



2021 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



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



KBTC a viewer supported service of Bates Technical College, serves western Washington providing content available anytime, anyplace through broadcast and streaming from kbtc.org.

Showcasing some of the acquired and locally produced content, KBTC brings people together to explore and discuss issues of importance to the community and provides an opportunity for civil discourse.

KBTC educates and support youth and families through learning opportunities in partnership with local organizations whose shared mission is to ensure young learners are actively engaged in learning.

In 2021, KBTC engaged with the community through virtual events, screenings with panel discussions and great programming.

We collaborated with community partners to provide learning resources and snacks for children and families during the pandemic.

In partnership with Tacoma Public Schools, KBTC provided virtual learning activities using PBS Kids programs to create fun, educational lessons.

***Northwest Now* continued examining issues and concerns of vital interest to our community! kbtc.org continues to be a vital connection to the community**

KBTC Public Television is available to over 4 million viewers*.

KBTC Staff provided educational activities for K-5 based on PBS Kids content. The programs were offered throughout the school year, 2-3 times per week at multiple sites. When the pandemic hit, staff provided learning activities and snacks for pick-up in Grab 'n' Go packets.

***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**

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 2021 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.

KBTC Public Television is committed to telling local stories not told anywhere else, serving underserved and diverse audiences, and convening audiences 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 award winning show also covers arts & culture and includes content shot in the field as well as in-studio.

Northwest Now Highlights



The reporting period encompasses the 30-minute program, 12th season of *Northwest Now*. It included in-depth reports on the unrest in the city of Seattle, five election shows, a lengthy exploration of a major civil rights case involving the death of a Tacoma resident, a special examining the issues surrounding the health of Puget Sound, the advent of vaccines for COVID, the effect of the pandemic on the problem of addiction, an examination of an increase of violence against Asian Americans, cancel culture and climate change just to name a few.

Once the coronavirus pandemic hit, the show's producers scrambled to provide up to date information on the virus, including daily on-air messages and streamed recaps of Governor Inslee's press briefings detailing the status of the virus in the state and lock-down mandates and guidelines for social distancing.

Northwest Now Digital First featured short stories on a Recycled Jar Greenhouse, Disappearing Bumble Bees, Mermaid Museum, and the Microchip Shortage.

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

Kathak: Stories in Motion

Tacoma-based musician and dancer, Ameera Nimjee

Remembering Tacoma’s Nihonmachi

A look at what once was Tacoma’s vibrant Japantown



KBTC partnered with Tacoma Arts Live in 2020-21 presenting ***Reflections In the Shadow of Tahoma***, a series of video shorts that tell our regional story within the framework of music, poetry, song and theatre. Pieces include:

Buffalo Soldiers, JBLM and Thurgood Marshall Excerpt from a one-person play featuring the military service of Thurgood Marshall.

Logging In Pierce County A look at the history of logging in Pierce County through song

The Mountain Doesn’t Love Us A local poet expresses concern for Tahoma (Mount Rainier) through a poem.

Japanese-American Incarceration in Pierce County A focus on Japanese-American Exclusion during WWII from excerpts of a local stage production.

Scent of Memories A showcase of a special Vietnamese Community Garden in Pierce County.

Nettie J. Asberry A dramatization of early 20th century local civil rights pioneer Nettie Asberry’s protest of the screening of the film *Birth of a Nation* in Tacoma.

KBTC’s broadcast partnership with North X Northwest Productions continued with broadcasting ***Washington Grown***. A regionally produced program featuring stories about food going from the field to the table. We meet the farmers responsible for growing what we eat and are treated to great recipes! Health and nutrition.

“It’s all about food!”



“The programming on this channel is wonderful. Thank you for providing an informative and enjoyable viewing for all.”

KBTC provides seven hours of children’s programming on its main channel. This content is targeted to children ages 2-8. During the pandemic, KBTC provided an additional five hours of program for youth in grades 6-12 on one of our multi-cast channels. These services were free, over the air.

KBTC engages the community through educational activities with youth and families and through screenings and events.

KBTC Kids & Family & Educators

KBTC, in partnership with Tacoma Public Schools, piloted a virtual, after-school program for school children. The Curriculum was inspired by PBS kids programs *Odd Squad* and *Wild Kratts*. Approximately 60 students were served with over 80 hours of educational programs.



Agent Smiley on the case!

