



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

June 2009

A Report to the 111th 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 services to minority and diverse audiences by public broadcasting and public telecommunications entities.

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 years, this report provides descriptions of the wide range of programs and support services we fund to create a more inclusive climate and foster cross-cultural understanding. The report also includes descriptions of projects that demonstrate public broadcasting's strong, ongoing commitment to programming that serves all Americans.

The Public Telecommunications Act of 1988 also requires CPB to compile a triennial assessment of the needs of these audiences. In order to do so, last year CPB launched the Enhancing Services to Underserved Audiences (ESUA) project, which consisted of assessments and operational analyses of CPB-supported "minority consortia" and other organizations with an eye toward increasing public broadcasting services to underserved audiences. The ESUA project was intended to assist and guide CPB and minority-oriented public broadcasting organizations in developing strategies and financial investments to achieve a higher level and more effective service to underserved audiences in the U.S. Please find detailed findings and recommendations from the ESUA project in Appendix I of this report.

Executive Summary

CPB fosters a culture that embraces multiculturalism and pluralism as core values. We remain focused on facilitating a public service media system that draws on the widest possible range of cultural and social perspectives of the people that make up our nation.

But assembling diverse content is not enough; we believe that it is our responsibility to integrate diversity at all levels, through the policies we make, the resources we provide and the education we promote.

So, in 2008, CPB made strategic investments in three key areas – Digital, Dialogue and Diversity – to ensure that the climate for diversity continues to evolve. We also expanded our initiatives to include more resources for community engagement and technology because of their role in increasing public media’s reach into our interconnected world.

Diversity

CPB expanded relationships with our diversity partners to broaden the reach of public media and allow greater opportunities for underrepresented groups. In order to strengthen our capacity to serve as a catalyst within the industry, we hired a Senior Vice President responsible for innovation and inclusion to help us achieve our goals, who will begin work in June 2009.

Digital

CPB funded projects to explore how emerging digital platforms can be used to build dialogue and civic engagement with different audiences. We also supported training initiatives to help underrepresented groups adapt to the digital age.

Dialogue

Dialogue is necessary for finding common ground, reducing misinformation and building bridges. With this in mind, CPB spearheaded the development of a “vision paper” to articulate a plan and spark action within the public media system as it relates to minority population segments. CPB also helped stations strengthen their connections to communities by funding engagement campaigns targeting underrepresented groups.

Diversity is the cornerstone of a democratic media society; we are privileged to play a role in creating an atmosphere where authentic voices are perceived as our greatest strength and asset. Where democracy flourishes, diverse ideas and viewpoints can be freely discussed, improved upon, rejected, or conserved. Where diversity flourishes, innovation and progress are forged from the sparks generated when different perspectives come together on common ground. Where dialogue flourishes, a democratic, diverse discourse brings about understanding and enlightenment. Public service media in the digital age connects the greater community with common venues of communication that help define the rights and responsibilities of citizenship.

We are committed to operating in the public interest by supporting a myriad of content more reflective of the communities we serve. We are committed to demonstrating by our strategic focus that diversity is valued, respected and embraced. And we are committed to fulfilling our mission of educating, informing and inspiring the entire American public.

This report contains a summary of service and programming funding initiatives in 2008, including the following highlights:

Facing the Mortgage Crisis Project, a multiplatform project created by public television station KETC in St. Louis, launched in July to map the stories of afflicted neighborhoods and connect struggling homeowners, many of whom are disproportionately minority, with resources to stave off foreclosure.

Enhancing Services for Underserved Audiences: CPB embarked on a project to increase public broadcasting services to underserved audiences by helping the minority organizations develop strategies and financial investments to achieve a higher, more effective level of service. The project included assessing and analyzing efforts by the television National Minority Consortia, the equivalent radio minority organizations, and other stakeholders in the industry. (See detailed findings and recommendations in Appendix I.)

Section A. Public Broadcasting Programming

Public Television

CPB is committed to supporting a primetime programming line-up that embodies the greatest mix of ideas, experiences and voices. Examples of multi-cultural television content supported by CPB in 2008 include:

Skip Gates

CPB awarded a grant to Henry Louis “Skip” Gates Jr., in partnership with WNET and Kunhardt Productions, to explore the meaning of race, culture and identity in America over a three year period with following programs:

- *The Faces of America*
- *Searching for our Roots*
- *African American Lives III*

Passages R&D

CPB awarded a grant for research and development for *Passages*, a four-part Public Broadcasting Service (PBS) series that will explore wisdom of indigenous elders around the world. The series will examine their methods of predicting future events, reconciling people in conflict, and understanding the causes and effects of climate change

Latinos '08

CPB funded a film project by acclaimed Los Angeles producer Phillip Rodriguez which examined the challenges and opportunities of Latino politics in the context of the 2008 election season.

We Shall Remain

CPB funded *We Shall Remain*, a five part prime-time television series about native ingenuity and perseverance over more than three centuries. Each episode focused on an important historical figure or event and concludes with a contemporary story about Native Americans today.

V-ME Participia

CPB supported *Ve-ME Participia*, a nightly primetime coverage of the political conventions as part of its year-long *Participia 2008* initiative with anchor Jorge Gestoso.

Television Programming's Greenhouse Fund

Cultivating the next generation of well trained content creators is necessary for CPB to continue funding quality multicultural content in the 21st century media landscape. The CPB Greenhouse Fund helps to stimulate opportunities for creative talent and foster employment outlets for new voices in public media.

NBPC New Media Institute

CPB awarded a three year grant to The National Black Programming Consortium (NBPC) to produce *The New Media Institute* (NMI), an initiative that trains producers of color to engage new audiences on multiple platforms. The ultimate goal of the NMI is to transform diverse television producers into content providers who can work across multiple platforms.

Producers Academy

CPB reconvened the Producer's Academy as part of its on-going efforts to nurture talent for the next generation. The goal of Producer's Academy is to build relationships with a diverse pool of producers interested in creating work for the national public broadcasting schedule. In 2008, eight (8) of the twenty (20) Producer's Academy fellows were people of color.

NALIP

CPB proudly supports National Association of Latino Independent filmmakers (NALIP), a national membership trade organization that addresses the professional needs of Latino independent producers. CPB's grant provides professional development programs and fellowships that assists content creators with national and local distribution opportunities in public media, thereby improving the representation and inclusion of Hispanics and Latinos in public media.

Diverse Voices 3

The Diverse Voices 3 co-production initiative expands our efforts to support and mentor emerging and minority filmmakers who typically have limited access to financial and technical resources. The Diverse Voices Project (DVP) provides an opportunity for independent filmmakers to present issues of importance to their communities and introduces them into the national dialogue, with a focus on engaging viewers on multiple levels around contemporary issues. DVP *Made in L.A.* won a 2008 News and Documentary Emmy Award. Another project, *The Betrayal (Nerakhoon)*, received a 2009 Oscar Nomination.

Public Radio

To ensure that public radio continues to attract a steady increase of listeners, CPB funded *Grow the Audience*, a system-wide initiative to increase public radio audiences. The project will serve diverse communities by providing the full range of channels and platforms so public radio can more fully engage with its entire audience base.

Further, CPB Radio made the following investments in 2008:

Latino Project Research and Development (StoryCorps)

StoryCorps will design a comprehensive 12-month nation-wide Latino Initiative to honor and celebrate the Latino heritage. The project will guide the collection of approximately 900 interviews from the Latino community and will ensure interview collection in at least six major cities. Edited interviews will be featured on public radio and on storycorps.net in both English and Spanish.

LA Latino Program Service Research and Development (Radio Bilingue)

Fresno, CA-based Radio Bilingue will conduct a four-month research and development phase for a new 24-hour English language multi-platform program service in Los Angeles, targeted for a young, underserved audience that is primarily Latino.

Native America Calling/National Native News (Koahnic Broadcasting Corporation)

Produced by Koahnic Broadcast Corporation (KBC), and based in Anchorage, Alaska, *Native America Calling* is a daily interview and call-in program that provides a live forum about Native issues. National Native News is a daily five minute newscast produced from a Native perspective that can be heard on public radio stations nationwide.

Noticiero Latino (Radio Bilingue)

Noticiero Latino has provided relevant and up-to-date news and information to Spanish-speaking audiences throughout the United States, Puerto Rico and Mexico for 20 years. Utilizing a network of talented news correspondents based throughout the United States and Mexico, *Noticiero Latino* is the only national news and information service serving Spanish-speaking listeners with salient and current information to assist them in understanding and participating in the civic life of the United States.

