



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

December 2004

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

December 31, 2004

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

Dear Senator Frist:

In accordance with the Public Telecommunications Act of 1988, 47 U.S.C. § 396 (m) (1), I am pleased to transmit to you the Corporation for Public Broadcasting's (CPB) triennial report assessing the needs of minority and diverse audiences, the plans of public broadcasting entities and public telecommunications entities to address such needs, the ways radio and television can be used to help these underrepresented groups, and projections concerning minority employment by public broadcasting entities. In addition, this report includes, as required by 47 U.S.C. § 396 (m) (2), 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 31, 2004

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

We are proud to report 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 2004, 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:

- In 2004, CPB undertook an unprecedented audience research project to determine what qualities and characteristics of public television programming audiences find most valuable.
- In 2004, CPB awarded the largest Children's programming grant in its funding history to a Latino-themed, animated, English language literacy series called *Maya & Miguel*.
- In 2004, CPB, in collaboration with NPR and the National Federation of Community Broadcasters, established the Center for Native American Radio providing technical, fundraising, and programming support to nearly 30 Native American public radio stations.
- In 2004, Minority employment at public radio stations continued to outgrow total employment.
- For 2004, a total of 42 public television stations reported producing nearly 10,000 hours of local programming devoted to non-English speaking audiences.

Section A. Public Broadcasting Audiences: Needs Assessment

Our country's 367 public television stations are already the nation's only free noncommercial television service. Now they are rapidly becoming the nation's sole locally-owned and operated media resource, offering an unparalleled opportunity to provide local programming and uniquely positioning them to respond to community needs. Whether providing college courses via the Web, offering workplace skills curricula with state Labor Departments, providing teachers with online curricula for the classroom, coaching parents on specific ways to boost their children's school readiness and literacy skills, public television stations are finding new ways to serve their communities.

In 2004, spearheaded by CPB, public television began a comprehensive review of public television programming and activities. The research examined changing public needs and expectations so that public television can continue to offer a highly valued and trusted public service.

The goal of the research-involving the input of stations and viewers in about 20 communities-was to improve national programming decisions by informing them with a body of research that identifies the kinds of programming key audience segments respond to, and clarifies the programming values that make public television distinct in the TV landscape.

The programming review was structured as a three-phase research process with qualitative focus groups and in-depth interviews, followed by a quantitative survey and segmentation analysis. Each phase of research was designed to build and refine the knowledge gained in the prior phases and required gathering input not just from the audience but from public television's multiple stakeholders.

Researchers were hired to conduct audience focus groups and in-depth interviews for the qualitative phase of the program review.

Based on this audience evaluation, the researchers identified 10 draft viewer-based "principles" associated with public television. A

principle was defined as “a consistent pattern of thoughts, feelings and behaviors elicited when people use a particular media vehicle,” and represent what our viewers appreciate about public television when it succeeds. As the project continued, these principles were refined with a statistically representative sample. The programming principles were then tested with audiences (through a national survey of public television viewers and non-viewers) so that they can be applied to the practical, operational parts of our national television programming work. The national survey also included questions to learn more about the general role of all television – including public television – in the respondent’s lives. (See Attachment A. CPB Programming Principles).

The national, primetime survey included specific data related to the general use and appreciation of television-and in particular PBS-by minority viewers. The survey resulted in the following research findings for minority viewers:

- Among ethnic/racial minority public television viewers ¹all groups had high, positive attitudes towards PBS.
- African-American viewers are more likely to be heavy primetime viewers – and watched PBS more often – watching more evenings per week than other groups²;
- Unaided recall of PBS programs was below average for all minority groups; however minority viewers had clear preferences for programming genres,
 - African-Americans indicated they would like to see more History programming;
 - Hispanic viewers wanted more Nature programming, and
 - Viewers identifying as “other” agreed they wanted the aforementioned programming genres, as well as How-To and News programs.

¹ Ten percent of the sample described themselves as African-American and ten percent described themselves as Other (primarily Asian-American and Hispanic-Americans. Other may also include mixed-race.

² African Americans watch PBS 1.5 evenings per week for an average of 1.8 hours. Hispanics report watching PBS only 1 evening a week for 1.6 hours. Other reported watching 1.4 evenings for 1.2 hours per week.

- Minority viewers watch more PBS Kids programming than the general PBS audience.³
- Minority viewer status also has technology implications :
 - African-American and Hispanic households have more television sets than average; while Other households have fewer than average;
 - Hispanic households have more VCRs and DVD players than average;
 - African-Americans have the highest cable penetration at 83% vs. US average of 79%; Other has the lowest cable penetration at 70%;
 - Average US households have 1.1 personal computers; Other has slightly higher; and African-American households have slightly fewer and are less likely to be online.
- Consistent with previous minority audience demographic findings, African-American households have, on average, lower income and less education than the general population; Hispanic households have lower education but average household income; and Other households (primarily Asian Americans) have above average education and higher income.⁴

In the final phase of the audience research, primetime audience segments were identified based on the data gathered from the Awareness, Attitudes, and Usage (AAU)⁵ study in the quantitative phase of the research.

³ While only 29% of US households report watching PBSKids programming, 43% of African American households, 35% of Hispanic households, and 52% of Other watch PBS children's programming. These larger viewer percentages of PBSKids programs correlates to a larger presence of children in these minority households.

⁴ In 2001 research commissioned by CPB one finding noted that education, especially a four-year college degree, is [still](#) the best correlate of public TV viewing. This research also concluded that region of residence influences PTV viewing, noting that some sections of the South usually view public TV at lower levels than other portions of the country, and these geographical regions also contain a disproportionately higher number of African Americans and Hispanics than the nation as a whole. (TRACMedia, 2001)

⁵ The AAU was fielded by Knowledge Networks/Statistical Research and consisted of telephone interviews with 1,481 adults 18+.

Eight audience segments were identified with respect to their usage of and attitudes toward public television (See Attachment B. Primetime Audience Segmentation Groups). The research reveals that race and ethnicity do not predict audience segmentation⁶ with minority viewers scattered throughout the segments...however there were almost no minorities in the audience segment with the highest attitude and involvement with public television.

The AAU survey included a series of questions to audiences asking them to recall the PBS programs they had most recently viewed (See Attachment C. PBS viewing tables). Minority audience respondents often mirrored the responses of non-minority viewers, but there were some interesting patterns.

- In an unaided recall question, *NOVA* was mentioned by minorities identified as “other” more often than total viewers; with 12% mentioning *NOVA*;
- When the survey question aided respondents in recalling PBS programs, a high percentage of minority viewers said they had watched not only *NOVA* but added *Nature*, *Antiques Road Show* and *NewsHour* to their recent PBS viewing.
- Hispanic self-reported viewing of *Nature* and *NOVA* during the survey term outranked total viewing of these programs.
- *Great Performances* and *NewsHour* had higher self-reported viewing by minorities identifying as “other” than total viewership.

Overall, minority audiences are viewing many of the same prime-time programs as non minority audiences. Past research also indicates that minority audiences tend to view programs that have specific themes that are related to their lives and experiences. Minority viewers also continue to view PBS children’s programming in larger percentages than non-minority audiences.

⁶ the segments were generated using latent class modeling—a statistical method which does not impose preconceived segmentation categories in advance but discovers natural groups which exist in the population. Fifty one variables based on the respondents’ answers to the survey questions were used to generate the segments.

Section B. Public Broadcasting Programming

Public Television Programming for Diverse Audiences

In 2004, public television continued its efforts to ensure that programming reflects the diversity of American society and the richness of its culture.

