

The goals for this community/college station include providing useful interesting information, exploring the musical arts, encouraging community interactions which facilitate understanding and a sense of familiarity among people. To accomplish these goals, staff works to bring community voices to the listeners, and facilitate sharing ideas and resources and experiences among members of the community. By getting out into the communities within the station's broadcast range, our staff and listeners can help build relationships, and therefore a base of support for the station, providing relevance and sustainability.

This year KSVR will be a sponsor at its successful annual community events, some described later in this report. With these events, KSVR will be media sponsors but also participate and encourage public participation. Involvement ranges from sponsoring the locations, coordinating sound systems and recording, providing refreshments to participants, and other physical assistance. On the air, on the website, and via Facebook, KSVR is involved in promoting and discussing the meaning and impact of annual civic events. For our minority listeners, those events will include workshops for young people eligible for the Deferred Action for Childhood Arrivals federal visa program, United States Citizenship Day application workshop partnering with American Immigration Lawyers Association, Farm Worker Solidarity March, Cinco de Mayo, Fiestas Patrias. These events allow KSVR to be positioned in public service role with leaders and citizens in the underserved minority community. These events provide a catalyst for public discourse surrounding the purpose and background for each event.

Staff from KSVR speak to students in community college classes each quarter to encourage utilization of the radio station in promotional and public affairs production to augment their class projects, which often involve working with a community public service organization. For example, some Speech and Human Services courses include curriculum utilizing the radio station facility and broadcast for public service announcements and round-table talk shows to promote their projects.

The largest expenditure within the restricted National Programming Acquisition and Production portion of the Community Service Grant will pay for programming from outside the station. The station utilizes Broadcast, Streaming, Web Podcast, and On Demand to help listeners find the service with convenience.

Our goal with these programs is satisfy a need for local public media in our broadcast range, and facilitate representation of the many voices in our minority population. Our success with these efforts is measured in terms of listener support, publicity, and business support.

Local radio program production is our core strength, and is the best mechanism for combining community service and outreach. KSVR has developed local programs that involve the community in producing radio, as shown in these examples:

Book Views is a new weekly module that brings city librarians in to the station to talk about books at the library.

Human Services graduates working with alcohol and drug dependency programs meet to discuss the offerings and opportunities for those who seek help.

Skagit Talks features interviews with community leaders and citizens, covering almost anything of interest.

2. KSVR is increasing its activities outside the radio station in order to be recognized as a participant in our community.

Following is a brief description of our annual civic projects:

The 11th Annual Citizenship Day: KSVR partners with AILA (American Immigration Lawyers Association) to provide free legal assistance with processing naturalization paperwork for residents who are seeking American citizenship. This all-day event is recognized as the busiest in the state with 7 other workshops on the same day. KSVR is recognized as making the difference in the success of the event in our community.

The Farmworker Solidarity March is an annual event. While KSVR has always done some coverage of the event, for the past several years the role has grown larger. KSVR program hosts have pre-empted regular programming to provide coverage from the street as they walk with the public group, supplied hot coffee at 2 locations along the march, and worked to broadcast the final ceremony live.

Human Rights Festival: KSVR partners with other local groups to sponsor 4 weekly events of movies and speakers.

Using a portion of funds collected at our community dances, KSVR provides scholarships each year to local students identified as Hispanic.

KSVR continues to produce a weekly show in Spanish highlighting educational opportunities for ethnic minority students and international students. "SVC de Para Ti" is a program designed, created, and hosted by Hispanic counselors and staff from the community college. Some of the topics included scholarship applications and college entry requirements.

KSVR will increase its selection of posted programs for on-demand web listening.

In a partnership with the biennial Skagit River Poetry Festival, KSVR records over 20 hours of poet readings, and produces a 6-part series to air this spring.

KSVR produces a weekly program in Spanish with representatives of local school districts to discuss parent-teacher topics and activities in their schools. The topics included tutoring opportunities, explanation of WASL testing, and parent-teacher meetings.

Local public affairs programs are now available for on-demand listening at our website. KSVR will combine its 2 websites (spanish and english) into one main site with Spanish versions available through a button link on the main page.

For the general community, the station will broadcast live, and distribute information, at local fairs and events, including the Mount Vernon Street Fair, the summer County Fair, and other Chamber of Commerce events. The station sponsors a venue, and broadcasts recordings from a series of public events at the local non-profit theater featuring agriculture health awareness and voting rights. Plans for future program offerings include an in-depth documentary on Bees and Pollination, and another series of "Kitchen Cuisine" programs, this year featuring different guests each show, highlighting expertise in food selection, preparation, and presentation.

3. This year KSVR will be a sponsor at its successful annual community events, some described earlier in this report. With these events, KSVR will be media sponsors but also participate at the event in various ways. These contributions range from sponsoring the locations, coordinating sound systems and recording, providing refreshments to participants, and other physical assistance. On the air, on the website, and via Facebook, KSVR is involved in promoting and discussing the meaning of several important annual civic events.

Kendra Anderson, Organizer, OneAmerica (Seattle)

“ I want you to know that I have the upmost respect for the work you have developed at the station, and the incredible informational tool it is for the community to learn and be connected. ”

Today, KSVR provides a service to a growing population of native Spanish-speakers, and dual-language residents, by airing specialized programming daily, including a range of general and targeted information, educational opportunities, cultural content from authentic sources, national news from non-commercial sources, and connects this with our listeners by employing local, recognizable voices. The programming strengthens the willingness of guest to participate on the air with call-ins.

