



LOCAL CONTENT & SERVICE REPORT

2024

TO THE COMMUNITY



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.



In 2024, 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 examines critical issues and concerns of interest to our region and kbtc.org continues to be a vital connection to the community.

2024 Key Services

Local Impact

KBTC Public Television is available to over 5 million viewers*. KBTC Education & 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!



“I love PBS, always have...I'm so happy that I'm able to support the station and I love Ken Burns. This one is too important not to be involved with.

*Nielsen rankings

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.

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 5 million viewers in western Washington, British Columbia and Oregon.

Our 2024 accomplishments represent unique partnerships with educational institutions, local non- profits and social service organizations, content producers, viewers, and members.

“I place great value on being exposed to the programming that KBTC provides.”





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 minute program's 15th season of **Northwest Now** which featured four **Mind Matters** programs targeted directly at mental health. Season 15 included the Emmy-nominated special **Breaking the Barriers**, which was shot across seven counties in western Washington and went on to win first place in the Society of Professional Journalists annual contest. Other programs dealt with the childcare shortage, the climate crisis, rising traffic deaths, a dialog around efforts at building peace, problems facing the Boeing Company and an effort to clean up the environment in which the homeless reside.

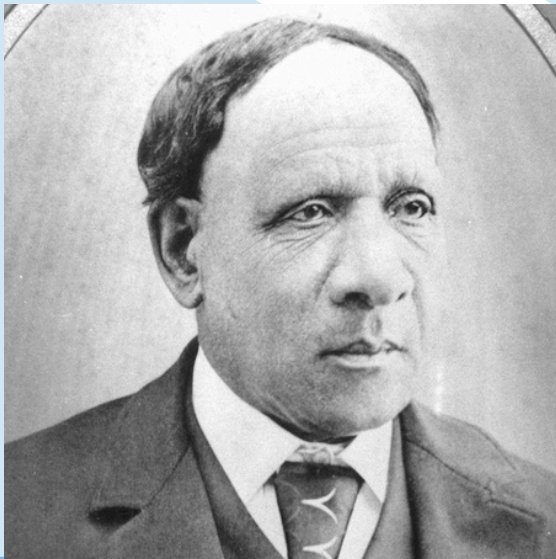
The program also included the story of an immigrant farm worker's family making the trek back to southern Mexico to reconnect with family, Native American efforts to restore salmon fisheries, a discussion about the state's new Office of Equity, a discussion with a leading literary figure focusing on Black literacy, the plight of deported immigrants who served in America's armed services, the offering of a Black area cooperative in Seattle's Central District, the retirement of the region's most prominent African American music instructor who deals with at-risk youth. Election year 2024 provided an opportunity to focus on key races and initiatives on the ballot. Election night coverage included updates and analysis by a panel.

Northwest Now Digital First featured a couple of short stories focusing on food insecurity, walking tours in Tacoma, rails to trails, wildfire season, construction on a gallery honoring interned Japanese Americans during WWII, responsible pet ownership and many more.

Northwest Now programs are streamed on demand on kbtv.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



FRIEND & FOUNDER: CENTRALIA'S GEORGE WASHINGTON

Learn how this unique founder's legacy still echoes through the town today.

KHMER – A CONNECTION TO CULTURE

Cambodian American children learn their ancestral language and culture.



THE ROAD TO PEACE

Meet Tacoma's Peace Laureate and humanitarian Kwabi Amoah-Forson.

THE SWEET SPOT: A PIECE OF TACOMA'S CANDY HISTORY

A look at over a century of candy makers in Tacoma.

“I am grateful to be able to donate to PBS. Educating the public about the human experience is becoming increasingly important.”



Regional Program Partnerships



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.*

FIRST TIME HOME

Four young migrant workers from California and Washington state travel to Mexico bridging distance, sharing cultures and strengthening family bonds.

COVENANT OF THE SALMON PEOPLE

The Nez Perce Tribe teeters on the brink of a biodiversity and cultural crisis and their fight continues to restore and recover wild salmon to their historic numbers.

SAVING ICICLE CREEK

A diverse group work together to address capacity and distribution issues relating to the Icicle Creek watershed near Leavenworth, Washington.

LIVING LEGACIES

A community in Thurston County calls for protection of a tract of legacy forest that may impact how other areas in the state deal with deforestation in the future.



Station Facility Highlights

STUDIO LIGHTING

KBTC engaged Seattle-based lighting director Bruce Aleksander to consult on replacement of the 50-year-old studio lighting package. Together we developed a plan to replace the high wattage incandescent instruments with energy efficient LED studio lighting and a much more flexible control system. Besides the primary set area, four auxiliary locations were added in the studio for flexibility. Bruce designed the entire lighting plan from the ground up using warmer color temperatures to provide better display characteristics across all skin tones.

PRODUCTION SERVER

New video server hardware was installed for use in the production control room. The server adds four channels of recording/playback capability and can be controlled by the technical director directly from the production switcher interface.



Stories of Impact

EVENTS AND ACTIVITIES

KBTC is the only station in the country that continues to broadcast classic Doctor Who! The station celebrated the 60th Anniversary with local Whovians enjoying games, food and festivities.

KBTC went behind the scenes with Washington Grown producer, Ian Loe, to learn more about the show and how other countries embrace Washington products.

ABILITY AWARENESS

KBTC continued work elevating youth voices and building youth representation in media through a third 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 friendship, identifying problems, and their thoughts on what it means to work and have a job. 100% of the educators and youth participants felt the Ability Awareness media project was a positive identity and skill building experience.

EXPANDED LEARNING OPPORTUNITIES

KBTC provided services to Tacoma Housing Authorities (THA) families and continued to build community through afterschool programs and family and community learning programs such as Prime Time Family Reading at Bay Terrace. KBTC partnered with Humanities Washington, Tacoma Public Library, and Tacoma's Peace Laureate, Kwabi Amoah-Forson, to offer family engagement activities around reading. The program sparked conversation and discussion around a diverse selection of children's stories. Over 40 children and families attended.

“I'm not sure what I would do without PBS.
It's extremely important to me!”



KBTC Education & Outreach Activities 23-24

As a locally owned and managed non-profit media organization, community partnerships are the cornerstone of our service.

In rural east Pierce County we partner with **Sumner Bonney Lake School District** and **Puget Sound Educational Service District** with free programs to empower families to support their children's learning and growth. As a result family participation in school events has increased and 100% of parents whose children attend our free after-school program report that their children have increased self-confidence.

In south King County we partner with **Federal Way Public Schools** to co-create videos with students in the **Special Education and Employment Transition program**. The project helps educators reinforce life and workplace skills while also giving students the opportunity to have their voices heard. Educators, parents and students report that this project has helped students build important skills along with positive self-identities.

In Tacoma we partner with **Tacoma Housing Authority** to build community support for children beyond the classroom and home by providing a free after-school program for elementary students at two apartment complexes.

In fact, we have over **20 partnerships with school and community organizations** to support our youngest learners, their families and educators.

Families share learning experiences by leveraging high-quality PBS content and promoting literacy, and critical thinking by integrating interactive media viewing and discussion-based activities. This is made possible by **Ready To Learn** and **Humanities Washington's Prime Time Reading program**.

“It's exciting to find something that could help my grandchildren into successful adults.”





SUMMARY

Continuing support from our community helps KBTC continue making a difference by providing trustworthy content that educates, entertains and inspires in so many different ways!

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

Bilingual STEM programs for Spanish- speaking families and youth

Prime Time Reading for families

Professional development workshops for educators

Locally produced programs

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

THANK YOU

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