The Promised Land (Launch Minneapolis)

Public Radio Talent Quest winner Majora Carter will develop her program *The Promised Land*, which features visionaries with innovative ideas about changing lives and transforming communities around the world.

Snap Judgment (Snap Judgment, LLC)

Public Radio Talent Quest winner Glynn Washington will develop his program *Snap Judgment*, which uses storytelling to explore how snap decisions change people's lives forever.

State of the Re:Union (Creative Empire)

Public Radio Talent Quest winner Al Letson will develop his program *State of the Re:Union* (SOTRU), which seeks to find the common ground that binds all Americans.

We Shall Remain (WGBH-FM/Boston)

This radio series extends the reach of the *We Shall Remain* television series and explores contemporary life of Native Americans. The radio project has two major elements: five stand-alone short-form

pieces and a one-hour radio special that weaves the five short form pieces into a compelling program.

The Takeaway (Public Radio International)

Public Radio International (PRI) and WNYC-FM, along with partners BBC World Service, New York Times Radio, and WGBH-FM in Boston, have formed an unprecedented collaboration to develop and launch a new multi-platform morning news program. This program is designed to broaden audiences for public radio by building bridges of interest between listeners of diverse backgrounds.

Native Voice One (Koahnic Broadcasting Corporation)

Native Voice One provides radio program distribution services to Native American public radio stations, Native American public radio producers, and others with an interest in providing Native American programming.

Broadband Blueprint Project (National Federation of Community Broadcasters)

This grant supports Phase One of Native Public Media's (NPM) Broadband Blueprint Project, a multi-part initiative aimed at understanding the use of broadband media technologies to build and sustain healthy, engaged, independent Native communities. This initiative will gather information and develop a plan for Tribes use broadband media technologies to serve their communities.

AAPRC: Planning and Development (African American Public Radio Consortium)

This CPB grant supports ongoing planning and development of the African American Public Radio Consortium (AAPRC). The AAPRC's goal is to provide better service to African American audiences and to improve the capacity of African American stations.

Latino Public Radio Consortium: Planning and Development (National Federation of Community Broadcasters)

This grant supports the organizational planning phase of the Latino Public Radio Consortium (LPRC). The newly formed LPRC has

identified opportunities for public broadcasters to build new audiences among underserved and rapidly growing Latino communities in the United States.

HD Radio

By employing digital radio technology, or “HD Radio,” stations have the capacity to program multiple radio streams from their existing channel in the FM radio band. For public broadcasters, this gives each station the opportunity to offer a breadth of services previously unavailable from its single analog signal. Since 2003, the Radio Digital Grants Program has awarded Radio Digital Conversion Grants to 61 Minority Stations.

Section B. Public Broadcasting's Diversity Partners

Independent Television Service (ITVS)

ITVS' *Independent Lens* series offers television's largest showcase of independent film. The Emmy Award-winning public media series covers the full spectrum of independent filmmaking- innovative documentaries, dramas, shorts and animated works united by the creative freedom and artistic achievement of their independent producers. According to PBS research, *Independent Lens* reaches a younger and more diverse audience than other primetime series on PBS. It exceeds the U.S. population distribution percentage in the number of African American viewers it reaches and is steadily climbing in Latino American households.

The 2007-2008 series was hosted by African American actor Terrence Howard. Season highlights included "How is Your Fish Today," an innovative drama by Chinese filmmaker Xiaolu Guo; "The Iron ladies of Liberia," about the first woman elected President in Liberia and "Companeras," a film about a pioneering all-female mariachi band.

ITVS works closely with CPB to ensure that heterogeneous voices are represented on in public media, often partnering with the Minority Consortia to reach minority filmmaking communities throughout the United States. In 2008, ITVS co-hosted a summit with the Center for Asian American Media as a way of outreach to Asian Americans in the independent media producing field; ITVS also partnered with NBPC to launch the *Black Masculinity Project*, a project to gather multi-generational voices to explore Black masculinity in the 21st century.

The National Minority Consortia

Since 1979, the Minority Consortia has served to bring diverse voices to Public Broadcasting by providing seed money to producers of multicultural content. From its inception, the Minority Consortia has provided hundreds of hours of programming and content on the PBS system, and spearheaded innovative training initiatives to cultivate the next generation of minority talent in public broadcasting. 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) represent public television's five Minority Programming Consortia.

The following examples highlight some of the Minority Consortia's individual programming and service activities in 2008:

Latino Public Broadcasting

During the past year, Latino Public Broadcasting continued building organizational capacities to support, advance and develop media content that is representative of Latino history and culture. LPB also continued its outreach efforts to the producing community to nurture and guide filmmakers in the public television arena.

LPB Programming Highlights:

Los Lonely Boys

The story of three Mexican American brothers from San Angelo Texas who are creating a unique sound that melds the core of the early San Angelo music scene of the 1950s and 60s with a signature style they call 'Texican.' The film weaves a historical and cultural perspective on brothers Henry, JoJo and Ringo Garza, highlighting their Mexican American roots and musical influences.

Calavera Highway

When brothers Armando and Carlos Peña set off to carry their mother's ashes to south Texas, their road trip turns into a quest for answers about a strangely veiled past. As they reunite with five other brothers, the two men try to piece together their family's shattered history. *Calavera Highway* is a sweeping story of seven Mexican-American men grappling with the meaning of masculinity, fatherhood and a legacy of rootless beginnings.

Roberto Clemente

For nearly 150 years, baseball has been known as "America's Pastime" and has reflected cultural values in a way that no other sport, and few other institutions have. *Roberte Clemente* reveals

of the life of Roberto Clemente, the first Latino star to have a major impact on the game where roughly one quarter of Major League players claim Latino heritage.

VOCES

A series devoted to exploring and showcasing the best of Latino culture, *Voces* presents an eclectic mix of exciting musical specials and compelling documentaries that celebrate the rich experiences of an American society increasingly influenced by Latino traditions. The series explores music and hard hitting issues such as immigration, gangs, and suburban ethnicity. Actor Edward James Olmos introduces each program.

National Black Programming Consortium

Since 1979, the National Black programming Consortium (NBPC) has been a leading provider of quality, intelligent and compelling programming that celebrates the cultural heritage of African Americans and the African Diaspora.

In 2008, NBPC produced *AFROPOP*, a series that looks at contemporary life and pop culture throughout the African Diaspora. The stories provide a perspective of the African Diaspora that is rarely seen.

Other NBPC Programming highlights for 2008:

Faces of Change

Grassroots activists go behind the camera to find a voice denied to them because of their social, racial, gender or ethnic background. They live in five different countries, but they share the common trait of being members of a marginalized group. Their cameras show strikingly similar vistas of broken-down homes, dust and threadbare clothing to demonstrations of profound social inequity.

Tavis Smiley - Memphis Episodes

NBPC supported *The Tavis Smiley Show* broadcast from Memphis Tennessee during the week commemorating the 40th anniversary

of the assassination of Martin Luther King, Jr. Guests appearing that week included Cornel West and Harry Belafonte.

The Pact

A gritty, provocative true-life story of three friends from the 'hood, Rameck Hunt, Sampson Davis, and George Jenkins, who made a pact in high school to find a way to go to college and then medical school. *The Pact* captures the pathos of the men's individual journeys, the integrity of their voices and the power of their rare friendship. Their stories affirm the values that ultimately sustained and drove them: courage, tenacity, and faith.

Prince Among Slaves

Prince Among Slaves follows the true life story of Abdul-Rahman Ibrahima Sori, the prince of a large African Kingdom and Captain of his father's armies who was captured in a battle in 1788 and sold into the Trans-Atlantic Slave Trade. After enduring the brutal Middle Passage, he eventually ended up in Mississippi at the birth of the U.S., where he remained enslaved for almost 40 years. Near providential circumstances finally led to his release, but not his freedom, nor the freedom of his large family. Defying the edict that he return immediately to Africa and still technically a slave, Abdul-Rahman set out on a quest to raise enough money to purchase his family's freedom. Widely written about and sought after for public events, he became the most famous African in America, meeting with President John Quincy Adams and other leading luminaries of the day.

Center for Asian American Media

The Center for Asian American Media (CAAM) continued to present stories that convey the richness and diversity of Asian American experiences by funding, producing, distributing and exhibiting works in film, television and digital media. CAAM also boasts the country's largest collection of Asian American films and videos for educational distribution.

2008 programming highlights:

Mighty Warriors of Comedy

The film focuses on the 18 Mighty Mountain Warriors, an audacious Asian American sketch comedy group from San Francisco. Their material tackles socio-political issues with a hilarious combination of irreverence and seriousness, taking their audiences on a wild ride through topics as varied as female circumcision and cultural identity to sports and hero-worshiping.

