



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

December 2006

A Report to the 110th Congress
and the American People
Pursuant to Pub. L. 100-626

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. CPB has broadened the definition to include other underserved populations, including the physically impaired, children, low income and rural communities.

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 submit the Corporation for Public Broadcasting's (CPB) annual report on the provision of services to minority and diverse audiences. Since 1967, CPB has facilitated the development of high-quality programming and telecommunications services that reflect a broad array of American audience segments. Over the years, CPB has proven to be responsive to the needs of diverse and underserved communities — addressing issues and creating initiatives that unite our country by encouraging appreciation for the range of voices that make our collective heritage so important.

Forty years later, we realize that our task must be expanded to include new media technology as a way of connecting to our many constituent communities interested in a greater diversity of platforms and perspectives. Because the American public is engaging more frequently with internet, digital interactive technologies and user-friendly personal media devices, the concept of reaching people via "broadcast" has broadened to include these new methods of delivery. In order to maintain minority participation in the public media sphere, CPB must play an integral role in facilitating the use of digital interactive media to help the underserved gain access and integration into a rapidly evolving digital world.

In 2006, CPB furthered its mission of providing services to multicultural and underserved audiences by encouraging adoption to these new technologies. Specifically, CPB enhanced its funding portfolio to include projects that help public broadcasting connect to the growing audience of digital media consumers looking for non-traditional education and entertainment alternatives. This action helps demonstrate our commitment to underserved communities — and ensures that American public media will be a primary destination for ethnic minority content and services in years to come.

The following service highlights for the year illustrate this support:

- CPB supported **NBPC Technology Now!**, a three-day training initiative to support the next generation of minority producers of digital content.
- CPB awarded **digital radio conversion grants** to minority public radio stations to help meet the programming needs of America's underserved audiences.

CPB renewed its commitment to children's education with \$1.5 million for **Where Fun and Learning Click**, a new initiative to promote safe, engaging, and educational online media.

- CPB was instrumental in the development of services for deaf and hard-of-hearing citizens, including **CaptionKeeper™**, a tool that converts

captioning data into Web content. CPB also made high definition radio services accessible for visually impaired and disabled audiences.

Section A. Public Broadcasting Programming

- **Public Television**

In 2006, public television continued to support the development of national programming with locally focused appeal to diverse audience segments. R&D or production grants for programs of particular interest to ethnic minorities because of their subject matter or treatment included:

The Black West, (Feral Entertainment, New York, NY) a research and development grant to create programming about the history of African-Americans on the western frontier whose contributions, discoveries and struggles were crucial to the expansion of this country.

We Shall Remain, (WGBH, Boston, MA) a production of five 90-minute episodes on Native American history that pairs some of public television's best producers with talented Native American filmmakers. Each program will focus on Native leaders who played pivotal roles in shaping American history, with viewers learning about iconic figures such as Tecumseh, Geronimo, and John Ross.

America at a Crossroads Initiative

America at a Crossroads, announced in 2005, is a major 12-hour public television event that will explore the world post 9/11 – the impact of the war on terror; U.S. military strategy and the experience of American troops; the emergence of Islamic terrorism; cultural and religious tensions within the Muslim world.

In 2006, CPB announced the selection of America at a Crossroads productions slated to receive production funding. Included below are projects with multicultural themes or producers:

Anti-Americans (Louis Alvarez and Andrew Kolker, Center for New American Media), an often humorous exploration of anti-American sentiment in Europe. *Anti-Americans* examines the perceptions and misperceptions about America held by some of Europe's leading political, cultural, intellectual and media figures as well as ordinary citizens.

Arab Music: Dissonance and Harmony (Miles Copeland, Firststars, Jonathan Brandeis, Brandeis Productions, Inc.), a program that travels with musicians from the Middle East to the United States as they perform with leading American musicians and shows how music can create a bridge between these two cultures.

Campus Battleground (Peter Collier and William Free, Argus Productions; Bill Jersey, Quest Productions), an exploration of the impact of the Palestinian-Israeli

conflict on American university campuses post-9/11, follows the story of confrontations among student groups and professors.

Indonesia: Battleground for the Soul of Islam (Ann Derry, New York Times Television; Ken Levis and Calvin Sims) is an exploration of the long history of moderation in Indonesia's practice of Islam. The film shows how Islamic radicals have made the country a flash point in the global war on terror.

Islam vs. Islamists (Frank Gaffney and Alexis Alexiev, ABG Films; Martyn Burke), a documentary which examines the conflicts between Islamic extremists and Islamic moderates, and explores how their aggressive behavior is threatening many centrist Muslims in the West.

Security Versus Liberty: The Other War (Jennifer Lawson, WHUT and Lisa Zeff, ABC News; Ed Gray), an examination of the tensions and trade-offs between security and liberty in the post-9/11 world, explores the root causes in the United States and Canada of domestic-based terrorism and the implications for governments in protecting their citizens.

The Trouble with Islam (Gordon Henderson, 90th Parallel Films and Television LTD; Ian McLeod). Following award-winning writer Irshad Manji, *The Trouble with Islam* is a journey through the Netherlands, Spain, Turkey and Yemen as Manji explores schisms within the Muslim world and looks at how moderate Islamic women are trying to encourage change in their faith and their societies.

The Mosque in Morgantown (Brittany Huckabee) chronicles the unfolding drama within a Muslim community in small-town West Virginia. The verite-style documentary will follow Asra Nomani, a former *Wall Street Journal* correspondent, as she pushes for change at the mosque her father helped to found three decades ago. It will also tell the stories of other mosque members, in their own words, as they work to determine the shape of their religious community.

STAND UP: Muslim-American Comics Come of Age (Glenn Baker) explores the emergence of Muslim- and Arab-American comedians after 9/11, showing how humor is used to take on stereotypes about Middle Easterners and terrorism. The film will chronicle their humor and the way it is shaped by the everyday tribulations of their lives.

Outreach Fund

In 2005, CPB launched the Outreach Fund for National Television Programs 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. 2006 Outreach Fund projects include:

Eyes on the Prize – In 2006, public television re-aired this 1987 groundbreaking public television documentary series about America’s Civil Rights movement. A CPB Outreach grant supported grants for local community events and the production of DVD, print and on-line digital education materials - primarily targeting Historically Black Colleges and Universities.

California and the American Dream – This CPB grant allowed for the support of the program which profiles multiracial California communities coming together to solve problems. Funding provided placement of interactive kiosks featuring multimedia clips of the program in a variety of public places, including an Indian reservation.

The War is a seven-part documentary series airing on public broadcasting that explores World War II from the perspective of four American communities. Outreach funds will support local community engagement campaigns in approximately 40 cities, including activities targeting underserved communities.

Greenhouse Fund

The Greenhouse Fund supports industry training and professional development projects that serve to enhance the skills of public broadcasting professionals. In 2006, helped to prepare minority producers for entry, advancement and/or leadership in public broadcasting by providing funding for the following projects:

NBPC Technology Now! – CPB provided a grant to the National Black Programming Consortium (NBPC) to convene a summit/brain trust and digital media workshop for minority content producers interested in producing public media on emerging platforms.

NALIP – The National Association of Latino Independent Producers (NALIP) is a seven year-old professional development organization created to support Latino media professionals. In 2006, CPB supported the NALIP annual conference and funded the production of the Latino Media Resource Guide, a publication that serves as a funding reference and filmmaker directory for Latino filmmakers.

Producer's Academy – Since 2001, CPB has supported an annual week-long seminar designed to attract and support emerging broadcasters interested in producing for public broadcasting. To widen the pool of minority applicants that apply and are selected for the workshop, CPB engaged in direct outreach efforts, resulting in an overwhelming increase in minority participation.