Programs of particular interest to ethnic minority audiences because of their subject matter or treatment were plentiful on national public television in 2004 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 2004:

- *Searching for Asian America* – This 90-minute special features three, intimate profiles that exemplify the lives of Asian Americans in the changing, multicultural landscape of the U.S.
- *The Journey Home* – A 2-hour documentary chronicling the personal journeys of self discovery and identity made by three generation-X Americans whose families illustrate America's diversity and accommodation for multiculturalism.
- *Sound Check*-- A 60-minute TV special focusing on the stories of five, passionate, diverse young musicians whose lives illustrate the diversity of American culture and how some young people.
- *Visiones*-- This series examines the nation's diverse Latino communities and how they have been able to keep their artistic expressions alive while creating new and unique visions that contribute to art in America.

Other prime-time public television programming with diversity themes broadcast in 2004 includes:

- *Farmingville*- reveals the underlying forces, and the human impact, of what has become the largest influx of Mexican workers in U.S. history – a migration that is carrying new immigrants beyond border areas and major cities and into the small cities and towns of America.
- *Cosmopolitan* – this 60-minute drama explores the acculturation of an East Indian immigrant.
- *The New Americans*–this series examines what the American dream looks like through the eyes of today’s immigrants.

In 2004, public television introduced two new educational children’s series developed for an underserved school-aged audience.

- *Postcards from Buster*-- Buster has two key educational goals: to build awareness and appreciation of the many cultures in America and to support the language learning of children in the process of acquiring English. In each episode, Buster travels to a new location and meets new kids and families. These children reflect the many different voices and faces of young Americans today. Many of them are bilingual and/or bicultural.
- *Maya and Miguel*-- The series chronicles the adventures of 10-year-old twins Maya and Miguel Santos and features their family, friends and a richly diverse neighborhood. The series has two primary goals: first, to promote the value of a culturally diverse society; and second, to support English language acquisition and usage with a special emphasis on vocabulary. [See more information, below, on Maya & Miguel]

Maya & Miguel

The 65-episode Maya & Miguel series is produced by Scholastic, Inc. for the new PBS KIDS GO, programming block designed and branded for children who have outgrown the standard PBS kids programming. The series – especially geared toward America’s growing Latino population--was conceived in response to “the social transformation in the U.S. resulting from shifting demographics; and to research regarding the needs of second language learners.” (See Attachment D. Changing Demographics and Language Gap impact)

The series revolves around the family and diverse community life of 10-year old, bilingual Latino twins. Good natured, Maya Santos, is always involved in the concerns of her friends and family. Her brother, Miguel, is more practical; he is a protective big brother – older by three minutes.

The Santos family includes parents, a grandmother and a pet parrot. The family lives in an urban setting in an apartment over the family pet store. The neighborhood setting features characters from a wide variety of backgrounds and shows their different cultural traditions, holidays, foods, languages and customs.

Public television’s financial support of this program includes direct support from CPB--the largest award for a children’s multimedia initiative. The Department of Education also supports Maya & Miguel through a Ready to Learn grant to PBS.

Scholastic assembled a national advisory board made up of leading educators, experts in cultural diversity and the needs of second language learners, media researchers and child development specialists who provided guidance on the development of the series and the series’ goals: to promote the value of a culturally diverse society; and to support English language acquisition and usage with a special emphasis on vocabulary.

To support the first goal, the Maya & Miguel series will:

- Provide positive role models;
- Dispel cultural myths and stereotypes;
- Represent authentic immigrant experiences; and
- Show people of different backgrounds contributing to a successful community.

To support the second goal, the Maya & Miguel series will:

- Model the process of language learning;
- Use authentic, natural language and introduce vocabulary;
- Model tone, inflection and nonverbal communication;
- Present cultural customs and manners; and
- Show bilingualism as a value.

The Maya and Miguel series is part of a broad-based Scholastic initiative comprised of television, print media, school and community outreach, an interactive web site, publishing, and a host of ancillary materials. The public television outreach strategy focuses on integrating the series into Ready to Learn activities and initiatives. In collaboration with a strong group of national outreach partners which include the National Recreation and Parks Association, the National Center for Family Literacy, the Cuban American National Council and the National Council of La Raza, public television stations are customizing Maya & Miguel outreach services for their communities.

The series producers are undertaking a series of focus group evaluations throughout the development of the project that will inform the content, structure, and characters for the series. This ongoing evaluation will make the series very responsive to the needs of the underserved youth audience that the program targets.

Public Radio Programming for Diverse Audiences

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 increased by nearly 40 percent, growing to more than 27 million as of spring 2004. This audience growth includes all listeners, but is even stronger among African American and Hispanic audiences. (See chart on radio audience growth in Appendix E.)

Minority employment continued to increase in public radio with 5.8 percent growth in 2004. Additionally, minority employment outpaced overall public radio employment growth between 2003 and 2004.

In 2004, CPB supported a broad array of radio programming of particular interest to minority communities, notably:

- *The Tavis Smiley Show* – Four years ago in an unprecedented collaboration, NPR and six African-American public radio stations conceived of a public affairs show that would build diverse audiences and reflect the interests and perspectives of the African American community. The result was a daily, morning drive-time newsmagazine to report news and information from the cultural, social, and intellectual landscape of African-American experiences hosted by author and social commentator, Tavis Smiley. The program is intended to foster dialogue and understanding across demographic and ethnic lines. In addition to the broadcast, the program is also carried on both of NPR's satellite radio channels and available through live streaming on the web.
- *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.

CPB also continues to support public radio infrastructure and services that benefit America's underserved audiences including the following projects:

Center for Native American Radio

In September 2004, CPB announced a \$1.5 million grant to establish the Center for Native American Radio, a centralized service bureau that will provide technical, fundraising and programmatic support to nearly 30 public radio stations serving Native American listeners.

Native radio stations provide vital programs and services to some of our nation's poorest and most isolated communities and listeners depend on these stations to cover national and local news, deal with community issues, and create links across geographic and tribal boundaries.

The National Federation of Community Broadcasters will oversee the Center's organization and operation, which will also be guided by an advisory board of Native American station and community leaders. The Center will seek non-traditional funding sources to aid the coalition of Native stations, which serve communities from the Alaskan tundra to the Arizona pueblo to the Native American populations of America's biggest cities. The Center will also provide expertise on accounting, engineering, programming and other forms of technical assistance that small stations need to operate.

- **AIROS** The American Indian Radio on Satellite (AIROS)
The 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*.

- **Radio Bilingüe** Satélite 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. Radio Bilingüe currently has over 60 affiliates in the United States that air a variety of national programming including:

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

Section C. Public Television's Diversity Partners

The National Minority Programming 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 27 years, CPB has funded these minority programming organizations, which serve as liaisons between minority independent producers and audiences, and the public broadcasting system.

These organizations provide seed money to producers who are telling stories of special interest to minority 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.

The following are a few highlights of the Minority Consortia's programming and service activities in 2004:

Latino Public Broadcasting

- In FY 2004 LPB has delivered to public television a total of twenty-nine (29) hours of programming. *Farmingville* received numerous awards including Special Jury Prize at The Sundance Film Festival 2004, Best Documentary at the San Diego Latino Film Festival 2004 and at the San Antonio Latino Film Festival 2004.
- *Discovering Dominga*, *Farmingville* and *Every Child is Born a Poet* were nominated to the IMAGEN AWARDS in Los Angeles in two categories, Best Documentary in Film and Best Documentary in Television. *Discovering Dominga* won the IMAGEN AWARD for Best Documentary in Film in August 2004.