New Year Baby

Born in a Thai refugee camp on Cambodian New Year, filmmaker Socheata Poouv grew up in the United States never knowing that her family had survived the Khmer Rouge genocide. In *New Year Baby*, she embarks on a journey to Cambodia in search of the truth and why her family's history had been buried in secrecy for so long.

Oh, Saigon

A Vietnamese family attempts to resolve its divided past when three brothers, one capitalist, one communist, one anti-war, who fought against each other in the Vietnam War meet again after decades and confront their differences. Meanwhile, two first-generation Vietnamese American sisters try to reconcile a difficult past that altered the course of their lives.

A Dream in Doubt

One of America's first post 9/11 hate crime murders punctuated a growing wave of violence in retaliation for the terror attacks. Told from the perspective of the victim's brother, *A Dream in Doubt* travels to Mesa, Arizona to reveal a story of national tragedy, murder, community and the American dream.

Pacific Islanders In Communications

In 2008, Pacific Islanders in Communications (PIC) continued to be instrumental in advancing and developing Pacific Island media content to promote a deeper understanding of Pacific Island history, culture, and contemporary challenges.

PIC programming highlights:

Na Kamalei: The Men of Hula

This film captures the journey of legendary master hula teacher Robert Cazimero and the only all-male hula school in Hawai'i as they prepare to compete in the world's largest hula festival. Beyond deep-rooted stereotypes of "grass-skirt girls," the film tells the story of Hawaiian pride as the men celebrate their 30th anniversary in continuing the revival of men dancing the hula.

Lahaina: Waves of Change

This documentary follows Hawaiian music legend and filmmaker Eddie Kamae as he rediscovers Lahaina's rich past when he returns to document the closing of the Pioneer Mill in 1999. The audience will discover that, despite all the radical changes Lahaina has experienced over the years, it remains a sacred Hawaiian wahi pana.

Native American Public Telecommunications

Native American Public Telecommunications (NAPT) supports the creation, promotion and distribution of Native public media. In addition to creating and delivering content indigenous people, NAPT helps educate students about Native American history.

NAPT 2008 programming highlights:

The Creek Runs Red

The EPA calls the mining town of Picher, Oklahoma the most toxic place in America, but the Quapaw tribe still calls it home. Today the town is divided by fears of serious health risks, environmental politics, civic pride, and old racial tensions between the Quapaw people and the non-Indian community who share the town. *The Creek Runs Red* explores the human response to an environmental disaster and the complex connection between people and place.

Oceti Sakowin: The People of the Seven Council Fires

Across the rolling plains of the Midwest, a great nation was created by a people who had their own system of government

and a livelihood that was forever changed by settlers. The Oyate, the people, tell their own story in this new, hour-long documentary, *Oceti Sakowin: The People of the Seven Council Fires*.

The Oneida Speak

In 1935, while the country was deep in the depression, a group of Oneidas in Wisconsin took advantage of a federal writing program designed to employ Americans and offer economic relief. Many, who wrote in their own language, recorded their daily life on the farm to a federal infiltrator sent to drive people off the land to a devastating small pox epidemic

Way of the Warrior

This one-hour documentary focuses on the warrior ethic in Native American communities. Its purpose is to explore how Native communities have traditionally viewed their warriors and why, during the 20th century, Native men and women have volunteered for military service at a rate three times higher than non-Indians. The documentary also explores how the dominant culture has viewed and used this warrior ethic.

Section C. Other Services for Diverse Audiences

Emma Bowen Scholars Program

The Emma L. Bowen Foundation was created in 1989 to prepare minority youth for careers in the media industry. Emma Bowen students work for partner companies during summers and school breaks from the summer following their junior year in high school until they graduate from college. During the five-year program, students have an opportunity to learn many aspects of corporate operations and develop company-specific skills. Corporations have an opportunity to train and mentor students with the option of fulltime employment upon completion of their college degrees. In 2008, CPB supported interns in 12 stations all over the country. The interns worked along side station staff in the following ways:

- Production of news stories;
- Camera operations;
- Development of social databases;
- News and article writing for online copy use;
- News gathering and research;
- General assignment reporter;
- Teleprompter operations;
- Event planning and implementation;
- Educational program development;
- Underwriter research;
- Proposal writing for grants and sponsorships;
- Premium fulfillment; and
- Auction program development.

Stations have benefited greatly from having the interns on location, adding that the three year program, during which, interns are at the stations year-around, is like having another staff person. The skills and professional development opportunities afforded these interns are by far a part of one of the best media internship programs in the country.

WGBH – Carl and Ruth Shapiro Family Foundation National Center for Accessible Media (NCAM)

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 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 WGBH National Center for Accessible Media (NCAM) was established to build on this expertise and explore access solutions for new media. In 2006, the Boston- and Palm Beach-based Carl and Ruth 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 – Carl and Ruth Shapiro Family Foundation National Center for Accessible Media. Current services and projects include:

- NCAM convened a DTV Closed Captioning Summit in Washington, D.C. in an effort to address – with members of the consumer community, television equipment manufacturers, and the broadcast and cable industry – a plethora of problems that exist in correct delivery and reception of captions (and video descriptions) in today's digital television service.
- Captioning Solutions for Handheld Media and Mobile Devices project will explore and prototype methods for delivering captioned media to mobile devices, and look at ways for users to access and control caption data. Project partners include AOL, Hewlett-Packard, Open Media Network, MacNeil/Lehrer Productions, Research in Motion and Samsung. Funding for this three-year initiative comes from the U.S. Department of Education National Institute on Disability Rehabilitation Research.
- AOL, Google, Microsoft and Yahoo! have asked NCAM to establish and manage the Internet Captioning Forum. This group will work together in an effort to overcome technology and production barriers that present a challenge to captions

migrating from broadcast television to the Web-based video formats.

- Leadership and/or advisory board presence on the following committees: Alliance for Public Technology, America Online Consumer Advisory Board, AT&T Consumer Advisory Board, FCC Commercial Mobile Service Alert Advisory Committee, U.S. Access Board's Telecommunications and Electronic and Information Technology Advisory Committee (TEITAC).
- Through the Strategic Partnership Program that pairs accessibility experts at NCAM with corporations that make products and services more accessible.
- Provision of the first captioned news clips on the Internet. This partnership between WGBH's Media Access Group at AOL has resulted in the availability of accessible CNN news clips day and date on AOL.
- 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.
- Development of CC for Flash, a free component which enables Web developers to easily add captions to Adobe's popular Flash technology, a means of providing dynamic content to Web sites that is growing exponentially on the Web. Funding for the development of CC for Flash was provided by the NEC Foundation of America and Yahoo!.

- 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, 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.
- The nation's airline passengers are increasingly offered in-flight entertainment systems (IFE) that allow Internet connectivity, access to satellite TV, and video on demand, and enable

independent access to up-to-the-minute flight information such as arrival times, information about connecting flights, and gate changes. With funding from the U.S. Department of Education, research is being conducted on the barriers and solutions that can make these systems accessible to people with sensory disabilities. The support of the World Airlines Entertainment Association, industry leader Matsushita Avionics Systems, and the National Center for Accessible Transportation at Oregon State University ensures that project solutions will be widely reviewed by industry and will inform the efforts of the U.S. Department of Transportation to better serve travelers with disabilities.

- With the American Foundation for the Blind (AFB), we are 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 has developed access solutions that enable users with disabilities 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 over 300 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 500 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.

Ready To Learn

The core mission of the CPB Ready To Learn initiative is to engage and teach kids how to read, with a particular focus on serving families with children ages 2-8 living in poverty. Funded by the U.S. Department of Education, the CPB/PBS partnership was awarded \$72 million (FY 2006-FY 2010) to develop quality digital content that is both research-based and highly engaging.

The initiative is powered by a Literacy 360-approach. It acknowledges that children's literacy is strengthened when surrounded by an abundance of opportunities to practice and reinforce specific skills. Local public television stations are targeting neighborhoods of need, delivering messages and digital media content across several platforms to kids, parents, caregivers and educators where they work, play and live. The local public television stations' commitment and investment in early literacy provides a platform for significant financial contributions to communities of need.

