



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

December 2005

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

December 31, 2005

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

Dear Senator Frist:

In accordance with the Public Telecommunications Act of 1988, 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 31, 2005

The Honorable Dennis Hastert  
Speaker of the House of Representatives  
H-232 Capitol Building  
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 descriptions 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. 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 illustrates that, in 2005, 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.

In 2005, the natural disasters of Hurricanes Katrina and Rita provided an unusual test of public broadcasting's reach and connection to its local communities. Throughout our system, stations, producers, and administrators rallied to the needs of our communities and audiences. As the only locally owned and operated media institutions in some of the areas hardest hit by a devastating hurricane season, public broadcasting's infrastructure, resources, and services proved critical to the task of providing information and support in a time of need.

The following service highlights for the year demonstrate this support:

- A public broadcasting PBS Kids Character tour in the areas hardest hit by this year's devastating hurricane season brought a sense of normality to area children, teachers, and caregivers.
- Minority employment across the public broadcasting system increased from 18.6 to 18.9 percent from 2004 to 2005.
- In 2005, CPB funded a variety of public affairs documentaries with diversity themes focused on America's role in the world post 9/11.
- Public radio programming and service activities continue to demonstrate success in meeting the needs of America's unserved and underserved audiences through new CPB-supported public affairs and daily information programs.



## **Section A. Public Broadcasting's Response to Hurricanes Katrina and Rita**

The infrastructure of public broadcasting allowed it to respond effectively to the needs of local communities, even in natural disasters of the scope of Hurricanes Katrina and Rita. With national resources and local reach, public television and radio applied its services and assets to the work of communication and recovery following this year's devastating hurricane season.

Logically, the public broadcasting networks and stations in the affected areas were most involved in the communications and recovery efforts. Louisiana Public Broadcasting, Mississippi Public Broadcasting, stations in Metairie and New Orleans, Lafayette, and Baton Rouge, as well as public stations in Mobile and Tuscaloosa, Alabama, Houston, Texas and in West Palm Beach and Panama City, Florida were prepared to assist in the recovery efforts of their local communities, or to assist victims from neighboring communities.

In some cases, public stations were the only local media outlets in their areas providing information about emergency and recovery services. In other cases, public stations joined with other local organizations to raise funds for displaced persons in their communities, or to distribute food and other needed materials.

Public broadcasters who were not in the immediate areas of devastation used their resources to raise funds for stations and the audiences they serve in the hardest hit areas of the storms. Also, the producers of public broadcasting children's programming shared their creative gifts with the displaced kids of the Gulf Coast, offering a sense of comfort and familiarity to kids who were living away from their homes, and, in some, cases their families.

Here are a few highlights of public broadcasting's involvement in the Hurricanes Katrina and Rita recovery efforts:

## Louisiana Public Broadcasting

Louisiana Public Broadcasting (LPB) is charged with overall planning for public broadcasting in the state, and, as a result of Hurricane Katrina, played a key role in supporting the recovery work of public television and radio in the Greater New Orleans area. The two public television stations in New Orleans, WLAE and WYES, were hard hit by Katrina's water surges on August 29, 2005. Flooding destroyed the equipment, studios, and offices of both stations, and the transmitters of WLAE. LPB helped to provide housing for displaced staff, and helped with the business affairs of these two stations plus public radio stations WWOZ-FM, and WWNO-FM.

Turning its attention to the community at large, LPB also supported hurricane recovery efforts through a variety of programming and services. LPB also provided educational materials to shelters and temporary housing communities. In addition, LPB provided 10 face-to-face adult education workshops throughout the state to support job seekers. This effort was coordinated with the Louisiana Department of Labor. Using the reach of its statewide broadcast service, LPB provided ongoing public service and news announcements to support relief and recovery efforts. LPB also produced a series of mini-programs to help Louisiana residents cope with the aftermath of the storm's devastation and begin to rebuild lives and homes. These included a "FEMA How To" video with a step-by-step tutorial on accessing emergency funds, and a "Coping Skills" series, including information on managing grief related to the loss of loved ones, managing personal finances after a disaster, and talking to children about the change in their lives and surroundings. Both series were distributed as videos, DVDs, and streamed on the Web.

## Mississippi Public Broadcasting

Hundreds of thousands of Mississippians displaced by Hurricane Katrina. Mississippi Public Broadcasting (MPB), which provides public media and education services for the entire state, immediately focused on the needs of pre-school and elementary school-age kids in south Mississippi. Working through their existing partnerships with

Mississippi State University Extension Service, CPB, and the producers of *Sesame Street* and *Between the Lions*, MPB began the immediate distribution of kids programming DVDs, videos, thousands of First Books storybooks, games and toys. This project – called “Operation ABC-Read” -- provided much-needed educational materials for childcare centers and schools. MPB, through its foundation, purchased television sets bundled with DVD and VHS players to replace equipment destroyed in the storm. The MSU Extension Service provided the reach into the communities of need, by identifying shelters (many of them Red Cross shelters) and distributing the equipment and materials. More than 100 shelters benefited from Operation ABC-Read. Along the way, Mississippi First Lady Marsha Barbour, who serves as Ambassador of Reading in the state, made a special appearance along with *Between the Lions* characters to read a book to these kids away from home. CPB provided a grant to MPB to support this work.

### PBS Kids Show Tour

CPB provided support for a two-leg PBS children’s programming character tour of children’s shelters and schools in the Gulf Coast and neighboring states. Sesame Workshop, WGBH-TV, PBS, First Books, Louisiana Public Broadcasting, Mississippi Public Broadcasting, Houston Public Television, and Sirius Thinking Ltd. joined forces to bring a few hours of joy and normality to kids and their caregivers in areas still trying to recover from the disaster of a few months before. Popular Sesame characters such as Elmo and Rosita, as well as Leona, Theo and Cleo from *Between the Lions*, entertained and educated kids from ages 4 to 12.

The first tour began on October 17<sup>th</sup> with stops at a Head Start center and elementary school in Baton Rouge and concluded 1300 miles later in Ocean Springs, Mississippi with singing, dancing, and book giveaways in three more elementary schools. The second tour took place November 28<sup>th</sup> through December 2<sup>nd</sup>, with several stops at schools and Head Start centers in and around New Orleans and Slidell, Louisiana. The tour moved across southern Louisiana to Lake Charles and Hackberry - areas damaged by both hurricanes. At the end of the week, the tour went to schools and Head Start centers in the Houston,

Texas area, where the popular characters interacted with children who had been displaced from their homes and communities for over two months. Feedback from teachers, administrators, principals and other care-givers was overwhelmingly positive. Over 1,000 children were directly impacted during each of these tours.

### Other Highlights of Public Broadcasting Hurricane Relief Activities

- Alabama Public Television, KLVX (Las Vegas), Georgia Public Television, and Sesame Workshop donated books to the Mississippi children's shelter project, Operation ABC-Read.
- NPR collaborated with Wynton Marsalis, WBGO-FM, and Lincoln Center to host the Higher Ground Hurricane Benefit Relief Concert. The concert aired on many public radio and public television stations as part of the PBS *Live from Lincoln Center* series.
- PBS station KETC joined the local NBC affiliate KSDK to simulcast a local telethon: *Hurricane Katrina: St. Louis Responds*. The telethon raised \$5.17 million dollars to support the relief efforts of the St. Louis Chapter of the American Red Cross.
- Stations KNME (Albuquerque), WNPT (Nashville), WVIZ (Cleveland), and Minnesota Public Radio all collaborated with local commercial broadcasters in their communities to raise more than \$6 million for hurricane relief efforts.