National Asian American Telecommunications Association

- In 2004, NAATA was proud to present "Searching for Asian America," a 90-minute special broadcast on PBS. Co-produced by NAATA and KVIE (Sacramento public television), the series was hosted by Ann Curry, news anchor for NBC's Today and received support from the CPB Diversity Fund.
- NAATA presented more than 8 hours of programming for PBS as part of their Asian Pacific American Heritage Month project. NAATA staff assisted public television stations in outreach to their local Asian American community organizations and helped stations to customize their program offerings during this May Heritage Month celebration.
- NAATA also co-sponsored the third annual Asian American Filmmakers Reception at the Sundance Film Festival; and curated the 22nd Annual International Asian American Film Festival in San Francisco. The festival is the largest showcase for Asian American and Asian film and filmmakers in the country.

National Black Programming

- NBPC celebrated its 25th Anniversary in 2004 with its Prized Pieces film festival at the Schomburg Center for Research in Black Culture in New York City. The festival which commemorated NBPC's history of support to and distribution of films about the African American and African Diaspora experience featured 25 films made during the organizations founding.

Pacific Islanders in Communications

- In 2004, PIC again provided an impressive array of training and professional development activities for emerging Pacific Islander media producers. For the second year in a row, PIC and Native American Public Telecommunications (NAPT) co-sponsored a four-day Producers Academy in Honolulu. The September "Storytelling for the Screen" Academy created an immersive learning environment for twelve Pacific Islander and Native American producers to sharpen their writing skills.

- **PIC** hosted a workshop on Guam entitled “Shooting Cultural Stories.” The workshop stimulated important discussion on the community’s need for producer networking and media training.

Native Americans in Public Telecommunications

- **NAPT** also continued its professional development activities for Native producers. In addition to the producers training conference co-sponsored with PIC, NAPT sponsored the attendance of four seasoned producers at the World Congress of History Producers.
- The Sundance Film Festival released the list of films selected for its prestigious film festival, including an **NAPT**-funded film, **TRUDELL** Directed by Native American producer, Heather Rae. The film chronicles the travels, performances and politics of Native American poet and activist John Trudell.

The Role of the Independent Television Service (ITVS)

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

- In 2004, ITVS continued to present (in partnership with PBS) the primetime series, *Independent Lens*, that features American and international documentaries and dramas produced by independent filmmakers. The first complete primetime season ended in the summer with 29 weeks of programming and 37 films for a national audience. A new season began this fall.
- The seven-hour television series *The New Americans*, funded by ITVS, premiered on Independent Lens in March 2004. The New Americans depicts the journey of five families from their homes in the Dominican Republic, Nigeria, the West Bank, Mexico and India to new lives in the United States. The ITVS-sponsored outreach campaign for the series focused on helping lawmakers

and others understand the breadth of challenges facing immigrant families.

- ITVS marked its 10th year at the Sundance Film Festival, the renowned showcase for independent films, by screening seven films – a new ITVS record! Sundance 2004 feature the following works by minority producers: Rodney Evans’s BROTHER TO BROTHER in the dramatic competition; Stanley Nelson’s A PLACE OF OUR OWN, Shola Lynch’s CHISHOLM ’72: UNBOUGHT & UNBOSSSED, Catherine Tambini and Carlos Sandoval’s FARMINGVILLE, Ramona S. Diaz’s IMELDA, and Jessica Yu’s IN THE REALMS OF THE UNREAL in the documentary competition. Since 1994, ITVS has screened more than 40 projects at Sundance, including 11 Sundance Film Festival Award winners.

Section D. Other Services to Diverse Audiences

National Center for Accessible Media

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

- Eighty-nine television stations reported producing local content that made use of the Secondary Audio Program (SAP) channel for the hearing impaired.
- Leadership of a national initiative to enhance the nation's emergency warning systems to better serve people with sensory disabilities. Work is ongoing with public and private sector partners to research and develop recommended accessibility extensions to emergency system protocols, technologies and services for wired, wireless, DTV- and IP-based delivery systems.
- Development of CaptionKeeper® a tool which extracts captioning data from television broadcasts or videotapes, and reinserts the captions into streamed content for the Web. This tool will ensure limited resources for making entertainment, educational and informational program content accessible, are leveraged for other applications.
- Development of a free, do-it-yourself tool for creating original 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, when integrated onto a DVD or into set-top boxes for DTV-ready

sets, 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, the creation of similar guidelines for creating talking menus for DVDs and set-top boxes.
- With funding from the National Science Foundation, providing content developers of the National Science, Mathematics, Engineering and Technology Education Digital Library with recommendations, tools and resources to make science, math and engineering content for K-12, undergraduate, graduate and life-long learners accessible to those with disabilities.
- Ongoing work with the League for Innovation in the Community College to disseminate and institutionalize use of resources that can make technology-enabled science, technology, engineering and math learning resources accessible to students, faculty and administrators at community colleges.
- Creation and analysis of the accessibility of various electronic book (e-book) technologies. Of particular importance is the development and proliferation of resources to make multimedia (images, audio and multimedia) accessible.
- Development and proliferation 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, Sea World and Busch Gardens theme parks. Major Hollywood studios now regularly distribute films with both captions and descriptions; at last count over 200 films have been made accessible on the day and date of their theatrical release.
- Development and evaluation of speech solutions that will enable consumers who are blind or have low vision to navigate and operate the coming wave of centrally-based home media centers.

Project partners include the American Foundation for the Blind and the Panasonic Speech Technology Laboratory.

Education & Literacy Services

- 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, more than 9,000 workshops were conducted by 148 local PBS stations for more than 73,000 parents and more than 48,000 child educators, who care for approximately 760,000 children up to eight years of age.

- CPB funded the development of two new web sites, one with an environmental science theme and the other focused on history. These new sites target kids 6-9 and will be joining the family of previously CPB funded youth-focused sites to reach the underserved audience of school-age children.
- For 2004, a total of 42 public television stations reported producing nearly 10,000 hours of local programming devoted to non-English speaking audiences. Fifteen of these stations also produced non-English language programming that included a companion Web site or specific outreach activities.
- 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. KET, The Kentucky

Network now manages the entire LiteracyLink Project, which recently added web-based professional development for ESL teachers--

- 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 103 million households have access to the *GED Connection* series, which is broadcast by 241 public television stations. More than 138,000 people have registered and used the related online activities, and more than 168,972 workbooks are in use. 1,283 video program sets have been sold to schools and other institutions, each of which serves large numbers of individual learners.
 - More than 75 million households have access to *Workplace Essential Skills*, which is carried by 178 public television stations nationwide. More than 199,007 workbooks are in use and 1,096 complete video series have been distributed to adult learning institutions across the country.

Section E. Station Employment, Hiring, Recruitment & Minority Controlled Stations – Public Broadcasting Activity

Each year, CPB conducts a survey of its station grants recipients to gather data on the size and composition of the public broadcasting workforce. The survey data on employment and hiring cited here include only full time employees of public radio and television stations located in the 50 states and the District of Columbia. The figures cited for public radio include only the employees who work solely at public radio stations; the figures cited for public television include employees who divide their time between a public television station and a public radio station. 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 2003 to 2004. 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. Similarly, the decrease in minority employment for public television was smaller than that for the public television system as a whole, and the percentage of minorities employed in public television increased slightly.