Ready To Learn has launched four television series' for young children – *SUPER WHY!*, *Martha Speaks*, *The Electric Company* and *Word World* – each of which have innovative, high-quality content Web sites. The initiative has also developed a pre-school vocabulary curriculum and two online professional development courses for childcare providers. Ready To Learn's online professional development courses are aimed at childcare providers who specifically live in low-income communities and serve low-income families. The first six-week course, *Raising Readers: Preparing Preschoolers for Success*, has successfully trained more than 600 childcare providers in 20 communities across the country. The course emphasizes childcare practices that build pre-literacy in young children and has been a welcome resource by child care providers. Ready To Learn's second online course, *Raising Readers: Ready To Read and Write with Digital Media*, is aimed at the same audience, providing low-income childcare providers with tools and information about building children's literacy through educational technology.

In 2008, Ready To Learn launched *PBS KIDS Island*, a web-based literacy destination to enhance children’s literacy skills through interactive games and activities from all of the Ready To Learn-funded television shows. Every element of *PBS KIDS Island* is grounded in scientifically based research methodologies and tested with low-income children coming from diverse backgrounds. *PBS KIDS Island* is part of PBS KIDS.org, a trusted educational brand, which ranks high in terms of usage by minority populations.

Ready To Learn has made a concerted and strategic effort to serve low-income families and underserved families in 20 target markets. The focus on 20 markets has been particularly effective in the program’s ability to develop and pilot innovative engagement and learning opportunities. Ready To Learn promotes simple behaviors that help build children’s literacy skills, and the criteria for selecting each media outlet were carefully crafted to reach a diverse audience. This pilot project also had the great effect of rallying multiple community organizations on behalf of children’s literacy.

Ready To Learn is redefining community engagement through a needs-based approach that works with community partners in a deep and meaningful way to yield systemic results. Twenty public television stations are working to pilot and implement Ready To Learn interventions:

20 Markets Participating in RTL Implementation Activities

Alabama Public Television, Birmingham, AL	WFSU, Tallahassee, FL
Iowa Public Television, Johnston, IA	WGTE, Toledo, OH
KAET, Phoenix, AZ	WHRO, Norfolk, VA
KLRN, San Antonio, TX	WHUT, Washington, DC
KPBS, San Diego, CA	WLJT, Martin, TN
KQED, San Francisco and Oakland, CA	WNED, Buffalo, NY
Louisiana Public Broadcasting, Baton Rouge, LA	WNPT, Nashville, TN
Maryland Public Television, Owings Mills, MD	WPSU, State College, PA

Mississippi Public Broadcasting, WSIU, Carbondale, IL
Jackson, MS

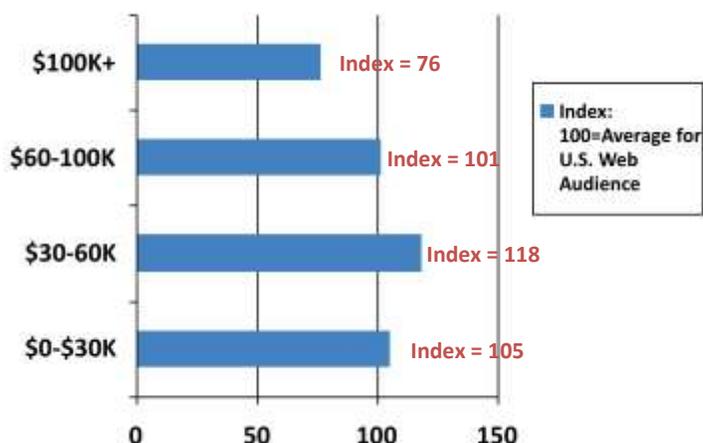
West Virginia Public Broadcasting, Charleston, WV
WSRE, Pensacola, FL

PBS Kids Go!

Central to CPB's education mission is the use of digital media and research to create breakthrough innovations. Funded by CPB, the PBS Kids Go! video player is a prime example of such an innovation, providing an educational multimedia destination specifically designed for early elementary school kids. With full screen, closed captioning, Spanish audio, and sharing and voting features, the PBS Kids Go! video player showcases full episodes, sneak previews and clip highlights from PBS Kids Go! broadcast properties primarily serving children ages 6 to 8, an audience with limited age-appropriate media choices. PBS Kids worked closely with elementary school kids and industry experts to create this destination for an audience with limited choices for media content that is both fun and educational. With engaging, smart, age-appropriate content and a fun, quirky setting, PBS Kids Go! empowers kids to discover themselves, define the diverse world around them, explore new relationships and embrace a love of learning.

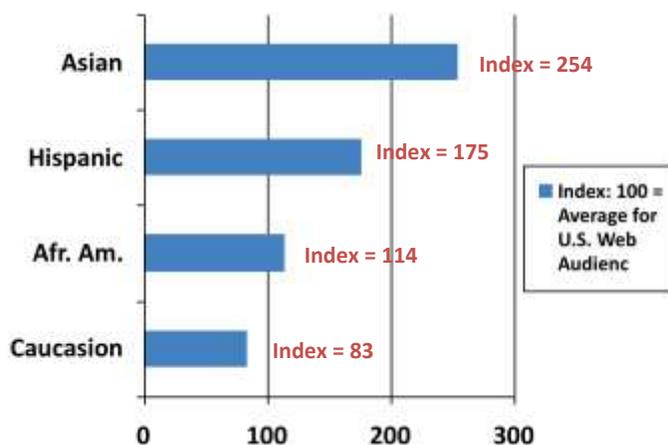
Research shows that PBSKids.org (home of PBS Kids Go!) routinely indexes above average with various ethnic groups. Using 100 as the average index for U.S. Web audiences, PBSKids.org indexes at 83 among Caucasians, 114 with African Americans, 175 with Hispanics and at 254 with Asian audiences. Similarly, PBSKids.org indexes at a higher than average rate with lower income households. Again, with 100 as the average index for U.S. Web audiences, PBSKids.org indexes at 76 for households with \$100K+ annual income; at 101 for households with \$60-\$100K annual income; at 118 for households with \$30-60K annual income; and at 105 for households with \$0-\$30K annual income.

PBSKIDS.org Family Income Demographics



Source: Quantcast, September 2008

PBSKIDS.org Ethnicity Demographics



Source: Quantcast, September 2008

WHUT Media Lab

The Howard University Television (WHUT) Media and Learning Lab is located in one of the historically black colleges and universities and serves a diverse community in Washington, DC. Established in 2008, the WHUT Media and Learning Lab has successfully developed partnerships with public and charter schools and community based organizations in Washington, DC to support the development and

testing of literacy content on a variety of digital media platforms including online and on-air. The Center assists early childhood educators and media content creators such as PBS in the development and testing of effective, age-appropriate educational media for pre-school children ages 3 to 5 and for elementary school children, ages 6 through 8.

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 public television stations around the country.
- More than 70 million households have access to Workplace Essential Skills, and complete video series have been distributed to adult learning institutions across the country.
- More than 241,550 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's a corresponding Pre-GED Connection section on the LiteracyLink Web site, too.

- Educators in Kentucky, Virginia, Alabama, and Ohio are using video on demand (VOD) and video streaming to give learners the ability to schedule their education around their lives instead of their lives around their education. Video on demand is associated with cable television, devices such as Tivos, and computer networks using video streaming. Using VOD enables viewers to watch GED Connection and Workplace Essential Skills as well – when, where, and how often they choose.

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

CPB Activities in Employment, Hiring and Programs

CPB provides equal opportunities for all. Affirmative action is taken to recruit, hire, and advance qualified people from diverse backgrounds. CPB voluntarily establishes an annual Affirmative Action Program to analyze our workforce; identify any areas of underrepresentation; describe the action-oriented programs developed and, to monitor the progress made from these efforts.

As of September 2008, CPB had 100 employees. Overall representation of minorities was 40 percent. Based upon a workforce analysis, minorities are represented in fifteen (15) of CPB's twenty (20) departments. Representation within the five (5) remaining was limited due to the smaller staff size of those departments with two or less employees.

During 2008, CPB continued its best efforts to recruit, employ and promote minority representations in all positions by utilizing an external recruitment process designed to attract minority applicants:

- A booth was sponsored at the Unity Journalists of Color Conference in Chicago to promote the company's jobline.
- Three summer interns were hired; two were people of color.
- The partnership with and funding for the Emma L. Bowen Scholarship program was continued.
- A new Senior Vice President, Diversity and Innovation position was created.
- Diversity focused recruitment sources were utilized to enhance our applicant pools, including a new source, IMDiversity.

Public Broadcasting Activity in Employment, Hiring 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.

