

KALA Local Content and Services Report 2018

Q: 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.

A: Our stations (KALA HD1 and KALA HD2) continue to address community needs in the African American and Hispanic audiences. We have also increased our relationship with the Quad-City regional veteran community through a variety of announcements for these organizations and participation in the annual Davenport, Iowa, Veterans Day Parade.

KALA's overall goals of serving those who are not regularly served by traditional media are successful because of our good relationship with our audiences, municipal and business community.

Q: 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.

A: KALA's main initiative is working with organizations serving underserved populations. The station regularly works directly with African American and Hispanic groups celebrating culture and education.

In 2018, KALA was able to collaborate with a variety of partners in the Quad-City region. Besides on-air promotion of non-profit event activities, KALA has appeared at a variety of events sponsored by the organizations in the region. This one-on-one interaction provides us with insights into community needs and issues. Non-profits KALA has worked with in 2018 include:

**Bix Beiderbecke Memorial Jazz Festival
Breath Of Encouragement
Great Sounds Promotions
Mexican Independence Day Parade, sponsored by LULAC
Mississippi Valley Blues Society
NAMI (National Association Of Mental Illness)
Polyrhythms
QC Emowerment Network Black Business Expo**

**Soles For Children
Various Veterans Groups In The Quad-City Region**

KALA also participated in a retirement income seminar in the fall of 2018 at St. Ambrose University, Davenport, Iowa, in which regional public media cooperated in the promotion of this event, which was free to attend, and open to the public. The public stations represented there included WQPT-TV, Moline, Illinois; WVIK-FM, Rock Island, Illinois; and KALA-FM, Davenport, Iowa.

Q: 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.

A: KALA's impact was widespread on a variety of non-profits and audiences served.

For example, a local Hispanic business open-air market "Mercado On Fifth" says, "...La contribucion de KALA Radio ha sido crucial no solo para el crecimiento de nuestra orgnizacion, sino tambien para el desarrollo social y economico de neustra comunidad" (The contribution of KALA Radio is not only crucial to our organization, but also for the social and economic well-being in our community...)

The local NAMI (National Association Of Mental Illness) NAMIWalks says, "...Your investment through NAMIWalks helps provide valuable information and hope when families need it most..."

The Mississippi Valley Blues Society, which presents an annual folk arts festival and educational workshop series for children (BlueSkool) writes, "KALA has been a standout in our community of blues supporters, and we always look forward to working with you..."

Quad-City Vietnam Veteran Association member Ed Hildebran writes, "I am very happy about the announcements your station is making for our many Veteran events in the Quad Cities. Because of our association with you, I can honestly say that these events will be a great success. Thank you, and keep up the good work!!!..."

Q: 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 2018, and any plans you have made to meet the needs of these

audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

A: KALA regularly broadcasts in Spanish on our HD1 and HD2 tiers. Working with the community, we have discovered the audience is interested in learning more about immigration laws and procedures. Also, the Hispanic community needs more information on income tax laws and procedures. Addressing this concern, we have continued our relationships with the Consulate General Of Mexico offices in Omaha, Nebraska, and Chicago, Illinois. KALA brings immigration attorneys on the air to discuss the ever-changing laws in that field. Additionally, KALA has brought experts in the area of tax laws during our Spanish language offerings.

We plan to continue such relationships and look at the areas of addressing health issues in underserved populations, in particular, those who speak English as a second language.

Q: 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?

A: CPB funding has allowed KALA to engage in community marketing to inform mainstream audiences about our diverse programming: jazz/blues/gospel/Hispanic-Spanish language/urban/R&B/hip-hop/oldies/rock/public affairs/news and information. We participated in a multi-week campaign aimed at mainstream audiences on local commercial TV outlets—including a CW, Fox and MeTV affiliate. KALA also was able to use television and web marketing using CPB funding in a series of TV announcements featuring active military personnel wishing their families greetings during the holiday season.

Without CPB funding, KALA would lack a depth of quality programming we receive at the network level, and our local outreach would be hindered, especially when marketing on commercial media. It would be unaffordable, and those audiences would be unreachable.