- **Public Radio**

With the advent of high definition (HD) radio and webstreaming, public radio is poised for greater impact into the larger community of minority listeners. Utilizing digital technology, HD-Radio stations can program multiple radio signals; this gives public radio stations the opportunity to offer a breadth of service from a single analog signal.

CPB made significant infrastructure investments in public radio stations in 2006, awarding 85 Radio Digital Conversion Grants to assist CPB-qualified stations with the conversion of their transmitting plant from analog to digital, HD-Radio, capacity.

Ten minority radio stations applied for Radio Digital Conversion Grants in Fiscal Year 2006. All ten applications were funded. Five of the ten grantees were also granted hardship status and provided additional funds for their digital conversion projects.

Other CPB-awarded radio grants for projects of particular interest to diverse communities in 2006 include:

- *Noticiero Latino*, which provides up-to-date news and information services for Spanish-speaking audiences throughout the United States, Puerto Rico and Mexico. Utilizing a network of talented news correspondents based throughout the United States and Mexico, *Noticiero Latino* offers two five-minute daily news segments weekly and provides Latinos with relevant information to assist them in understanding and participating in the civic life of the United States.
- The *StoryCorps African-American Initiative* will construct and launch a mobile recording booth that will travel the country for one year to capture the voices, experiences and life stories of African-Americans. The project will place special emphasis on the stories of World War II veterans and men and women involved in the civil rights movement. The national launch of this project is slated for February 2007, during Black History Month.
- *Native America Calling* is a daily interview and call-in program produced by Koahnic Broadcast Corporation (KBC) that provides a live forum about Native issues. The program promotes increased understanding among Native Americans of different backgrounds and non-Natives.
- *Native Radio Theater* provides funding for Native American audio and theater artists to create, interpret, present, and perform original radio plays. The project includes twelve audio theater productions for national distribution to Native public radio stations, mainstream public radio

stations and through the Internet. The project also includes the creation and maintenance of a website that encourages involvement in program production and broadcast.

- *African-American Audience Research Project* is a quantitative and qualitative research project designed to increase the African-American listening audience. The project includes research in the Houston, TX; Atlanta, GA; Durham, NC and Jackson, MS markets.
- *Native Voice One (NV1)* provides 24-hour radio program distribution services to Native American public radio stations, Native American public radio producers, and others with an interest in providing or broadcasting Native American programming. The project also provides a 24-hour stream over the Internet.
- *LA Latino Service Development* is a project focused on securing increased listening of public service programming among Latinos in the Los Angeles metropolitan area.

Section B. Public Broadcasting's Diversity Partners

- **Independent Television Service (ITVS)**

The Independent Television Service (ITVS) provides funding to independent television producers to develop high-quality programs that explore complex issues and express points of view seldom seen on commercial television. In 2006, approximately 49 percent of the people who received funding from ITVS were people of color and 80 percent of ITVS funded programming represented culturally diverse content.

Also in 2006, ITVS debuted the first ever Independent Lens Online Shorts Festival/Short Stack 2006, an on-line film festival featuring a collection of independent work by a variety of diverse filmmakers.

Additionally, ITVS showcased *Electric Shadows*, an interactive initiative that explores arts and culture via the Web exclusively. *Electric Shadows* gives voice to underserved communities and fosters cross cultural understanding through the power of nonlinear storytelling online.

The first two projects, *Face to Face* and *Circle of Stories*, were commissioned based on a direct call for cultural storytelling. *Face to Face* uses images and words to connect the experiences of Japanese Americans in the aftermath of Pearl Harbor with those confronting Arab and Muslim Americans today. *Circle of Stories* honors the Native American tradition of storytelling by joining the past with the present to preserve a cultural treasure.

In partnership with the Public Broadcasting Service (PBS), ITVS presented the 2006-2007 primetime series *Independent Lens*, hosted by Actor and Filmmaker Terrence Howard. Other 2006 *Independent Lens* PBS broadcast highlights include: *Revolucion*, the story of five Cuban photographers; *The World According to Sesame Street*, a documentary providing a behind the scenes look at producing international versions of the world's most popular children's television program; *My Country, My Country*, an unforgettable journey into the heart of war-ravaged Iraq in the months leading up to the January 2005 elections and *Lion in the House*, a documentary that follows the stories of five children and their families as they battle pediatric cancer.

The ITVS-funded documentary *A Lion's Trail* received an Emmy Award nomination in 2006 for outstanding cultural and artistic programming. *A Lion's Trail* traces the American pop song *The Lion Sleeps Tonight* back to its original source, a Zulu musician who died in poverty despite the international success of his music.

- **The National Minority Programming Consortia**

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

CPB funds the Minority Consortia to bring new voices to public broadcasting by providing seed money to producers for programming and by supporting producer training initiatives and program exhibitions. The group also works to generate promotional outreach activities to cultivate future stakeholders in public television and nurture the next generation of minority talent in public broadcasting.

The following examples highlight some of the Minority Consortia's programming and service activities in 2006:

Latino Public Broadcasting

In 2006, LPB created VOCES, a 13-part Latino programming strand. Hosted by Edward James Olmos, the series features documentaries and musical specials that spotlight the diversity of Latin-American culture. Episodes include *The Bronze Screen*, which provided stories of actors such as Rita Moreno, Anthony Quinn and Jimmy Smits; *From Mambo to Hip Hop* with Latin jazz legends Eddie Palmieri and Ray Barretto; and *The Republic of Baseball*, about the first Dominican baseball players to play in the Major Leagues. Other episodes cover issues ranging from immigration (*The Guestworker*), to gangs (*Nuestra Familia*) and suburban ethnicity (*Recalling Orange County*).

National Black Programming Consortium

NBPC launched *Africa: Open for Business*, a webcast series on the world of successful African businesses. With on-line video segments following successful African and Africa-based entrepreneurs, *Africa: Open for Business* shows resilient and creative successful businesses. The series is also made available for podcasts.

Other key NBPC projects in 2006:

Twelve Disciples of Nelson Mandela — In the wake of his stepfather's death, Thomas Allen Harris embarks on a journey of reconciliation with the man who raised him as a son but whom he could never call "father." As part of the first wave of black South African exiles, Harris's stepfather, B. Pule Leinaeng, and his 11 comrades left their home in Bloemfontein in 1960. They told the world about the brutality of the apartheid system and raised support for the fledgling African National Congress and its leader, Nelson Mandela.

Beyond the Steps: Alvin Ailey American Dance Theater follows the Alvin Ailey American Dance Theater (AAADT) during a pivotal period in its history, when the company ventured abroad and established new roots at home. It's a story of what it takes to keep dance modern, art relevant, and a legacy alive.

Center for Asian American Media

In 2006, CAAM completed and published the Asian American Audience Development report, the first-ever research project exploring ways public television can better serve and attract Asian American viewers.

Very specific data, case studies and recommendations are provided in the report, which can be used as a tool to assist stations and producers with strategies to build connections within the Asian American community.

Key CAAM Projects in 2006:

Fishbowl, a program about a young girl growing up in Hawaii in the 70's who does not view her world as a "paradise".

California and the American Dream, a four-part series that explores the dynamics of culture, community and identity in California.

Pacific Islanders in Communications

In 2006, PIC extended its producer training initiatives to include American Samoa. PIC also held screenings of their funded works in Honolulu, Guam and American Samoa with over 10,000 people of Pacific Islander descent in attendance.

Key PIC programs in 2006:

Polynesian Power chronicles the ascent of Polynesians in American football and the cultural history that defines this journey. Profiling two Samoan athletes – one from the islands and one from the 'hood – *Polynesian Power* explores America's diversity and the challenge of chasing dreams.

The Land Has Eyes tells the story of a young South Pacific island girl who must fight for justice after being shamed by her village for being poor and the daughter of a man wrongly convicted of theft. *The Land Has Eyes* was the first feature film shot on the island of Rotuma in Fiji.