Station Employment 2003-2004

| | January 2003 | January 2004 | % Change 2003-2004 |
|-------------------|-----------------|-----------------|-----------------------|
| Radio: | | | |
| Minority | 906 | 959 | 5.8% |
| Total | 4,758 | 4,921 | 3.4% |
| Percent Minority: | 19.0% | 19.5% | |
| Television: | | | |
| Minority | 1,933 | 1,870 | -3.3% |
| Total | 10,782 | 10,305 | -4.4% |
| Percent Minority: | 17.9% | 18.1% | |

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 except total managers and officials between 2003 and 2004. The number of minorities employed decreased by 18.8 percent among officials and managers and by 7.8 percent among all minority staff. Total employment was up slightly 0.4 percent among officials and managers and down by 2.3 percent for all staff.

National Organization Employment by Position, 2003-2004

| | January 2003 | | | January 2004 | | |
|-----------------------------|--------------|-------|------------|--------------|-------|------------|
| | Minorities | Total | % Minority | Minorities | Total | % Minority |
| Managers or other officials | 64 | 264 | 24.2% | 52 | 265 | 19.6% |
| All Staff | 386 | 1,258 | 30.7% | 356 | 1,229 | 29.0% |

Hiring

From 2002 to 2003 the overall hiring rate decreased by 7.2 percent (1,807 in 2002 to 1,677 in 2003), while the minority hiring rate decreased just slightly less (7.1 percent) in the same period. In public radio, where minorities comprise 19.5 percent of all employees, 22.4 percent of new hires in 2003 were from minority groups. In public television, where minorities comprise 18.1 percent of all employees, 20.4 percent of those hired were members of minority groups.

Hiring, 2002-2003

| | 2002 | | | 2003 | | |
|------------|-------|------------|------------|-------|------------|------------|
| | Total | Minorities | % Minority | Total | Minorities | % Minority |
| New Hires: | | | | | | |
| Radio | 652 | 151 | 23.2% | 602 | 135 | 22.4% |
| Television | 1,155 | 230 | 19.9% | 1,075 | 219 | 20.4% |

A total of 111 radio stations and 28 television stations reported no minority employees in 2004. This compares favorably to 103 radio and 16 television stations reporting no minority employees in 2003. 2003 totals include 25 radio stations with two or fewer full-time employees; 2004 totals include 29 such radio stations.

Total job openings, reported for both full-time and part-time positions, increased for public radio while decreasing for public television stations in the domestic United States in 2003. For the system as a whole, the overall decrease in job openings from 2002 was 6.4%.

| Job Openings, 2002-2003 | 2002 | 2003 | % Change 02 to 03 |
|--------------------------------|-------|-------|----------------------|
| Domestic United States: | | | |
| Radio | 1,213 | 1,328 | 9.5% |
| Television | 2,307 | 1,992 | -13.7% |
| Outlying Territories: | | | |
| Radio | 2 | 5 | 150.0% |
| Television | 42 | 11 | -73.8% |

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

Native American:

KNBA-FM Anchorage, AK
 KBRW-AM Barrow, AK
 KYUK-AM Bethel, AK
 KCUK-FM Chevak, AK

WCLK-FM Atlanta, GA
 WRFG-FM Atlanta, GA
 KBBG-FM Waterloo, IA
 WWOZ-FM New Orleans, LA
 WEAA-FM Baltimore, MD
 WESM-FM Princess Anne, MD
 WURC-FM Holly Springs, MS
 WJSU-FM Jackson, MS
 WPRL-FM Lorman, MS
 KJLU-FM Jefferson City, MO
 KCEP-FM Las Vegas, NV
 WBGO-FM Newark, NJ
 WBAI-FM New York, NY
 WNCU-FM Durham, NC
 WRVS-FM Elizabeth City, NC
 WFSS-FM Fayetteville, NC
 WSHA-FM Raleigh, NC
 WCSU-FM Wilberforce, OH
 WSSB-FM Orangeburg, SC
 KTSU-FM Houston, TX
 KNON-FM Dallas, TX
 WNSB-FM Norfolk, VA

Total: 26

Hispanic:

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

Total: 10

Total Radio: 59

KZPA-FM Fort Yukon, AK
 KIYU-AM Galena, AK
 KOTZ-AM Kotzebue, AK
 KNSA-FM Unalakleet, AK
 KUYI-FM Keams Canyon, AZ
 KNNB-FM Whiteriver, AZ
 KIDE-FM Hoopa, CA
 KSUT-FM Ignacio, CO
 KGVA-FM Harlem, MT
 KCIE-FM Dulce, NM
 KABR-FM Magdalena, NM
 KTDB-FM Pine Hill, NM
 KSHI-FM Zuni,
 KEYA-FM Belcourt, ND
 KABU-FM Saint Michaels, ND
 KLND-FM McLaughlin, SD
 WOJB-FM Hayward, WI

Total: 21

Multicultural:

KPFA-FM Los Angeles, CA
 WZRU-FM Roanoke Rapids, NC

Total: 2

TELEVISION:

African American

WHUT-TV Washington, DC
 WYCC-TV Chicago, IL

Hispanic

KMBH-TV Harlingen, TX
 WLRN-TV Miami, FL

Asian-Pacific Islander

Hawaii Network

Total Television: 5



Employment at Minority-Controlled Public Radio Stations

Overall, minority-controlled public radio stations account for 42 percent of all minority employment in the public radio system, up slightly from 2003. The absolute number of minorities employed at minority-controlled radio stations has increased 11.3 percent since 2003, while minority employment at non-minority controlled radio stations increased by 2.2 percent.

**Minority Employment by Control of Public Radio Station
 January 2003 to January 2004**

| | January, 2003 | | | January, 2004 | | |
|-----------------------------|---------------------|-------------------------|------------------|---------------------|-------------------------|------------------|
| | Minority Controlled | Non-Minority Controlled | All Public Radio | Minority Controlled | Non-Minority Controlled | All Public Radio |
| Total full-time Employment | 456 | 4,302 | 4,758 | 504 | 4,417 | 4,921 |
| Minority Employment | 364 | 542 | 906 | 405 | 554 | 959 |
| Percent of Total Minorities | 40% | 60% | 100% | 42% | 58% | 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 2004**

| 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. | 176 | 37.5% | 6 | 2.2% | 1 | 0.9% | 5 | 4.5% | 40 | 1.0% | 228 | 4.6% |
| Hispanic | 1 | 0.2% | 112 | 41.6% | 0 | 0.0% | 1 | 0.9% | 9 | 0.2% | 123 | 2.5% |
| Native Amer. | 0 | 0.0% | 2 | 0.7% | 80 | 72.7% | 0 | 0.0% | 34 | 0.9% | 116 | 2.4% |
| Multicultural | 11 | 2.3% | 4 | 1.5% | 2 | 1.8% | 4 | 3.6% | 16 | 0.4% | 37 | 0.8% |
| Non-Minority | 281 | 59.9% | 145 | 53.9% | 27 | 24.5% | 101 | 91.0% | 3863 | 97.5% | 4417 | 89.8% |
| Total | 469 | 100.0% | 269 | 100.0% | 110 | 100.0% | 110 | 100.0% | 3962 | 100.0% | 4921 | 100.0% |