## Section B. Public Broadcasting Programming

### • Public Television

In 2005, public television remained committed to supporting the development of public television programming aimed at attracting and serving diverse audiences.

Programs of particular interest to ethnic minorities because of their subject matter or treatment on public television in 2005 both in prime time and in other program day parts included:

*Slavery and the Making of America (WNET)*. A look at the history of slavery from the 1600s through the Civil War to its abolition and Reconstruction. The program focuses on the courage, intelligence, and strength of enslaved men, women, and children, and their unending struggle for freedom as they helped build America

*Unforgivable Blackness: The Rise and Fall of Jack Johnson (Florentine Films/WETA)*. This biography of the man who became the first black heavyweight champ in 1908 focuses on his battles with his two greatest enemies: the U.S. government and himself.

*The Life and Times of Frida Kahlo (Ann Stechler/WETA)*. The story of Frida Kahlo, the Mexican painter who became an international sensation in the world of modern art and radical politics during the early 20th century.

Some of the programs funded in 2005 for future national broadcast include:

*Wonders of the African World (WNET, NY)*. Henry Louis Gates, Jr. examines issues of culture and race in Latin America.

*Egalite for All: Human Rights and the Haitian Revolution (Oregon Public Broadcasting)* profiles the Haitian revolution and its main leader/hero Toussaint L'Ouverture.

### **America at a Crossroads Initiative**

CPB announced the America at a Crossroads television initiative in 2005. This initiative represents a major effort by the Corporation for Public Broadcasting to fulfill its mandate to promote programs that inform, enlighten, and enrich the public dialogue about crucial public affairs issues and enhance the knowledge and citizenship of all Americans. The initiative focuses on the post-9/11 world and the

ways in which it has affected our political, economic, cultural and social realities, our security, and our relationship with other nations.

In 2005, CPB announced the selection of American at a Crossroads proposals slated for research and development funding. Included are these projects with multicultural themes, or those submitted by minority producers:

*African American and Islam* (St. Clair Bourne, Tom Miller and Lou Potter, Chamba Mediaworks, Inc., Los Angeles) will examine the effects of 9/11 on the African American community and its relationship with Muslims, both foreign and domestic.

*Behind the Veil in Iran: The Pink Revolution* (Elena Mannes and Dina Hossain, Mannes Productions, Inc., New York) Best selling author Azar Nafisi (*Reading Lolita in Tehran*) and author Azadeh Moaveni (*Lipstick Jihad*) will be among those featured in a project that explores the potent and changing roles of women in Iran.

*Indonesia: Battleground for the Soul of Islam* (Kenneth Levis and Clavin Simms, New York Times, New York) traces Indonesia's long history of moderation in its practice of Islam and shows how Islamic radicals have made the country a flashpoint in the global war on terror.

*The Anti-Americans* (Louis Alvarez and Andrew Kolker, Center for New American Media, New York) explores European anti-American sentiment over the years with an emphasis on contemporary attitudes.

*The Trouble with Islam* (Gordon Henderson, 90th Parallel Films and Television Productions LTD, Ontario, Canada) will feature the internationally best-selling author Irshad Manji, who observes that Islam, under which the world's most learned and accomplished societies once flourished, closed the door on critical thinking at the end of the 11th century. Manji will meet fellow Muslims in Iran, Lebanon, Yemen and the U.S. who are trying to open those doors.

*In the Eye of the Beholder: News Coverage of the Middle East* (Diana Frank, Michelle Genece, Mindfire Productions, New York) follows two news teams – one from an Arab channel, one from a US news channel---as they report on the same event. The film illuminates how different international audiences hear and see very different accounts of world events.

*Picture War* (Stanley Nelson, Firelight Media Inc., New York) examines the power of photography and how it influences public opinion and foreign policy in wartime. The film explores how images have transformed the public's understanding of war, violence and patriotism, from Matthew Brady's Civil War photos to present day.

*Security Versus Liberty: The Other War* (Jennifer Lawson, WHUT Howard University Television, Washington, DC; Lisa Zeff, ABC News Productions, New York) highlights the tensions and trade-offs between security and liberty in the post 9/11 world by following several characters enmeshed in the controversy

### **Outreach Fund**

In 2005, CPB launched the Outreach Fund for National Television Programs to support outreach campaigns to enhance viewer awareness of public broadcasting programs. Through the Outreach Fund, CPB reaches underserved audiences, fosters inclusion and connects public television to diverse audiences. In 2005, the following projects targeting multicultural viewers received Outreach Fund grants:

The *My City Now* outreach project supports the public television documentary of the same name about the impact of the growing Latino community on Los Angeles. Outreach activities include filmmaker training for Latino youths.

The *Sweet Honey in the Rock* project supports outreach related activities in the African American community utilizing the award winning African American a cappella vocal group Sweet Honey in the Rock, which uses song to address social justice.

*The Story in History: African American Lives* (WNET) outreach project supports a four part series focusing on African American ancestry.

*Moneywise/Department of Defense Financial Literacy Initiative*, (New River Media, Washington, DC) outreach campaign will provide financial literacy training on military bases. The workshops are hosted by Kelvin Boston, author of the best selling book *Smart Money Moves for African Americans*, and host of the PBS series, *Moneywise*.

### **Diverse Voices Project**

CPB renewed its commitment to the *POV* (*POV/American Documentary Inc. NY*) project that seeks and mentors new producing talent that will provide multicultural programming to the PBS signature series *POV*. In 2005, *POV* announced the call for entries and began the selection process. Diverse Voices projects will be aired beginning in 2006.

### **Greenhouse Fund**

In 2005, CPB announced the Greenhouse Fund make competitive grants for industry training and professional development projects. Through the Greenhouse Fund, CPB sponsored the NALIP (National Association of Latino Independent Producers) annual conference and supported the organization's training workshop. NALIP is a national membership organization that addresses the professional needs of Latino/Latina independent producers.

- **Public Radio**

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

In 2005, CPB supported a broad array of radio programming of particular interest to minority communities, notably:

- *News and Notes with Ed Gordon* is a daily news/talk program that gives voice to issues important to black

America. The program emphasizes news, trends, and topical issues in the African American community, presented in a balanced and objective manner. *News and Notes* serves as a window through which all Americans can examine the significant issues facing a diverse society. Ed Gordon, one of the country's most respected broadcast journalists, interviews newsmakers, opinion leaders, and commentators who explore the events, trends and ideas that shape African American experiences today.

- *Every Voice and Sing* is a collaborative production of EVT Educational Productions, Inc. and Jazz 88.3-FM WBGO Radio in a series of 5 one-hour radio documentary series. The programs trace the dynamic choral music tradition of the nation's historically black colleges and universities.
- *Jazz Latino with Eddie Palmieri* this project consists of four one-hour programs focusing on Latin elements in jazz and the art of conversation. Hosted by living legend Eddie Palmieri, guests will include James Moody, Carlos Santana, Eliane Elias, and Paquito D'Rivera. The programs will be offered as Hispanic Heritage Month Specials to all public radio jazz stations, stations with jazz programming and all stations that carry Latino cultural programming.
- *Poder Latino* is a one-hour weekly current affairs discussion program that focuses on the issues of importance to Hispanic communities such as health, education, civic participation, economics and business development. In addition to the Spanish language broadcasts, a four-part series will be available for English-language public radio stations to broadcast during Hispanic Heritage Month.
- *Uncrowned Queens: Profiles of African American Women* is a program that will engage African Americans by giving a voice to women of color. The heart of each program will be three portraits of local African American women told in

their words, with their own voices. WNED in Buffalo will produce a local version of the program and create a business plan to launch the program on other public radio stations.

