

Grantee Information

ID	1465
Grantee Name	KBEM-FM
City	Minneapolis
State	MN
Licensee Type	Local Authority

6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2022. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

Joint licensee Grantees that have filed a 2022 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

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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 serves and nurtures a focused community of listeners overlaid across the geography covered by our terrestrial signal and beyond. This audience is interested and engaged in original American musical art forms, visual, literary, and performance art, and educational achievement and innovation. Conversations on these topics which originate on-air are also offered in a multiplatform approach including extended versions offered on-demand from our website, on social media, and as part of the Jazz88 Podcast available on the most popular platforms. Digital engagement is a vibrant two-way street on the station's Facebook and Twitter pages. KBEM's website is a hub for information about the jazz, blues, and roots community in the Twin Cities, offering, among other things, the most comprehensive jazz, blues, and roots concert calendar in the area. KBEM has continued to offer information on how listeners and artists can best cope with Covid-19 related challenges. Listener and artist comments lead us to believe KBEM's efforts to keep its creative community connected have been a success.

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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.

Being an enterprise of Minneapolis Public Schools, KBEM is engaged with students and families in several ways. High-school students in the KBEM Creative Media Production program learn communication basics and participate in the hosting of midday programming through remote technologies and school visits by our staff. KBEM also collaborates with teachers and media specialists in the Minneapolis schools to create short "School News" reports which can range from the School Board student representative's recap of a contentious vote to what book was featured at story time in a first-grade classroom. KBEM also took a role as a vector for current and critical information about school closings, meal distribution, and other topics from the Minneapolis schools to its parents and other stakeholders. KBEM carried a campaign of messages from the Minnesota Department of Health stressing the importance of Covid-19 vaccinations in some low-adoption populations we serve.

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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.

Listener feedback indicates to us that our focus on jazz and roots music, as well as authoritative information from the world and local sources, was impactful under continued stressful circumstances in the Twin Cities region. One listener noted that "KBEM, IMHO, is a Twin Cities Treasure! Keep up the Great programming...the Great work that is KBEM." Another said, "Thanks for providing consistently excellent music in all your shows."

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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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

KBEM is licensed to the Minneapolis Board of Education, with studios in one of the seven main high schools during FY22. Over 90 languages are spoken in the Minneapolis Public Schools. The school announcements we air about enrollment deadlines, conferences, and available supports are beneficial to parents with limited English reading skills. KBEM regularly attends school-sponsored events to address a wide variety of cultures and ethnicities. KBEM airs The Brazilian Hour, a weekly program focusing on the music of Brazil and featuring some content in Portuguese. KBEM airs Paraiso Musical, a three-hour program with bilingual Spanish/English hosts, music from Spanish-speaking countries, and news and interviews with local community leaders. 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.

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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 key programming that would be financially unattainable without these funds. Jazz Night in America, American Routes, and BBC World Service News are a few examples of national programming, exclusive to KBEM in this market, that informs, educates, and entertains our audiences. KBEM was able to add the Celtic-music program The Thistle and Shamrock back to our program schedule due to CPB support, and the outpouring of listener appreciation for this move was notably strong. Grants from the CPB also literally keep us on the air and online by providing funding for our tower lease and for web streaming services, where an increasing share of listeners access our life-enriching content.

Comments

Question

Comment

No Comments for this section