Grab & Go

KBTC provided over 2,600 PBS Kids educational activity kits, supplies and takeaway meals in partnership with Peace Lutheran Church and Tacoma Housing Authority

Little Learners

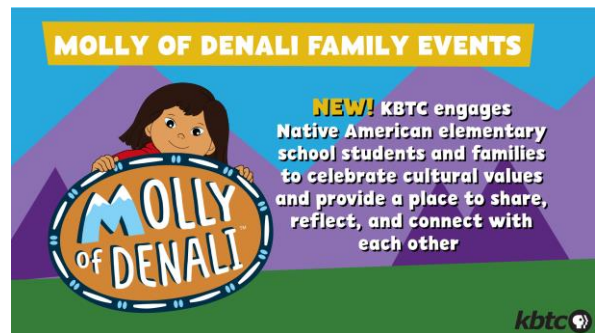
KBTC developed a 12-unit pre-school curriculum inspired by **PBS Kids** content. The curriculum and training were provided to educators at Tacoma Rescue Mission to serve homeless families and to Joint Base Lewis McChord Child Development Center to serve military families.



Like many of our colleagues in the public media system, **KBTC** recognizes the value and importance of inclusion of everyone and the celebration of diverse cultures. Our intention is to weave Diversity, Equity & Inclusion into all activities we embark upon.

Celebrating Community

Building on our work with many different communities, **KBTC** partnered with Clover Park School District and Enumclaw Schools to reach Native American students and families to celebrate cultural values and provide a place to share, reflect, and connect with others through *Molly of Denali* Family Events.



New this year, **KBTC** hosted a Dia De Los Muertos Family Event, a wonderful cultural exchange to teach children about the celebration of the Day of the Dead.



KBTC Learning

KBTC, in partnership with the Office of the State Superintendent of Public Education and other Washington State public media stations, provided educational resources and professional development for educators utilizing PBS LearningMedia.



Serving Community Needs

On-going information sharing to the public on the pandemic, needed resources and Governor Inslee’s mandates.

Films included:

- “The Black Church: This is our Story, This is our Song”***
- “The Donut King”***
- “Home From School: The Children of Carlisle”***
- “Strangers In Town”***

KBTC Values Diversity & Equity

Through community outreach activities KBTC convened virtual film screenings and discussions featuring voices and perspectives from underserved communities. These events reached close to 800 people and resulted in more than 600 engagements through comments and reactions.

“This was an interesting film, enjoyed the open dialogue am having with my 8-year old about this film.”

“The personal testimonies are very powerful.”

“I’m loving listening to this discussion and as an 81 year old white woman, I hope you have more of these.”

Harnessing the Power of DEI

In 2020 KBTC senior leaders began taking stock of intention around diversity, assessing activities through a racial equity assessment provided by the Foundation for Tacoma Students. This work came about as part of a grant opportunity for organizations to evaluate and measure impact of their engagement work in the community. And while PBS has been providing programming about the history of this country for 50 some years, and the station has been working in underserved communities for a number of years, staff realized that we could be more intentional and provide greater service using the DEI lens to help inform decisions.

This came at a time when many organizations were assessing their DEI work and commitment. As a result, KBTC began working with Clipper & Company to assess the station's culture of DEI. The surveys taken by staff and members of our Association Board of Directors, resulted in recognizing and underscoring there is work to be done!

We have embarked on a journey to identify how we can build a culture of inclusion in the station by Harnessing the Power of DEI.



KBTC will broadcast programs that represent a diversity of cultures, celebrate Heritage months, and tell the stories of our region and people.

Provide learning experiences for children and families celebrating traditions and activities reflecting our community.

Support opportunities for staff professional development and information sharing.

Champions for CHILDREN

KBTC salutes the Bamford Foundation



KBTC’s mission is to engage viewers, communities and supporters by delivering media experiences that educate, inspire and entertain!

KBTC’s vision is to be an active member of the community – spreading awareness, celebrating diversity and illuminating the paths of social discourse and growth!

KBTC provides many different services to western Washington residents

- Giving children a fun chance to learn virtually through Expanded Learning Opportunities after school and Social, Emotional Learning
- Provide Professional Development for Educators
- Convening screenings of programs to foster and encourage dialogue and celebrate diversity
- Connecting with the community through events
- Examination of local issues and concerns on *Northwest Now* and *NWN Digital First*
- *KBTC Profiles* celebrates history, the arts and the environment through storytelling
- Partnering with like-minded, mission-oriented organizations