



2015 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"I'm just so grateful...to really give them resources they can use; knowing that PBS is still doing the amazing things that they were doing when I was younger. Now it's online. Now there's apps!"

-Katia Olmedea-Rosa, Lister Elementary School

KBTC Public Television engages viewers, communities, and supporters by delivering media experiences that educate, inspire, and entertain. We treat viewers as citizens, not as consumers.



KBTC is dedicated to serving South Puget Sound and western Washington by telling the stories of its people, places, happenings, and diverse history – stories, which otherwise, might go untold or underappreciated. We strive to give local and regional issues, concerns, and their advocates a fair and civilized hearing – to facilitate and promote awareness, understanding, education, and citizenship.

KBTC promotes Ready To Learn early childhood education and American Graduate through partnerships with community organizations, schools and libraries. We share the power of PBSKids programs and help parents, teachers, and caregivers get kids “ready to learn.”

Early childhood education, graduation rates, civil rights, social justice, the local economy, healthcare, the performing and visual arts, military service, veteran’s issues – KBTC’s “Northwest Now” returned to the air presenting the issues that have western Washington talking, debating, collaborating and voting.

Special program screenings and events help connect the community to KBTC programs and issues in a very personal way.

KBTC’s educational tools and programs enrich our local partnerships and deliver the power of children’s public television programming to teachers, parents, caregivers, and children throughout the city of Tacoma, Pierce County, and surrounding counties.

Thousands of our children have received a healthy, FUN dose of reading, writing, art, science, and math.

Scores of parents, teachers, and caregivers have learned how to use public television more effectively in their homes, classrooms, and care facilities.

Through program screening events, thousands of our neighbors, viewers, and members have experienced our programs up close and personally by literally embracing our tag line: “explore your world.”

KBTC is a viewer supported community service of Bates Technical College. Together, we inspire life-long learning.



2015 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY



KBTC is the South Sound’s Public Broadcasting Station. Operating out of Tacoma, Washington, KBTC is the only television broadcaster in Pierce County with programming and services that reach throughout western Washington.

We are committed to telling local stories that aren’t being told anywhere else, serving underserved and diverse audiences, and connecting viewers with the people and ideas that shape our community. KBTC is available to 1.8 million TV households and 4.3 million viewers in western Washington, British Columbia, and Oregon. Over 900,000 viewers tune in weekly.

Our 2015 accomplishments represent unique partnerships with educational institutions, local non-profits, social service organizations, content producers, viewers, and members.

PROGRAMMING

KBTC is the only fully digital, high definition broadcasting and production facility in western Washington south of King County (Seattle). At KBTC we believe that western Washington viewers deserve a choice. Our digital broadcast service includes three programming streams:

KBTC-1 (HD) is our primary, high definition service which includes a variety of PBS, APT, NETA, Executive Programming, Acorn, and BBC favorites as well as KBTC documentaries, specials, and series such as *Northwest Now* and *Full Focus*.



KBTC-2 (SD) provides news, public affairs, and entertainment from around the world, including: Al Jazeera English, Beijing TV, Deutsche Welle, euroNews, France 24, SABC News International, to name but a few. The channel also includes independent producers and original MHz Network productions. Worldview on KBTC-2 serves as a liaison in bringing programs and understanding from around the world to western Washington audiences.

KBTC-3 (SD) is one of our partnerships. TVW covers state government and politics and is available on the web and Comcast Cable. That leaves a large number of viewers without access. KBTC broadcasts the 24/7 TVW programming to serve these viewers.



2015 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

LOCAL PRODUCTION

KBTC is dedicated to serving the South Sound and western Washington by telling the stories of its people, places, happenings, and history – stories which otherwise might be untold or underappreciated. We also strive to give local issues, concerns, and their advocates a fair and civilized hearing – to promote understanding, education, and citizenship.

Sometimes a quick headline is enough. Usually it's not. Since 2012, Tom Layson has served as KBTC's Producer and Host of **Northwest Now** – our weekly current events/public affairs program.

Tom and his guests go beyond the headlines to provide perspective on the issues that have western Washington talking. But this is more than just studio discussions - our cameras go into the community to add a visual dimension to the topics under consideration. Viewer comments and questions are also part of the show as they connect with us through the web and social media. **Northwest Now** is a place for Washingtonians to connect and converse.

HIGHLIGHTS



During Black History month NWN took a closer look at the history of African Americans and the struggle for civil rights. **Harold Moss**, the first black mayor of Tacoma, joined **Jonathan Johnson** (NAACP) and **Keith Blocker** (Tacoma Black Collective) to discuss what's next for current civil rights and social justice efforts.

Thousands of people flocked to Pierce County to witness what may be the biggest planned event in South Sound history. The **2015 U.S. Open at Chambers Bay Golf Course** in University Place was sold out for its entire week run in June. What does all of this international attention and sudden increase in tourism to the Tacoma area mean? This episode explored the impact of the **U.S. Open** by asking what community leaders are doing to prepare the area for issues like traffic, parking, and public safety. Plus, local business owners weighed in about impacts on their businesses.

February's derailment and explosion of an oil train in West Virginia only added to the already huge concerns about safety oil trains rolling through Washington State. NWN took a closer look at the safety of oil trains in our region to find out what's being done to ensure that a similar accident won't happen here. We also spoke about the possibility of more oil being moved through the Northwest and what it could mean for environmental concerns.

