

## Local Content and Service Report

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 2017. Responses may be shared with Congress or the public.

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.

Since KBBG's inception, the disparate community issues for African Americans and other minorities remain much the same, employment, criminal justice, health and human services and education. One of KBBG's key initiatives to address the issue of education is the creation of its Community Learning Center. In November 2017, KBBG received its "first" seed money to establish the radio station as a Community Learning Center, an innovative and creative way to utilize the powerful resources of public media to maximize its impact and effect within a community. With reading being a fundamental core competency for every career path, this project proposes to leverage "nontraditional" approaches to learning from an integrated practice approach to enrich the lives of children and communities. The Community Learning Center Project foundation is based upon building a pipeline for high school and college students interested in careers in the communications industry to gain knowledge, skills and practical experience to help them find meaningful work, ultimately allowing them to become financially secure and stable. Through their learning experiences, the project focuses on components that provide other tangible benefits such as the establishment of the reading fluency program for 3rd - 5th-grade students. Interns of the program will be assigned to facilitate project activities to help students improve their reading fluency and comprehension which will also aid in enhancing their self-esteem.

Future Ready Iowa Fact Sheet states education and training beyond high school is needed to position people to secure a livable wage and help people position themselves to attain middle-class status. The need to build Iowa's talent pipeline is essential for building a thriving community prepared to "compete and win" in a global economy. To engage adults, the Community Learning Center offers broadcast training to help community members learn the fundamentals of broadcasting, hands-on technical training, fundamental skills for on-air presentation, script writing and audio production necessary to create and produce effective radio programming. This training prepares adults for re-entry into the job market. Our some of our partners include; The University of Northern Iowa Department of Education and College of Business Administration; Waterloo Community Schools,(K-5th grade student participants), John Deere Association of Minority Engineer groups, Gallagher Bluedorn Performing Arts Center; City government, area churches, local credit unions, banks, and social services agencies.

The "Community Learning Center" concept comes from the work of Kronick & Brown, 2010, who developed the globally influential concept of the "University - Assisted Community School." Other data sources come from the Cedar Valley's Promise Strategic Plan 2014-2016; Future Ready Iowa Data; Iowa Workforce Development a KBBG facilities are "idea" for developing and training high school and college students for the communications industry while also providing a community service program by helping children learn to read and engaging community dialogue around "critical" issues. This project is a multi-level approach that accomplishes numerous outcomes through one initiative. First, the project leverages and maximizes the studios and equipment available for use to train interns who will learn all aspects of working within public radio and gain exposure to relevant areas within the communications industry. The skills gained through the experience are directly transferable and can be used to help them secure good jobs after graduation. While interns gain this experience, they also are implementing the "reading fluency" program with our early childhood learners - (grades 3rd through 5th). This collaboration with Waterloo Public Schools - (Dr. Walter Cunningham School of Excellence, a Persistently Lowest Achieving School in reading, is a unique way to expose young children to learn how to improve their reading skills in a unique way. Through live and pre-recorded sessions, children will get an opportunity to read books, have discussions around content read and have the opportunity to build fluency and reading comprehension as they participate in the project. The connections made among the early learners with the interns coupled with the opportunity to be a part of a broadcasted programming will also greatly enhance students' self-esteem and confidence. This collaborative is a HUGE win for each student involved and it is an effective and efficient way to leverage community resources.

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.

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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.**

The first two quarters of 2017, KBBG had no clear direction. In July of 2017, a new president was hired and a new initiative, the Community Learning Center, was created. While the Community Learning Center project was in its infancy stage in 2017, by November 2017 to present, we have seen growth and acceptance of the project by our partner school, Dr. Walter Cunningham School of excellence (elementary school). Since November, students are beginning to read a text accurately, quickly, and with expression and more confidence. Not to also acknowledge the schools "new" reading program; learning to express through "Hip Hop". Fluency is important because it provides a bridge between

word recognition and comprehension. Fluent readers who read silently, recognize words automatically, grouping words quickly to help them gain meaning from what they read. Fluent readers read aloud effortlessly and with expression. While fluent readers reading sounds natural, as if they are speaking, readers who have not yet developed fluency read slowly, word by word and not flowing. The KBBG Community Learning Center project helps students to practice, prepare resulting in confidence while connecting parents to KBBG as their child share researched and rehearsed projects on live radio. (2018 Black History Month and Martin Luther King Jr. Day students identified a leader; researched and created scripts for radio). Regarding feedback, a meeting with the School's Assistant Principal allows us to fine-tune our project to suit the students' need. As the project grows, develops and expand, we anticipate a greater success rate in fluency levels in 3rd, 4th, and 5th students. Additionally, we at KBBG will partner with another elementary school in the coming weeks. Our recent launch (three weeks in) of the Broadcast Training Program through the Community Learning Center has resulted in four permanent "adult trainees," three as on-air announcers and one trainee involved in KBBG's business operations who serves as receptionist, tracks and maintains the public service announcements, and other duties staff deem necessary.

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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

KBBG has maintained an "open door" to include community members from all walks of life and Ethnic groups. The "For Your Information" thirty-minute segment, allowed members of all ethnic groups to participate. During one show, the Bosnian community participated to inform the community of an upcoming event. KBBG's musical format includes African music from the Congo as well as a Reggae music program. Today, KBBG continue to provide programming that meets the need of the community and is working closely with the community college, university, local agencies to serve as the "vehicle" to dispense and direct listeners to local resources and other information available o them. In 2018, with KBBG's new leadership, the new President is building strong relationships and alliances that support the direction of KBBG. This is evident in the new sound, new direction and the financial support of local grants and community support. Unlike previous years, KBBG has expanded its board from six to nine, three new members; a devised a three-year Strategic Plan and Fundraising Plan approved by the full board. This new direction will and is having a new impact on KBBG being a true community radio station.

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?

In 2017, KBBG did not receive CPB funding. For many years, KBBG suffered. In June of 2015, the President of 37 years retired. The Board of Directors agreed to a volunteer University Professor to assume the position of Executive Director until her untimely death in June of 2017. In July 2017, a new President was hired. Under the current President's leadership and support of lean staff, KBBG was maintained. A consultant was hired to assist the current President in efforts to reinvent the organization; devise a three-year Strategic Plan, develop a Fundraising Strategy, update the bylaws and other FCC, CPB, state and local government requirements and rejuvenate community by giving and regaining its trust. The lack of CPB funding in 2017 led the organization to great uncertainty. Lack of funding inhibited KBBG's ability in reaching some of its goals to fill the much needed key staff positions such as a Fund Development Director, Station Manager, and Administrative Assistant. Yet, it has prepared us to think in terms of "long term-sustainability" moving forward as we implement all aspects of our 2018 Strategic and Fundraising Plans.