**Race/Ethnicity of Employees by Control of Public Radio Station
Officials Only, January 2004**

| Control of station: | Race/Ethnicity of Employees | | | | | | | | | | | |
|------------------------|-----------------------------|---------------|-----------|---------------|-----------------|---------------|--------------------|---------------|--------------|---------------|------------|---------------|
| | African-American | | Hispanic | | Native American | | Asian/Pacific Isl. | | Non-Minority | | Total | |
| | # | % of Total | # | % of Total | # | % of Total | # | % of Total | # | % of Total | # | % of Total |
| African-Amer. | 32 | 54.2% | 0 | 0.0% | 0 | 0.0% | 1 | 12.5% | 8 | 1.8% | 41 | 7.3% |
| Hispanic | 0 | 0.0% | 18 | 66.7% | 0 | 0.0% | 1 | 12.5% | 1 | 0.2% | 20 | 3.5% |
| Native Amer. | 0 | 0.0% | 0 | 0.0% | 19 | 70.4% | 0 | 0.0% | 10 | 2.3% | 29 | 5.1% |
| Multicultural | 1 | 1.7% | 0 | 0.0% | 1 | 3.7% | 0 | 0.0% | 0 | 0.0% | 2 | 0.4% |
| Non-Minority | 26 | 44.1% | 9 | 33.3% | 7 | 25.9% | 6 | 75.0% | 424 | 95.7% | 472 | 83.7% |
| Total | 59 | 100.0% | 27 | 100.0% | 27 | 100.0% | 8 | 100.0% | 443 | 100.0% | 564 | 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 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 2004

| 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. | 58 | 55.2% | 2 | 3.2% | 2 | 5.1% | 1 | 6.7% | 7 | 0.9% | 70 | 6.9% |
| Hispanic | 1 | 1.0% | 25 | 39.7% | 0 | 0.0% | 0 | 0.0% | 1 | 0.1% | 27 | 2.6% |
| Native Amer. | 0 | 0.0% | 3 | 4.8% | 26 | 66.7% | 0 | 0.0% | 15 | 1.9% | 44 | 4.3% |
| Multicultural | 2 | 1.9% | 1 | 1.6% | 0 | 0.0% | 1 | 6.7% | 2 | 0.3% | 6 | 0.6% |
| Non-Minority | 44 | 41.9% | 32 | 50.8% | 11 | 28.2% | 13 | 86.7% | 773 | 96.9% | 873 | 85.6% |
| Total | 105 | 100.0% | 63 | 100.0% | 39 | 100.0% | 15 | 100.0% | 798 | 100.0% | 1020 | 100.0% |

Minority-controlled public radio stations contributed 56.1 percent of the hours of programming produced by minorities in Fiscal Year 2003. Overall hours of programming produced by minorities across the public radio system increased, by 8.3 percent from Fiscal Year 2002, with African-American controlled stations leading the way with an increase of 25.1 percent.

Hours of Programming Produced by Minorities By Control of Public Radio Station, FY 2002-2003

| Control of Station: | 2002 | | 2003 | | % Change in Hours, 2002-03 |
|---------------------|------------------------------|------------------|------------------------------|------------------|----------------------------|
| | Hours Produced by Minorities | Percent of Total | Hours Produced by Minorities | Percent of Total | |
| African American | 103,478 | 27.6% | 129,400 | 30.9% | 25.1% |
| Hispanic | 46,979 | 12.5% | 48,563 | 11.6% | 3.4% |
| Native American | 56,310 | 15.0% | 47,852 | 11.4% | -15.0% |
| Multi-Cultural | 9,738 | 2.6% | 8,716 | 2.1% | -10.5% |
| Non-Minority | 158,196 | 42.2% | 183,732 | 43.9% | 16.1% |
| Total | 374,701 | 100.0% | 418,263 | 100.0% | 11.6% |

Section F. Station Services Highlights

Alabama

Alabama Public Television held a *Teletubbies* Exercise Day at the United Cerebral Palsy's Child Care Center and at The Exceptional Center, which serves special needs children.

WBHM-Birmingham produced an on-going series of feature reports on the assimilation of Hispanic immigrants who have recently arrived in Alabama, with a special emphasis on activities and programs in central Alabama. Features have included health care, translation, law enforcement, and immigration issues.

Alaska

KBRW-AM/FM Barrow is an Alaska Native-owned corporation serving residents of Alaska's North Slope. The station is the only broadcast signal serving approximately 10,000 people who are mostly Inupiat Eskimo. The station broadcasts in both English and the Inupiaq language to an 88,000 square mile area. The station broadcasts essential news, weather, and tribal information in the Inupiaq language, and preserves a digital archive of Inupiaq language programs. The nightly program *Uqalugaat* showcases historical native language recordings and features personal life stories of elders and narratives of Arctic legends that have been passed down orally through the generations.

KTOO-TV Juneau produces a weekly news magazine program aimed at rural and Native Alaskan audiences.

American Samoa

KVZK-TV Pago Pago provides coverage of cultural activities such as title installations (where an elder is given the title of Matai, or family head) at remote rural villages, and also broadcasts in both English and Samoan.

Arizona

KAET -TV Phoenix produced a history of Asian-Americans in Arizona that was designed to complement the national broadcast of *Becoming American: The Chinese Experience*.

KNAU-FM Flagstaff established a partnership with Native American public radio station KUYI-FM serving the Hopi Nation in Hotevilla. The agreement allows KUYI to rebroadcast KNAU's local and regional news programming, as well as localized versions of NPR and PRI news programming. Together, KNAU and KUYI established the Indian Country News Bureau, with a full-time reporter located at the Navajo Nation capitol of Window Rock. The Bureau produces numerous news features on Native American life, including several pieces that have been broadcast nationally. Recently, KNAU established similar partnerships with Native American public radio stations KGHR-FM Tuba City, which serves the Navajo Nation, and KNNB-FM Whiteriver, which serves the White Mountain Apache.

Arkansas

Arkansas Educational Television produced *Healing Minds*, a program focusing on the mentally ill in Arkansas, and *El Latino*, a Spanish-language series focusing on Hispanic culture.

KUAF-FM Fayetteville received funding from the Tyson Foundation to create a journalism training program for Hispanic high school students in its listening area. Working with the Department of Journalism at The University of Arkansas, the station introduced 25 students to news gathering and reporting. A KUAF reporter followed the six-week project and reported on the progress of the students. Three of the students produced radio pieces that were broadcast on KUAF's local news magazine.

California

KPFA-FM Berkeley added the weekly program *Pushing Limits* to its schedule. This program focuses on issues of interest to the disability

community. The *Pushing Limits* collective of producers, many of whom had little or no radio experience, were trained and mentored by KPFA staff. Another new program, *Voices of the Middle East and North Africa*, serves the growing Middle Eastern population of Northern and Central California and has become the station's most successful evening public affairs program.

KQED-TV San Francisco produced *Hope on the Street*, an hour long, nationally broadcast program focusing on treatment & services for mentally ill, homeless persons.

KTEH-TV San Jose, produced *Return to the Valley*, a documentary detailing the returning home experiences of Japanese Americans interned during World War II, a majority of who were from KTEH's broadcast area. This program was a part of a larger series, entitled *Voices of the Valley*, which focuses on the contributions and historical experiences of the many "minority" populations that today compose a majority of the population of California's Silicon Valley area.

Colorado

KBDI-TV Denver produced *Getting Back to Life*, which focused on social and educational programs available to people leaving the incarceration system. It followed the progress of some of its clients over time to record their readjustment to mainstream society. The station was lauded for its success and its focus on a topic that is rarely, if ever, covered in the mainstream media.

KGNU-FM Boulder launched *Que Onda!*, a half-hour Spanish Language program geared towards Spanish-speaking immigrants in Boulder County. The station also produces *Hmong Radio*, a weekly show in the Hmong language, and *Indian Voices*, an hour-long program on Native American culture, issues and music.