Kim Requa, Director, TRIO Student Support Services, Skagit Valley College

“A great contribution to our diversity efforts.”

The radio service provides lowcost delivery service to common media devices. Agencies and organizations continue to work on new programming because they believe the delivery is reaching people.

Jo Wolfe, Publicity Director, Skagit County Historical Museum

“Working together to support our community-wide event expanded the message that we were making ... (through the ) Edward R. Murrow celebration.”

Our goal is to broaden our level of familiarity among people living in the various communities in our coverage area, with a focus on the community of license. Our level of success is shown in the amount of feedback received, attendance, business underwriters, and listener membership.

4.

According to 2010 census, about 20% of the population in the KSVR coverage (broadcast range) 60dB contour identifies as Hispanic. The communities served by KSVR have a historical connection to Latino migrant farmworkers. And so it is natural that KSVR began offering programs in Spanish in the early 1980s.

It has an established history, being identified as a community resource for the Hispanic community, especially agricultural manufacturing and service workers. Starting in 1994, KSVR steadily built-up its percentage of programming in Spanish to its current level of services from entertainment to information to education. These events started with popular dances, but soon expanded to Social Service workshops, public forums around health and political changes, and traditional Hispanic celebrations such as Cinco de Mayo and Fiestas Patrias. By taking feedback from participants and others from the Latino community, the staff at KSVR has been able to keep these events interesting and current.

Due to the lack of local Spanish language news resources, KSVR has produced many iterations of its own local news programs, based on available resources. Currently the station is producing one hour per week of local reporting.

With no commercial stations offering local programming in Spanish (the nearest signal is about 55 miles away and geographically constrained), KSVR is using its minimal resources to support a wide-ranging local service to this community. The 2010 Census data for our area shows that the number of Hispanics has grown an astounding 72% since the 2000 census, and now comprises about 22% of the total population in the KSVR broadcast contour.

Today, KSVR provides a service to a growing population of native Spanish-speakers, and dual-language residents, by airing specialized programming daily, including a range of general and targeted information, educational opportunities, cultural content from authentic sources, national news from non-commercial sources, and connects this with our listeners by employing local, recognizable voices.

Locally produced educational programming in Spanish or Bilingual (Spanish and English) includes 6 hours per week of topical public affairs and 20 hours per week of locally produced music and information programs, an increase from last year.

KSVR staff works with administration outreach directors from the major high school districts, to produce a weekly informational program, primarily geared to parents, but also featuring high school students recorded "on-site". An innovation created by utilization of the partner resources is to take a producer into the schools to work with the show host in recording voices of students.

Other topical programs include a weekly program of employment topics hosted by a state-sponsored placement agency, a program that features field recordings from a farm-worker advocacy organization workshops with immigration attorneys, and interviews with domestic violence advocates.

A national programming source for our Spanish language news, discussion, and other cultural programming comes from Satellite Radio Bilingue. A long time partner, KSVR has a satellite downlink to obtain the service. This partnership provides for our listeners an opportunity to interact with a national and international service, connecting them to family or their past.

KSVR broadcasts a regular schedule in Spanish and English. The dialects in Spanish range from Mexican to Cuban to Peruvian. The primary dialect spoken at KSVR is Mexican Spanish. Almost half of the broadcast schedule for KSVR is in Spanish. Several hours with content addressing the Latino community is produced in English. KSVR has six hours per week bilingual hosts speaking Spanish and Mixteco. In the past year we have added some translations of information material relevant to new immigrants (mostly farmworkers) in Triqui, an indigenous language of Oaxaca, Mexico.

5.

Much of our local programming was initiated and realized due to the Community Service Grant funding. The impact of the CPB funding on our ability to serve our community is significant and of utmost importance during a multi-year period of developing self-sufficiency, with a college and community 'hybrid' radio service. Our operational goal for the next 3 of a 5-year plan designed in 2009, is to build local sustainable financial security, and sufficient staff to maintain quality service. Our first year of grant funding came at the start of the national economic recession, and our effort to increase and

improve fundraising was impeded somewhat from the original planned timeline. However, our revenue continues nearly flat, with only a recent one-year decline of about 7% in revenue. That is actually a sign of success, given that many organizations have experienced 3-4 years of continued decline in revenue.

With our grant we are able to provide the technical and administrative support that can foster meaningful and “listenable” programming, improving our listener retention. This year KSVR management will continue annual station training for all staff broadly encompassing FCC rules and regulation. We are using our grant funding to build the structure and programming that will increase audience and create sustainable support for the future.

With our grant we are able to fund the production of high quality weekly programs, some of which are so relevant that other radio stations want to broadcast them in their community. Our national programming allocation supports acquisition of programming that we could not otherwise afford.

With our grant we are able to produce promotional materials, to tell the community about the work that we do. Many important community contacts may not listen to KSVR, but they appreciate what we do. Some recent members have donated, and then explained that they don’t live in our area, but became aware of how we support a community they care about. The grant has enabled KSVR to develop a staff position for web and design services to help engage the audience in our programming, and bring more new and returning listeners to our FM signal. Our first year, we contracted this work, but find now it less expensive to have our own part-time employee.

With our grant we are able to produce community events that raise awareness of the station’s role as “member”, “participant”, and “contributor” in our community.