

KALA Local Content and Services Report 2020

KALA's overall goal is to serve underserved communities widely ignored by other electronic media outlets in our region.

The station has continued its bi-state active participation by providing a voice for multiple non-profit and social service organizations. Shorter public service announcements, in both English and Spanish, are broadcast along with longer interviews conducted to create awareness about a variety of issues and opportunities in the community. One of the outreach goals for KALA continues to be to provide a voice for non-profits that could not otherwise afford to pay for air "time" via legacy media in this market. In doing so, KALA is seen as a media ally, but furthermore, the station is seen as a partner in the progress various groups and agencies are making

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: Staff involved at KALA serve in a variety of roles in the community-- as clergy, as community board members, as volunteers, as leaders in government & commerce, artists/arts presenters, and more. Staff members come from a variety of socio-economic backgrounds, experiences and communities. As a result, the station is responsive to information staff bring to management about current and ongoing needs in the community.

The station has been a continued partner with non-profit organizations' messages over the air, but also physically on site as an exhibitor at seminars/programs, and even sometimes as a stage presenter at a variety of community events -- with all of these activities serving thousands of people in Fiscal Year 2021.

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: A number non-profit organizations rely on KALA to help them connect with the community about their efforts. Some of them include: The Martin Luther King Jr. Center; League Of United Latin American Citizens (LULAC); Quad Cities Interfaith; Great Sounds Promotions/Quad-City Gospel Music Festival; The Mississippi Valley Blues Society; The Bix Beiderbecke Memorial Jazz Festival; QC United; and The

Polyrhythms Jazz And Heritage Festival. Additionally, KALA partners with a variety of presenters to pay tribute to the life and legacy of Dr. Martin Luther King Jr. each year in January, including Augustana College, Rock Island, Illinois.

Most local organizations we collaborate with offer free community workshops and educational opportunities year-round, and this information is broadcast on a regular basis. KALA is interested in uplifting the quality of life in the community by celebrating African American and Hispanic culture at various festivals and events in the region.

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 partners with the Davenport Community School District to offer a place for developmentally disabled youth to intern, and in doing so, gain valuable job experience. The program is called "Project Search," and has been implemented for the past four years. Almost all participants find meaningful employment after their internship at KALA.

An example of community outreach is our Spanish language programming to educate the people of the area about the dangers of COVID-19. We were the only electronic media outlet to reach this community with this information.

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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

A: Beginning in 2019, KALA partnered with community leaders to broadcast the first local Hindi language programming in the Quad Cities. This is an immigrant community our station is serving for the first time. KALA is the only electronic media outlet to broadcast Spanish language news and information to the Latino community. Our station continues to have a relationship with LOCAL audiences featuring LOCAL voices addressing LOCAL issues of concern for underserved communities, including the Latino and African American communities. Despite lack of CSG funding and a global pandemic, KALA worked to provide the underserved communities needed information in Fiscal Year 2020. KALA has been a champion of the Black Lives Matter movement. The station is also an advocate for fair and legal immigration. KALA regularly works

with the Consulate General of Mexico to announce Quad-City informational immigration events. With CPB funding in 2021, we hope to continue this ongoing community outreach.

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: Outreach planned for 2021 includes many of the same activities that have been a success in the past: the cultural music festivals that serve niche communities - forums - community activities, etc., and we plan to offer a workshop to discuss uses and impact of new media to the campus and the minority communities we serve. KALA is partnering with both a PBS affiliate and an NPR affiliate to do continued service to underserved communities in the Quad Cities.