



## **MATTERS OF RACE**

**Station Grantee Project Summaries  
Production and Screening Grantees  
September 2003**

### **Project Overview**

Stations in the Making Connections Media Outreach Initiative (MCMOI) will join with *Making Connections* sites and participating community stakeholders in presenting the voices and viewpoints of neighborhood residents on the issue of race – empowering the underserved. Normally underrepresented in the media, those interviewed will come from all areas of neighborhood life: residents, family service providers, faith-based leaders and congregants, grassroots groups, local political leaders, civic groups, shopkeepers and business owners/workers, educators, and students.

The process will be highly collaborative, with joint decision making by stations, stakeholders, and neighborhoods. Through the project, public television stations will play an essential role in motivating and supporting community action – and documenting ideas and concerns about resources and critical issues as an extension of the issue of race. Part of their shared work will focus on transforming neighborhoods into family-supportive environments.

### **KLRN – San Antonio**

KLRN set out to create a MATTERS OF RACE outreach campaign with the goal of engaging previous MCMOI and AMERICAN FAMILY community partners in the campaign while assuring that their voices are heard and seen on KLRN. To do this, KLRN decided to center their campaign around two items: interstitials and screenings. The result has been what Mary Rich, KLRN's vice president of education, has called, "One of the most rewarding projects KLRN has been involved with. We were able to respond to the needs of our community partners, and strengthen inter-departmental working relationships."

KLRN began by forging a relationship with San Anto Cultural Arts (SACA), which is dedicated to allowing people of all socio-economic backgrounds to realize their creative skills. SACA provides resources in art, journalism, and video production as tools for fostering community, social, educational, and human development. SACA and KLRN established an intern program where Judy Espinoza (18-years old) and Louis Tijerina (17-years old), who volunteered with SACA, became production interns for KLRN.

Judy and Louis served as producers, along with KLRN production staff, as they went into the community to create five interstitials that addressed similar issues that MATTERS OF RACE addresses. The interstitials consisted of five separate interviews with representatives from the following MCMOI partners: Principe de Paz; Macedonia Baptist Church; American Indians of Texas; Community of Churches for Social Action; and the University of Texas Cultural Policy Institute. Both Judy and Louis worked approximately 40 hours each producing these five interstitials, which will air in August and around the September broadcast of MATTERS OF RACE. The interstitials will also be streamed on KLRN's Web site (<http://www.klrn.org/Learning/mattersofrace.aspx>). As a result of this project, Judy and Louis both want to pursue an education and career in broadcast journalism.

KLRN believes strongly in bridging their outreach efforts and working with community partners. The MATTERS OF RACE campaign is being connected with other Making Connections projects, such as AMERICAN FAMILY and THE NEW AMERICANS. San Antonio's local office of La Raza, who is partnering with KLRN for a screening, will be involved in the AMERICAN FAMILY Hispanic celebration in October. KLRN did not convene an advisory board specifically for MATTERS OF RACE. However, they have an existing outreach advisory board consisting of MCMOI partners and city-wide representatives, which were alerted about the upcoming MATTERS OF RACE broadcast and project.

KLRN is planning three screenings to engage various community organizations and partners about MATTERS OF RACE. The station is leaning on their partners to publicize these events and help bring people to the screenings. The first screening is co-sponsored with the San Antonio local chapter of La Raza. National La Raza leadership is considering sending representatives to participate in the screening's panel discussion. The second screening is in partnership with the Macedonia Baptist Church, and the third screening is in partnership with the Cultural Policy Institute at University of Texas at San Antonio. The screenings at the Cultural Policy Institute and Macedonia Baptist Church will likely feature the local segments of MATTERS OF RACE. Panel members of these two screenings will include MCMOI representatives. Judy Espinoza, the student producer, will participate in all three panels.

KLRN is planning an extensive marketing campaign to promote the MATTERS OF RACE project. An article on the partnership with SACA and the student producers will run in the September issues of KLRN's member magazine, which will be read by 17,000 households. Promotion will also take place on KLRN's Web site, as well as in two San Antonio Spanish newspapers, and flyers that will be distributed to all MCMOI organizations.