NAPT

In 2006, Native American Public Telecommunications (NAPT) created a Native American radio programming service for the internet. The first series, also

available via podcast, was a collection of programs about Native American health issues, looking at wellness from a Native perspective.

NAPT featured *Native Americans in the 21st Century*, a two part documentary series that provides contemporary stories of urban and reservation Native Americans.

NAPT staff presented a series of workshops for filmmakers interested in producing for public broadcasting, at locations including the University of Nebraska and the Native America Journalists Association convention in Tulsa, Oklahoma, where they also provided scholarships for 25 individuals.

NAPT presented film festivals at the Winnebago and Omaha reservations.

Section C. Other Services for Diverse Audiences

WGBH - Shapiro Family Foundation 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-five years ago. In 1990, PBS extended access to television for blind and visually impaired people with the introduction of Descriptive Video Service. In 1993, with the help of a grant from the CPB, the WGBH National Center for Accessible Media (NCAM) was established to build on this expertise and explore access solutions for new media. This year, the Boston- and Palm Beach-based Shapiro Family Foundation donated \$1 million over six years to NCAM in recognition of its past and future contributions to the field of accessible media for people with disabilities. The center has been renamed the WGBH - Shapiro Family Foundation National Center for Accessible Media. 2006 services and projects include:

- Leadership and/or advisory board presence on the following committees: Alliance for Public Technology, America Online Consumer Advisory Board, FCC Consumer Advisory Committee, FCC Technology Advisory Committee, FCC Commercial Mobile Service Alert Advisory Committee, U.S. Access Board's Telecommunications and Electronic and Information Technology Advisory Committee (TEITAC)
- The Strategic Partnership Program, which pairs accessibility experts at NCAM with corporations looking to make their products and services more accessible. The program encourages compliance with federal accessibility requirements and ongoing projects with America Online, Adobe, Apple, Hewlett-Packard, IBM, Panasonic, Verizon and Yahoo! and others.
- A partnership with America Online to create captioned CNN news clips on the internet.
- 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 National Public Radio/NPR Labs on a Department of Education-funded grant to make HD Radio services accessible to people who are deaf, hard of hearing, blind or visually impaired. This fall, WGBH captioned its first radio broadcast, an *All Things Considered* program on the student protests and subsequent shift in the choice for president at Gallaudet University, the nation's premier institution of higher education

for deaf students. Captions aired live on NPR's website, and provided a bridge to deaf listeners who could follow the story and call in or e-mail their comments and questions.

- 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 limited resources for making entertainment, educational and informational program content accessible are spent efficiently.
- 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, allow people who are blind or visually impaired to navigate menu screens independently.
- Development and evaluation of speech solutions that will allow 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.
- Research to make local television broadcasts, which are 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.
- In conjunction with the American Foundation for the Blind (AFB), on-going research on effective practices for digital talking books (DTBs) that serve post-secondary students, professionals and scientists who have visual impairments or blindness. A separate project is being developed to offer users with disabilities the ability to navigate electronic books and understand their images, audio and multimedia. A free CD, "Guidelines for Accessible Digital Materials," was distributed this year.
- 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, Seaworld and Busch Gardens theme parks. Major Hollywood studios now regularly distribute films with both captions and descriptions; at last count over 400 films have been made accessible on the day and date of their theatrical release. The attorneys

general of Arizona, New Jersey and New York have moved to require theater chains doing business in their state to make select locations accessible via WGBH's technologies.

Education and Literacy Services

In 2006, public broadcasting engaged in a wide variety of activities to support the lifelong learning of all Americans. Highlights of the year include the research and production of new reading programs for low income children, a project emphasizing community learning through collaborations between public broadcasting, libraries and museums, and several projects focused on the professional development needs of the earliest teachers of children – parents and other childcare providers.

Ready To Learn

In 2005, the U.S. Department of Education gave two awards to a CPB/PBS partnership to design, develop and distribute high-quality, public broadcasting digital learning content targeted to low-income children (ages 2-8), their families and other caregivers. The Ready To Learn (RTL) initiative will incorporate a "Literacy 360" approach in an effort to reach the target audience where they live, learn, and socialize.

The objectives of Ready To Learn 360° are two-fold and correspond to each award:

- The **programming award** requires the partnership to design, develop, produce and distribute age-appropriate educational content and curricula for low-income families that employ scientifically based reading research.
- The focus of the **outreach award** is to develop and implement a systematic outreach campaign at the local level that engages children and their families from low-income communities in 20 target markets over five years.

In 2006, the first five target outreach markets were selected to model the delivery of RTL's nationally produced learning content and services to the initiative's target audience. Those markets are: Baltimore, MD; Jackson, MS; Oakland, CA; San Antonio, TX; and Toledo, OH. Each market will involve the public broadcasting stations in the delivery of services. Each target market serves a critical mass of low income families with children in the target age range of 2-8 years old, with varying ethnic and geographic diversity.* The stations in these markets were also known for mission-driven leadership in Ready To Learn or early childhood community work with excellent outreach and education staffs.

One of the outreach components of Ready To Learn 360° is social marketing research. Social marketing will allow stations to target and identify low-income families at the neighborhood level. The American Institutes of Research (AIR), a contractor to the initiative, has been using a national database system to locate those families living below the poverty line within our target markets and conducting ethnographic studies within these markets to ensure that the CPB/PBS development process and outreach plans are in alignment with our target families. Another key component to RTL's outreach strategy is partnership with established community-based organizations that are trusted in the community. CPB, PBS, and show producers will partner with national and community-based organizations like American Library Association, National Head Start Association, Boys and Girls Club, YMCA, The After School Corporation, and Home Instruction for Parents and Preschool Youngsters (HIPPO) to implement educational outreach campaigns targeted to the RTL communities. These community partnerships are also a way to sustain local Ready To Learn activity after the grant program is over.

In 2006, the Department of Education expressed a need to extend the outreach campaign with an intervention focused on the intersections between research-based reading content and the use of new technologies, and awarded supplemental funds (\$943,000) to CPB to enhance the existing RTL outreach award and effectively link innovation and outreach. As a result of this grant, CPB is working with Sesame Workshop to test the use of handheld technology to deliver educational content for children 6-8 years of age in after school programs and at home.

CPB believes that Ready To Learn 360° approach and the combined impact of the programming, outreach and supplemental activities is very powerful and will make a significant contribution to the reading achievement of America's economically disadvantaged children.

**Note: Approximately 17 percent of all U.S. children live below the federal poverty level. Child poverty rates vary by ethnicity, with more white children living in poverty than children of any other ethnicity. However, poverty disproportionately affects other racial/ethnic groups. Poor white children represent only 10 percent of all white children, while 33 percent of all black children and 28 percent of all Latino children live in poverty (Fass & Cauthen, 2005).*

Between the Lions

In 2006, CPB made a multi-million dollar recommitment to WGBH-TV in Boston to continue and expand the *Between the Lions* television project targeted to low-literacy children ages 4-7. It is the only children's series created specifically to help children learn to read and is endorsed by the U.S. Department of Education. Forty additional episodes of *Between the Lions* (BTL) will be produced, as well as new curriculum materials and new website pages to expand the program's outreach to rural and Native American children. *Between the Lions* is already being used in

daycare settings in rural Mississippi and in an Native American Head Start initiative in New Mexico. The new funding for BTL will expand the Native American project into Montana and Alaska.

Ready to Lead in Literacy (RTLL)

More than 120 public television stations around the country have completed the first of three years of CPB-funded local reading and literacy activities for young children and their caregivers under the Ready to Lead in Literacy (RTLL) initiative.