- *Undercurrents* is an all-digital daily music service that is relevant to Native American audiences. The play lists include a free-spirited mix of blues, rock, contemporary Native, world beat, folk, traditional, and contemporary music forms.
- *Powerpoint* is a weekly 2-hour interview and call-in program which covers national issues of importance to African Americans, from an African American perspective. Program listeners from around the country are heard sharing their ideas and discussing public affairs issues with the host, Carmen Burns, and guests of the show.
- *Curating Youth Voices for Public Radio* recruits young people to work actively as public radio producers and works to increase the number of feature pieces by youth producers on network broadcasts. Minority youth groups are targeted to collaborate on this project, including Hopi High School, providing the stories of young Native Americans; Latin American Youth Center, providing the stories of Latino and immigrant youth in Washington, DC and its suburbs; and Reach LA, providing the stories of ethnically diverse youth in Los Angeles.

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

- **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 the flagship program, *Native America Calling*.



## Section C. Public Broadcasting's Diversity Partners

- **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 film producers who want their works shown on public television.

In 2005, ITVS continued to present (in partnership with PBS) the primetime series, *Independent Lens*, which features American and international programs produced by independent filmmakers. 2005 Highlights include: *Seoul Train* (Jim Butterworth and Lisa Sleeth) about the bureaucracy entangling the lives of North Korean refugees trying to escape via an underground railroad.; *Maid in America* (Anaysansi Prado) the tale of three Latina immigrants working as nannies and housekeepers in Los Angeles trying to pursue the American dream; and *Race is the Place* (Raymond Telles and Rick Tejada-Flores) showcasing multicultural artists who explore race in America.

In 2005, ITVS hosted INPUT, the annual International Public Television Conference in that brings 2,000 public and independent producers from 60 countries together to discuss and screen programming that serves the public interest. In conjunction with INPUT, ITVS co-sponsored the Public Broadcasters Global Media Summit on HIV/AIDS to provide a forum to explore ways in which public broadcasters can work together to leverage the unique power of mass media to deliver HIV/AIDS awareness messages, help slow the spread of the pandemic, and improve the lives of people living with the virus worldwide.

ITVS also launched ITVS Community Cinema which provides local screenings of *Independent Lens* programming in cities nationwide.

- **The National Minority Programming Consortia**

The Latino Public Broadcasting (LPB); the National Black Programming Consortium (NBPC); the Center for Asian American Media; Native Americans in Public Telecommunications (NAPT); and Pacific Islanders in Communications (PIC) are public television's five minority programming consortia.

For the past 27 years, CPB has funded these organizations to help bring new voices to public television. The Minority Consortia provide programming grants to independent producers (many of them minority producers) and serve the needs of their individual communities by supporting programs that reflect the diverse interests of the American people.

The following are a few highlights of the Minority Consortia's programming and service activities in 2005:

### **Latino Public Broadcasting**

- In 2005, LPB developed a Latino series (IMAGENES) and secured a grant from the Ford Foundation with the goal of ultimately creating a Latino Digital channel.
- LPB had a strong presence in major Latino and international film festivals. The strategy has resulted in a more diverse pool of proposals and relationships within the Latino filmmaking community.

### **Center for Asian American Media (formerly National Asian American Telecommunications Association)**

- The Center celebrated its 25<sup>th</sup> Anniversary and changed its name in 2005 to more adequately reflect the organization's work.
- The Center For Asian American Media presented a strong line-up of programs for broadcast in 2005, including *Japanland*, a four-hour series that explores modern day Japan through an intimate look at seldom-seen aspects of Japanese life; *Wet Sand: Voices From Los Angeles*, a documentary that examines the frustration and tension among Latinos, whites, and Asians

in South Central Los Angeles. The Center also presented more than six hours of programming for PBS as part of their Asian Pacific American Heritage Month project. As in past years, the organization produced a website to provide additional educational support to viewers.

- The Center maintains a distribution catalog of nearly 200 titles, making it the world's largest collection of Asian Pacific American films and videos for educational distribution.

### **National Black Programming Consortium**

- NBPC presented several national programs to public broadcasting, including: *Parliament Funkadelic: One Nation Under a Groove*, an in-depth look at the unique musical mastery of George Clinton and the influence of the Parliament Funkadelics on the 70's music scene; *Wattstax*, about the benefit concert in Los Angeles seven years after the Watts riots (also referred to as the "Black Woodstock"); and *Twelve Disciples of Nelson Mandela*, which premiered at the prestigious Toronto International Film Festival. The program will appear on the public television line-up in 2006.
- In 2005, NBPC fed over 30 hours of programming to public television stations for Black History Month.
- NBPC launched the Katrina Film Project, a new initiative designed to capture the unfolding story of the rebuilding of New Orleans through the eyes of its culture-makers.

### **Pacific Islanders in Communications**

- In 2005, PIC delivered programs and activities that brought new voice and visibility to Pacific Islanders. Highlights of the year include *Whale Rider*, the story of Paikea, a young Maori girl, who confronts 1,000 years of tribal tradition to fulfill her destiny as the leader of her people. *Whale Rider* was a commercially released movie, what role did PIC have in it?; *Dances of Life*, a program about

Pacific Islander dance; and *Kiho'Alu: That's Slack Key*, a look at Hawaiian slack key guitar through a portrait of Raymond Krane.

- PIC presented a 4 day intensive media production workshop for Chamorro producers in Guam.

### **Native Americans Public Telecommunications**

- NAPT presented a wide range of music, documentary and public affairs programming to public television in 2005, including the following programs for Native Heritage Month: *Aleut Story Homeland: Four Portraits of Native Action*, which looks at indigenous nations threatened by environmental hazards; *Indian Casinos: What's Next?*, a town hall program about the future of gambling on American Indian casinos; and *Walela Live in Concert*, winner of the seventh annual Native American Music Award (NAMMY) for best short or long form video. *Walela* is a journey of the spirit in music.

## Section D. Other Services for Diverse Audiences

### Education 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 websites 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, as well as families that do not use English as their primary language, have young children with disabilities, or live in rural areas.

In 2005, the U. S. Department of Education awarded new Ready To Learn grants to public broadcasting for new programming and outreach activity to benefit low-income children and their caregivers. The new Ready To Learn grants specifically address activities to improve the reading skills of these at-risk children.

#### 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 105 million households have access to the *GED Connection* series, which is broadcast by 243 public television stations. More than 138,000 people have registered and used the related online activities, and more than 196,981 workbooks are in use. Schools and other institutions have

purchased 1,391 video program sets, each of which serves large numbers of individual learners.

- More than 70 million households have access to *Workplace Essential Skills*, which is carried by 176 public television stations nationwide. More than 233,800 workbooks are in use, and 1,235 complete video series have been distributed to adult learning institutions across the country.
- KET, the Kentucky Network now manages the entire LiteracyLink Project, which recently added web-based professional development for ESL teachers--ESL/CivicsLink, and soon will add teacher-facilitated English language practice for students – Project CONNECT.
- At the request of GED teachers, KET has produced five intermediate-level workbooks to go with the popular GED Connection videos. These workbooks will prepare intermediate-level learners for GED study. A new GED Locator Test in the LiteracyLink Teacher’s Guide will help guide students toward the correct level of study in each of the five content areas. There is a corresponding pre-GED Connection section on the LiteracyLink Web site, too.
- New for 2005, KET has produced Workplace Essential Skills on DVD. The complete set of 25 programs comes in a boxed set of seven DVDs where learners can just pop in the DVD and click through to the scene or subject area needed.