It is estimated that the MATTERS OF RACE interstitials, which will be broadcast in August and September, will be viewed by 215,400 households, which is an estimated percentage of KLRN's of 718,000 viewing households. The projected number of households that will watch MATTERS OF RACE is 718,000.

**Reach:** 215,000 – interstitial broadcast  
718,000 -- series broadcast  
17,000 – print  
200 – events

## **WFYI – Indianapolis**

WFYI – Indianapolis centered their MATTERS OF RACE grant activities around two projects that both explored the issues of race and immigration: a series of preambles that air at the beginning of programs such as MATTERS OF RACE; and the production of a program entitled “Making Connections at the Crossroads.”

WFYI produced a series of preambles that air at the beginning of each program that is part of the “Making Connections” campaign. The local and national productions that were part of this campaign were used to stimulate dialogue about diversity, immigration and race. Each program has a preamble that featured a civic or community leader who discusses the central theme of the upcoming program. The upcoming MATTERS OF RACE broadcast contains a preamble entitled “Race: Matter of Illusion.” This preamble, as well as THE NEW AMERICANS preamble explores the issues of race, immigration and coming to a new country. The preambles explore themes from the shows, and provide the audience with an action item. The preambles, which are being streamed on WFYI’s Web site, helped create a bridge among the various programs and outreach campaigns.

The second component of the MATTERS OF RACE outreach campaign is the “Making Connections at the Crossroads” program. The term “crossroads” is important to WFYI because Indiana is often referred to as the crossroads state. “Making Connections at the Crossroads” is an hour-long program, in the style of a community conversation. Judy O’Bannon, the first lady of Indiana, hosted the program. The “Making Connections” program explored the changing issues in Indiana, such as the economy, jobs, social support, community connections, race, and diversity. The program addressed these issues by going to two Anne E. Casey neighborhoods and asked the community members about diversity. Work began in early May 2003, with the video shooting and editing done in June. The program aired twice on WFYI in the month of July 2003. WFYI is producing a second installment of this program to air in November 2003.

An array of community partners were used for both the preambles and the production of the “Making Connections at the Crossroads” program. These partners included local religious organizations (archdioceses, parishes, Jewish community centers), neighborhood associations, community centers, immigrant population groups, the American Asian Alliance, Indiana Historical Society, University of Indiana scholars, arts organizations, the governor’s and mayor’s offices, and the Casey neighborhoods. The partners served as advisors to WFYI, helping the station be inclusive and decide which community leaders should be featured on the program and preambles. Some community partners also provided research and staff to help with the production of the preambles.

The “Making Connections” outreach campaign is, essentially, a bridge linking several local and national programs and outreach projects that focus on race, diversity and immigration issues. MATTERS OF RACE is one program in the series, as well as LEGACY, THIS FAR BY FAITH, and the upcoming THE NEW AMERICANS.

WFYI reaches all of central Indiana (including rural, urban and suburbs), which is comprised of 1.4 million people and 120,000 households in that viewing area. The preambles and “Making Connections at the Crossroads” program could potentially reach this entire viewing audience.

Research began on the preambles and “Making Connections” program two years ago during the early stages of THE NEW AMERICANS outreach project. During this time, WFYI forged partnerships and relationships with community organizations, and began a dialogue about race, diversity and immigration issues facing Indiana. WFYI also participated in the mayor’s advisory task force, which provided information and background for the MATTERS OF RACE outreach campaign.

WFYI will promote MATTERS OF RACE primarily through the preambles and the station’s Web site (<http://www.wfyi.org/wfyi2003/crossroadConnections.asp>). A “Making Connections” logo was created to flag all show in the station’s member guide that belong within this outreach campaign, several of which were profiled in the publication. WFYI’s member guide reaches 27,000 households. The station’s e-mail newsletter is also used to publicize the campaign. The e-newsletter is sent twice a month, and is distributed to 8,000 households.