RTLL is a companion initiative to the Ready To Learn reading initiative. RTLL stations have been successful in using the funding and professional development support to leverage additional partnerships and financial support for their local activities. Most stations work with other local partners like Head Start, local schools and social service agencies to connect with children and their families in an effort to prepare children for success in Kindergarten through the third grade. Participating stations provide training for parents and caregivers, and distribute books and other learning materials to families.

The 121 RTLL stations are:

Alabama Public Television	Birmingham	AL
Arkansas Educational Television Network	Conway	AR
Blue Ridge Public Television	Roanoke	VA
Connecticut Public Television	Hartford	CT
Detroit Public Television WTVS	Detroit	MI
Georgia Public Broadcasting	Atlanta	GA
Idaho PTV	Boise	ID
Iowa Public Television	Johnston	IA
KACV	Amarillo	TX
KAET	Tempe	AZ
KBYU	Provo	UT
KCET	Los Angeles	CA
KCPT	Kansas City	MO
KEDT	Corpus Christi	TX
KEET	Eureka	CA
KENW	Portales	NM

KERA	Dallas	TX
KET	Lexington	KY
KETC	St. Louis	MO
KIXE	Chico	CA
KLRN	San Antonio	TX
KLRU	Austin	TX
KLVX	Las Vegas	NV
KMBH	Harlingen	TX
KMOS	Warrensburg	MO
KNME	Albuquerque	NM
KNPB	Reno	NV
KPBS	San Diego	CA
KPTS	Wichita	KS
KQED	San Francisco	CA
KSMQ	Austin	MN
KSPS	Spokane	WA
KTEH	San Jose	CA
KTOO	Juneau	AK
KTWU	Topeka	KS
KTXT	Lubbock	TX
KUAT	Tucson	AZ
KUED	Salt Lake City	UT
KVIE	Sacramento	CA
KVPT Valley Public Television	Fresno	CA
KWBU	Waco	TX
Lakeland Public Television	Bemidji	MN
Louisiana Public Television (LPB)	Baton Rouge	LA
Maryland Public Television	Owings Mills	MD
Michigan Television WFUM	Flint	MI
Mountain Lake PBS	Plattsburgh	NY
New Hampshire Public Television	Durham	NH
NJN Public Television	Trenton	NJ
OETA	Oklahoma City	OK
Oregon Public Broadcasting	Portland	OR
Ozarks Public Television KOZK	Springfield	MO
Pioneer Public Television	Appleton	MN
Prairie Public Broadcasting	Fargo	ND
Rocky Mountain PBS	Denver	CO
Smoky Hills Public Television	Bunker Hill	KS
South Carolina ETV Network	Columbia	SC
South Dakota Public Broadcasting	Vermillion	SD
Southern Oregon Public Television/KSYS	Medford	OR
Think TV (WPTD/WPTO)	Dayton	OH

Thirteen/WNET	New York	NY
UNC-TV	Research Triangle	NC
Vermont Public Television	Park	VT
WBGU-PBS	Colchester	VT
WCET	Bowling Green	OH
WCEU	Cincinnati	OH
WCMU	Daytona Beach	FL
WCNY	Mt. Pleasant	MI
WCTE	Liverpool	NY
WCVE Richmond PBS	Cookeville	TN
WDSE	Richmond	VA
WEDU	Duluth	MN
WEIU	Tampa	FL
West Virginia Public Broadcasting	Charleston	IL
WETA	Morgantown	WV
WFSU	Arlington	VA
WFWA	Tallahassee	FL
WFYI	Fort Wayne	IN
WGBH	Indianapolis	IN
WGBY	Boston	MA
WGTE	Springfield	MA
WHRO	Toledo	OH
WHYY	Norfolk	VA
WILL	Philadelphia	PA
WIPR	Urbana	IL
Wisconsin Educational	San Juan	PR
Communications Board	Madison	WI
Wisconsin Public Television	Madison	WI
WITF	Harrisburg	PA
WJCT	Jacksonville	FL
WKAR	East Lansing	MI
WKNO	Memphis	TN
WLJT-TV	Martin	TN
WLRN	Miami	FL
WLVT	Bethlehem	PA
WMEC/WQEC/WSEC	Chatham	IL
WMHT	Troy	NY
WMTJ	San Juan	PR
WNED	Buffalo	NY
WNEO/WEAO	Kent	OH
WNIN	Evansville	IN
WNIT	Elkhart	IN
WNPT	Nashville	TN
WOSU	Columbus	OH

WPBS	Watertown	NY
WQED	Pittsburgh	PA
WQLN	Erie	PA
WQPT Quad Cities PBS	Moline	IL
WSIU	Carbondale	IL
WSKG	Vestal	NY
WSRE Public Television	Pensacola	FL
WTIU	Bloomington	IN
WTTW	Chicago	IL
WTVI	Charlotte	NC
WTVP	Peoria	IL
WUFT	Gainesville	FL
WVIZ/PBS ideastream	Cleveland	OH
WVPT	Harrisonburg	VA
WXEL	Boynton Beach	FL
WXXI	Rochester	NY
WYES	New Orleans	LA
WYIN	Merrillville	IN
Wyoming Public Television WPTV	Riverton	WY

Other Education Projects

Sesame Workshop Military Initiative - “When Parents are Deployed”

Public broadcasting is uniquely positioned to act swiftly and broadly on the urgent needs of our nation’s children; the “When Parents are Deployed” initiative responds with a message of love and learning. This primetime broadcast and outreach project for family viewing tells the courageous stories of American servicemen and servicewomen and their families. Produced by Sesame Workshop, the program is designed to help families cope with the feelings, challenges, and concerns associated with the various phases of deployment

In addition to the PBS broadcast, this program will air on the Pentagon Channel and the American Forces Radio & Television Service.

A Place of Our Own

Throughout the United States, there exists a critical need for programs that substantially improve early childhood education. Research data consistently links the success of students in K-12 programs to the school readiness skills they developed before age five.

In 2006, CPB committed \$3.8 million dollars to KCET’s “A Place of Our Own” television series and outreach initiative designed to enhance and improve the skills of a child’s first teachers – their parents, informal caregivers, and pre-school daycare providers. The series is produced in a talk show format in both English and Spanish and directly addresses the educational needs of children with

demonstrations of learning activities, and conversations with childcare experts and other caregivers.

The audience demographics for the series are powerful: nearly half of all viewers have a high school degree or less, and well over half earn less than \$40,000 a year. Early focus groups indicated that Spanish-speaking caregivers are the most in need of and hungry for the information conveyed in the series, and those who participated in an impact research study on the series reported major changes in the way they care for children.

Where Fun and Learning Click

In 2003, CPB helped fund a PBS initiative to tailor programming specifically to children between the ages of 6 and 12. As part of the initiative, CPB funded the development of a strong online presence for this age group called *"Where Fun and Learning Click."* In 2006, CPB renewed its commitment to children with \$1.5 million in new funding to promote safe, engaging, and educational online media.

Websites funded through *"Where Fun and Learning Click"* include:

- *"It's My Life,"* a forum where 9-12 year-olds can discuss friends, family, school, body image, emotions, and money with their peers. Visitors to the website can read informative articles, share personal stories, play games, watch video clips of other kids talking about their experiences, contribute comments, and ask questions of experts.
- *"Backyard Jungle,"* a website where users around the world can load photos, drawings, and descriptions about the natural surroundings in which they live. Users manage their information and share it with others who visit the website. They can also leave their own *"backyards"* to virtually explore each other's environments.
- *"EekoWorld"* (Environmental Education for Kids Online) introduces children to the basic elements of ecosystems, pollution, and conservation. Through the website, children can participate in a simulation exercise that demonstrates how decisions they make affect the environment.
- *"News Flash Five,"* an interactive website for children ages 8-11 that will feature news and current events presented by animated children.