Employment

Minority employment increased at both public radio and television stations from 2007 to 2008. The increase in minority employment in the public radio system was very small, but accounted for almost half of the overall employment increase in public radio employment. In public television, overall employment increased by 3.2 percent, while overall employment increased by only 2.0 percent. As a result, minority employment across the public television system increased slightly, from 19.2 percent to 19.4 percent from 2007 to 2008, while public radio decreased slightly from 19.9 percent to 19.8 percent.

Station Employment 2007-2008

	January 2007	January 2008	% Change 2007-2008
Radio:			
Minority	1,020	1,026	0.6%
Total	5,117	5,187	1.4%
Percent Minority:	19.9%	19.8%	
Television:			
Minority	1,883	1,944	3.2%
Total	9,817	10,016	2.0%
Percent Minority:	19.2%	19.4%	

Employment by National Public Broadcasting Organizations

CPB annually gathers employment data from three national public broadcasting organizations: CPB itself, the Public Broadcasting Service, and National Public Radio. The overall number of minorities employed increased from 28.4 percent to 28.9 percent, while the number of minority officials and managers decreased from 31.9 percent to 25.8 percent.

National Organization Employment by Position, 2007-2008

	January 2007			January 2008		
	Minorities	Total	% Minority	Minorities	Total	% Minority
Managers or other officials	111	348	31.9%	75	283	25.8%
All Staff	363	1,278	28.4%	363	1,246	29.8%

Hiring

From 2006 to 2007 the overall hiring rate increased by 10 percent (1,837 in 2006 to 2,027 in 2007), while the minority hiring rate decreased by 1.9 percent in the same period. In public radio, where minorities comprise 19.8 percent of all employees, 23.2 percent of new hires in 2007 were from minority groups. In public television, where minorities comprise 19.4 percent of all employees, 21.8 percent of those hired were members of minority groups.

Hiring, 2006-2007

	2006			2007		
	Total	Minorities	% Minority	Total	Minorities	% Minority
New Hires:						
Radio	589	184	31.2%	778	182	23.2%
Television	1,248	279	22.4%	1,249	272	21.8%

A total of 126 radio stations and 23 television stations reported no minority employees in 2008. This compares to 128 radio and 22 television stations reporting no minority employees in 2007. 2008 totals include 12 radio stations with two or fewer full-time employees; 2007 totals include 28 such radio stations.

Total job openings, reported for both full-time and part-time positions, increased for public radio but decreased for public television stations in the domestic United States in 2007. For the system as a whole, job openings remained stable from 2006 to 2007.

Job Openings, 2006-2007

	2006	2007	% Change 06 to 07
Domestic United States:			
Radio	1,470	1,505	2.4%
Television	2,077	2,284	10.0%
Outlying Territories:			
Radio	6	2	66.7%
Television	38	32	-15.8%

Minority-Controlled Stations

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

RADIO:

African American:

WJAB-FM Huntsville, AL
WVAS-FM Montgomery, AL
WPFW-FM Washington, DC
WABE-FM Atlanta, GA
WCLK-FM Atlanta, GA
WRFG-FM Atlanta, GA
KBBG-FM Waterloo, IA
WGVV-FM Rock Island, IL
WWOZ-FM New Orleans, LA
WEAA-FM Baltimore, MD
WESM-FM Princess Anne, MD
KMOJ-FM Minneapolis, MN
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
WNYE-FM New York, NY
WRVS-FM Elizabeth City, NC
WFSS-FM Fayetteville, NC
WSHA-FM Raleigh, NC
WSNC-FM Winston-Salem, NC
WCSU-FM Wilberforce, OH
WSSB-FM Orangeburg, SC
KTSU-FM Houston, TX
KPVU-FM Prairie View, TX
WNSB-FM Norfolk, VA

Total: 29

Hispanic:

KBBF-FM Santa Rosa, CA
KSJV-FM Fresno, CA
KUFW-FM Bakersfield, CA

Native American:

KNBA-FM Anchorage, AK
KBRW-AM Barrow, AK
KYUK-AM Bethel, AK
KCUK-FM Chevak, AK
KDLG-AM Dillingham, AK
KIYU-AM Galena, AK
KZPA-AM Fort Yukon, AK
KOTZ-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
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: 28

Multicultural:

KPFK-FM Los Angeles, CA
KPFT-FM Berkeley, CA
KKCR-FM Hanalei, HI

KRZA-FM, Alamosa, CO
KUVO-FM Denver, CO
WDNA-FM Miami, FL
WRTE-FM Chicago, IL
KANW-FM Albuquerque, NM
WLCH-FM Lancaster, PA
KDNA-FM Granger, WA

WZRU-FM Roanoke Rapids, NC

Total: 10

Total: 4

Total Radio: 71

TELEVISION:

African American
WHUT-TV Washington, DC

Asian-Pacific Islander
Hawaii Network

Hispanic
KMBH-TV Harlingen, TX

Multicultural
WLRN-TV Miami, FL
WYCC-TV Chicago
WNYE-FM New York, NY

Total Television: 6

Employment at Minority-Controlled Public Radio Stations

Overall, minority-controlled public radio stations account for 40 percent of all minority employment in the public radio system, a decrease from the 2007 level of 44 percent. The absolute number of minorities employed at minority-controlled radio stations decreased by 8.3 percent since 2007, due in part to the decrease in absolute number of minority controlled stations from 74 to 71 in the same period.

**Minority Employment by Control of Public Radio Station
January 2007 to January 2008**

	January, 2007			January, 2008		
	Minority Controlled	Non-Minority Controlled	All Public Radio	Minority Controlled	Non-Minority Controlled	All Public Radio
Total full-time Employment	576	4,541	5,117	537	4,650	5,187
Minority Employment	448	572	1,020	411	615	1,026
Percent of Total Minorities	44%	56%	100%	40%	60%	100%

As in previous years, minority-controlled stations continue to contribute significantly to minority employment and to lead the public radio system in the employment of station officials from diverse backgrounds.

**Race/Ethnicity of Employees by Control of Public Radio Station
All Employees, January 2008**

Control of station:	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.	85	17.7%	8	2.9%	0	0.0%	5	3.8%	55	0.0%	234	4.5%
Hispanic	3	0.6%	100	36.0%	0	0.0%	2	1.5%	15	0.4%	120	2.3%
Multicultural	6	1.3%	7	2.5%	1	0.7%	3	2.3%	18	0.4%	42	0.8%
Native Amer.	0	0.0%	0	0.0%	101	73.2%	1	0.8%	38	0.9%	141	2.7%
Non-Minority	385	80.4%	163	58.6%	36	26.1%	120	91.6%	4035	97.0%	4650	89.6%
Total	479	100.0%	278	100.0%	138	100.0%	131	100.0%	4161	100.0%	5187	100.0%

**Race/Ethnicity of Employees by Control of Public Radio Station
Officials Only, January 2008**

Control of station:	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.	18	47.4%	0	0.0%	0	0.0%	0	0.0%	4	1.1%	22	5.1%
Hispanic	0	0.0%	10	76.9%	0	0.0%	0	0.0%	3	0.8%	13	3.0%
Multicultural	1	2.6%	0	0.0%	0	0.0%	0	0.0%	1	0.3%	2	0.5%
Native Amer.	0	0.0%	0	0.0%	9	75.0%	0	0.0%	3	0.8%	12	2.8%
Non-Minority	19	50.0%	3	23.1%	3	25.0%	10	100.0%	347	96.9%	382	88.6%
Total	38	100.0%	13	100.0%	12	100.0%	10	100.0%	358	100.0%	431	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 2008

Control of station:	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.	62	48.4%	2	3.2%	0	0.0%	0	0.0%	55	20.6%	72	6.4%
Hispanic	1	0.8%	24	38.7%	0	0.0%	0	0.0%	15	5.6%	29	2.6%
Multicultural	4	3.1%	6	9.7%	1	1.7%	2	13.3%	18	6.7%	24	2.1%
Native Amer.	1	0.8%	0	0.0%	46	78.0%	0	0.0%	38	14.2%	67	5.9%
Non-Minority	60	46.9%	30	48.4%	12	20.3%	13	86.7%	141	52.8%	939	83.0%
Total	128	100.0%	62	100.0%	59	100.0%	15	100.0%	267	100.0%	1131	100.0%

Minority-controlled public radio stations contributed 59.4 percent of the hours of programming produced by minorities in Fiscal Year 2007, a small increase from Fiscal Year 2006's percentage of 59.2 percent. Overall hours of programming produced by minorities across the public radio system decreased by 1.4 percent from Fiscal Year 2006.