Connecticut

Connecticut Public Television crafted a diversity initiative targeted at teens and young adults and produced *Looking Through My Lens*, a live call-in show dealing with race.

WSHU-FM Storrs produced a variety of stories that aired on *Morning Edition* and *All Things Considered*, including an interview with African-American actress Victoria Rowell who spoke about her childhood experiences in the Foster Care system and her efforts to help foster care youth; a report on a controversial Gay Student Alliance formed by students and Murphy Junior High School in Stonybrook; and the creation of the Hartford Association for Retarded Citizens' Bullava Center, a therapeutic community for the mentally disabled.

District of Columbia

WHUT-TV District of Columbia was a partner in the Legacy Outreach Effort involving the District of Columbia Public Schools and Howard University media students. WHUT student interns designed and produced a series of interstitials and public service announcements highlighting District of Columbia Public School students who are making a difference with their lives and triumphing over seemingly insurmountable odds.

WPFW-FM Washington hosted a series of Town Hall Meetings to discuss the various needs of the African American and immigrant communities of the city, and explore how the station can best address these needs. These on-air forums addressed the concerns of Latinos, Haitians, Africans, Native Americans, and Caribbean Islanders, and dealt with issues relevant to their general listeners including education, poverty, racism, substance abuse, youth violence, and health care.

Florida

WEDU-TV Tampa hosted *Saving Florida's Kids*, a roundtable discussion highlighting the needs of children in foster care and the importance of adult involvement in the state's foster-to-adopt program.

WLRN-FM Miami has long served the Haitian Creole-speaking community with a nightly broadcast, *Aradio Lekol*, which provides school information to parents as well as notices of local employment opportunities.

WMNF-FM Tampa is serving young African American listeners with a locally produced, two hour interactive magazine format program which explores issues of interest to them. In addition, the station provides free seminars and workshops to at-risk youth introducing them to music industry careers.

Georgia

WPBA-TV Atlanta produces *Leyes Cotidianas*, a Spanish-language legal help program with English subtitles.

WRFG-FM Atlanta provides city residents who are immigrants from Africa, Latin America, the Caribbean and India with the opportunity to hear music and news from their homelands. The station's mission is to provide a broadcast medium for those communities who have been traditionally denied access to broadcast media and to popularize and preserve indigenous forms of cultural expression.

Guam

KGTF-TV Agana produces the Chamorro language program *Let's Learn Chamorro* as well as the Philippino program *Buhay Pinoy*.

KPRG-FM Mangilao is the only non-commercial educational radio station on Guam, and provides its listeners with a variety of musical forms which reinforce local culture.

Hawai'i

Hawai'i Public Television produced a local documentary exploring to immigration from China to Hawai'i.

KHPR-FM Honolulu offers local news coverage of the islands of Maui, Kauai, and Hawai'i. To serve the needs of Native Hawaiians, the station produces *Ke Aolama* newscasts in Hawaiian, *Kani Ka Pila Sunday* in Hawaiian and English, and *The Hawaiian Word of the Day*. KHPR also produces *Sabor Tropical*, a bilingual Puerto Rican music and information program.

Idaho

KBSU-FM Boise provides a schedule of Spanish language news, public affairs and informational programming designed to help recent immigrants access services and gain understanding of life in the United States. Hispanic students receive training at the station to produce programs either as volunteers or paid work-study employees.

Illinois

WILL-TV Urbana has been involved in special programming initiatives addressing issues of affordable health care for low income families and the high dropout rate of African-American high school students in the Urbana area. The station also produces a monthly public affairs program targeted to the minority community in the station's coverage area.

WNIJ-FM Dekalb produced a series of news reports on the lives of immigrants in the Rockford area, including their working lives, their family lives and their adjustment to life in their new community.

Indiana

WBAA-FM West Lafayette works with the Indian Student Association to produce a weekly music program. Hosted by students from India, the program provides a vital cultural link for a growing community of people of Indian Heritage in the West Lafayette area. The station also works with the International Center of West Lafayette to produce a weekly, hour-long program featuring hosts from a variety of nations presenting music and information about the culture of their native lands.

WFWA-TV Fort Wayne produced *Everybody Reads: The 20 minute Miracle*, which championed the concept of reading daily to children to improve their chances at success later in life by introducing them early to literature, vocabulary and quality time with adults.

Iowa

Iowa Public Television spearheaded *I'll Make Me a World in Iowa*, a diverse collaboration of Iowans whose mission is to promote awareness, education, and preservation of African-American arts, cultures, and contributions. The educational outreach component includes sessions for Iowa students throughout the year. The network also offered a local production for first time voters, *Mi Premier Voto*, in Spanish. It is a series of programs, interstitial elements, public service announcements, and outreach efforts aimed at increasing voter turnout among Iowa's growing Hispanic population.

KWIT-FM Sioux City has recently established a partnership with the New Iowan Center to produce a weekly segment in Spanish as part of its *South of the Border* Spanish-language music program. The new segment provides practical information on where to register to vote, how to report housing violations, health updates and employment information. *South of the Border* is the only program of its kind serving the Latino audience in its market.

Kansas

KANU-FM Lawrence produced the series *Kansas Health: A Prescription for Change*, which addressed a variety of issues affecting the health and well-being of Kansas citizens. A number of the stories addressed access to health and dental care for the state's immigrant population, particularly in Southwest and South Central Kansas, where there are sizeable populations of Hispanics and Asian Americans.

KOOD-TV Bunker Hill conducted the second Latina Women's Leadership Conference. The purpose of the conference was to provide a forum for encouraging education, professional development and personal growth for Latinas of all ages.

Kentucky

Kentucky Educational Television designed an extensive outreach program in the connection with the PBS series *This Far by Faith*. For this

series on African American spiritual journeys, KET outreach staff worked in partnership with the Cathedral Heritage Foundation and the Kentucky Council of Churches to host screening and discussion events.

WEKU-FM Richmond partnered with the Pattie A. Clay Regional Medical Center for a year-long series exploring chronic illness in Appalachian Kentucky, which due to remoteness and poverty experiences levels of chronic disease far higher than normal. The station produced a series of long-form, in-depth news reports examining the extent and costs of chronic illness in the area, the shortage of doctors and health care facilities to treat the poorest residents, and the prevalent lifestyle factors that contribute to the region's high disease rate. The series also featured audio diary segments produced by a number of chronic illness sufferers and their caregivers, as well as call-in programs focusing on the four most prominent chronic diseases in Appalachia.

Louisiana

KRVS-FM Lafayette features thirty hours per week of programming in the French language. Indigenous music, including Zydeco, Cajun, Creole and jazz are major components of the station's broadcast schedule. KRVS broadcasts the Festival Acadiene, the Festival International and the Zydeco Festival live each year.

WLAE-TV New Orleans produced the program *Stars Over the East* for underprivileged and low income families, and the Spanish-language *Mensaje* for Hispanic Audiences.

Maine

Maine Public Broadcasting (television) provided a series of workshops in the Southern Maine Women's Correctional Facility that provided literacy and parenting information to incarcerated mothers.

WMPG-FM Portland conducts an outreach program targeting incarcerated youth, who are given access to the airwaves and produce a monthly program which both empowers them and gives the listening public insight into their lives. WMPG also targets the growing Somali refugee population in Maine with two dedicated programs for the

Somali community, one a music program and the other a Somali-language news and public information program.

Maryland

Maryland Public Television produces two magazine-format series designed to serve minority audiences. *Black Nouveau* concentrates on issues and positive outcomes in the African American community; *Adelante* offers similar content for Hispanic audiences.