**Reach:** 1.4 million – preamble broadcast  
1.4 million -- series broadcast  
27,000 – print  
8,000 -- newsletter

## **Detroit Public Television**

Detroit Public Television (DPTV) centered their MATTERS OF RACE grant activities around three components: the creation of documentaries/interstitials by high school students; a publicity campaign designed and implemented by a group of high school students; and a screening event.

Originally, DPTV contacted all social studies teachers in the 29 Detroit public high schools and members of Detroit Area Film Teachers, and local members of the National Association of Multi-Cultural teachers, to encourage instructors to engage students to produce film segments on the topic of race. One school – Huron High School – responded to the call. A class of approximately 14 students produced six documentaries in which they interviewed fellow classmates about race and diversity issues. The students were given a six-week turnaround time to produce their spots. DPTV provided the high school students with the station readiness materials provided by Outreach Extensions, which included proposed interview questions and tip sheets. The students were encouraged to use these documents to springboard their production. These student documentaries will be used as interstitials to promote MATTERS OF RACE, and will be streamed on DPTV's Web site (<http://www.wtvs.org/mattersofrace/index.shtml>).

DPTV partnered with the University of Michigan at Dearborn to collaborate on the campus' "Write Link" project. "Write Link" is a five-day workshop for area high school students designed to give students practical, hands-on experience in designing and implementing publicity campaigns. "Write Link" took 14 junior and senior high school students and turned them into the "MATTERS OF RACE Ambassadors." The students used the MATTERS OF RACE background and station readiness materials to create a publicity campaign for the series. They wrote press releases (about the episodes and upcoming screening), conducted research on the show, wrote biographies, and created flyers to publicize the show and screening. The students were racially diverse, including African Americans, Arab Americans and Caucasians. Their diverse backgrounds allowed for them to discuss the issues at hand. The students distinguished on culture, not necessarily race, and they embraced their differences as valuable and helped to understand each other better. The students' materials will be the primary publicity tools used by DPTV, and will be posted on the station's Web site.

DPTV will convene a MATTERS OF RACE screening, which will take place September 17, 2003 on the campus of the University of Michigan at Dearborn. Clips of the program will be shown, followed by a reception and panel discussion. The panel includes Deborah Smith Pollard, head of the University of Michigan's African American Studies Department; writer Danzy Senna and director Phil Bertelsen from the MATTERS OF RACE project; and various scholars and professors from the University of Michigan. University of Michigan students, Huron High School students and teachers, as well as local high school students will be encouraged to attend the screening.

Although DPTV did not convene a community advisory board specifically for MATTERS OF RACE, they use their existing Community Advisory Panel to discuss the project.

This group meets quarterly, and in their upcoming September meeting, they will be shown the student interstitial films and be updated on the outreach campaign. The Community Advisory Board was used early-on in the campaign to obtain feedback about the MATTERS OF RACE project and generate “buzz” to help get the word out into the community about the project.

The MATTERS OF RACE outreach campaign will bridge with THE NEW AMERICANS outreach project, using the contacts and partners that came about from this project.

The outreach campaign will be marketed primarily through the Write Link publicity efforts. The broadcast and components will also be promoted on Detroit’s Web site and in the viewer magazine.

**Reach:**           2,600,000 -- interstitial broadcasts  
                      128,000 -- series broadcast  
                      281,500 – print  
                      6,452 – Web site  
                      150 – events

## **KPBS – San Diego**

KPBS centered their MATTERS OF RACE grant activities around community partnerships, relying on alliances formed during the outreach campaigns of THE NEW AMERICANS, BY THE PEOPLE, and AVOIDING ARMEAGEDDON. KPBS' goal was to bridge the partnerships formed during these projects to MATTERS OF RACE, with the organizations serving as advisors to this new project. KPBS' MATTERS OF RACE project focused on three components: a partnership with San Diego's Media Arts Center for teenagers to produce short productions about race; a screening with the Institute for Peace and Justice; and a broadcast of KPBS' public affairs program, "Full Focus," focusing on race in San Diego.