### **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:

- Ninety-six 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.
- Collaboration with Stevie Wonder, a founding member of the system's DVS/Descriptive Video Service Advisory Board, to make his latest music video accessible via descriptive narration. *So What The Fuss* with descriptions written by WGBH and voiced by rap star Busta Rhymes, this year became the first described music video in history.
- Development of CaptionKeeper™ a tool that extracts captioning data from television broadcasts or videotapes, and reinserts the captions into streamed content for the Web. This tool will ensure that limited resources for making entertainment, educational and informational program content accessible are efficiently used.
- 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.

- 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.
- 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.
- Research to make local television broadcasts, which serve as the primary source of information about emergency alerts, weather warnings, local traffic problems, and school closings in every community across the nation, more accessible to people with sensory disabilities. Research is also underway to better serve viewers who are blind or have low vision by creating DTV systems and procedures that will enable real-time processing and conversion of on-screen text crawls into speech output. To better serve viewers who rely on captions, research is addressing display conflicts between captions and on-screen graphics to develop methods of tagging and prioritizing text and graphics messages within automated broadcast display systems. Project guidelines and technical solutions will be immediately useful to the nation's broadcasters and can have a significant impact on broadcast procedures and future equipment capabilities. Funding for the project is from the U.S. Department of Education.
- With the American Foundation for the Blind (AFB), NCAM is conducting research and documentation of effective practices for providing meaningful descriptions within digital talking books (DTBs) that serve post-secondary students, professionals and scientists who have visual impairments or blindness. A separate project is researching and developing access solutions that will

enable users with disabilities to navigate electronic books and understand their images, audio and multimedia.

- - Collaboration with MIT on online courseware that includes access to lectures, multimedia clips, graphics and more. The MIT prototype complements a broad-based, international initiative – Specifications for Accessible Learning Technologies/SALT-- to ensure technical specifications for online learning include access considerations.

## **Section E. System Employment, Hiring, Recruitment and Program Production in Minority-Controlled Stations**

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

**Note:** Explanation of variances in data reporting

**Station employment data is the most recent available from CPB's station surveys. System and station employment data is collected early in each year, so for this report and previous reports, the data is for January of the current calendar year compared with January of the previous calendar year.**

**Hiring, job openings and production hours, however, are reported for the previous fiscal year; in the case of this report the data is for fiscal year 2004. Therefore year-to-year comparisons of these data are FY2003 to FY2004.**

### **Employment**

Minority employment increased slightly at both public television and radio stations from 2004 to 2005. While the increase in minority employment in the public radio system was smaller than the overall employment increase, in public television minority employment increased despite an overall decrease in public television employment. As a result, minority employment across the public broadcasting system increased from 18.6 to 18.9 percent from 2004 to 2005.

### Station Employment 2004-2005

	January 2004	January 2005	% Change 2004-2005
Radio:			
Minority	959	962	0.3%
Total	4,921	5,004	1.7%
Percent Minority:	19.5%	19.2%	
Television:			
Minority	1,870	1,885	0.8%
Total	10,305	10,047	-2.5%
Percent Minority:	18.1%	18.8%	

### Employment by National Public Broadcasting Organizations

CPB annually gathers employment data from three national public broadcasting organizations: CPB itself, the Public Broadcasting Service (PBS), and National Public Radio (NPR). Employment of minorities increased both among officials and managers and among all staff in 2005. The number of minorities employed increased by 21.2 percent among officials and managers and by 5.1 percent among all minority staff. Overall employment was up by 23.8 percent among officials and managers and down by 1.4 percent for all staff.

### National Organization Employment by Position, 2004-2005

	January 2004			January 2005		
	Minorities	Total	% Minority	Minorities	Total	% Minority
Managers or other officials	52	265	19.6%	63	328	19.2%
All Staff	356	1,229	29.0%	374	1,212	30.9%

## Hiring

From 2003 to 2004 the overall hiring rate increased by 1.8 percent (1,677 in 2003 to 1,707 in 2004), while the minority hiring rate increased significantly more (5.4 percent) in the same period. In public radio, where minorities comprise 19.2 percent of all employees, 21.8 percent of new hires in 2004 were from minority groups. In public television, where minorities comprise 18.8 percent of all employees, 21.9 percent of those hired were members of minority groups.

### Hiring, 2003-2004

	2003			2004		
	Total	Minorities	% Minority	Total	Minorities	% Minority
New Hires:						
Radio	602	135	22.4%	660	144	21.8%
Television	1,075	219	20.4%	1,048	229	21.9%

A total of 128 radio stations and 26 television stations reported no minority employees in 2004. This compares to 111 radio and 28 television stations reporting no minority employees in 2004. 2005 totals include 30 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 and public television stations in the domestic United States in 2004. For the system as a whole, the overall increase in job openings from 2003 was 2.5%.

<b>Job Openings, 2003-2004</b>	2003	2004	% Change 03 to 04
Domestic United States:			
Radio	1,328	1,373	3.4%
Television	1,992	1,996	0.2%
Outlying Territories:			
Radio	5	16	220.0%
Television	11	34	209.1%

## 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  
WABE-FM Atlanta, GA  
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  
WZRU-FM Roanoke Rapids, NC  
WCSU-FM Wilberforce, OH  
WSSB-FM Orangeburg, SC  
KTSU-FM Houston, TX  
KPVU-FM Prairie View, TX  
WNSB-FM Norfolk, VA

Total: 28

#### **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  
KSDP-FM Sand Point, AK  
KUHB-FM St. Paul Island, AK  
KNSA-FM Unalakleet, AK  
KUYI-FM Keams Canyon, AZ  
KGHR-FM Tuba City, AZ  
KNNB-FM Whiteriver, AZ  
KIDE-FM Hoopa, CA  
KSUT-FM Ignacio, CO  
KGVA-FM Harlem, MT  
KANW-FM Albuquerque, NM  
KCIE-FM Dulce, NM  
KABR-FM Magdalena, NM  
KTDB-FM Pine Hill, NM  
KSHI-FM Zuni, NM  
KEYA-FM Belcourt, ND  
KABU-FM Saint Michaels, ND  
KLND-FM McLaughlin, SD  
WOJB-FM Hayward, WI

Total: 25

**Hispanic:**

KSJV-FM Fresno, CA  
KBBF-FM Santa Rosa, CA  
KUFW-FM Bakersfield, CA  
KUVO-FM Denver, CO  
WDNA-FM Miami, FL  
WRTE-FM Chicago, IL  
WLCH-FM Lancaster, PA  
KTEP-FM El Paso, TX  
KDNA-FM Granger, WA

Total: 9

**Multicultural:**

KPFA-FM Berkeley, CA  
KPFK-FM Los Angeles, CA  
KKCR-FM Hanalei, HI  
KNON-FM Dallas, TX  
WYMS-FM Milwaukee, WI

Total: 5

**Total Radio: 67**

TELEVISION:

**African American**

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

**Hispanic**

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

**Asian-Pacific Islander**

Hawaii Network

**Total Television: 6**

**Employment at Minority-Controlled Public Radio Stations**

Overall, minority-controlled public radio stations account for 41 percent of all minority employment in the public radio system, a slight decrease from 2004. The absolute number of minorities employed at minority-controlled radio stations decreased 2.0 percent since 2004, while minority employment at non-minority controlled radio stations increased by the same amount.