Museum and Library Partnerships for Lifelong Learners

The Partnership for a Nation of Learners (PNL) is a joint leadership initiative of the Corporation for Public Broadcasting (CPB) and the Institute of Museum and Library Services (IMLS). PNL's goal is to serve America's communities by encouraging and enabling museums, public broadcasters, and libraries to work

together to address locally identified critical needs and lifelong learning opportunities. Through their work, these partnerships can be catalysts for vibrant, energized communities and build a foundation for an educated and informed citizenry.

In 2006, PNL awarded just under \$3 million for thirteen Community Collaboration Grants across the country. The award recipients will match the federal funds with an additional \$2.7 million. Many of the grants went to projects that address critical needs in communities of unserved or underserved audiences, minorities and other diverse audiences.

PNL received 68 applications nationwide requesting over \$14.9 million for this highly competitive grant program. Grants were awarded to collaborations in Rohnert Park, CA; New Haven, CT; Johnston, IA; Shawnee Mission, KS; Boston, MA; Springfield, MA; East Lansing, MI; Magdalena, NM; Philadelphia, PA; Columbia, SC; Richmond, VA; Montpelier, VT; and Salt Lake City, UT.

Highlights include:

- California
"Latinos in Sonoma County: Hope and Heroes"
Rural California Broadcasting, together with the Sonoma County Library and the Sonoma County Museum, will teach more than 200 Latino youth to find their own voices through writing, art, and radio and television production. By focusing attention on the positive aspects of Latino life and culture and by building skills, the partners aim to decrease self-destructive behavior by Latino youth.
- Connecticut
"Greater New Haven Family Learning Partnership"
New Haven Free Public Library, Connecticut Public Broadcasting Inc. (CPBI), and the Connecticut Children's Museum will extend the work of the Parents and Communities for Kids (PACK) initiative, which has had great success in promoting and supporting community and family learning. Targeting underserved neighborhoods that have not traditionally participated in arts activities, PACK focuses on parents' role as their children's first and best teachers.
- Iowa
"Family Literacy for New Iowans"
Iowa Public Television, the State Library of Iowa, and the Iowa Department of Education will pair librarians with children's resource programs to bring literacy programs to Latino families with children from birth to five years old.

- Michigan
 "From Resistance to Rights: An Audiovisual Resource on Michigan's Civil Rights Legacy"
 Michigan State University's MATRIX: Center for Humane Arts, Letters, and Social Sciences Online, in partnership with Detroit Public Television (DPTV) and the Michigan Historical Center, will produce rich multimedia resources on African-American history in Michigan.

- New Mexico
 "Alamo Youth Radio Project"
 The Alamo Youth Radio Project, a partnership between the Alamo Navajo Community School Library/Media Center and the educational public radio station KABR-AM, will provide a unique learning experience for students in grades 9-12. The project aims to increase students' job skills and language arts proficiency.

- Pennsylvania
 "Philadelphia Partnership for Peace: A Multifaceted Approach to the Crisis of Youth Violence"
 The Free Library of Philadelphia, in partnership with the House of Umoja, WXPB Radio, and the Atwater Kent Museum, will educate Philadelphia middle school students about the impact of violence in their communities and help them learn to resolve conflicts in peaceful way. Middle school through high school participants will learn about positive alternatives to violence and be encouraged to sign a non-violence pledge.

- Virginia
 "Witness to a Century"
 The Virginia Historical Society and Commonwealth Public Broadcasting will document the tremendous changes that took place in Virginia between 1900 and 2000 by using the words of those who experienced that entire time period firsthand: men and women who are over 100 years old. Their testimony will be used to produce a series of short television segments, a one-hour television documentary, educational materials for use in Central Virginia community senior centers, and web resources. After broadcast, educational curriculum based on the program will be available to senior centers in Central Virginia where trained moderators will lead discussions that elicit viewers' own experiences and memories.

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 217,059 workbooks are in use. 1,767 video program sets have been sold to schools and other institutions, 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 242,802 workbooks are in use, and 1,537 complete video series have been distributed to adult learning institutions across the country.
- More than 219,169 people have registered and used related LiteracyLink online activities at www.pbs.org/literacy.
- KET, The Kentucky Network now manages the entire LiteracyLink Project, which recently added web-based professional development for ESL teachers, with ESL/CivicsLink, and soon will add teacher-facilitated English language practice for students, with Project CONNECT.
- At the request of GED teachers, KET produced five intermediate-level workbooks for adult learners at a lower reading level to go with the popular GED Connection videos. A GED Locator Test in the LiteracyLink Teacher's Guide helps direct students toward the appropriate level of study in each of the five content areas. There is also a corresponding Pre-GED Connection section on the LiteracyLink Web site.
- New for 2005, KET now offers Workplace Essential Skills on DVD. The complete set of 25 programs comes in a boxed set of seven DVDs.
- New for 2006, KET has produced GED Connection on DVD with all 39 programs in a boxed set of 10 DVDs. Clickable menus take teachers right to the segment they want.
- New for 2006, KET has released GED Connection Fast Track on a two-DVD set. The Fast Track strand includes seven test-preparation videos from the 39-part GED Connection series.

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

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

Employment

Minority employment increased at public radio stations while decreasing slightly in public television from 2005 to 2006. While the increase in minority employment in the public radio system was in spite of an overall employment decrease, in public television overall employment remained constant. As a result, minority employment across the public broadcasting system increased from 19.2 to 20.4 percent from 2005 to 2006 in public radio while decreasing from 18.8 to 18.7 percent in public television.

Station Employment 2005-2006

	January 2005	January 2006	% Change 2005-2006
Radio:			
Minority	962	993	3.2%
Total	5,004	4,872	-2.6%
Percent Minority:	19.2%	20.4%	
Television:			
Minority	1,885	1,876	-0.5%
Total	10,047	10,051	0.0%
Percent Minority:	18.8%	18.7%	

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 of minorities increased among officials and managers but decreased among all staff in 2006. The number of minorities employed increased by 9.5 percent among officials and managers and decreased by 7.0 percent among all minority staff. Overall employment was up by 3.7 percent among officials and managers and 3.1 percent for all staff.

National Organization Employment by Position, 2005-2006

	January 2005			January 2006		
	Minorities	Total	% Minority	Minorities	Total	% Minority
Managers or other officials	63	328	19.2%	69	340	20.3%
All Staff	374	1,212	30.9%	348	1,250	27.8%

Hiring

From 2004 to 2005 the overall hiring rate increased by 3.7 percent (1,708 in 2004 to 1,771 in 2005), while the minority hiring rate increased significantly more (27.6 percent) in the same period. In public radio, where minorities comprise 20.4 percent of all employees, 30.0 percent of new hires in 2005 were from minority groups. In public television, where minorities comprise 18.7 percent of all employees, 25.0 percent of those hired were members of minority groups.

Hiring, 2004-2005

	2004			2005		
	Total	Minorities	% Minority	Total	Minorities	% Minority
New Hires:						
Radio	660	144	21.8%	674	202	30.0%
Television	1,048	229	21.9%	1,097	274	25.0%

A total of 119 radio stations and 24 television stations reported no minority employees in 2006. This compares to 128 radio and 26 television stations reporting no minority employees in 2005. 2006 totals include 30 radio stations with two or fewer full-time employees; 2005 totals include 31 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 2005. For the system as a whole, the overall increase in job openings from 2004 was 5.4%.