KPBS partnered with San Diego's Media Arts Center, which is an after-school program designed to engage at-risk youth in the media and arts. KPBS approached the Media Arts Center about recruiting teenagers to produce five- to ten-minute documentaries about race as part of the MATTERS OF RACE outreach project. Fourteen teenagers – all between the ages of 13 and 16 – volunteered their time to work on producing these documentaries, which focused on the family dynamics of race in San Diego. The Media Arts Center and KPBS convened production workshops for the teenagers in which they shared with them information about MATTERS OF RACE. The teenagers were primarily inner city youth of Latino and African American descent. The student documentaries will be streamed on the KPBS Web site. KPBS is in frequent contact with the Media Arts Center on this project, often communicating via phone and e-mail twice a week.

KPBS is partnering with the Joan B. Kroc Institute for Peace and Justice at the University of San Diego (IPJ) to co-sponsor a MATTERS OF RACE community screening on September 17, 2003. The IPJ is including the MATTERS OF RACE screening as part of their fall film series, ensuring that the event is publicized to their constituency. The screening event will include showing 45 minutes of MATTERS OF RACE, and a four-minute clip reel of THE NEW AMERICANS. A panel discussion will follow with producers, local experts on community, partners, and advisory board members serving as panel members. KPBS anticipates approximately 200+ screening attendees, including members of the general public, students and the university community, representatives from other partnership organizations and their constituencies. KPBS is in frequent contact with the IPJ about the screening, often communicating via phone and e-mail twice a week.

As a result of a recent mapping survey of local immigrant refugee communities, KPBS and THE NEW AMERICANS advisory board are collaborating to provide shuttle busses to transport San Diegans to the IPJ who may not have access to transportation. The shuttle service will be promoted on the event flyers.

KPBS is dedicating a broadcast of their nightly public affairs program, "Full Focus," to the issue of race in San Diego. The KPBS Outreach and Production departments are currently determining the program's content. The program will broadcast during its nightly television spot (6:30 p.m.) in September to coincide with the MATTERS OF RACE broadcast. "Full Focus" has an average nightly reach of 8,300 San Diego County

households. Additionally, KPBS will produce 15-second spots promoting MATTERS OF RACE that will air around “Full Focus.”

KPBS did not convene an advisory board specifically for the MATTERS OF RACE project. However, the station does have a larger community outreach advisory board in which they frequently share information about projects, including MATTERS OF RACE.

KPBS plans extensive promotion around the MATTERS OF RACE campaign, to include publicizing the program components on the KPBS Web site (averages 51,000 hits per month); features in *On Air* magazine, the station’s program guide (reach is 46,000 households per month); promotional spots; features in KPBS Outreach’s *Making Connections* newsletter; and flyers (distributed at station and community events, and the San Diego library system). In addition, IPJ will promote the screening on the University of San Diego’s Web site, which receives approximately 35,871 hits per day.

**Reach:** 8,300 – public affairs broadcast  
200,000 -- series broadcast  
54,000 – radio (The Lounge)  
70,000 – Web sites  
46,000 – print  
900 – events (naturalization event, screening)

## **Connecticut Public Television**

Connecticut Public Television (CPTV) centered their MATTERS OF RACE grant activities around two projects: the production of a documentary entitled “Looking Through My Lens ... Kids on Diversity,” and a screening event.

CPTV sought to bring stories of race and diversity from Connecticut high schools to the television screen. Students from four high schools – American School of the Deaf, Greenwich High School, Bloomfield High School, and Middletown High School – were chosen for multiple levels of diversity. Teachers helped convene groups of students from each of these schools who worked together to produce five-minute vignettes about diversity in their schools. During a three-month production process, the teams of students examined what diversity means to them, what issues they faced, and how they see themselves with respect to race.