Hours of Programming Produced by Minorities By Control of Public Radio Station, FY 2006-2007

Control of Station:	2006		2007		% Change in Hours, 2006-07
	Hours Produced by Minorities	Percent of Total	Hours Produced by Minorities	Percent of Total	
African American	168,894	27.5%	159,236	89.8%	-5.7%
Hispanic	46,991	7.7%	57,530	80.8%	22.4%
Multicultural	12,260	2.0%	11,156	41.2%	-9.0%
Native American	135,009	22.0%	131,246	76.0%	-2.8%
Non-Minority	250,077	40.8%	245,404	18.0%	-1.9%
Total	613,231	100.0%	604,572	33.4%	-1.4%

Section E. Station Highlights

Alabama

Alabama Public Television's local productions have addressed issues of interest to several minority groups, including the state's immigrant population. Topics included: employment, education and assimilation, health care, artistic expression and discrimination in Federal farm loans.

WVAS-FM Montgomery's audience consists of approximately 60 percent African Americans. The needs of this audience are met through the broadcast of public affairs programs that focus on African American historical accomplishments as well as health and political issues of concern to this community.

Alaska

KYUK-TV Bethel is in the process of producing a documentary about the traditional Yup'ik Messenger Feast. The Feast is a gathering of two villages with the purpose of sharing scarce subsistence resources.

KDLG-FM Dillingham creates cross-cultural understanding and communication through national programs like *Native America Calling*, statewide programs like *Listen to the Elders* and *AK* and local features like *Let's Learn Yupik* and *Our Story*, a local production featuring the history and lore of Southwest Alaska.

American Samoa

KVZK-TV Pago Pago includes programming targeted to Samoans, Filipinos, Tongans and Koreans in its broadcast schedule. All of its local production covers rural residents in outer villages.

Arizona

KNAU-FM Flagstaff collaborates with Native American public radio stations in the region to provide program and mentoring services. The station maintains a partnership with KUYI-FM in Hoteville, which is licensed to the Hopi Foundation, and with KGHR-FM in Tuba City, which is licensed to Greyhills Academy High School, a Bureau of Indian Affairs educational institution. The Indian Country News Bureau, operated jointly by KNAU and KUYI, produces and distributes news programming about regional Native American people issues and events. The station has also extended its coverage throughout northern Arizona, enabling its signal to reach Native American residents of the Navajo, Hopi, White Mountain Apache, Hualapai, Havasupai, Yavapai and Paiute reservations.

KAET-TV Tempe partnered with the Mesa United Way in their Family Fun Van service, which provides literacy activities to underserved low income Mesa residents. Additionally, the station participated in the City of Phoenix Latino Institute's *Dia de los Ninos* Festival, distributing parenting information to parents and children in English and in Spanish.

KUAT -TV Tucson produces a weekly bilingual Spanish – English program, *Reflexiones Domingo*. The station captions all locally produced programs to serve the hearing impaired community.

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. The network also airs a Sunday morning block of children's programming in Spanish.

KUAF-FM Fayetteville partnered with the American Psychological Association to produce and broadcast a series of news stories that focused on mental health among the elderly

population of northwest Arkansas. The series was distributed to Arkansas libraries in 2008.

California

KSJV-FM Fresno designs all of its programming production and outreach activities with the goal of meeting the needs of recent immigrants, including Latino, Hmong (Southeast Asian), Mixteco, and Triqui (indigenous migrants from the state of Oaxaca Mexico). During 2008, the station offered programming - news, public affairs and music -- in Spanish, English, Hmong, Mixteco, Triqui, Portuguese and Hawaiian.

KRCB-TV Rohnert Park is a partner in Tengo la Voz, which trains Latino youth in radio and television production. Dozens of young people have participated in this project so far.

KALW-FM San Francisco produces and airs a weekly news and culture magazine, Up Front. The program features "voices from the new majorities" in California, highlighting top stories from the state's ethnic news media. The station also reached out to African-American listeners by bringing a mobile recording studio to Oakland's African-American community and recording and broadcasting interviews with local residents and community leaders.

Colorado

KBDI-TV Denver features a digital program service which includes news informational and cultural programming in fourteen languages including Bengali, Farsi, Chinese, Greek, Hindi, Japanese and Spanish.

KUVO-FM Denver devotes one full day each week to programs produced specifically to serve the local Hispanic, Native American, and African American communities.

Connecticut

Connecticut Public Television is producing *Able Lives*, a five-part television series examining employment issues for people with disabilities. This series seeks to educate employers, people with disabilities and their families about the benefits of hiring people with disabilities. The goal of the series is to provide information and resources to employers and persons with disabilities, and to strengthen the employment infrastructure for Connecticut residents with disabilities.

WNPR-FM Hartford produced the series *Where We Live*, which covers stories of interest to the growing Latino population in the state. This year, the program focused on issues of job training, education, urban blight and urban renewal.

District of Columbia

WHUT-TV Washington, an African-American controlled station, offers the series *On Africa*, which airs original films and documentaries from and about Africa. Many of these programs are shown in their original languages with English subtitles.

WPFW-FM Washington served as the media sponsor for Washington's Asian Pacific Heritage Festival, and invited members of the Asian Pacific community to come into its studios and learn radio broadcasting and journalism first hand. The station also produces programming about Africa with the goal of offering training to African immigrants interested in learning about radio communications.

Florida

WCEU-TV Daytona Beach aired over 320 hours of foreign language telecourses during the fiscal year.

WCGU-FM Fort Myers produced and aired an oral history project, *A Florida Life Remembered*. The station focused on the lives of African Americans in the predominantly black section of

Fort Myers known as Dunbar. The project culminated in the airing of 15 “in their own words” broadcasts.

WXEL-TV West Palm Beach produces *South Florida Today*, the area’s only locally-produced program which focuses on the positive aspects of its diverse communities. This weekly program features a wide variety of topics of interest to unserved and underserved audiences.

Georgia

Georgia Public Broadcasting (radio) produces and airs *Agenda Hispana*, a weekly Spanish language program. The station plans to expand this program to television and the World Wide Web in 2009.

WABE-FM Atlanta produces the interview/talk program *Topical Currents*. The program is frequently devoted to issues of interest to minority audiences, including teens aging out of the foster care system and homelessness.

WPBA-TV Atlanta airs *Leyes Contidianas*, a weekly legal show in Spanish with English subtitles.

Guam

KGTF-TV Agana offers programming in several languages, including *Let’s Learn Chamorro* and *The Buhay Pinoy Show* in Phillipino.

KPRG-FM Mangilao provided special election coverage from Guam from a minority perspective. The station also airs programming in both English and Chamorro.

Hawaii

Hawaii Public Radio produces *Kupuna Talk Story*, which is aimed at the island’s elders. The station also produces and broadcasts *Hawaiian Word of the Day*, *Kani Ka Pila* (news in

Hawaiian and English), and live reports from Native Hawaiian events.

Hawaii Public Television produced *Ma Ka Malu Alii: The Legacy of Hawaii's Alii*, a documentary which focused on the work of several prominent charitable institutions founded by Hawaii's alii (royalty).

Idaho

Idaho Public Television provides a wide variety of programming targeted to the Hispanic and Native American communities in Idaho. The network broadcast Spanish language versions of several of its productions on its secondary audio channel.

KBSW-FM Boise dedicates one day per week (24 hours) to Hispanic language programming on its sister station KBSU-AM. Twelve hours of this programming are produced locally.

Illinois

WSIU-TV Carbondale spearheaded a project documenting the oral histories of local African-American community members.

WRTE-FM Chicago has recently launched an initiative which will feature radio and theater productions exploring the hopes, worries and realities of Latino immigrant youth in Chicago.

WIUM-FM Macomb operates a radio reading service on its sub carrier that recently launched a "personal reading service" that provides one-on-one reading of personal correspondence and other important documents to people with print disabilities.

WILL-TV Urbana offers a Youth Media Workshop, an after-school program that empowers African-American middle school and high school youth to make media and change. Ten YMW students from two Champaign-Urbana schools spent the school year taking a critical look at hip-hop music.

Indiana

WFIU-FM Bloomington produced six hour-long programs focusing on the African-American origins of jazz. The station also aired over 40 hours of local programming dealing with African-American history and culture. The station's association with the Indiana University Black Culture Center continues to grow and the station routinely broadcasts information about the Center's activities.

WFWA-TV Fort Wayne closed-captioned all of its local productions for the hearing-impaired. Local documentaries included stories of grassroots efforts to improve conditions in depressed neighborhoods.

Iowa

Iowa Public Television offers a variety of Ready to Learn materials in Spanish as well as English. The station also worked in partnership with local community health organizations to bring together those dealing with pediatric cancer.