Job Openings, 2004-2005	2004	2005	% Change 04 to 05
Domestic United States:			
Radio	1,373	1,379	0.4%
Television	1,996	2,184	9.4%
Outlying Territories:			
Radio	16	10	-37.5%
Television	34	32	-5.9%

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
KJLU-FM Jefferson City, MO
WPRL-FM Lorman, MS
KCEP-FM Las Vegas, NV
WBGO-FM Newark, NJ
WBAI-FM New York, NY

Native American:

KNBA-FM Anchorage, AK
KBRW-AM Barrow, AK
KYUK-AM Bethel, AK
KCUK-FM Chevak, AK
KDLG-AM Dillingham, AK
KZPA-FM Fort Yukon, AK
KIYU-AM Galena, AK
KOTZ-AM Kotzebue, AK
KSKO-AM Kotzebue, AK
KSDP-FM Sand Point, AK
KUHB-FM St. Paul Isld 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

WNCU-FM Durham, NC
WRVS-FM Elizabeth City, NC
WFSS-FM Fayetteville, NC
WSHA-FM Raleigh, NC
WNSC-FM Winston-Salem, NC
WAPS-FM Akron, OH
WCSU-FM Wilberforce, OH
WSSB-FM Orangeburg, SC
KTSU-FM Houston, TX
KPVU-FM Prairie View, TX
WNSB-FM Norfolk, VA

Total: 29

KCIE-FM Dulce, NM
KABR-FM Magdalena, NM
KTDB-FM Pine Hill, NM
KSHI-FM Zuni, NM
KEYA-FM Belcourt, ND
KMHA-FM New Town, ND
KABU-FM Saint Michaels, ND
KLND-FM Solon, ND
KWSO-FM Warm Springs, OR
KILI-FM Porcupine, SD
WOJB-FM Hayward, WI

Total: 29

Hispanic:

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

Total: 12

Multicultural:

KIAL-FM Unalaska, AK
KPFA-FM Berkeley, CA
KPFK-FM Los Angeles, CA
KPFT-FM Berkeley, CA
KKCR-FM Hanalei, HI
WZRU-FM Roanoke Rapids, NC
KNON-FM Dallas, TX

Total: 7

Total Radio: 77

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 47 percent of all minority employment in the public radio system, a significant increase from the 2005 level of 41 percent. The absolute number of minorities employed at minority-controlled radio stations increased by 18.6 percent since 2005, largely due to the increase in absolute number of minority controlled stations from 68 to 77 in the same period, while minority employment at non-minority controlled radio stations decreased by 7.6 percent.

Minority Employment by Control of Public Radio Station January 2005 to January 2006

	January, 2005			January, 2006		
	Minority Controlled	Non-Minority Controlled	All Public Radio	Minority Controlled	Non-Minority Controlled	All Public Radio
Total full-time Employment	517	4,487	5,004	613	4,259	4,872
Minority Employment	397	568	962	471	522	993
Percent of Total Minorities	41%	59%	100%	47%	53%	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 2006

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.	193	40.8%	7	2.5%	1	0.8	6	4.1%	53	1.4%	260	5.3%
Hispanic	2	0.4%	126	45.5%	0	0.0%	2	2.4%	14	0.4%	144	3.0%
Multicultural	18	3.8%	9	3.2%	0	0.0%	8	2.4%	34	0.9%	69	1.4%
Native Amer.	1	0.2%	0	0.0%	96	80.0%	2	0.8%	41	1.1%	140	2.9%
Non-Minority	259	54.8%	135	48.7%	23	19.2%	105	90.2%	3737	96.3%	4259	87.4%
Total	473	100.0%	277	100.0%	120	100.0%	123	100.0%	3879	100.0%	4872	100.0%

**Race/Ethnicity of Employees by Control of Public Radio Station
Officials Only, January 2006**

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.	38	59.4%	0	0.0%	1	3.4%	1	3.4%	10	2.5%	50	9.7%
Hispanic	0	0.0%	15	75.0%	0	0.0%	0	0.0%	3	0.8%	128	3.5%
Multicultural	2	3.1%	0	0.0%	0	0.0%	0	0.0%	4	1.0%	6	1.2%
Native Amer.	1	1.6%	0	0.0%	21	72.4%	0	0.0%	10	2.5%	32	6.2%
Non-Minority	23	35.9%	5	25.0%	7	24.1%	8	88.9%	368	93.2%	411	79.5%
Total	64	100.0%	20	100.0%	29	100.0%	9	100.0%	395	100.0%	517	100.0%

Program Production at Minority-Controlled Public Radio Stations

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

**Race/Ethnicity of Employees by Control of Public Radio Station
Major Programming Decision Makers, January 2006**

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	54.7%	1	1.6%	1	2.1%	1	9.1%	13	1.6%	74	7.2%
Hispanic	0	0.0%	36	56.3%	0	0.0%	0	0.0%	4	0.5%	40	3.9%
Multicultural	7	6.6%	7	10.9%	0	0.0%	3	27.3%	13	1.6%	30	2.9%
Native Amer.	1	0.9%	0	0.0%	39	81.3%	0	0.0%	18	2.3%	58	5.7%
Non-Minority	40	37.7%	20	31.3%	8	16.7%	7	63.6%	746	94.0%	821	80.3%
Total	106	100.0%	64	100.0%	48	100.0%	11	100.0%	794	100.0%	1023	100.0%

Minority-controlled public radio stations contributed 69.0 percent of the hours of programming produced by minorities in Fiscal Year 2005, a substantial increase from Fiscal Year 2004's percentage of 63.3 percent. Overall hours of programming produced by minorities across the public radio system increased by 8.8 percent from Fiscal Year 2004.

**Hours of Programming Produced by Minorities
By Control of Public Radio Station, FY 2004-2005**

Control of Station:	2004		2005		% Change in Hours, 2004-05
	Hours Produced by Minorities	Percent of Total	Hours Produced by Minorities	Percent of Total	
African American	146,522	32.4%	152,545	31.0%	4.1%
Hispanic	48,399	10.7%	68,446	13.9%	41.1%
Multicultural	20,090	4.4%	23,014	4.7%	14.3%
Native American	71,718	15.8%	96,623	19.4%	33.3%
Non-Minority	166,131	36.7%	152,866	31.0%	-8.0%
Total	452,860	100.0%	492,494	100.0%	8.8%

Section E. Station Service Highlights

Alabama

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

WBHM-FM Birmingham produced feature reports dealing with the assimilation of Hispanics in the state of Alabama, with emphasis on health care, language, and law enforcement issues.

Alaska

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.

KUAC-TV Fairbanks serves many rural and remote areas of Alaska where there are few if any other TV signals besides that of KUAC. Residents of these rural areas include many Alaska Natives.

American Samoa

KVZK-TV Pago includes programming targeted to Samoans, Filipinos, Tongans and Koreans in its broadcast schedule, especially during community and arts festivals.

Arizona

KNAU-FM Flagstaff collaborates with Native American public radio stations in its region to provide program and mentoring services.

KAET-TV Tempe offers Ready To Learn workshops in Spanish, and to date has presented about 50 percent of all workshops in Spanish. In addition, the station distributes "*PBS Para la Familia*", children's books, and Ready To Learn workshop information in Spanish.

KNNB-FM Whiteriver serves the needs of the White Mountain Apache Tribe, many of whom speak English as a second language, with Apache language programming.

Arkansas

Arkansas Educational Television Network produces and airs its *El Latino* series, a monthly local production in Spanish providing information pertinent to the Hispanic community in Arkansas. Some of the topics discussed included cancer, heart disease, general health care updates and educational opportunities.

KUAF-FM Fayetteville commemorated the 20th anniversary of the immigration of hundreds of Vietnamese immigrants into its listening area with several feature stories, and also produced and broadcast a series of stories about Muslim women living in Northwest Arkansas.

California

KPFA-FM Berkeley continues to offer its affirmative action apprenticeship program to women and people of color in radio production.

KCET-TV Los Angeles produces *Los Niños en Su Casa*, a series on child development in Spanish that is supported by a comprehensive web site - losninosensucasa.org - providing materials, background and resources to reinforce and extend the educational content.

KALW-FM San Francisco expanded its coverage of new immigrants through its series *UpFront: Dispatches from the New Majorities*.

