



2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



The value of public media and stations like KBTC is to highlight the work of the community, share important topics, relevant and timely information, to be a source of inspiration and engagement for members of our local community
Jessica Baggett, MPH

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



KBTC serves western Washington providing content available anytime, anyplace through broadcast and streaming from kbtcc.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

We collaborated with community partners to provide learning resources and activities for youth and families. To provide better access, 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! kbtcc.org continues to be a vital connection to the community

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

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**

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 2022 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 under served and diverse audiences, and convening audiences that connect viewers with the people and ideas that shape our community.



storytelling.

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



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 & culture and includes content shot in the field as well as in-studio.

Northwest Now Highlights

The reporting period encompasses the 30-program, 13th season of Northwest Now. It included in-depth reports on the demise of local newspapers, the Seattle mayoral and county executive elections, a special report about stormwater contamination in Puget Sound, a discussion about at risk children in foster care, an update on the reconciliation efforts around Indian boarding schools, a program featuring the leadership provided by local African American women, programs about Japanese Exclusion and Seattle's international District and the program provided by the local chapter of the Special Olympics.

Northwest Now Digital First featured short stories on a Juneteenth 2022, Blood Shortage 2022, Gather 27 Years of Hilltop Artists and the Tacoma Art Museum and Project Learning Garden & Giving Gardens. *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.

Lion Dance: The Art of a Culture

A look at the art and significance to Chinese Americans.

KBTC's broadcast partnership with North X Northwest Productions continued with broadcasting ***Washington Grown***. A regionally produced, EMMY award winning series featuring stories about food going from the field to the plate, and everything in between. *Washington Grown* highlights the amazingly diverse food seen in the state.

"It's all about food!"



Living with Wildfire

North Forty Productions

Wildfires have always been a part of our ecosystems in the Western U.S, and of particular concern in our heavily wooded Northwest. But their steady increase in size and destructive power over the last 40+ years has been unprecedented. The cost to our communities has been devastating. *Living With Wildfire* presents ways to help mitigate an ever-present threat with natural and manageable methods.

Ocean To Idaho

Tightline Media

Follow the salmon migration 850 miles from Oregon's coast through Washington to Idaho's wilderness. This is the journey of disappearing fish through eight dams, four rivers and three states.

Aging Wisely-Fall Prevention

Pierce County Television

Doctors and safety experts show you how you can prevent falls in daily life. Hosted by former KING TV anchor Dennis Bounds.

Thank YOU! The quality of some of your shows like *Washington Grown* and *Northwest Now* is very special, along with so many others. **KBTC** is a bright spot in my very selective TV viewing.

PBS Early Learning Champion

Amy Reed-Ferguson was selected to serve as one of PBS’s Early Learning Champion for the state of Washington. Mrs. Reed-Ferguson, with **KBTC**’s support shared her ideas with thousands of like-minded educators on national platforms and receives national recognition in the press and digital communications as educational leaders and ambassadors for PBS Kids and PBS LearningMedia



Celebrating Heritage

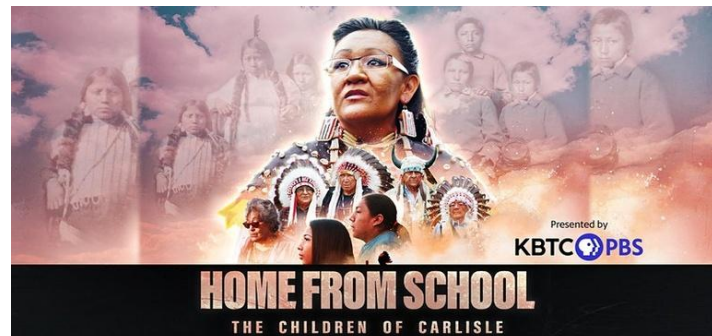
KBTC in partnership with Asia Pacific Cultural Center, Bates Technical College, Chinese Reconciliation Project Foundation and Clover Park School District provided virtual events to celebrate history, heritage and culture for kids and families.

This event focused on the 2022 Lunar New Year!



Impact of Indian Boarding Schools

KBTC hosted a virtual screening of *Home From School – The Children of Carlisle*, a documentary about the thousands of Native American Children who were removed from their tribal homelands and families and forced to attend US government run boarding schools designed to strip them of their culture, traditions and language. **KBTC** hosted a panel discussion among local residents who survived the experience.



Ability Awareness

KBTC Public Television received a grant from Joan Ganz Cooney Center at Sesame Workshop and an invitation to participate in the NextGen Public Accelerator, a program that supports and focuses on youth-focused initiatives in public media. Through our education and community engagement activities, KBTC learned of a need for reaching neuro-divergent and youth with disabilities through their voices. This need closely aligned with the goals of the NextGen Public Accelerator.

KBTC partnered with the Federal Way Public Schools Special Education and Employment Transition Program to create short-form videos addressing life skills that all young people need for transitioning to the workplace and independent living.

Twelve scholars (students) of the program were involved in various aspects of production of the videos, including voicing. The videos focused on topics of work, self-care and conversations.

Scholars, their families and Federal Way School District educators were invited to a special debut screening of the videos. Everyone was thrilled.

They are available for streaming on demand from **kbtc.org** and have been distributed by the Lewis County Autism Coalition.

KBTC was recognized by the Federal Way Public School Board with the *Schools Can't Do It Alone* award for this work. The station has secured another grant from King County Washington to continue the partnership and produce additional videos.

At the screening event, one parent shared with us that she had teared up as she saw her son express happiness and even laughter when watching the videos and that happiness wasn't an emotion she saw from him very often.

COMMUNITY ENGAGEMENT



While providing high quality content over the air and through our streaming service, that educates and entertains is rewarding, it is the work in the community with families and children that brings about the greatest reward. **KBTC** provides:

- Summer Enrichment Programs – 300 Kids/175 families
- Grab & go Break Bags
- Expanded learning opportunities after school
- Professional Development workshops using PBS LearningMedia for educators
- And much more



Paint night at the Tacoma Rescue Mission for families experiencing challenges.

KBTC celebrates the diversity of our community by spreading awareness through trusted and credible information that illuminates paths to social discourse.

Thank you for bringing much happiness to my mother. She truly enjoyed intellectual pursuits and public television was a primary source of fulfillment.
