institutional care; *New York Voices: Diabetes* with a special emphasis on childhood obesity and the rise in type-two diabetes; and *Don't Panic, Prepare*, helping New Yorkers understand how to prepare for emergencies in the home and at work.

WNYC-FM New York, New York has launched an aggressive initiative to gather information about and develop programming for diverse populations in its listening area. The station hired a minority-owned market research firm to explore how African Americans use public radio. The station anticipates using this research to expand its programming and services to underserved components of its listening area.

WXXI-TV, Rochester, New York partnered with Rural Opportunities, Inc. to provide a cross platform outreach initiative utilizing a preview documentary screening and discussion event for migrant families and the educational staff who serve them. Because the documentary was in English, WXXI provided translation services for non-English speaking viewers at the preview event.

North Carolina

WTVI-TV Charlotte, North Carolina initiated a youth book club for 35 African American youth in a poverty-stricken neighborhood's after school program.

WUNC-FM Chapel Hill, North Carolina provided election results and detailed discussions of the ongoing dispute over legislative redistricting and its impact on minority voting strength. Coverage of the NAACP's meetings with state lawmakers, industry partnerships between employers and historically Black colleges, and reports on a persistent achievement gap between black and white high school students were also presented.

North Dakota

KABU-FM Fort Totten, North Dakota is encouraging and reinforcing 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.

KEYA-FM Belcourt, North Dakota is located in the heart of the Turtle Mountain Chippewa reservation and broadcasts in the native languages of Mitchif and Ojibwe. The station regularly provides community events, health, and education information.

Prairie Public Broadcasting provided a Ready to Learn workshop series for young, single Native American mothers. Education staff also worked with the

North Dakota School for the Blind by distributing *Reading Rainbow* backpacks filled with video and Braille books and activities.

Ohio

Ideastream, Cleveland, Ohio is a new public media company combining public television, radio, and new media to reach 80% of the population in northeast Ohio. In addition to providing ten weekly hours of locally-produced foreign-language radio programming, the company's efforts include significant regular on-air minority presence on both TV and radio, and substantial focus on minority issues in its news and public affairs coverage. Recently these have included a TV examination of the Supreme Court "Cleveland" voucher decision, a radio discussion about AIDS in the African American community, a TV and radio simulcast discussion about non-traditional entrepreneurial leadership, and an on-location public panel discussion (hosted by Tavis Smiley) about bias in media newsrooms.

WBGU-TV Bowling Green/Lima, Ohio developed *Hines Farm*, an hour-long historical documentary about a blues Mecca in Northwest Ohio. During the late 1950s and throughout the 1960s, Hines Farm was the location of one of the premier blues clubs in the United States and served as a cultural center for African Americans. WBGU also produced an educational outreach event that provided elementary and secondary students a history lesson in regional musical and cultural heritage at Hines Farm.

WOSU-TV Columbus, Ohio produced *New Voices: A WOSU-TV Town Meeting on Immigration and Foreign Policy*. Over 80 immigrants gathered at the WOSU studios to discuss issues that touch their lives, including learning English, finding jobs, racial profiling, and feeling victimized by the legal system and by bureaucracy.

WVXU-FM Cincinnati, Ohio recently won the Ohio Society of Professional Journalists award for best coverage of minority issues.

Oklahoma

KRSC-TV Claremore, Oklahoma produced the live broadcast *Native American Studies* and *Oklahoma History* series. These programs are college-credit courses and are also used by a consortium of seven area high schools.

Oregon

Oregon Public Broadcasting, Portland, Oregon is committed to providing a wide range of services to people with disabilities. The network's radio reading service, Golden Hours Radio Network, continues to expand its information and resources to the blind, elderly and disabled community. Golden Hours is broadcast through the secondary audio programming (SAP) audio channel. In recent years, Golden Hours has added web casting, which has grown to seven audio streams: 1) entertainment-based programming hosted by individuals with disabilities; 2) Oregon Commission for the Blind; 3) Oregon State School for the Blind, in which students participate in station programming, announcing and operations; 4) Golden Hours Radio Network simulcast; 5) Omni Books (all book reading); 6) Omni Events (e.g. American Council of the Blind/National Federation of the Blind state conferences, legislative sessions, voter access conference); and 7) Eugene Sounds, which features newspaper reading and local programming from Eugene, Oregon.

Pennsylvania

WHYY-TV Philadelphia, Pennsylvania is producing 26 interstitials as part of its *Latina Salud II* initiative, a production/outreach effort on women's health issues that are important to the Latina community.