These four vignettes were shown during a live broadcast of a show entitled “Looking Through My Lens ... Kids on Diversity.” The program was moderated by Wendy Nelson Kauffman, Connecticut high schools’ teacher of the year, and Anita Ford Saunders, a consultant on the project and part of the Hartford Urban League. This one-hour program aired live with students in the studio for a discussion, which focused on how much a factor race is in students’ daily lives and how the student bodies congregate along racial lines. The program was broadcast in February 2003 from a studio in Hartford’s predominantly Hispanic Frog Hollow neighborhood.

CPTV decided to focus on youth and diversity because of the station’s continuing projects on the themes of race and diversity. Three years ago, CPTV produced diversity vignettes, and also created a documentary on diversity in Connecticut.

“Looking Through My Lens ... Kids on Diversity” had a high community reach. Statewide, CPTV reaches approximately a half-million households in 169 towns and school districts (suburban and inner city communities). Additionally, the program was shown to students in each of the four high schools, and was distributed to approximately 300 Connecticut public libraries. Further, the vignettes were made into interstitials that have aired continuously on CPTV and on CPTV 2 (the station’s cable outlet).

CPTV will convene a screening in fall 2003 to coincide with the national broadcast of MATTERS OF RACE. CPTV is currently working on establishing a MATTERS OF RACE advisory board that will work on planning the screening event. The advisory board will include about a dozen community members, including representative from the faith community and from the Making Connections group. Project consultant Anita Ford Saunders is identifying potential board members and community partners. The board will assist CPTV in publicizing the screening and the MATTERS OF RACE broadcast. They will also help with determining what else CPTV can do with the “Looking Through my Lens...” program and the student vignettes.

Currently, CPTV does not have plans to bridge MATTERS OF RACE with existing or upcoming outreach projects. However, programs such as this and AMERICAN FAMILY

(as well as their outreach endeavors) are very important to CPTV because of the state's large Hispanic population. Connecticut has the second-largest concentration of Hispanics in the United States (California has the largest).

CPTV will promote MATTERS OF RACE and its outreach campaign through the station's Web site (<http://www.cpbj.org/EducOutreach.asp>). The "Looking Through my Lens..." program will air around MATTERS OF RACE, and the vignettes will continue to air throughout the year.

**Reach:**           500,000 – interstitial broadcast  
                      500,000 – series broadcast  
                      5,000 – Web site  
                      200 – events

## Maryland Public Television

Maryland Public Television (MPT) centered its MATTERS OF RACE outreach campaign around the production of three short documentaries about race and culture in Maryland, produced by three video journalism students from the University of Maryland at College Park. The three documentaries will air as part of “Direct Connection,” MPT’s local news show, and will air around MATTERS OF RACE.

The three student journalists are currently in the process of filming their short documentaries. Each of the filmmakers model diversity; they are all of different racial and ethnic backgrounds. Each filmmaker is focusing on a different theme related to race and culture. The first story focuses on diversity and race issues among several racial groups. The second story explores the issues related to bi- and multi-racial children, and how they identify and deal with this ambiguity. The third story looks at the services that are provided to Latino immigrants in the local public school system, and notes how the system is not equipped to support this group. The three filmmakers were given the station readiness materials provided by Outreach Extensions. The students found these documents useful and helped them frame their documentary process. The students will work with MPT production staff in August to edit and produce their segments.

MPT began this endeavor by partnering with the local chapter of the National Association of Black Journalists, which helped to spread the word about the MATTERS OF RACE project and helped MPT identify schools with excellent student journalist candidates.

The MATTERS OF RACE campaign is part of MPT’s ongoing outreach campaign that explores race and identity issues. Maryland has a strong connection with issues of race; especially since it is a state with strong ties to the Underground Railroad (the state of Maryland had several stops on the railroad). Programs included in this campaign include BECOMING AMERICAN: THE CHINESE AMERICAN EXPERIENCE, AMERICAN FAMILY; and several African-American history documentaries.

