

LOCAL CONTENT & SERVICE REPORT

TO THE COMMUNITY

2023



KBTC  PBS

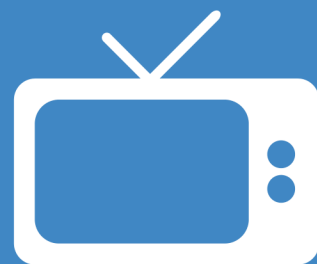


KBTC Public Television

engages viewers, communities and supporters by delivering media experiences that educate, inspire and entertain.

Local Value

KBTC serves western Washington providing programs available anytime, any place through broadcast, streaming, and on-demand from kbtc.org. Showcasing locally produced and regionally acquired content, KBTC brings people together to explore and discuss issues of importance to the community. KBTC educates and supports youth and families by providing learning opportunities in partnership with local organizations.



2023 Key Services

In 2023, we collaborated with community partners to provide learning resources and activities for youth and families. In order to provide better access to resources, some activities were bilingual. In partnership with OSPI, educators were provided training on using PBS Learning Media in classrooms. Northwest Now continued examining issues and concerns of vital interest to our community! kbtc.org continues to be a vital connection to the community

Local Impact

KBTC Public Television is available to over 4 million viewers*. The KBTC Community Engagement team provided educational activities for youth based on PBS KIDS content. The programs were offered throughout the school year and at summer camp. Northwest Now, KBTC's weekly public affairs program produces more than 30 on-air and online programs yearly. They take place in the studio and the community!



*OAAA Nielsen rankings



Serving the Community

KBTC is the South Sound's public broadcasting station. Operating out of Tacoma, Washington, KBTC is the only television broadcaster located in Pierce County with programming services that reach throughout western Washington from the Oregon border to the Canadian border.

KBTC is an active member of the community – spreading awareness, celebrating diversity and illuminating the paths of social discourse and growth. KBTC is available to more than 4 million viewers in western Washington, British Columbia and Oregon.

Our 2023 accomplishments represent unique partnerships with educational institutions, local non-profits and social service organizations, content producers, viewers, and members.

Explore Your World

KBTC is the only digital, high definition broadcasting 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 four programming streams:

KBTC-1 (HD) is our primary, high definition service that includes a variety of PBS, APT, NETA, Executive Program Services, Acorn, and BBC favorites as well as KBTC documentaries, specials, and series such as Northwest Now and select local and regional content from local partner producers.

KBTC- 2 (HD) provides viewers with access to NHK World Japan, an all English language public media television channel filled with international news, business, technology and science information; and lifestyles, culture and travel programs produced and presented from Japanese and Asian perspectives.

KBTC- 3 (SD) provides FNX | First Nations Experience. In February 2020, KBTC added FNX to the broadcast schedule. FNX is the first and only broadcast television network in the US exclusively devoted to Native American and World Indigenous content.

KBTC- 4 (SD) provides coverage of state government and politics. TVW is available on the web and Comcast Cable. That leaves a large number of viewers without access. KBTC partners with TVW to provide this content over the air 24/7.



In the Community



KBTC Public Television is committed to telling local stories not told anywhere else, serving underserved and diverse audiences, and convening conversations that connect viewers with the people and ideas that shape our community.

Since 2012, Tom Layson has served as KBTC's producer and host of Northwest Now, our weekly Friday night public affairs program. Under Tom's leadership, viewers have come to count on interesting guests, provocative topics, and great storytelling.

Tom and his guests go beyond the headlines to provide the context people use to more fully understand the issues that affect all of us in western Washington. Hundreds of regional and national thought leaders, policy experts and newsmakers have appeared on the program. The show also covers arts and culture and includes content shot in the field as well as in-studio.

Northwest Now Highlights

The reporting period encompasses the 30-program, 14th season of Northwest Now. It included comprehensive election coverage in the races for Secretary of State, the US Senate, and the 8th Congressional District. An Emmy nominated discussion about the demise of salmon populations and a half hour special featuring vintage auto racing that won first place in the regional SPJ contest were among the shows receiving recognition. The area's diversity was highlighted in coverage of peace activist Kwabi Amoah-Forsen, Tacoma's new African American police chief, the Hilltop Artists program, Washington's new Labor Council president and a discussion about a group called the Racial Reconciliation Network. Other programs featured the problem of PTSD in the fire service, a local anti-gun violence conference, a local experiment with a guaranteed income, and the continuing toll exacted by the fentanyl epidemic.

Northwest Now Digital First featured short stories on Hunger Awareness Month, local high school students designing robots, Tacoma polar bears at Point Defiance Zoo, Black History Month and Flowers for the Homeless. Northwest Now programs are streamed on demand on kbtc.org where viewers can also find podcast previews of upcoming programs and watch short-form Northwest Now Digital First stories produced by Chris Anderson.



KBTC Profiles - KBTC's on-air and online short-form series of stories about the people, places and events in and around our Western Washington community



CARVING IS MEDICINE

A local man uses the art of wood carving to help himself and others in our community. This story also airs nationally on the FNX channel.

AN ANIMATED LIFE

Based in Bellevue, Washington, Tony White is one of the last traditional hand-drawn animators still working today. Learn about his craft and his journey in the world of 2D animation.