WPSU-FM State College, Pennsylvania produced a series of nine programs entitled *Race Matters*, which incorporates semi-monthly call-in shows with feature stories on race issues and a related web site. Show topics have included race and politics, interracial relationships, and the legacy of Jim Crow.

WQED-TV Pittsburgh, Pennsylvania offers *Black Horizons*, a local weekly program produced to serve the region's African American audience since 1968.

WYBE-TV Philadelphia, Pennsylvania has a station mission to "strengthen the sense of shared community among individuals of diverse backgrounds and cultures." WYBE provides a blend of international and multicultural programming, as well as serving as the broadcast voice for underserved audiences. This includes programming for the African American and Latino communities, programming for the gay and lesbian communities, as well as programming for 11 different ethnic groups in the greater Philadelphia region.

Puerto Rico

WIPR-FM Hato Ray, Puerto Rico regularly broadcasts in both Spanish and English, and concentrates its efforts on developing a series of Spanish-language programs equivalent in theme and quality to NPR's national programming. The station has also developed a system for simultaneous translations from English to Spanish and vice versa for special occasions such as legislative public hearings and official messages.

WIPR-TV San Juan, Puerto Rico offered *Todos Podemos Lograrlo*, which focuses on providing information on the agencies and services available to the handicapped population. The program serves as a showcase and a forum for people with disabilities. This weekly, one-hour long program is one of the few dedicated to providing counseling and information on activities available to people with disabilities.

Rhode Island

WSBE-TV Providence, Rhode Island offered 20 workshops in English and Spanish that included service to 318 low-literacy and limited English parents of children eight years of age or younger. Training topics included literacy skills, media and social literacy, children with disabilities, nutrition, child development, and diversity.

South Carolina

South Carolina Educational Television developed TECH TEAM, a three-year pilot program that consists of after school technology clubs and summer technology day camps designed to increase middle school girls' interest in science, technology, engineering, and math in a hands-on, project based setting. In the first year, the girls learned video production and editing by interviewing women in their communities who work in the science and technology fields. In the second year, they are learning how to create and design web pages, and will learn data programming in the third year.

South Dakota

KLND-FM McLaughlin, South Dakota, produced and broadcast a series of public service announcements aimed at the Native American community entitled *Alcohol and Drug Free Living*. The announcements were produced using the voices of local children.

KUSD-FM Vermillion, South Dakota participated in “Enriching Your Culture,” an indigenous writing contest that involved young people in various age categories writing about a word of their native language.

Tennessee

WCTE-TV Cookeville, Tennessee includes a bilingual trainer as a part of its Ready to Learn service. The station conducts workshops for Spanish-speaking parents, provides books in Spanish and English for children, and maintains outreach and reading centers at high traffic locations such as area Public Health Departments, Departments of Human Services, and local public libraries. WCTE received a National Educational Telecommunications Association first place Outreach Award for the overall quality and number of individuals helped through its Ready to Learn Hispanic outreach efforts.

WKNO-FM Memphis, Tennessee continues to provide a variety of forums for minority voices. Its daily *Arts Interview* program includes representatives from such diverse groups as the Black Arts Alliance and the National Civil Rights Museum.

Texas

KERA-FM Dallas, Texas, produced primary and general election debates in English and Spanish. The station provided Spanish language translations of the debates to any interested commercial or non-commercial broadcaster in Texas. The gubernatorial primary also featured a first-of-its-kind debate conducted entirely in Spanish.

KLRU-TV, Austin, Texas has focused its outreach efforts primarily on underserved communities. The station worked with a small rural community in Bastrop, to build community and historic pride. Partner organizations collaborated on several projects including a youth art and essay project, a veterans’ oral history project and a 30-minute documentary. The station also created a Program Club that is 95 percent Latino. The club previewed and discussed programming with Latino-oriented content.

KUHT-TV Houston, Texas produced *Children on the Brink*, a documentary about the crisis in providing care for children with mental disabilities in Texas.

KUT-FM Austin, Texas produces *In Black America*, a weekly half-hour public affairs series on the African American experience. The program, which has been in production for more than 25 years, 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

KRCL-FM Salt Lake City, Utah regularly airs programming in Tongan, Samoan, Chinese, Vietnamese, and Spanish.