**Minority Employment by Control of Public Radio Station  
January 2004 to January 2005**

	January, 2004			January, 2005		
	Minority Controlled	Non-Minority Controlled	All Public Radio	Minority Controlled	Non-Minority Controlled	All Public Radio
Total full-time Employment	504	4,417	4,921	517	4,487	5,004
Minority Employment	405	554	959	397	565	962
Percent of Total Minorities	42%	58%	100%	41%	59%	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.

**Race/Ethnicity of Employees by Control of Public Radio Station  
All Employees, January 2005**

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.	196	39.4%	5	2.2%	1	0.8	5	4.1%	45	1.1%	252	5.0%
Hispanic	1	0.2%	63	28.3%	0	0.0%	3	2.4%	10	0.2%	77	1.5%
Multicultural	19	3.8%	5	2.2%	0	0.0%	3	2.4%	31	0.8%	58	1.2%
Native Amer.	0	0.0%	4	1.8%	91	77.1%	1	0.8%	34	0.8%	130	2.6%
Non-Minority	282	56.6%	146	65.5%	26	22.0%	111	90.2%	3922	97.0%	4487	89.7
<b>Total</b>	<b>498</b>	<b>100.0%</b>	<b>223</b>	<b>100.0%</b>	<b>118</b>	<b>100.0%</b>	<b>123</b>	<b>100.0%</b>	<b>4042</b>	<b>100.0%</b>	<b>5004</b>	<b>100.0%</b>

**Race/Ethnicity of Employees by Control of Public Radio Station  
Officials Only, January 2005**

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.	33	57.9%	0	0.0%	1	3.8%	0	0.0%	5	1.2%	39	7.3%
Hispanic	0	0.0%	10	45.5%	0	0.0%	0	0.0%	2	0.5%	12	2.2%
Multicultural	2	3.5%	0	0.0%	0	0.0%	0	0.0%	3	0.7%	5	0.9%
Native Amer.	0	0.0%	1	4.5%	18	69.2%	0	0.0%	8	1.9%	27	5.0%
Non-Minority	22	38.6	11	50.0%	7	26.9%	5	100.0%	408	95.8%	453	84.5%
<b>Total</b>	<b>57</b>	<b>100.0%</b>	<b>22</b>	<b>100.0%</b>	<b>26</b>	<b>100.0%</b>	<b>5</b>	<b>100.0%</b>	<b>426</b>	<b>100.0%</b>	<b>536</b>	<b>100.0%</b>

## 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 2005

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.	65	55.6%	2	3.3%	1	2.3%	0	0.0%	9	1.1%	77	7.4%
Hispanic	0	0.0%	23	37.7%	0	0.0%	0	0.0%	1	0.1%	24	2.3%
Multicultural	8	6.8%	4	6.6%	0	0.0%	1	9.1%	12	1.5%	25	2.4%
Native Amer.	0	0.0%	4	6.6%	33	76.7%	0	0.0%	14	1.7%	51	4.9%
Non-Minority	44	37.6%	28	45.9%	9	20.9%	10	90.9%	767	95.5%	858	82.9%
<b>Total</b>	<b>117</b>	<b>100.0%</b>	<b>61</b>	<b>100.0%</b>	<b>43</b>	<b>100.0%</b>	<b>11</b>	<b>100.0%</b>	<b>803</b>	<b>100.0%</b>	<b>1035</b>	<b>100.0%</b>

Minority-controlled public radio stations contributed 63.3 percent of the hours of programming produced by minorities in Fiscal Year 2004, a substantial increase from Fiscal Year 2003's percentage of 56.1 percent. Overall hours of programming produced by minorities across the public radio system increased by 8.3 percent from Fiscal Year 2003.

**Hours of Programming Produced by Minorities  
By Control of Public Radio Station, FY 2003-2004**

Control of Station:	2003		2004		% Change in Hours, 2003-04
	Hours Produced by Minorities	Percent of Total	Hours Produced by Minorities	Percent of Total	
African American	129,400	30.9%	146,522	32.4%	13.2%
Hispanic	48,563	11.6%	48,399	10.7%	-0.3%
Multicultural	8,716	2.1%	20,090	4.4%	130.5%
Native American	47,852	11.4%	71,718	15.8%	49.9%
Non-Minority	183,732	43.9%	166,131	36.7%	-9.6%
<b>Total</b>	<b>418,263</b>	<b>100.0%</b>	<b>452,860</b>	<b>100.0%</b>	<b>8.3%</b>

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# Station Highlights

## Alabama

**Alabama Public Television, Birmingham** produced a number of programs geared towards serving Spanish speakers and minority business owners.

**WUAL-FM, Tuscaloosa** received funding from the Annie E. Casey Foundation for an in-depth series of reports on the state of Alabama's rural health care system. The reports focused on poor counties with large minority populations and gave a voice to citizens who sometimes remain anonymous in the mainstream media. This grant has been extended to provide continuing coverage of the progress of health care in rural Alabama.

## Alaska

**KRBD-FM, Ketchikan** is launching a new programming stream directed at the growing Filipino community in its listening area. The programs will feature the music and culture of the Philippines.

**KTOO-TV, Juneau** recently launched an outreach project providing health care information to Native Alaskan communities.

**KYUK-FM, Chevak** serves a population that is more than three-quarters Yup'ik Eskimo. The station programs an hour each weekday of Yup'ik news, a weekly Yup'ik language bulletin board, and two weekly Yup'ik call-in shows that address local issues and Yup'ik cultural topics. The station also provides Yup'ik language coverage of public and government affairs programming.

## American Samoa

**KVZK-TV, Pago Pago** includes programming targeted to Samoans, Filipinos, Tongans, and Koreans in its broadcast schedule.

## Arizona

**KNNB-FM, Whiteriver** serves the people on the White Mountain Apache Tribe Reservation; most of the station's programming is broadcast in Apache and translated into English. The station has implemented a new programming project that involves recording tribal elders in their homes in order to teach the correct way of speaking the Apache language.

**KUAT-TV, Tucson** produces *Reflexiones Domingo*, a weekly Spanish language current affairs program. The station also offers Spanish language Ready To Learn training and print materials.

## Arkansas

**Arkansas Educational Television Network, Conway** recently produced *Health Raps*, a children's health initiative consisting of twenty-two public service announcements. The messages featured local musician and community leader Al "Papa Rap" Lopez, and deliver health messages in both English and Spanish.

**KUAR-FM, Little Rock**, in cooperation with the city's newly opened Black History Museum, produced a series of informational messages about the history of African Americans in Little Rock. The series, *Stories of the Community*, provided information about Ninth Street, the center of Black culture in the Arkansas capital.

## California

**KALW-FM, San Francisco** expanded its coverage of new immigrants through its series *UpFront: Dispatches from the New Majorities*. During the election year cycle, the station produced public affairs programs geared to respond to the concerns of first time voters, both young adults and new citizens.

**KLCS-TV, Los Angeles** produces *Adelante! With Jose Huizar*, an education information program produced in English and Spanish. The station also translates televised school board meetings into Spanish.

**KOCE-TV, Huntington Beach** produced *Saigon, U.S.A.*, a documentary addressing struggles over cultural identity within the local Vietnamese American community.

**KUSC-FM, Los Angeles** launched its audience diversity initiative, a research effort designed to help the station identify ways that it can introduce classical music to new ethnic audiences. The station will partner with the University of Southern California to ensure that its studies yield accurate, actionable results.