WEAA-FM Baltimore produces the nation's only local African American news magazine, *Daybreak*. The station also produces programming targeting Latino, African and Caribbean communities in the state of Maryland.

Massachusetts

WGBH -TV Boston houses the National Center for Accessible Media, a research and development facility dedicated to the issues of media and information technology for people with disabilities in their homes, schools, workplaces, and communities.

WUMB-FM Boston offers the world music show *A Folk Odyssey*, which presents the music of Africa, Latin America and the Caribbean.

Michigan

WTVS-TV Detroit conducted outreach for two PBS programs: *Legacy*, the story of an African American family that overcame violence, drugs and poverty; and *Muhammad: Legacy of a Prophet*, exploring Islam. For each, the station partnered with community organizations, staged screening events and distributed related educational materials.

WUOM-FM Ann Arbor produced *Between Two Worlds: Arab American Teens After 9/11*, a look at teenage life in Dearborn, Michigan's Arab-American community since the events of September 11. Another series

produced by WUOM explored the challenges faced by immigrants and citizens of Arab descent in post 9/11 America.

Minnesota

KTCA-TV Saint Paul produced a two-hour documentary on the African-American experience in Minnesota, and co-produced a special on Somali immigrant literacy

Minnesota Public Radio produced numerous reports dealing with issues of importance to underserved audiences, especially Native Americans, which are the largest minority group in many parts of Minnesota. Features included the debate over the opening of a Native American owned casino in International Falls, protests of racial profiling of Native Americans by police in Bemidji, and the growth of tribal colleges in Northern Minnesota.

WDSE-TV Duluth, using the national PBS programs *Race: Power of An Illusion* and *Matters of Race*, worked with the University of Minnesota to present a campus forum on racism, using clips from the programs as talking points. The station worked with St. Mark's AME Church and Native American reservations, schools, and tribal colleges to include the region's ethnic minorities in this process. The station is also working with the Fond du Lac Band to develop a weekly news magazine for the region's Native American community.

Mississippi

Mississippi Educational Television produced *Right from Birth*, a twelve-part early childhood development series targeted at parents and caregivers of children birth to 18 months. The series consists of video programming and extensive community outreach. This project was conducted by the Five Star Alliance for Children, an educational consortium of Alabama, Arkansas, Georgia, Louisiana and Mississippi Public Television Networks. The alliance is also producing a second installment of this effort entitled *Going to School*.

WUSM-FM Hattiesburg is an African-American controlled station whose mission is to provide its listening area with music and

programming not available through any other source. The station regularly plays rap, hip hop, and Spanish language programming.

Missouri

KWMU-FM Saint Louis hosts their annual Minority Journalism Workshop, which offers technical hands-on training for young people of color. In addition, the station sponsors a scholarship fundraiser in conjunction with The Saint Louis American, an African-American newspaper.

KCPT-TV Kansas City launched an outreach project to extend its Ready To Learn and First Book programs to Kansas City's Latino Community. A bilingual trainer conducts workshops for parents and other childcare providers monthly, and materials and books are provided in both English and Spanish. The station also produces *Bark Park Place*, a program designed to help at risk children and their parents develop effective family reading aloud techniques.

Montana

KUFM-FM Missoula presents *World Bridgz*, a locally-produced program for Native Americans. The program features interviews, local news and community updates.

KUSM-TV Bozeman distributed over 4,000 books to Head Start centers and Native American reservation communities.

Nebraska

KUON-TV Lincoln produced programming exploring issues such as health care for Latino immigrant, gender violence among youth, and the response of local communities to new immigrant populations.

KZUM-FM Lincoln produces weekly programs in English, Spanish, Bosnian, Chinese, Arabic, Russian and Southeast Asian languages. The programs are geared to address issues relevant to immigrant communities, including health, safety, community news, and governmental services.

Nevada

KNPB -TV Reno produces and distributes *The Family Storyteller* series, comprised of six, 10-minute family literacy videos teaching parents how to read to their children. The station also produced three additional videos featuring Spanish speaking parents as they learn how to read to their children in English.

KNPR-FM Las Vegas expanded its radio reading service for the blind and print impaired to a statewide service which is now available to 90 percent of the state's population. The station also provided facilities for the transmission of a Farsi language service on its Subsidiary Communications Authorization (SCA) subcarrier and is planning to offer a similar Spanish-language service targeted to Salvadoran immigrants.

New Hampshire

New Hampshire Public Radio regularly convenes its Community Advisory Board, which is charged with conducting interviews with a wide range of citizens throughout the state. Feedback from this process has led the network to produce programming on issues such as the challenges faced by new immigrants to New Hampshire.

New Hampshire Public Television produces the nightly news magazine *New Hampshire Outlook* which includes stories and discussions on educating homeless children, North Country healthcare access, senior citizen health issues, AIDS, prison parents, and the funding of special education programs.

New Jersey

The New Jersey Network (radio) produces and broadcasts *Images/Imagenes*, a weekly half-hour program about Latino culture and community in New Jersey. *Due Process* is a weekly program dealing with legal and social justice issues, the majority of which relate directly to ethnic communities in New Jersey.

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

New Mexico

KANW-FM Albuquerque translates state, city, and other local election ballots into the Native languages of Towa, Tewa, Tiwa, Keres and Navajo and broadcasts them. The station also broadcasts the majority of its broadcast day in Spanish.

KNME-TV Albuquerque produced *Native Voices: Native Votes*, a live program with Native American leaders interviewing gubernatorial candidates about Native issues. A voter registration outreach effort followed the program.

KUNM-FM Albuquerque began a partnership with the State of New Mexico Division of Vocational Services to train migrant workers from across its large listening area. The purpose of the training is to provide radio editorial and production skills to migrant workers, including youth, so they can produce public service content for their community. Programming is in Spanish and English. KUNM also provides a 24-hour Vietnamese public radio service on its SCA subcarrier.

New York

WNET-TV New York initiated a major outreach effort to the Latino community in the Bronx centered on the PBS series *American Family*. Because obesity is growing more rapidly among Hispanics than any other group in New York, the program was used as a centerpiece for family health workshops. The outreach promoted education as a means of disease prevention and showed the significance of establishing healthy nutrition habits in early childhood

WNYE-FM Brooklyn broadcasts programming in Haitian-Creole, Greek, French, Polish, Ukrainian, Bosnian, Serbian, Croatian and Macedonian. Segments of some of the programs are bi-lingual in order to serve English Language listeners as well.

North Carolina

WUNC-FM Chapel Hill provided ongoing coverage of legislative redistricting and its potential impact on minority voting strength, the disproportionately large number of low-income African Americans sentenced to the death penalty, and the rise of HIV on Historically Black College (HBCU) campuses.

WUNC-TV Chapel Hill produces and broadcasts a weekly series called *Black Issues Forum* that covers a full range of topics of special interest to North Carolina's African American population.

North Dakota

KEYA-FM Belcourt is located in the heart of the Turtle Mountain Chippewa reservation in Central North Dakota. The station regularly broadcasts in the two Native languages of the community, Ojibwe and Mitchif. KEYA also conducts daily interviews that address issues of concern to residents of the reservation, including health, education and cultural identity.

Prairie Public Broadcasting (television) provided 55 Ready to Learn workshops and distributed 4,100 children's books. Over 550 daycare providers and parents representing nearly 6,000 children participated in the workshops, 80 percent of whom were from Head Start, Even Start or other underserved or disadvantaged constituencies. Two workshop series were held for young single mothers, one specifically for Native American single mothers.