KBBG-FM Waterloo, an African-American controlled station, continues to provide free broadcasting classes to train African-Americans and others for entry-level positions in broadcasting. Over twenty such trainees are working across the nation in radio and related fields. All of the station's programming is geared toward education and empowerment of the communities in its listening area, especially the African-American community.

Kansas

KOOD-TV Bunker Hill provided training to teachers, parents, and early childhood education students on how to use PBS children's programming, along with books and hands-on activities to teach young children at home and in the classroom. Approximately 40 percent of the population served by the station is Latino.

KRPS-FM Pittsburg launched a second digital channel which broadcasts solely in Spanish to serve the vastly increasing Latino audience in its listening area. *KRPS-Dos* airs news and entertainment programming 24 hours per day, seven days a week.

KMUW-FM Wichita operates a full-time Vietnamese language service and a radio reading service for the blind and print handicapped on its SCA sub carriers.

Kentucky

Kentucky Educational Television, in partnership with the Kentucky Institute for Family Literacy, provides literacy workshops to young children. The station also provides workforce training workshops and classes for adults who are seeking their GED.

WUKY-FM Lexington's news department provided on-going, in-depth coverage of a wide range of issues of interest to minorities.

Louisiana

Louisiana Public Broadcasting (television) produced several programs aimed at supporting all citizens of the state as it rebuilds in the wake of recent devastating storms. Among these programs was *Louisiana Speaks: Our Voice. Our Plan. Our Future.*, which allowed citizens of Louisiana from all walks of life to help shape the future of land use, transportation, economic policy, housing and wetland loss in Louisiana. Regional planners came to Louisiana to gather data and talk with local residents and leaders about how these issues can best be addressed. The program presented various scenarios and offered all of the citizens of Louisiana the opportunity to vote on the future of their storm ravaged state.

KRVS-FM Lafayette broadcasts 30 hours per week in the French language unique to south Louisiana's Cajun and Creole

populations. Several local Cajun/Creole festivals are also carried live on the station, including *Festival International*, *Festival Acadiene*, and *The Zydeco Festival*. The station also started a bilingual (English and French) radio reading service for the illiterate and print handicapped in its listening area.

Maine

Maine Public Broadcasting (television) offers its community calendar, a statewide on-line service that allows organizations of all types to list their public events – from lectures and workshops to concerts and classes. There are hundreds of listings on the site and it is promoted extensively, helping to ensure its success in connecting those who are searching for community events with those offering them.

WERU-FM Orland began broadcasting a locally-produced weekly Spanish-language music program which features Spanish-language news headlines from Radio Bilingüe. The intended audience for the program is the growing population of migrant agriculture and seafood processing workers who have settled in the area.

Maryland

Maryland Public Television's *Grow Right Grow Bright* early childhood workshops and supporting print materials are offered in Spanish and Korean. The network also added V-me, the first 24-hour Spanish language public television program service, to its lineup of digital multicast channels.

WYPR-FM Baltimore produced numerous programs on issues of importance to the diverse population of Baltimore. The station produces an on-going series called *The Toll* which explores the effects of crime and violence on Baltimore's low income communities.

Massachusetts

WBUR-FM Boston produced a five-part series on immigration concentrating on the new demographic makeup of eastern Massachusetts and what it has meant for the region's economy. In conjunction with this effort, the station produced several segments focusing on the raid of a New Bedford leather factory that employed approximately 350 undocumented workers.

WGBH-FM Boston produces and airs *Morning Stories*, a series of features that celebrate the diversity of voices in its region as well as a wide range of personal experiences.

WGBH-TV Boston produces *Basic Black*, Boston's longest-running weekly television program devoted exclusively to African American themes. Since 1968 *Basic Black* has chronicled the concerns and culture of African Americans through short-form documentaries, performances, and one-on-one conversations.

Michigan

WTVS-TV Detroit produces *American Black Journal*, a weekly program that addresses issues in the African American community, including financial literacy, healthcare and cultural issues.

WIAA-FM Interlochen initiated a program specifically directed toward high school students for whom English is a second language. A group of ESL students produced two half-hour dramas. In the process, the students learned about writing for radio, articulating speech for radio, and recording, editing, and production techniques.

Minnesota

WDSE-TV Duluth produces *Native Report*, a series that celebrates Native American cultural heritage, listens to tribal elders, and talks with some of the most powerful and influential

Native American leaders of today. Portions of *Native Report* are voiced in Ojibwe.

KBEM-FM Minneapolis is owned by the Minneapolis Public Schools, which educates students who speak over 90 languages. The station helps ESL (English as a Second Language) and ELL (English Language Learners) students to hone their writing and speaking skills.

Mississippi

Mississippi Public Broadcasting (television) and WMPN-FM Jackson produced *The War: The Mississippi Experience* in tandem with Ken Burns' multi-part World War II epic. Producers traveled throughout Mississippi to capture the memories of Mississippi's WW II veterans.

WMPN-FM Jackson continued its radio reading service for the blind and vision impaired. This 24 hour service provides news, education and entertainment programming to all who request a free sub carrier radio.

Missouri

KKFI-FM Kansas City produces and airs two shows in Farsi, *Sayeh* and *Saba: the Wind of Love* as well as twelve hours per week of Spanish language programming. The station also produces a show geared toward the Native American community, *Native Spirit Radio*, and has plans to begin broadcasting news headlines in Spanish.

KETC-TV Saint Louis presented hundreds of workshops targeting children, parents and childcare providers in underserved communities throughout greater Saint Louis. In addition, the station has created a large outreach project within the local Bosnian and African American communities.

Montana

KUSM-TV Bozeman produced *Charlie's Lake* about a community resident that has Muscular Dystrophy. The program covers a two year period and shows the struggles of individuals with a degenerate disease and their families.

KGVA-FM Harlem is dedicated to providing local coverage of Native American tribal news and events on the Fort Belknap Indian Reservation, including pow-wows and selected public ceremonies. The station also provides daily lessons in the languages of the Assiniboine and Gros-Ventre Tribes.

Nebraska

KUCV-FM Lincoln produced numerous stories about Nebraska's diverse population, including how law enforcement agencies must meet the needs of a multi-lingual society, why minority students lag behind white student in school testing, and how the state is working to eliminate minority health disparities.

Nevada

KCEP-FM Las Vegas is a minority oriented station located within the historic Westside of Las Vegas. The mission of the station is to assist low-income people to become self-sufficient and to improve their quality of life.

KUNV-FM Las Vegas offers two programs designed to reach the Hawaiian and Hispanic audiences in its community. Both programs are hosted by respected members of the communities they represent, and some segments of the programs are in Spanish or Hawaiian.

KNPB-TV Reno produced *Cuentos en Familia*, a program produced in Spanish for Spanish speaking parents that demonstrates how to read to a child and make it learning and enriching experience for parent and child.

New Hampshire

New Hampshire Public Radio undertook a major project titled *Culture Lessons*. The production examines the ways in which the growing minority population affects life in the state's largest high school, Manchester Central.

New Hampshire Public Television addressed the issue of obesity among children with its new community engagement project, *LiveFit NH*. The project encourages healthy eating and physical activity in children and adults. With its partner organizations statewide, *LiveFIT NH* demonstrates - through television segments education and outreach activities and online resources - how individual families, schools and communities can combat childhood obesity.

New Jersey

The New Jersey Network (television), in partnership with the New Jersey Department of Labor, provides adult literacy multimedia programs and services in more than 50 locations throughout the state. These workplace literacy services, in English and Spanish, are help unemployed and underemployed adults prepare for today's evolving job market.

WBGO-FM Newark, an African-American controlled station, continued to provide time on its SCA channels to the Italian Communications Network and the Radio Mindanao Network. These two organizations presented live programming in Italian and Tagalog (Phillipino) for communities not served by local broadcast radio.

New Mexico

KENM-FM Albuquerque recruits diverse high school and middle school students to give voice to youth issues. The station introduced a new program, *Colors of Justice*, which is produced by minority community members to report on local

environmental and social justice issues as experienced by their communities.

KNME-TV Albuquerque produced a *Notable New Mexican* documentary featuring one of New Mexico's best known authors, Rudolfo Anaya. The station also began production of a documentary on the hepatitis C epidemic affecting low income populations in New Mexico.

KABR-AM Magdalena serves a listening audience that is approximately 80 percent Navajo. Navajo is the station's primary broadcast language, and one of its top priorities is to maintain the traditional Navajo language and culture.