## Colorado

**KBDI-TV, Denver** produced a special call-in program dedicated to increasing understanding of Denver's Muslim community. The station worked with a local mosque to coordinate an educational effort to combat growing discrimination against Muslims.

**KGNU-FM, Boulder** regularly broadcasts in Spanish and Hmong. The station recently purchased a commercial AM frequency in Denver, adding about 2 million people to its signal area, including a significant number of minority group members.

## Connecticut

**Connecticut Public Television, Hartford** produced the program *Teens Speak Out: Stereotypes*, which addressed the issue of racism in a call-in question and answer format.

**WSHU-FM, Fairfield** produced numerous local and national reports on stories of concern to minority audiences, including the efforts of healthcare advocacy groups to convince the state of Connecticut to spend a portion of its tobacco settlement to help close racial and ethnic disparities in healthcare, and the difficulties encountered by children of illegal immigrants in gaining access to college.

### **District of Columbia**

**WAMU-FM, Washington** produces *Metro Connection*, an award-winning weekly newsmagazine. *Metro Connection* consists of features and discussions focused on issues of interest to many diverse segments of the greater Washington community. During Fiscal Year 2004, *Metro Connection* received the Edward R. Murrow award for the one-hour special *An African Oedipus in Athens*.

**WETA-TV, Washington** produced a town meeting discussion of issues surrounding immigration and language use. The audience was comprised of people from a wide variety of ethnic backgrounds, including Latinos, Asian Americans, and Ethiopian immigrants.

### **Florida**

**WDNA-FM, Miami** aired programs in English, Spanish, French, Haitian/Creole, Portuguese, and Urdu. The station also hosts interns from Miami Dade College, particularly those enrolled in English as a Second Language programs.

**WEDU-TV, Tampa** sponsored the Hispanic Family Health Fiesta, an all-day free event for migrant farm workers and their

families that focused on developing and maintaining healthy lifestyle choices.

**WGCU-FM, Fort Myers** was the recipient of the 2004 Radio and Television News Directors Association Unity award for diversity in news coverage. News stories included coverage of celebrations in Fort Myers of the 200th year of Haitian independence and exploration of the difficulties faced by illegal Haitian immigrants.

## Georgia

**WPBA-TV, Atlanta** produced a series of interstitials highlighting various ethnic communities in Atlanta, including African-Americans, Latinos, and Asian-Americans. The station also assisted in the production of *Leyes Cotidianas*, a Spanish language legal help series.

**WUGA-FM, Atlanta** has expanded programming aimed at minorities by adding two local original productions, *African Perspectives* and *Agenda Hispania*. *Agenda Hispania* is produced in Spanish and features live in-studio interviews dealing with issues of interest to the Hispanic community.

## Guam

**KGTF-TV, Agana** offers *Let's Learn Chamorro*, along with programming directed at the local Japanese and Filipino communities.

**KPRG-FM, Mangilao** is working with local Chamorro chant writer and performer Jay Pascua to record and air his chants in celebration of the Year of the Chamorro. The station also broadcasts a weekly locally-produced radio drama that addresses the problems and difficulties faced by the cultures of Micronesia in modern times.

## Hawaii

**Hawaii Public Television, Honolulu** produced a talk show focusing on the importance of the Hawaiian language, and produces its series *Biography Hawaii* in both English and Hawaiian.

**KKCR-FM, Hanalei** produced a series of health programs focusing on chronic diseases common in Native Hawaiians, such as diabetes, heart disease, and obesity. The call-in talk show *Hawaiian Issues Live* leads discussions on Native sovereignty, land rights issues, and Hawaiian culture. Overall, the station produces almost 70 hours of Native Hawaiian music and language per week.

## Idaho

**KAID-TV, Boise** organized a series of thirteen community screenings around the national production *The New Americans*, and used segments from the series in its English as a Second Language classes.

**KBSU-FM, Boise** produces Spanish language programming that includes music, news, public affairs, and an events calendar. These programs provide resources that allow new immigrants to access community services and to gain an understanding of life in the United States. The station also trains Hispanic students to produce local programs.

## Illinois

**WILL-TV, Urbana**, along with **WILL-AM** radio, sponsored a town-hall meeting on the racial gap in achievement in local public schools.

**WSIU-FM, Marion** aired a series of feature reports during Black History Month on community development activities in Carbondale's northeast side, a primarily black neighborhood.

**WBEZ-FM, Chicago** continued its city and suburban school program *Visions*, a unique educational outreach project that introduces public policy discussions and public radio storytelling on subjects such as race, family and justice into the curriculum of local schools. The station brings inner city middle school students to its Navy Pier studios, where they produce the audio portion of the curriculum.

## **Indiana**

**WFWA-TV, Fort Wayne** participated in a Summer Minority Youth program aimed at minority high school students interested in pursuing a career in broadcasting. The students met with staff at the station to talk about broadcasting careers and learn what is involved in running a television station.

**WNIN-FM, Evansville** has worked to increase its local coverage of issues of interest to minorities. Features have included coverage of the reasons why large numbers of African American students are failing the Indiana School Testing exams, challenges and benefits of providing quality after school programs for low-income kids, and lack of dental coverage for minority and low-income Evansville residents.

## **Iowa**

**Iowa Public Television, Johnston** created a workbook to accompany its series *The New Iowans* that provides information about immigration. The station also scheduled screenings of the series across the state.

**KUNI-FM, Cedar Falls** continues to work with KPVL, a community radio station in rural Postville, Iowa, the Benton

Foundation's *Sound Partners* Project, and the University of Northern Iowa's Global Health Corps to create a series of community health programs in Spanish, Russian, Hebrew and English.

## Kansas

**KANZ-FM, Garden City** serves the community by hosting a free children's parade in conjunction with a two-week celebration of the beef and feed industry in Southwest Kansas. The region has a large population of non-English speaking immigrants who work at the beef packing plants, and the parade introduces them and their children to the programming and services offered by KANZ, including several hours of weekly Spanish language programming.

**KTWU-TV, Topeka** presented several stories of interest to minority audiences on its *Sunflower Journeys* series, including coverage of Native cultures, new immigrant groups, and a history of the *Brown v. Topeka Board of Education* case.

## Kentucky

**Kentucky Educational Television, Lexington** organized a major outreach campaign in connection with *This Far by Faith*, a series on African-American spiritual life. The network worked in partnership with the Cathedral Heritage Foundation and the Kentucky Council of Churches to host two screenings and discussion events.

**WEKU-FM, Richmond** continued its partnership with Richmond-based Pattie A. Clay Regional Medical Center for a series exploring chronic illness in Appalachian Kentucky, a remote, poverty-stricken area that experiences much higher than average incidences of chronic disease. The station produced a series of long-form, in-depth news reports examining the extent and costs of chronic illness in the region, the lack of doctors and

health care facilities to treat the chronically ill, and the prevalent lifestyle factors that contribute to the region's high rates of chronic disease. 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 four of the most prominent chronic diseases in Appalachian Kentucky.

**WKYU-FM, Bowling Green** has seen a significant influx of immigrants to its service area during the past several years, ranging from Bosnian refugees to Hispanics seeking opportunities for better jobs and living conditions. The station's news coverage continues to focus on the many challenges faced by recent immigrants, including stories and interviews about job opportunities, religious tolerance, the need to learn and use English effectively, the difficulty of finding adequate housing, and the strain on families as children and teens become more "Americanized" while adults work to maintain the customs and traditions of their homelands. The station is also an active sponsor of several community events across its coverage area, including the annual International Festival, designed to bring long-time residents and new immigrants together.