RECONCILING RACE

A local pastor builds a community network of faith, business and other leaders to unite all races in our region in dialogue, and to find common ground on issues that divide us.

TRAINS IN PAINT: THE PAST, THE PRESENT, THE POSSIBLE

Local artist J. Craig Thorpe has spent the past 30 years creating railroad and landscape artwork viewed by millions. Thorpe's work has been featured nationwide in AMTRAK marketing materials, National Park Service brochures, and in museums across the country. He shares his insights on the connections between transportation, community and culture.



BARBER SHOP TALK

Local barbers provide an outlet for local men to discuss issues, and open up on those things they find difficult to share with others.

Regional Program Partnerships

THE LOST SALMON

The Lost Salmon chronicles the plight and potential recovery of the iconic spring Chinook Salmon of the Pacific Northwest. Faced with extinction in many river systems of the West, a new genetic discovery could aid in their recovery. Once teeming in the millions along the West Coast and a sacrament for the oldest civilizations in the Americas, time is running out for the genetically distinct wild springers and the new genetic discovery could lead to their protection under the Endangered Species Act. From local film maker Shane Anderson, *The Lost Salmon* won the 2023 regional Emmy Award for Best Topical Documentary, and presented by KBTC, went on to national public television distribution. *From Swiftwater Films.*

"Please provide more such programming. In the increasingly divisive world we inhabit, it is essential."



Washington Grown highlights the fantastic food scene and industry that makes Washington state a great place to enjoy hundreds of locally grown items. Washington Grown tells the story of what Washington's robust agriculture provides to our meals, culture, economy, and world. *From North By Northwest Productions.*

GOLDEN EAGLES: WITNESSES TO A CHANGING WEST

Before launching to national program distribution, KBTC was offered the opportunity to provide our viewers an exclusive early broadcast of *Golden Eagles: Witnesses to a Changing West*. This documentary took viewers in the field with eagle researchers in Wyoming as they strive to discover how the birds are adapting to the many challenges facing them, from climate change to sprawl, lead poisoning to energy development. Viewers joined rappellers into eagle nests, went behind the scenes at wildlife rehabilitation centers, and saw stories of Indigenous peoples' connections to the magnificent golden eagle. *From Wild Excellence Films.*





Stories of Impact

ABILITY AWARENESS

KBTC continued our work to elevate youth voice and build youth representation in media through a second year commitment to Ability Awareness. Ability Awareness is a video series produced in partnership with neurodivergent scholars and scholars with disabilities enrolled in the Federal Way Public Schools Employment Transition Program. Through video, audio, and animation, young adults share their perspectives on topics important to them. This year, youth participants partnered on creating three new videos covering mental health, money management and making friends. 100% of the educators and youth participants felt the Ability Awareness media project was a positive identity and skill building experience.

"She is disabled and loves KBTC. KBTC is all she watches "day and night" and she said she wouldn't make it without us."

EVENTS AND ENGAGEMENT

KBTC was out and about in our community, meeting and listening to people to ensure we stay connected and represent the people we serve through our shows, events and educational programs. We participated in 15 community events throughout the year, interacting with **over 2,200 individuals**.

EDUCATOR WORKSHOPS

PBS provides a vast array of free digital resources, lesson plans and curriculum ideas, and KBTC offers creative ways to put these resources to work in classrooms and afterschool environments to meet instructional goals in a fun and engaging way. **Over 280 educators** participated in KBTC professional development workshops.



KBTC Education & Outreach Activities 22-23

KBTC created *Learning Neighborhoods* in two communities. *Learning Neighborhoods* allow participants to engage in a variety of activities inspired by PBS KIDS content.

In Tacoma, **60 students across 3 housing neighborhoods** participated in hands-on STEAM based activities.

480 hours of free afterschool enrichment activities were provided.

KBTC, Puget Sound Educational School District (PSUED), and Sumner-Bonney Lake School District partnered to bring rural, immigrant Spanish-speaking families together for learning and community-building in rural East Pierce County.

KBTC organized Molly of Denali events with Clover Park School District, connecting with Native American students and families.

In partnership with Tacoma Housing Authority and Humanities Washington, KBTC hosted the Prime Time Family Reading series.

KBTC provided PBS KIDS and Ready To Learn activities to support family engagement and build critical skills of teamwork, critical thinking and STEAM learning. **Over 100 families in East Pierce County** participated.

OTHER ACTIVITIES

Multiple educator training workshops reaching over 280 educators.

2 free bilingual summer camps

PARTNERSHIPS

3 school districts

Tacoma Housing Authority

OSPI – Office of Superintendent of Public Instruction



"Thank you [...] for the hard work that you and your team are doing to keep KBTC a successful community focused organization! Bravo!"

THANK YOU

SUMMARY

KBTC was out and about in our community, meeting and listening to people to ensure we stay connected and represent the people we serve through our shows, events and educational programs.

KBTC provides high quality programs over the air, streaming and on-demand.

Bilingual STEM programs for Spanish-speaking families and youth

Professional development workshops for educators

Locally produced programs

- Northwest Now
- Northwest Now Digital
- KBTC Profiles
- Documentaries

KBTC celebrates our community by spreading awareness, celebrating diversity, and illuminating the paths of social discourse and growth.