The MATTERS OF RACE campaign will be promoted through a variety of venues: on-air; part of “Direct Connections;” and on MPT’s Web site (<http://www.mpt.org/mptinthecommunity>) in which each documentary will have a Web page as part of the outreach pages on the site. The three segments will air in September around MATTERS OF RACE, and as part of “Direct Connection,” which has an average audience reach of 16,000 households. MATTERS OF RACE could potentially be viewed by MPT’s entire member base, which constitutes 70,000 households.

**Reach:** 160,000 – interstitial broadcast  
200,000 -- series broadcast  
50,000 – Web site

## **Howard University Television, Washington, D.C.**

Howard University Television (WHUT) views the MATTERS OF RACE project as part of their ongoing outreach campaign to examine public attitudes about race and racism. As part of this outreach effort, WHUT is promoting MATTERS OF RACE through race-related topics on their television program "Evening Exchange" and "@Howard," as well as a series of interstitials. WHUT is also convening a MATTERS OF RACE screening event in September of 2003.

"@Howard" is WHUT's weekly primetime, hour-long program of master classes, lectures and performances by resident and visiting scholars, artists and political leaders. "@Howard" airs Sunday evenings at 8 p.m. on WHUT, with an encore performance Wednesday evenings at 6 p.m.

WHUT produced five "@Howard" programs directly related to MATTERS OF RACE. Those programs featured Congressman John Lewis discussing the struggle for civil rights in the 1960's; Jesse Jackson discussing Generation X/Generation Next and the evolving civil rights agenda; Julian Bond defending affirmative action policies and reflecting on the legacy of the pioneers of the Civil Rights movement; Tom Jones, executive at Citicorp Financial Institution and former civil rights activist in the 1960's, discussing America at a crossroads with race, and African Americans and the high cost of oppression in corporate America; and Billy Martin (famed attorney of the Monica Lewinsky defense team) discussing "Driving While Black," which explored the high incidence of African Americans stopped for traffic checks in relation to white Americans.

"Evening Exchange" is the only locally produced primetime weekly news analysis program in Washington, D.C. The program, hosted by veteran news journalist Kojo Nnamdi, features local and international journalists, leading decision makers, opinion shapers, business leaders and social activists. Breaking news and current affairs are explored and debated from a diverse perspective in this talk-magazine format. "Evening Exchange" is taped Friday afternoons and airs Friday evenings at 8 p.m., with an encore broadcast on Sunday evening at 6 p.m.

WHUT produced four "Evening Exchange" programs to coincide with MATTERS OF RACE topics. Those included a one-hour program on the legacy of Emmett Till, which aired in connection with PBS special, "The Emmett Till Story." The three other "Evening Exchange" programs featured topics on diversity in science; the University of Michigan affirmative action case; and the human genome project that examined race in genetics, genetic research, and research on specific diseases affecting people of color.

WHUT also produced a series of interstitials designed to explore MATTERS OF RACE-related topics. WHUT and the Howard University Student Training program collaborated to produce six interstitials that explored race and the generational cycle of poverty through the lens of six Washington, D.C. public school students in elementary, middle and high schools. These interstitials were also produced as part of the LEGACY outreach project. More than 50 public school students participated in the interstitials production process. In addition, WHUT produced interstitials on the station's Brown vs.

Board of Education programming and the legacy of Howard University faculty, staff and students in the Brown case and their current impact on race relations. The interstitials will air in September around the broadcast of MATTERS OF RACE.

“Evening Exchange,” “@Howard” and interstitials reach 2.2 million households (WHUT’s viewing reach). Additionally, “@Howard” airs on ResNet, Howard University’s internal campus television station, which reaches an additional 12,000 people.