## **Louisiana**

**KSLU-FM, Hammond** retained an African-American news reporter to cover stories of interest to the African-American community and to recommend programming that will have a direct impact on the African American community.

**Louisiana Public Broadcasting, Baton Rouge** produced *Louisiana Young Heroes*, a television program honoring children who have overcome adversity and serve as an inspiration to others. A large number of the children honored in this program have physical disabilities.

## **Maine**

**Maine Public Broadcasting, Lewiston** offered *Reaching Higher*, a four-part television series highlighting post-secondary education and training opportunities in the state of Maine. The program focused on opportunities available to low-income and rural residents.

**WMFG-FM, Portland** has recruited programmers from the English as a Second Language program at the local university to produce programming relevant to immigrant and non-English speaking community residents.

### **Maryland**

**Maryland Public Television, Owings Mills** produced *You Can Afford College*, a public service program whose intended audience is low- to moderate-income families that do not have a family history of attending college.

**WBJC-FM, Baltimore** uses its main frequency to conduct a joint effort with Baltimore City Community College aimed at educating minority populations about opportunities for higher education. The station also uses its second channel audio frequencies to program a Russian-language service that provides news, community interest and educational programs for local Russian immigrant communities and to provide a radio reading service for the blind.

### **Massachusetts**

**WGBH-FM, Boston** co-sponsored the Boston Children's Chorus inaugural concert, which was held in honor of Martin Luther King Junior. The Boston Children's Choir is a multi-racial, multicultural arts organization that brings together children from urban and suburban neighborhoods to discover the power of singing together and serve as ambassadors for their city. The chorus' mission is youth development, social healing, and community building.

**WGBY-TV, Springfield** offered Ready To Learn programs tailored to Title I educators, and provided training and Russian and Ukrainian language books to the Ukrainian community in Westfield.

## **Michigan**

**WGVU-TV, Kalamazoo** hosted the Diversity Forum, which used clips of PBS programs to stimulate discussion among students and faculty on matters of race.

**WUOM-FM, Ann Arbor** produced a series of in-depth interviews on immigration for its local program *Stateside*. Host Charity Nebbe visited Freedom House, an organization that helps and houses immigrants while they seek asylum in the U. S. or Canada. She also spoke with researchers who studied Hispanic migration and its impact on small towns. The program also served Michigan's large population of Muslims and Iraqis with a series of reports on the reactions of Muslim groups to Saddam Hussein's capture and on the problems of Iraqi immigrants in the United States.

## **Minnesota**

**KBEM-FM, Minneapolis** is owned and operated by Minneapolis Public Schools, an urban school district with a 73 percent minority enrollment. The station produces its *School News* features using student reporters from elementary, middle and high schools throughout the district. The reports are done in English, Spanish, Somali, Hmong, and Native American languages and serve to inform the community about events in the schools as well as to alert parents, particularly those in the immigrant community, about meetings and services.

**KFAI-FM, Minneapolis** produces programming in thirteen languages, including Hmong, Khmer, Ukrainian, Vietnamese, Spanish, Somali, Oromo, Amharic, Tigrenian, and Tagalog.

**KSMQ-TV, Austin** produces *Hablando*, a Spanish language current affairs series that provides information about legal, health, political and educational issues to Southern Minnesota's growing Latino population.

**KTCA-TV, St. Paul** produces *Vietnamese News*, a weekly program in the Vietnamese language designed to preserve Vietnamese language among the 20,000 Vietnamese immigrants living in Minnesota. The station also offers *Belahdan*, a bilingual program offering a variety of perspectives on Middle Eastern issues.

## Mississippi

**Mississippi Public Broadcasting, Jackson** produced an Alzheimer's awareness event in Jackson and organized a walkathon to raise money for Alzheimer's research.

**WPRL-FM, Lorman** has implemented a newspaper reading service for the vision impaired. Announcers read the headlines of local newspapers and public service announcements.

## Missouri

**KCPT-TV, Kansas City** offers *Rincon de Niños*, a two-hour block of children's programming in Spanish. The station also provides a bilingual Ready To Learn trainer for Latino families and caregivers.

**KOPN-FM, Columbia** produces more than five hours of Spanish language music, news, and discussion programming each week. The station has started a program to train bilingual community

members to produce local news and public affairs features for broadcast.

## **Montana**

**KGVA-FM, Harlem** provides local coverage of Native American tribal news and events, including pow-wows and selected public ceremonies. The station also provides daily lessons in the languages of the Assiniboine and Gros-Ventre Tribes.

**KUSM-TV, Bozeman** serves a remote rural population with Ready to Learn workshops, First Books, and its current affairs series, *Montana Focus*.

## **Nebraska**

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

**KZUM-FM, Lincoln** broadcasts locally produced programs in Bosnian, Chinese, Southeast Asian, Russian, Spanish and Native American. These programs address many issues of concern to immigrant communities, including health and safety information, community news, and governmental services. The station also produced an extensive public health campaign addressing the problem of childhood obesity in six languages, and is producing a series that will focus on the availability of basic services such as food, shelter and mental health services in the Lincoln area.

## **Nevada**

**KUNV-FM, Las Vegas** offers *Little Grass Shack*, the only Hawaiian music program in southern Nevada and serves the area's large Hispanic community with its *Latin Connection*.

**KNPB-TV, Reno** produced *Open Talks and Open Minds*, a series of town meeting programs which concentrated on issues of race. The project included discussion groups and program screenings.

## **New Hampshire**

**New Hampshire Public Radio, Concord** annually interviews a diverse group of people across the state about how well the network is serving community interests. These interviews help guide the network's news and public affairs programming over the course of the next year.

**New Hampshire Public Television, Durham** continued to reach out to underserved elderly and disabled audiences through its participation in the Veteran's History Project, a venture of the Library of Congress which encourages veterans of foreign wars to share their stories.

## **New Jersey**

**The New Jersey Public Television, Trenton** continued its Workplace Literacy Project, which involves more than forty locations throughout the state helping unemployed and underemployed adults prepare for today's job market. Since its inception in 2001, the program has served more than 5,000 people.

**WBGO-FM, Newark** added a news component to its popular series, *Latin Jazz Cruise*. Produced by a reporter from the WBGO news staff, this weekly report highlights issues of importance to the Latino community.

## **New Mexico**

**KCIE-FM, Dulce** produces a twice-weekly program in the Jicarilla Apache language. The station also supports the preservation of the Jicarilla language with a brief daily language segment that is broadcast every half hour.

**KENW-TV, Portales** produces *Cultura*, a weekly Spanish language public affairs program.

### **New York**

**WAMC-FM, Albany** launched *Youth Voices on the Air*, a series of student town meetings designed to engage and involve at-risk inner city students.

**WCSY-TV, Syracuse** created the series *My So-Called Disability*, which addresses the concerns and needs of individuals with physical and mental disabilities.

**WLSU-FM, Canton** assigns a staff reporter to cover issues of concern to the Mohawk community at Akwesasne and to cover concerns of the predominantly African-American and Latino military community at nearby Fort Drum.

### **North Carolina**

**WFAE-FM, Charlotte** produced *Trust Matters*, a week-long series that examined interracial trust in the Charlotte region. Reports included a look at why residents of different racial and ethnic backgrounds may have a hard time trusting one another, a report from one of the most culturally diverse schools in Charlotte, and a profile of the city's diverse and growing international population.