KUED-TV Salt Lake City, Utah conducted monthly screenings and panel discussions as part of its *Diverse Voices* project. Audiences for specific screenings included Arab Americans, Muslim Americans, Vietnamese Americans, Chinese Americans, Cambodian Americans, Sudanese Americans, Hispanics, Native Americans, and Pacific Islanders. KUED also produced a half-hour special on immigrants and refugees in Utah, which increased community awareness of the challenges faced by the state's newest residents.

KULC-TV Ogden, Utah is a partner with **KUED-TV Salt Lake City, Utah** in the New Americans initiative, offering educational resources to elementary and secondary teachers who have new immigrants in their classes. These resources are distributed statewide in 40 school districts to approximately 23,000 teachers.

Vermont

Vermont Public Radio offered coverage of many topics of interest to minority and underserved groups, including the plight of the Abenaki Indians, women and Islam, and low-income housing in Vermont.

Virginia

WBRA-TV Roanoke, Virginia produced 10 local spots highlighting local children who initiated community service projects. Projects included the clean-up of an abandoned slave cemetery in Danville, a Martin Luther King Day/Sister Cities project to study cultures around the world in Roanoke, and middle school teams helping promote pre-school children's literacy skills.

WMRA-FM Harrisonburg, Virginia operates a radio reading service for the print-handicapped, serving thousands of area residents with five hours of local and four hours of national programming daily. The service airs on the WMRA SCA sub carrier, as the audio on cable bulletin boards in several cities, and through the in-house cable systems of several local retirement communities.

Washington

KCTS-TV Seattle, Washington partnered with **KPLU-FM Tacoma, Washington**, to launch the two-year *Learning Curve* initiative. This initiative, funded by a grant from the Stuart Foundation, is enhancing the capacity of both organizations to conduct ongoing in-depth reporting on education topics. To date, KCTS has produced two primetime specials that looked at teacher professional development and the No Child Left Behind Act. KCTS and KPLU also launched a comprehensive web site to support the campaign.

KDNA-FM Yakima, Washington serves an audience that is made up largely of Spanish-speaking farm workers, immigrants and Latino citizens of the Eastern Washington area. The majority of these new residents continue to struggle for economic independence, and they rely on the station for information about social services, food and shelter, education and community resources.

West Virginia

WSWP-TV Morgantown, West Virginia produced a series entitled *Just Like Anyone* which addressed challenges and opportunities for individuals with physical and mental disabilities. The series covered services available, success stories and many other aspects of the lives of the disabled.

WVPN-FM Charleston, West Virginia is producing *Black History in Live Performance: A Mountain Stage Celebration*. The program will be distributed by Public Radio International and The Voice of America.

Wisconsin

WHA-TV Madison, Wisconsin partnered with Wisconsin's Small Business Development Centers in the production of a multi-faceted program on the Latino workforce in Wisconsin. The project included a "best practices" video reel of the positive role-modeling actions Wisconsin business leaders created in their shops in order to assist Latino workers in succeeding at their jobs and in their communities. This video will be used in the Small Business Development Centers throughout the state to teach other businesses how they might help their Latino workforce to succeed. The station then re-versioned this footage into a documentary entitled *Freedom to Work*. This 60-minute documentary profiles Latino workers and their employers in the state's dairy, manufacturing and hospitality industries. The broadcast was offered statewide in Spanish and English.

WOJB-FM Reserve, Wisconsin is assisting the Lac Courte Oreilles Ojibwe Language Society in producing Ojibwe language segments that are aired throughout the broadcast day to reinforce Ojibwe language skills. The project also involves recording more fluent speakers of the Lac Courte Oreilles dialect for preservation and archive purposes. In addition, the station is planning to produce weekly segments highlighting various members of the Ojibwe community.

Wyoming

KCWC-TV Riverton, Wyoming co-produced a program called *Focus west: Los Americanos*, featuring several Spanish immigrants from Wyoming, Idaho and Nevada, and explored the problems they have as new immigrants. The program also has a website with extended interviews and information on new immigrants in the West. The station premiered the documentary *Washakie: Chief of the Shoshones*, a one-hour biography of a local Native American chief from the Wind River Indian Reservation.

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

¹ Source: *Percentage of Minorities Drops in Local Radio and TV Newsrooms*, News Release, Radio-Television News Directors Association, July 31, 2003

² Data for three Native American stations (KGHR-FM Tuba City, AZ; KIDE-FM Hoopa, CA; and KILI-FM Porcupine, SD) and one Hispanic station (KUFW-FM Visalia, CA) is not included in this analysis because the stations were not yet formally qualified for CPB support as of the time employment and governing board data was collected by CPB.