

CPB LOCAL CONTENT AND SERVICES REPORT FY18

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.

KBEM continues to maximize the revamped website to make sure that we are serving our listeners in a meaningful way. KBEM's website is a hub for information about the jazz, blues and roots community in the Twin Cities. One of the features we added is an option to receive original audio content via podcast. While much of our programming (including music specialty shows) is available to stream on demand, this new podcast offers another way to receive our interviews and studio performances from artists, community experts, students and the staff from the Minneapolis Public Schools. Articles about the local jazz community, CD reviews, and archived interview/performance sessions with audio are featured too. The Twin Cities has a long history of supporting great jazz musicians and clubs. To help promote jazz and to connect live music to our listeners, a new project called *Live From Studio 1* features interviews and in-studio performances from renowned Minnesota musicians. Our program *Jazz Futures* features jazz that crosses boundaries, with an added focus on hip-hop/jazz crossover music that draws a younger audience. Through the midday we air School News, a short segment usually voiced and written by students of all ages who report on what is going on in their school, whether it's learning multiplication tables or promoting a school carnival. A state climatologist joins *The Morning Show* once a week to talk to our community about climate and weather.

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 is owned by the Minneapolis Public Schools, and we work to promote jazz in the schools with efforts including our weekly Jazz@MPS on-air performance showcase, and our sponsorship of a day-long jazz workshop for high school students. *Jazz Around Minneapolis (JAM)* brought together student musicians from the seven Minneapolis public high schools. The day included workshops with professional musicians, clinicians, and band instructors. Students learned about performance techniques from prominent Minnesota Jazz musicians. In the evening a concert was presented where students performed in various combinations. This free concert also featured a professional jazz orchestra. The full concert was free and broadcast live on our secondary web stream. KBEM partnered with the Mill City Farmer's Market to broadcast our popular *Bluegrass Saturday Morning* show from the Mill City Market plaza. The remote broadcast included interviews with local growers and farmers as well as musical performances. Every summer, the Twin Cities Jazz Festival draws 30,000 to 40,000 people over three days to Lowertown St. Paul for free outdoor concerts featuring 200 national and regional jazz acts. KBEM is a media sponsor for the event, and we broadcast portions of the festival live, including national headline performances this year from Dee Dee Bridgewater, Tia Fuller, Houston Person, Emmet Cohen, and Nayo Jones. KBEM is the broadcast partner of the Minnesota Orchestra to present radio broadcasts from their *Jazz in the Atrium* concert series.

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's ratings are better than ever, and the station is the number-one-ranked full-time jazz station in the U.S. Our on-demand offerings of the *Jazz in the Atrium* concerts are among our most-streamed content. Here's an example of a comment from a listener who loves the variety of programming we air: "I just wanted to say THANK YOU! for playing great jazz! I also love your hip-hop/funk section on Thursday nights!" Our listeners also really appreciate hearing improvement in our student announcers: "We (especially my husband) listen to KBEM and love your intern program. I just wanted to mention that we've really enjoyed hearing the difference in Faustino's radio voice from last year. At first we thought he was a different person and maybe not a student! Thank you for making a difference in the lives of young adults." We're located in a low-income neighborhood and our studios are housed in a struggling high school with a predominantly black population. We work to highlight positive aspects of the neighborhood, particularly on *The Morning Show* by interviewing business owners in the area, inviting students on the air to talk about upcoming events & projects, and featuring interviews from Minneapolis Public Schools officials and staff. KBEM is housed in North High School and students are able to take the Radio Class as an elective. This experience builds confidence and gives them lifelong skills. As stated earlier, KBEM is in one of the poorest and most crime ridden neighborhoods in Minneapolis, and we strive to make an impact in students' lives. To quote a student who was on the air throughout her high school career: "Broadcasting through KBEM is my way of giving back to my community. This is important to me because I can use my skills to better the atmosphere and create unity here in North Minneapolis

through the beautiful sound of Jazz. Jazz88 makes a difference because the station improves the way others perceive the people in my community through the diversity and rooted culture in Jazz, showing that there's a lot more here than violence.”

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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

KBEM is licensed to 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 airs *Paraiso Musical*, a three-hour program with bilingual Spanish/English hosts, music from Spanish speaking countries, and features with local community leaders and local and international performers. The program provides the audience a chance to connect to Latin music, news and entertainment worldwide. Topics covered include immigration issues, political and community involvement, community news and local announcements about health fairs and community meetings. KBEM also carries *The Brazilian Hour*, with music and cultural content in Portuguese. In FY19, a new program, *What's Eating Minnesota*, will focus on cultural food traditions in the Twin Cities metro area, such as the Hmong Marketplace, Somali restaurants and Latin American cuisine, in addition to the Norwegian tradition of eating lutefisk. *What's Eating Minnesota* believes that humans are connected by food, and we can learn a lot from each other by our food traditions.

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 provides funding for the hosting of our website. Since the site was totally rebuilt, listener usage has increased, and our costs have also increased. Our website needs to stay relevant and informative, just like our broadcasts, and CPB are essential to maintaining a website as relevant as our programming and community services. CPB funding also covers some of our costs for member premiums, which can be very effective in converting listeners to members. CPB provides funding for vital programming that would be financially unattainable without these funds. *Jazz Night in America*, *BBC World Service News*, and *The Thistle and Shamrock* are a few examples of national programming, exclusive to KBEM in this market that informs, educates and entertains our audiences.