**WUNC-TV, Chapel Hill** offered ongoing outreach efforts centered on issues of immigration, Hispanic population growth, and workplace literacy.

## North Dakota

**KABU-FM, St. Michael** broadcasts to an audience that consists primarily of the Dakota Sioux People of the Spirit Lake Tribe Reservation. The station has utilized the elders in the community to share, in the Dakota Sioux language, a series of descriptions of historical events and sacred places. The station has also recorded college students who are studying the Dakota Language; the students share information about themselves using the Dakota Language.

**Prairie Public Broadcasting, Fargo** produces the television programs *North of the Mandan Nation* and *Indian Pride*, both of which are directed at Native American audiences.

## Ohio

**WCET-TV, Cincinnati** produced a multimedia curriculum kit based on the African American experience of the Underground Railroad. The kit has been widely used in local classrooms and has won several awards for its creativity and innovation.

**WCPN-FM, Cleveland** airs nine hours of nationality programming weekly. Produced by local ethnic leaders from the German, British, Irish, Slovenian, Slovakian, Hungarian, Lithuanian, Serbian, Polish, and Ukrainian communities, these programs feature music, local and international news and cultural elements.

## Oklahoma

**The Oklahoma Educational Television, Oklahoma City** offers several children's programs with Spanish language translations.

**KWGS-FM, Tulsa** is launching a program service which will serve diverse community needs on the secondary digital service

for its new Classical 88.7 service. The channel will provide Hispanic programming, Native American programming, and other diverse programming ranging from music to public affairs.

## Oregon

**KOPB-FM, Portland** produced *The New Oregon Trail*, a series of reports that identified communities of recent immigrants and told stories about how they came to live in Oregon. Stories featured Somali Bantus who found refuge in the Portland area as they fled persecution in their homeland as well as the stories of Hispanic, Russian, Asian, Middle Eastern and European immigrants.

**Southern Oregon Public Television, Medford** produced *Alzheimer's*, a local documentary and informational program directed at local caregivers of Alzheimer's patients.

## Pennsylvania

**WLCH-FM, Lancaster** is a minority-controlled station offering programming that provides newly-arrived Spanish-speaking citizens with a resource for obtaining vital community information. The bilingual informational programming on WLCH ranges from health to financial literacy.

**WYBE-TV, Philadelphia** offers Russian, Korean and Polish news and drama programming.

## Puerto Rico

**WIPR-TV, San Juan** designed its Communication Project as a part of the Puerto Rican government's initiative addressing poverty and lack of basic services in underprivileged communities. The project offered more than 70 workshops and created several films that have been broadcast on the station and at film festivals.

**WRTU-FM, San Juan** broadcasts in Spanish, French and Arabic languages, with programs including the music and culture of Brazil and Africa.

### **Rhode Island**

**WSBE-TV, Providence** organized community workshops on issues facing formerly incarcerated persons re-entering the community. The result was a town hall meeting that was broadcast live.

### **South Carolina**

**South Carolina Educational Television, Columbia** produced *Corridor of Shame: The Neglect of South Carolina's Rural Schools*, which offered a view of the problems faced by rural schools throughout the state.

**WSSB-FM, Orangeburg**, an African-American controlled station, offers a long-running sociology program that serves an outlet for youth who may not feel comfortable discussing the problems in their lives with their parents or other adults.

### **South Dakota**

**KUSD-FM, Vermillion** launched a series of programs investigating the impact of the Lewis and Clark Expedition on the state, including Native American people in the nine tribes of South Dakota.

**South Dakota Public Broadcasting, Vermillion** produced and broadcast a live television call-in program focusing on economic development on the state's Indian reservations.

### **Tennessee**

**WCTE-TV, Cookeville** offers Spanish language segments on several of its local programs.

**WETS-FM, Johnson City** has maintained and expanded its *Ritmo Latino*, a bilingual program aimed at the growing Hispanic population of its region. The station also produces the Spanish-language public affairs program *Enterate*.

## Texas

**KERA-TV, Dallas** partnered with the Dallas Museum of Art to hold a screening for the city's Asian American community of the film *Searching for Asian Americans*. Over 150 guests attended the event.

**KLRN-TV, San Antonio** hosted the Las Que Maracon Brencha Awards to honor the achievements of local Hispanic women. The station also invited local families to participate in the Sharing Family Stories Fiesta, which gave local Latino families a chance to record and share their family histories.

**KUT-FM, Austin** has produced *In Black America*, a weekly program examining the African-American experience in the United States, for 25 years. The program is heard on 20 stations nationwide.

## Utah

**KBYU-TV, Provo** is developing a new pilot program, *Teaching English as a Second Language via TV*.

**KPCW-FM, Park City** After considerable research on the area's growing population of Mexican seasonal workers, the station began a weekly Spanish language program, *Cada Domingo*, which offers music from Mexico and public service announcements of importance to this community. The station recently added a news component to the program to serve those who have no other source of local news in their language, and the program

receives more phone calls than any other show broadcast on KPCW.

### **Vermont**

**Vermont Public Television, Colchester** provided Ready To Learn parent workshops, training and supplemental materials to men and women incarcerated in Vermont correctional facilities.

**WVPS-FM, Colchester** produced the series *Iran Journal*, in which reporter Steve Zind, a descendant of Karim Khan Zand, who ruled Persia in the mid-1700's, traveled the path of his ancestors.

### **Virgin Islands**

**WTJX-TV, St. Thomas** produced a six-part series focusing on American Sign Language.

### **Virginia**

**WBRA-TV, Roanoke** received a Bronze Telly Award for its documentary *Reflections of Vietnam: Journey of Generations*.

**WTJU-FM, Charlottesville** offers several international music and public affairs programs. In the past year, its program *Radio Tropicale*, offered opportunities for students from Ghana, India, Iran, Mali and Pakistan to host the program and share music and educational content.

### **Washington**

**KDNA-FM, Granger** programs to an audience consisting mainly of Spanish-speaking migrant farm workers and immigrant fruit warehouse workers. The station concentrates on promoting English language learning, citizenship classes, and healthcare access and education. This year KDNA received a gift of 25 computers from the University of Washington to provide basic

computer skills to the economically disadvantaged citizens of Granger City.

**KSPS-TV, Spokane** provides Russian language translations of its *Health Matters* series.

## West Virginia

**West Virginia Public Broadcasting, Charleston** produces *Aging with Grace and Dignity*, an ongoing series that explores trends, events, issues and policies supporting West Virginia's older adults and their families.

**WVPN-FM, Charleston** reported on the growing Latino population in the Eastern Panhandle, the impact of John Brown's raid at Harpers Ferry, and the formation and demise of the first African American college in West Virginia.

## Wisconsin

**WHA-TV, Madison** produced the documentary *Freedom to Work*, which profiled Spanish-speaking migrant workers. The program was produced with both Spanish and English language soundtracks.

**WOJB-FM, Hayward** is a community radio station licensed to the Lac Courte Oreilles tribe. The station is committed to helping the Lac Courte Oreilles community in preserving and strengthening the Ojibwe language, and offers programs hosted by Ojibwe speakers sharing their knowledge of the language on *Patchwork* and *Drum Song*.

## Wyoming

**KCWC-TV, Riverton** produced a documentary of Shoshone Chief Washakie, whose life spanned the entire nineteenth

century. The documentary drew from historical sources as well as interviews with his descendents in the Eastern Shoshone tribe.

**KUWR-FM, Laramie** extended its outreach programming by permitting rebroadcast of its local documentaries on the local Spanish language station.