New York

WAMC-FM Albany continued its Youth Media Project, which features student town meetings serving over 1,000 high school students from high risk urban and rural schools and drop-out prevention programs in upstate New York and Western Massachusetts. The purpose of the program is to directly address the decline in literacy and critical thinking skills among young people by providing them with the motivation and knowledge needed to effectively participate in public discussion and interact with specialists and policy professionals.

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

North Carolina

WFAE-FM Charlotte partnered with the Diversity Council of the Carolinas on its annual diversity in the workplace conference. The conference focused on the roles workplace leaders can play in supporting a multicultural environment.

WUNC-TV Research Triangle Park offers Spanish language programming on its digital children's channel and broadcasts

Plaza Sesamo and the Spanish language course *Destinos* year round.

North Dakota

Prairie Public Broadcasting (television) provided Ready To Learn and Parenting Counts workshops and distributed over 3,000 children's books to children in very rural minority or low-income households. Over 200 childcare providers and parents participated in the workshops, and approximately 80 percent of the attendees were from Head Start, Even Start or other underserved or disadvantaged constituencies. Workshops were also held for early childhood educators and home visitation outreach staff at area Native American Reservations (Standing Rock, Fort Berthold and Turtle Mountain).

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.

Ohio

WBGU-TV Bowling Green provides Ready to Learn parent and educator workshops for teen mothers.

WGTE-TV Toledo produced and aired *Through Toledo's Eyes*, a series of personal stories of Toledoans remembering the Civil Rights Era in a local Dorr Street neighborhood.

WCSU-FM Wilberforce, as 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 *Black History Facts*.

WYSU-FM Youngstown is committed to providing radio programming that reflects the wide range of diversity in its service area. The station produced the web program *Life on Life's*

Terms, which targets members of minority groups with substance abuse problems. The program is available on WYSU's website and as a Podcast.

Oklahoma

The Oklahoma Network (Television) produced *Read Across Oklahoma*, an outreach activity promoting literacy and the importance of parents reading to their children. Approximately 900 children representing the most at-risk and underserved demographics in the Oklahoma City area attended this event. All of the children received free books.

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.

Oregon

Oregon Public Broadcasting (television) produced a program focusing on an Indian village excavation at the confluence of the Columbia and Willamette Rivers. Hidden underground in a section of the Ridgefield National Wildlife Refuge are clues to an ancient culture that occupied the land from around 1450 up to 1835.

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

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.

WHYY-TV Philadelphia completed the translation of its adult learning web site into Spanish, with more than 900 pages of text and graphics undergoing translation.

WRTI-FM Philadelphia continues to program *El Viaje*, a weekly Latin music program presented in Spanish and English. On Sunday mornings *Ovations*, a three hour gospel music program, is presented.

WYBE-TV Philadelphia offers news programming in Chinese, Korean, Italian, French, German, Japanese, Polish and Greek; and Children's programming in Chinese and French.

Puerto Rico

WIPR-TV San Juan produces over 1,500 hours of local Spanish language programming each year.

WRTU-FM San Juan broadcasts in both Spanish and English. The station has produced programming dedicated to the Dominican Diaspora, a large immigrant community based in Puerto Rico.

Rhode Island

WSBE-TV Providence offered *Waging a Living: Building Strong Families*, a local production designed to educate low-income families and the elderly about tax credits, housing and predatory lending. The project brought together a team of community partners dedicated to building sustainable futures for low-wage earners and their families.

South Carolina

South Carolina Network (television) produces *Connections*, a weekly minority affairs series. The network also produced specials designed to promote a healthier America, including *ElderCare*, *Alzheimer's and SC*, *Health Disparities* and *Access to Health Care*.

WSSB-FM Orangeburg has several bilingual announcers that help the station to serve a diverse and multilingual audience. The station produces programming in Spanish to serve the growing number of migrant workers in its broadcast area.

South Dakota

South Dakota Public Broadcasting (television) participated in Dragonfly TV Camp for Girls. This week-long day camp for middle school girls, organized with the help of an outreach grant from Dragonfly TV, was held in order to help girls explore careers in science.

South Dakota Public Radio regularly reports on news events, initiatives and cultural activities of the many Nakota Dakota and Lakota Native American Tribes in South Dakota. The series *Shadow of Meth*, on methamphetamine production and addiction devoted a major segment to meth on the reservations. The station also completed its second *Tribes of South Dakota* documentary discussing Lakota language preservation, reconciliation between the State and tribes, and business difficulties on the Rosebud reservation.

KLND-FM McLaughlin dedicates most of its morning broadcast hours to the Lakota Language, which is the primary language for the majority of the older listeners in the area.

Tennessee

WETS-FM Johnson City produces a weekly two-hour Spanish language program to serve the growing Hispanic population in its region. In conjunction with this program, the station has partnered with community groups to provide educational activities for migrant children ESL programs and other activities of interest to the Hispanic community.

WETP-TV Knoxville offers programming in Spanish via its in-school programs.

WLJT-TV Martin works with Head Start centers and The Boys and Girls Club in its rural areas to help increase children's literacy. Over 600 children, along with their teachers & care providers, have received free books, lesson plans & learning activities. Also, the Countdown to Kindergarten program helps kids and parents prepare to enter public school.

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.

KMBH-TV Harlingen presented Ready to Learn workshops throughout the Rio Grande Valley for organizations that serve ESL, low income, and rural residents as well as parents of children with disabilities.

KPFT-FM Houston has seeks to produce programming that serves a variety of communities. The station hosts programming that serves South Asian communities, monolingual Spanish-speakers, African-Americans and others. Many news productions focused on the needs of Latin American immigrants and their roles in an evolving city.

Utah

KUSU-FM Logan developed and implemented a weekly newscast focused on Utah's Latina/Latino population. This Spanish language newscast airs locally during weekly broadcasts of National Public Radio's *Latino USA*. A highlight from the past year was a discussion with Tony Yapias, director of Proyecto Latino de Utah and Representative Carl Wimmer which helped listeners better understand issues of border security and the Immigration Reform Act.

KZMU-FM Moab serves its Latino and Native American listeners with an all-Spanish music and information show for 2 hours once a week, a weekly Native American music and information show.

KUEN-TV Salt Lake airs *Signing Time*, an American Sign Language program that airs twice weekly in Spanish. The station also offers an endorsement program for teachers who wish to teach English as a Second Language.

Vermont

Vermont Public Television carried out various outreach campaigns that impacted unserved and underserved audiences, particularly those in rural areas. In conjunction with a local production called *Connecting Vermont*, the station hosted three town hall forums in rural areas to discuss broadband access in Vermont and the economic importance of local broadband.

WVPS-FM Colchester's news department covered Vermont's aging population, a statehouse naturalization ceremony, and Vermont's growing minority population of Congolese refugees.

Virginia

WTJU-FM Charlottesville produced several programs in other languages, including the English and Spanish program *Danza Latina*, which is in its eighth year. The station also airs a wide variety of music and cultural affairs programming targeted to underserved audiences.

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

WHRO-TV Norfolk produced a mini-program, *The Role of Africans in Jamestown*, showing the foundations of African Americans in American History. The program was produced in partnership with the Jamestown Yorktown Foundation and distributed regionally, statewide and nationally.

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. All of KDNA's programs are broadcast in Spanish. KDNA produces and airs programs on health, education, economic development, and citizenship education.

KBTC-TV Tacoma produced a feature on the Tacoma Boxing Club, which works to engage at-risk youth through their relationship with the Tacoma Boys & Girls Club. The station also produced programming focusing on early childhood education which addressed the ramifications for lower income at-risk children from ages 0-5 who do not receive quality health care and education in early life.

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.

WVMR-FM Dunmore provided special programming designed to meet the needs of elderly, low income and illiterate listeners. The station offers a story time program geared toward getting at-risk children excited about reading.

Wisconsin

Wisconsin Network (television) produced Community Forums on Race and Diversity, which brought minority audiences together with public broadcasters for a series of discussions on relevant issues.

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 to preserve and strengthen the Ojibwe language, and offers programs hosted by Ojibwe speakers sharing their knowledge of the language. The station produced and aired special singing events with children from the Ojibwe Language School as well as the tribal Grade School and High School who came to the station to sing songs in Ojibwe.

Wyoming

KUWR-FM Laramie broadcast health programming with practical information tailored to benefit people from many different backgrounds and ethnicities.

KCWC-TV Riverton produced a local program entitled *Resettling the West: Mexicans in Wyoming*, which is the story of Mexican immigrants in Wyoming. The program contains segments in English and Spanish.