Colorado

KRMA-TV Denver produced *La Raza de Colorado*, a history of Hispanics in Colorado. The program was broadcast in both English and Spanish.

KSUT-FM Ignacio is located on the Southern Ute Indian Reservation and annually produces over 1,600 hours of programming aimed at the Native American community, including regular broadcasts in the Ute language and *The Ute Word of the Week*.

Connecticut

Connecticut Public Television has developed an internship program in partnership with the Bridgeport school system to give lower-income middle- and high-school students the opportunity to learn about video production and work with video equipment.

WSHU-FM Fairfield produces *One World Radio*, an international culture program currently in its 13th year.

District of Columbia

WETA-FM Washington changed its format from music and news to almost exclusively news and talk. A central part of its programming strategy is to provide programming that relates directly to the greater Washington area's African American and immigrant populations. The station also created *WETA Global*, a strip of weekday evening programming devoted to topics of interest to immigrant communities.

WHUT-TV Washington, an African-American controlled station, hosts a series of documentary screenings and panel discussions that address key issues pertinent to minority audiences. The screenings use a specially chosen PBS program or series to initiate dialogue among attendees.

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 provides Ready To Learn workshops to diverse audiences, including non-English speaking parents. With the assistance of a bilingual (Spanish-English) instructor, workshops have been provided in Spanish to migrant farm workers and their families.

Georgia

Georgia Public Broadcasting (television) offers *Salsa*, a series aimed at both Hispanic and non-Spanish speaking children, that offers puppets, animation, action and music for learners of the Spanish language and culture.

WABE-FM Atlanta produced a four-part series on health issues affecting the local African-American community, including colon cancer, AIDS, and obesity.

Guam

KGTF-TV Agana offers *Let's Learn Chamorro*, along with *The Buhay Pinoy Show* in Phillipino.

KPRG-FM Mangilao broadcasts *En Me Ngang*, the only Micronesian (Chu'ukese) language program on Guam.

Hawaii

Hawaii Public Television produces *Na Mele: Traditions in Hawaiian Song*, which showcases Hawaii's musical icons. The quality of these local music programs makes them an invaluable resource to the state and the legacy of Hawaiian music.

KHPR-FM Honolulu continues to broadcast local newscasts in Hawaiian, as well as several music programs that are announced in English and Hawaiian. The station also produces a weekly Spanish-language program.

Idaho

KAID-TV Boise produced a one hour documentary profiling the stories of immigrants from the Basque land of Spain to Idaho, and a half hour program discussing the costs and benefits of illegal immigration.

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.

Illinois

WSIU-FM Marion operates a radio reading information service for the visually impaired.

WMEC-TV Springfield produces a monthly public affairs program, *At Issue*, which covers topics of interest to the African-American community in the viewing area. The program generally consists of a field segment and an in-studio guest.

WILL-TV Urbana produced and broadcast 4.5 hours of *Black Perspectives*, a news and public affairs program focusing on issues related specifically to the African-American community.

Indiana

WBNI-FM Fort Wayne collaborated with Hispanic community leaders on a weekly half-hour bilingual music and local information program, *Connexion Latina*. The show features music from Central and South America and also includes interviews with local community and government leaders.

WFYI-TV Indianapolis organized a local conference concerning teenagers who grow out of foster care, an audience that goes largely unserved. Over 100 adults

from foster homes, juvenile courts and social service agencies attended the conference.

Iowa

Iowa Public Television offers a variety of Ready to Learn materials in Spanish as well as English.

WOI-AM Ames addresses issues such as the impact of a recent influx of immigrants on the town of Perry, Iowa on its call-in program *Talk of Iowa*.

Kansas

KTWU-TV Topeka produces *Sunflower Journeys*, a series that frequently includes programming addressing topics relevant to underserved audiences.

KMUW-FM Wichita produced *Kansas Health: A Prescription for Change*, a series examining health issues of particular interest to the immigrant and non-English speaking communities. The station also has a legal reporter that files reports keeping members of the Iowa, Sac and Kickapoo tribes up to date with what is happening with Native American case law.

Kentucky

WKYU-FM Bowling Green has focused news reporting on the large and growing immigrant communities in its coverage area, including the increase in Muslim citizens in an area normally considered the "Bible Belt."

WEKU-FM Richmond continued its partnership with Richmond-based Pattie A. Clay Regional Medical Center to produce 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.

Louisiana

WRKF-FM Baton Rouge continued its scholarship program for students at Southern University, one of the nation's largest predominantly black universities.

Louisiana Public Broadcasting (television) produced *Signpost of Freedom*, a documentary about the 1953 Baton Rouge Bus boycott, and *Step by Step*, a program designed to assist obese children and their families. In addition, the station produces *Public Square*, a monthly forum where diverse citizens and their leaders

can come together to seek solutions to community issues.

WWNO-FM New Orleans formed an umbrella group of representatives from regional performing arts organizations to improve communications and generate new awareness of cultural performances in the wake of hurricane Katrina. The station became media sponsor of the Gentilly Civic Association's clean-up efforts, and is conducting advance hurricane planning and evacuation exercises with the other public broadcasting stations in the New Orleans area.

Maine

Maine Public Broadcasting (television) offered *Reaching Higher: Career Crossroads*, a four-part 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.

WERU-FM Blue Hills Falls regularly sends news teams to the nearby Passamaquoddy Indian Reservation to cover issues of concern to the Native American community.

Maryland

Maryland Public Television produced *Journey of Faith*, detailing the making of the Reginald Lewis Museum of African-American History and Culture in Maryland. The network also provided much-needed promotion for the museum's opening, including more than 30 short broadcast productions.

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 SCA 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

WBUR-FM Boston produced the four-part series *Reading, Writing and Race*, which explored the academic achievement gap in Boston between teens of color and white teens.

WGBY-TV Springfield produced two Spanish-language projects. The first was a subtitled presentation on the importance of parental involvement by Dr. Bill Cosby. The second was a town hall meeting on educational issues, recorded and distributed in Spanish.

Michigan

WFUM-TV Flint hosted an hour-long discussion program involving youth of diverse ethnic backgrounds and 37 half-hour programs involving students from urban and rural high schools.

WGVU-FM Kalamazoo produced an interview with Dante James about his documentary on slavery and African-American history, and also interviewed African-American historian James Horton.

Minnesota

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.

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

Minnesota Public Radio produced a multi-part series on the disparity in academic performance between students of color and their white classmates, as well as in-depth reports on such topics as minority ownership of the media, the ill-preparedness of Minnesota's higher education system to handle the state's changing demographics and increased immigrant population, and a state theater group's work to play against racial stereotypes.

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 programming in Hindi, Arabic, and Spanish.

Mississippi

Mississippi Public Broadcasting (television) produced a recording of the State of the Mississippi versus Edgar Ray Killen trial. This was the trial in which Killen was convicted in the murders of three civil rights workers in Philadelphia, Mississippi.

WPRL-FM Lorman has implemented a newspaper reading service for the vision impaired. Announcers read the headlines of local newspapers and public service announcements. On its main channel, the station serves an audience that is nearly

90 percent African-American with a local programming stream of gospel and talk/information programming.

Missouri

KCPT-TV Kansas City brought together Latino representatives and area politicians to debate immigration policy and the impact of new immigrants to Kansas City. The half day summit was televised and edited into a thirty minute prime-time discussion.

KWMU-FM Saint Louis hosts an annual minority journalism workshop. The station also was honored by the Greater Saint Louis Association of Black Journalists with Excellence in Communication awards in the best talk show, best general news, best feature, and best public affairs categories.

Montana

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

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.

Nebraska

KZUM-FM Lincoln broadcasts locally produced programs in Bosnian, Chinese, Southeast Asian, Russian, Spanish and Native American languages. 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

KL VX-TV Las Vegas sponsors its *Community Billboard* to provide information about diverse community activities and events sponsored by non-profit organizations.

