

CPB LOCAL CONTENT AND SERVICES REPORT FY16

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

As a music station, we achieve the best impact through a combination of short-form public service announcements, and brief but in-depth on-air interviews throughout the week. This year we engaged a younger, diverse audience by presenting "The Feels", a live music, poetry, and spoken-word event series. The Feels takes place in local clubs that attract a young and diverse audience. Throughout the night artists perform original and cover art that inspires them to be their best selves. KBEM records the event and uses portions of it on our air-waves. It is also available in our audio archives. Through our evening and weekend programming, we've been working to attract a younger, more diverse audience through music programs that feature funk, blues, and American roots music. With our jazz loving audience in mind, we have partnered with JazzInk, a blog that features information about local jazz performers. Once a week Andrea Canter, the author of JazzInk, does a short on-air piece called The Lead Sheet, a jazz calendar featuring local artists and jazz educators. Several times throughout the day we air a short live music calendar that helps promote local artists and clubs. These last two items help local artists make a living performing their art by making people aware of their work and performances.

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.
KBEM partnered with FLOW Northside Arts Crawl which has become both a community celebration and premier art event in North Minneapolis. FLOW is a non-juried, self-guided tour of studios, galleries, theaters, commercial and vacant spaces over a mile and half of the West Broadway corridor. From b-boys to ballet, graffiti to graphite, rap to rhapsody, fine artist to artisan, practicing to professional, FLOW showcases the great art being made every day on the Northside. KBEM was a media sponsor for FLOW, and provided a performance tent at this event. Along with the live music that was featured in this tent, KBEM partnered with Pillsbury House Theater to present short plays from their Chicago Avenue Project. The Chicago

Avenue Project features plays written by neighborhood youth, performed and directed by professional dramaturgs. North News and The Northeaster are two free community newspapers that serve the north side of Minneapolis. Once a month the editor has an opportunity to come on the air to talk about what's inside the newspaper that month. Neighborhood newspapers serve an important role in today's media, connecting neighbors with one another and helping local businesses promote their work. The Twin Cities Jazz Festival is an annual, free, outdoor concert that takes place in downtown St. Paul. It features national acts, but also books 300+ Minnesota jazz artists each year. 90,000 people attend this free concert at Mears Park. KBEM is a media sponsor for the festival and presents a live broadcast of the main stage acts over a three day period in the summer.

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

KBEM partnered with The Film Society of Minneapolis St. Paul to help them promote the 35th Minneapolis St. Paul International Film Festival. Their mission: "We promote the art of film as a medium that fosters cross-cultural understanding, education, entertainment, and exploration. We offer audiences unique opportunities to experience the wealth of international cinema, to engage with and learn from visiting international filmmakers, and to come together and share these experiences as a community." Promoting this festival on KBEM doubled their ticket sales and sold out their event nights. KBEM also partnered with Mill City Farmers' Market, the city's only all organic and local farmers' market. Mill City Farmers' Market increased their membership through KBEM's promotion, so much so, they have approached us to partner again this year.

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. If you regularly broadcast in a language other than English, please note the language broadcast.

KBEM airs "Paraiso Musical", a three hour music program that features hosts who speak Spanish, play music from Spanish speaking countries, and feature local community leaders and artists as well as interviews with local and international performers. The program provides local and

international audiences a chance to connect to Latin music performers' news and entertainment worldwide. Topics covered include immigration issues, political and community involvement, community news and local announcements about health fairs and community meetings. Guests interviewed included immigration attorney Julie Carlson as well as the musical group Jazzzoneando. KBEM is licensed by the Minneapolis Public School Board with studios in one of the seven main high schools. Over 90 languages are spoken in the Minneapolis Public Schools. KBEM regularly attends school-sponsored events and we address a wide variety of cultures and ethnicities. KBEM has a short feature called "School News" that airs once an hour, 12 hours a day, and features students from all over the district. Some reports are in Spanish or Hmong.

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

CPB funds allow KBEM to air relevant, market-exclusive national programming from National Public Radio, BBC News, and Public Radio Exchange. Without these dollars for national programming, we wouldn't be able to bring national and international news to our listeners. We also are able to continue to promote jazz as a great American art form by providing knowledgeable on-air staff who are "curators" of this art form. Our CPB funding also helps us attract funds from other agencies and foundations.