U.S. Senator Patty Murray plays a key role in creating The National Budget, Deficit Reduction and Veterans' rights issues. On this Northwest Now, Tom sat down with **Senator Murray** to discuss those issues and more including possible cuts at JBLM, No Child Left Behind, the new Republican majority in the Senate, and her recent efforts to make sure same sex couples have access to earned benefits.





2015 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

For thousands of years, local tribes have survived on the abundance of salmon in Western Washington, and for the past century, the rise of industrialization and population has lowered those numbers at an alarming rate. On this edition of NWN, Tom and crew got out of the studio and traveled to all corners of Western Washington to meet with local tribal members and fish experts and to explore what's being done to help produce higher numbers of salmon in the region's waterways.

The Tacoma City Ballet has been a part of South Sound life for sixty years. The company's 2015-2016 is a celebration of that milestone. NWN took viewers inside a rehearsal and spoke to several members of the ballet's leadership team including artistic director **Miss Erin Ceragioli** who is only the second person in the company's history to hold that title. In this discussion we learned more about the state of ballet as an art form as we discussed the company's past, present and future.



Northwest Harvest Food Bank says Washington is the 23rd hungriest state in the nation, and the same organization says one in seven residents rely on food stamps in order to put meals on the table. On this edition of NWN, we took a closer look at hunger in Washington. "Our working core has been the middle class, the working poor at the bottom end of the middle class," said **Robert Coit, Director of the Thurston County Food Bank**. "Not just those that we perceive to live in poverty."



For decades, **Boeing** has been one of the biggest employers in Western Washington. In 2015, the aerospace giant celebrated its 100th birthday, but amidst the celebration there's growing concern with employees about the culture that's been cultivated within the company over the last 20 years. On this edition of Northwest Now, Tom took a closer look at a new book written by two professors from the **University of Puget Sound** that exposes concerns that many employees have about the future of **Boeing**. Plus they discussed how the aggressive pursuit of big profits is spreading to

other industries.

Other NWN Topics in 2015 included:

Chinese President Visit
McCleary Contempt
American Graduate Day
Real Estate Market
Non Profit Organizations

Coal Trains
Congressman Reichert & Kilmer
Filipino History Month
Governor Jay Inslee
Gun Initiatives

Project Peace
Protecting Puget Sound
Concussion
Veterans
Children's Museum of Tacoma

Election Night 2015

KBTC (*Northwest Now*) provided local and regional election results, commentary, and updates between KBTC's regular programming from 7pm to 11pm. All of KBTC's election oriented programs were available on our web site and mobile platforms.

ACTIVITIES & EVENTS

From the *Library of Congress* to *American Graduate* to *Ready To Learn*, KBTC is in the community, “amplifying the broadcast” through screening events, media literacy workshops, transmedia educational activities, speaking engagements, working with military families, meet and greets, donor events, and more. Here are a few highlights.

- On February 24, 2015, at a breakfast meeting held at the Library of Congress in Washington D.C., Pat Butler, President and CEO for The Association of Public Television Stations (APTS) presented the 2015 National Advocacy Award to Ed Ulman, KBTC Executive Director & General Manager and Rob Dunlop, KCTS9 President and CEO for exceptional efforts in furthering public television's legislative goals and marshalling grassroots support for public broadcasting.



- *Northwest Now* producer and host, Tom Layson was nominated for a regional Emmy in 2015 in the program host category.

- KBTC's *American Graduate* Champion spots featured an interview with Washington State First Lady Trudi Inslee. The First Lady stressed the importance of early learning and parent involvement. The spot aired throughout the year and was featured along with other national and local American



Graduate Champions. This was one of many activities funded by the **American Graduate: Let's Make it Happen** grant. KBTC produced short form and NWN local content, aired nationally produced programs, and created action plans with our partners (including United Way) that led to positive early childhood education and graduation rate results in Tacoma and Pierce County.

- For over 50 years, BBC's iconic series about the Time Lord who travels through space and time (with frequent stops in the vicinity of modern-day London) has been a phenomenon with extraordinary cultural impact ...and KBTC has been airing Classic *Doctor Who* in western Washington for over 25 years! For the third year in a row KBTC partnered with EMP in Seattle to present Doctor Wholidays! Over 1200 fans and families joined us at The Experience Music Project to celebrate *Doctor Who* and the holiday season!

- KBTC hosted its second **Summer Camp**, with 40+ students entering first through third grades, at **Lister Elementary School**. The students participated in many PBS Kids activities based on their favorite characters, and had the opportunity to play **PBS Kids** games on computers and iPads. This program is one of many year-round activities that forms KBTC's ongoing Ready To Learn initiative.





“So these kids are getting extended learning opportunities...its really enriching their academic experience and focusing on the needs that they have so that they don't just gain but they actually catch up and get to grade level. If it hadn't been for this grant or the support of KBTC, we would probably be piecing things together here and there but it wouldn't have this comprehensive...”

– Dr. Michael Powers, Former Ed. Dir., Tacoma Housing Authority



Our experience at KBTC ***confirms our belief*** that you get, what you affirm. Public Media ***has the power*** to educate, to inspire, to nurture aspiration. We have witnessed children and families, with whom we engage, ***become inspired***, choose to ***explore their world***, transform, and become ***aspirational***.