KUNV-FM Los 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*.

New Hampshire

New Hampshire Public Radio offered a series of reports on immigration, including immigration law, African refugees in local schools, and the difficulties faced by immigrant workers left jobless when a packing plant closed in Manchester.

New Hampshire Public Television produced the nightly program *NH Outlook*, which engaged in a series of stories focused on issues facing young people in the state. Topics included mental health, risky behavior and media literacy.

New Jersey

The New Jersey Network (television) continues its series *Images/Imagenes*, the longest running Hispanic-oriented program on a PBS station. The series addresses issues of importance to New Jersey's growing Hispanic communities, including health, education, and citizenship.

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. The station, an African-American controlled station, also offers a wide variety of programming of interest to African-Americans.

New Mexico

KTDB-FM Pine Hill is operated by the Navajo People and broadcasts 75 percent of its programming in the Navajo language. Since many in its audience are illiterate, KTDB is a unique communication resource within the Navajo community.

KENW-TV Portales produces *Cultura*, a weekly Spanish language public affairs program that serves the station's many Hispanic viewers.

New York

WAMC-FM Albany launched its Youth Media Project, which featured student town meetings serving over 1,500 high school students from high-risk urban and rural schools and drop-out prevention programs in upstate New York and Western Massachusetts. This program seeks to address the decline in literacy and critical thinking skills among young people directly, by providing them with motivation and knowledge to participate effectively in public discussion and to interact with specialists and policy professionals.

WNYE-FM Brooklyn regularly broadcasts in Creole, Greek, French, Polish, Bosnian, Serbian, Croatian and Macedonian.

WNET-TV New York produces *New York Voices Health Specials* four times per year. These are designed to help viewers navigate the health system and are particularly directed to viewers who may be uninsured or who lack skills and knowledge to help them get through the medical system.

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

North Carolina

WUNC-TV Chapel Hill offered ongoing outreach efforts centered on issues of interest to minority audiences, including the changing face of AIDS, Latino school curricula, immigration, Hispanic population growth, and workplace literacy.

WFAE-FM Charlotte partnered with the Diversity Council of the Carolinas on "Creating Community in the Workplace," a two-day conference focusing on the roles workplace leaders can play in supporting a multicultural environment.

North Dakota

KEYA-FM Belcourt is located on the Turtle Mountain Chippewa Reservation and serves an audience that is primarily Native American. The station broadcasts in Mitchif, Ojibwa, and Chippewa as well as English. The station also airs a weekly block of traditional Chippewa fiddle music.

Prairie Public Broadcasting (television) produces *Indian Pride*, which is produced by Native Americans and directed at Native American audiences.

Ohio

WBGU-TV Bowling Green provides Ready To Learn parent/educator workshops for teen mothers.

WKSU-FM Kent sponsors "Gospel Meets Symphony," a minority outreach of the Akron Symphony Orchestra, and is the radio sponsor of several cultural events targeted to minority audiences.

WCSU-FM Wilberforce, an African-American controlled station, designs all of its programming to have a positive impact on the black community. The station also produced and distributed nationally "Black His-story" and "Black Her-story."

Oklahoma

KCCU-FM Lawton is a major promoter of the Lawton International Festival, which features more than 35 different ethnic and cultural groups from around the world.

The Oklahoma Network (television) offers internship opportunities to college broadcasting students to obtain college credit hours. Internships are available in both Oklahoma City and in the Tulsa area.

Oregon

KMHD-FM Gresham produces a long-running Spanish/English music program highlighting Latin music in all its forms. The program airs weekly in prime time and includes presentations and guest interviews in both languages.

Oregon Public Broadcasting (television) produced *The Open Road*, a documentary exploring the paths of numerous older people facing the issues of retirement and re-inventing themselves in various ways.

Pennsylvania

WLVT-TV Allentown offers the educational program, *View, Do and Read Together!*, a literacy program that serves low-income, low-literacy families. The program is supported in part through the CPB Ready to Lead in Literacy grant. The program serves parents and children ages 2-5.

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.

Puerto Rico

WIPR-TV San Juan produced over 1,500 hours of local Spanish language programming in fiscal year 2005.

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 hosted a forum at a local college on issues facing formerly incarcerated persons re-entering the community.

South Carolina

South Carolina ETV Radio airs produces and airs a weekly music and public affairs series, *Con la Gente*. The series is bilingual, with 80 percent of the spoken language in Spanish.

South Carolina Educational Television is extensively involved in providing educational and instructional programming to all K-12 schools in South Carolina. This programming is particularly important in otherwise underserved areas of South Carolina, where there are teacher shortages in critical need subjects, such as math, science and foreign languages. The network is also extensively involved in providing professional development programming for teachers in these same critical need subjects.

South Dakota

KILI-FM Porcupine offers a variety of programming in the Lakota language to serve its mostly Native American audience.

South Dakota Public Broadcasting (television) produced and aired a wide range of magazine segments highlighting local Native American artists, authors and performers. The network's *South Dakota Focus* public affairs program featured live call-in programs on Medicare for older South Dakotans.

Tennessee

WUTC-FM Chattanooga is a news and blues music service, with both music and informational programming targeted to a minority audience.

WKNO-TV Memphis produces *Los Latinos Del Mid-South*, a Spanish language magazine series, and also hosts Latino parenting seminars.

Texas

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

KLRN-TV San Antonio produced an outreach program called *Healthy Start/Healthy Life* in both English and Spanish. The program focused on cancer prevention for kids.

Utah

KPCW-FM Park City is located in a resort town that employs a large number of Mexican seasonal workers. After considerable research on this population, 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.

KBYU-TV Provo began a feasibility study on translating its entire video library into Spanish. This initiative is now underway.

Vermont

WVPS-FM Colchester produced a call-in news program that hosted community conversations on AIDS, Abenaki Indian status and the Vermont refugee resettlement community.

Vermont Public Television provided Ready To Learn workshops, training and supplemental materials the Vermont Refugee Resettlement Program which offers workshops and home visits to incoming refugee populations. Vermont is a relocation community for refugees as identified by the United Nations.

Virgin Islands

WTJX-TV St. Thomas conducted a public community outreach program consisting of a special screening for the Women's Coalition of the PBS special entitled, *Breaking the Silence, Children's Stories*. Child care advocates and court personnel took part in a discussion after the screening.

Virginia

WMRA-FM Harrisonburg operates a radio reading service for the print handicapped which serves thousands of area residents.

Northern Virginia Public Television broadcasts foreign newscasts in twelve different languages.

Washington

KDNA-FM Granger programs for 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.

KBTC-TV Tacoma reached approximately 5,000 children of low-income families through a literacy building event. Partnered with the Western Washington Fair, KBTC coordinated a hands-on activity where children acted out a story with puppets they created themselves.

West Virginia

West Virginia Public Broadcasting (television) 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.

WVFN-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

WOJB-FM Hayward is a community radio station licensed to the Lac Courte Oreilles tribe. As part of its commitment to helping the Lac Courte Oreilles community preserve and strengthen the Ojibwe language, it offers programs hosted by Ojibwe speakers sharing their knowledge of the language on *Patchwork* and *Drum Song*.

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.

West Virginia Public Broadcasting (television) works with the West Virginia Department of Health and Human Resources on a quarterly publication for pre-school caregivers and teachers as part of its Ready To Learn service.

Wyoming

KUWR-FM Laramie broadcast health information with practical information tailored to address needs of people from many different backgrounds and ethnicities.

KCWC-TV Riverton produced *Wyoming Families First*, a series of 12 half-hour documentaries that address needs and issues of low income families and show how the Wyoming Department of Family Services works to meet those needs.