Ohio

WAPS-FM Akron produces international programming serving the Serbian, Hungarian, Indian, Native American, Latino, and Slovenian

communities in Akron. Most of these programs are broadcast in their native language and provide music and community information.

WGTE-TV Toledo focused on outreach to minorities with its project on increasing access to healthcare information. The station specifically targeted the African American and Latino populations of Toledo's inner-city neighborhoods, with great success in participation. The project involved a broadcast program and a widely-distributed follow-up brochure on health literacy. The station also produced a live program, *You Said What: Increasing Healthcare Literacy* that engaged the senior citizen population in a discussion about how they can better communicate with healthcare professionals about their health needs.

Oklahoma

KRSC-TV Claremore initiated a stream of Spanish-language program content to better serve the growing Hispanic audience in Oklahoma.

KWGS-FM Tulsa focuses its efforts on combating adult illiteracy in the Tulsa area. The station has launched a sustained public service announcement campaign in conjunction with the county library system to offer assistance and to provide adult mentors who can teach reading to those in need.

Oregon

KBOO-FM Portland serves the African American community with locally produced nightly programming targeting the Black community with music, discussion and community information. The station also produces the monthly discussion program *Black Book Talk*.

Oregon Public Broadcasting (television) produced a program on aging, *Thou Shalt Honor*, which was accompanied by comprehensive outreach efforts.

Pennsylvania

WHYY-TV Philadelphia produced a program entitled *Latina Salud* addressing the health issues of Hispanic women. The program explored cultural barriers to healthcare in the Hispanic community.

WPSU-FM University Park continued its series *Race Matters*. The programs incorporate call in, commentaries, feature stories and a web site. Show topics have included the role of music in the civil rights movement, and race in the workplace.

Puerto Rico

WIPR-FM San Juan broadcasts regularly in Spanish and English. The station combines broadcast of traditional Puerto Rican music with an emphasis on classical music education in order to serve its highly diverse audience.

WIPR-TV San Juan designed and executed The Communication Project, a social communications outreach effort designed by a team of media, arts and health professionals. Sixty-six workshops in the arts and media were offered to members of underserved groups; the results included a community radio talk show, newspaper articles; and a number of short films produced, written, acted and filmed by participants in the workshops. The films were presented in outreach activities in the community, in film festivals and broadcast by WIPR.

South Carolina

WSSB-FM Orangeburg presents bilingual announcers who volunteer their time to assist its non-English speaking listeners with obtaining information and assistance.

South Dakota

KLND-FM McLaughlin serves the Standing Rock Sioux and Cheyenne River Sioux Indian reservations. The station incorporates the Lakota-Sioux language and culture into its daily programming, as well as

servicing younger residents with evening music and public service announcements with a strong anti-drug and alcohol message.

South Dakota Public Broadcasting (television) held a series of minority-themed film screenings and followed up with discussion panels across South Dakota in reservation communities and at the Multi Cultural Center in Sioux Falls.

Tennessee

WCTE-TV Cookeville primarily serves a rural and dispersed population of the Upper Cumberland plateau. Newly-arrived Hispanic immigrants are by far the most numerous minority group in its service area, and have the fewest specially-targeted services to meet their needs. To help address this group, WCTE includes a bi-lingual trainer as a part of its Ready To Learn service to conduct workshops for Spanish speaking parents, provide books in Spanish and English for their children, and maintain outreach and reading centers at high traffic locations such as area Public Health Departments, various Departments of Human Services, and local public libraries.

WKNO-FM Memphis expanded its coverage of minority issues and events this year with more than 500 arts interviews featuring minority musicians, visual artists, writers and dancers, many from the Memphis Black Arts Alliance and other ethnic/cultural organizations.

Texas

KERA-FM Dallas began the KERA Media Link project, whose purpose is to provide better coverage of important issues in the growing ethnic communities of North Texas. The station held meetings with representatives from various ethnic media outlets and community activists and is planning to use these groups to mold the on-air content of the project. The station also provides Farsi and Chinese language services on its SCA subcarrier channel.

KLRN-TV San Antonio organized an outreach initiative centered on the *Matters of Race* series which used interns to produce four local interviews centered on themes of the *Matters of Race* series: defining

race, immigration, the history and cultural aspects of race and a future look at race issues. Over several weeks, these interns worked alongside the KLRN production crew gaining valuable experience as they completed their task.

Utah

KUED-TV Salt Lake City holds a monthly *Diverse Voices* screening/panel discussion series at the City Library that uses PBS programs to explore everything from disenfranchised Vietnam veterans to challenges faced by refugees and immigrants, to civil rights issues. Station staff identify panelists or speakers from the community who have insight into the local status of the issues discussed. The series has served the Chinese American, Arab America, Muslim American, African American, Hispanic American, Native American and other underserved populations.

KZMU-FM Moab produced a series of *Teen* shows that were directed by local teenagers discussing topics related to teen health. Two of the shows were produced in Spanish for Latino teens, and two targeted Navajo youth.

Vermont

WVPS-FM Colchester hosted a series of call-in conversations on the history of slavery in Vermont, racism in Vermont, and the growing teen suicide problem in the state.

Virginia

WMRA-FM Harrisonburg operates a radio reading service for the print-handicapped that serves thousands of area residents. Five hours of local programming are produced daily and are augmented by national programming. The service airs on the WMRA subcarrier and also on the audio portion of several cable television channels.

WNVC/WNVT-TV Fairfax/Goldvein broadcasts non-English language news, drama, music and variety programming including: Arabic,

French, German, Greek, Hindi, Italian, Japanese, Mandarin, Polish, Russian, Spanish, Urdu and Vietnamese.

Virgin Islands

WTJX-TV St. Thomas produces five local programs for minority audiences, including the weekly *Teacher Is In* series.

Washington

KAOS-FM Olympia, in conjunction with the State Office of the Superintendent of Public Instruction, produced a series of monthly features designed to explore solutions to the academic achievement gaps by minority students in Washington State.

KCTS-TV Seattle, in conjunction with the national airing of *American Family*, provided workshops aimed at Latino families, focused on helping them to create family stories that celebrate their heritage and document their journeys from their home countries. Workshops brought together Latino families in the King County and Yakima Valley regions of Washington State.

West Virginia

West Virginia Public Broadcasting (television) hosted a Kids Book Festival which targeted immigrant populations and offered bilingual entertainment, literacy training information and educational resources.

WVPN-FM Charleston produced a feature story on York, William Clark's slave on the Lewis and Clark expedition. The station also produced *Black History in Live Performance: A Mountain Stage Celebration*, which celebrated the rich history and broad influences of African American music.

Wisconsin

WHA-TV Madison hosted an event entitled *Coming Together: Race in Wisconsin*. The station offered a screening of the PBS program *Two Towns of Jasper* and followed it with 90 minutes of group discussion lead

by two well-known leaders from the community. The event concluded with time for participants to learn about opportunities for self-education and volunteer work by mingling with representatives from local groups that work to improve racial and diversity tolerance.

WOJB-FM Hayward provides on-air support to those who are learning to speak the Ojibwe language, with the assistance of community elders and the Lac Courte Oreilles Ojibwe Language Society and the Lac Courte Oreilles Ojibwe College.

Wyoming

KCWC-TV Riverton produced four *Sheepeaters* specials that explore the history and cultural traditions of Shoshone Indians in Wyoming.

KUWR-FM Laramie provides technical, policy, management and content assistance to a new local Hispanic radio service, *Laradio*.