WHUT will convene a MATTERS OF RACE screening on September 11, 2003 at the Howard University Studios. The screening event will feature a reception, screening of the interstitials, a preview of the upcoming MATTERS OF RACE episodes, and a panel discussion. The panel members will include Orlando Bagwell, executive producer of MATTERS OF RACE; Howard University professors of economics, political science, and sociology; and University of Maryland and American University professors. WHUT is inviting a host of constituencies to the screening, including station members, community partners, campus staff and students, press, and station donors. WHUT estimates approximately 100 attendees for the screening event. In addition, moderating the panel will be a radio personality from WHUR, the station’s affiliate radio station and the number one radio station in the market. The event will be cross-promoted on WHUR Radio with Orlando appearing on the morning drive talk radio show where he will discuss MATTERS OF RACE and the screening. The screening will also be promoted at the Howard University Bookstore.

WHUT partnered with many community organizations on the MATTERS OF RACE project, including Howard University School of Communication, the National Humane Genome Center, the National Institutes of Health, Howard University Hospital, the National Education Association, and the D.C. public school system. WHUT had weekly contact with nearly all their partners. There was limited initial contact with the D.C. public school system because of the Beltway Sniper. Safety issues relating to the case prohibited any organization from making contact with schools and students during that time. The community partners served many different roles in the outreach project. They provided consultation on the project; provided input on which communities should be reached; screened the various program segments; and helped WHUT plan for long-range outreach activities.

WHUT plans to promote the MATTERS OF RACE outreach campaign through the following vehicles: WHUT’s Web site, WHUR Radio, community newspapers, on-air promos, and working with community partners to spread the word to their constituencies. Additionally, WHUT has designated MATTERS OF RACE as the stations first program to be featured in its “PBS Program Club.” The program club is a local/national co-branded initiative that builds awareness and helps viewers connect to their community, ensuring additional promotion of the show.

**Reach:** 2.3 million – interstitial broadcast  
2.3 million -- series broadcast  
100 – events

## **Milwaukee Public Television**

Milwaukee Public Television centered their MATTERS OF RACE outreach efforts around three of the station's locally produced programs, as well as a series of story time hours for children and workshops for adults. Milwaukee Public Television's goal for the MATTERS OF RACE outreach project was to familiarize the regular audiences of their locally-produced programs with MATTERS OF RACE and the concept of race and diversity. The three local programs included in this campaign were *Black Nouveau*, *Adelante*, and *Inside View*.

*Black Nouveau* is an African-American affairs series that explored race and how it is used to categorize people and groups. This Black Nouveau program aired April 2, 2003, and was viewed by approximately 8,000 households.

*Adelante* is a Latino affairs program, which took a similar approach to race as *Black Nouveau*. The program explored the concept of race and racism in Milwaukee. This program was also broadcast in Spanish.

*Inside View* is Milwaukee Public Television's flagship public affairs series that airs weekly. The program that was devoted to MATTERS OF RACE themes explored the concept of Native American cultural awareness in the city. This was the only show of the three that went outside Milwaukee Public Television's studio and into the city, exploring the issues of race and culture in a "real" setting.

Milwaukee Public Television worked with several community partners on the three broadcast programs, including local Making Connections organizations, 4th Street Forum-Turner Hall, Milwaukee Area Technical College, the Milwaukee public school system, and United Community Center. These partners participated in the MATTERS OF RACE project in a consulting and advisory capacity.

The three programs were promoted on Milwaukee Public Television's Web site, as well as the stations *Fine Tune* programming guide. The programs were promoted on air through a series of promos for each of the three shows. The shows were also promoted to Milwaukee's public school system through a series of press releases, flyers and phone calls. Flyers were distributed to partnership organizations that distributed them to their constituencies. The organizations also promoted the programs in their newsletters.

Another aspect of Milwaukee Public Television's MATTERS OF RACE outreach campaign included workshops entitled "Different and the Same," which were presented as story time groups for children and workshops for adults. Five story times and three adult workshops were convened. The children's story time workshops used dolls that were of different ethnicities and races in order to prompt discussion about difference and similarities. Stories were read that explored issues of race and diversity. The adult workshops focused on the concepts of self-esteem and respect for others. Participants worked on a multi-cultural craft of cooking project.

Several schools and local learning centers partnered with Milwaukee Public Television for the story time workshops. These organizations included the East Side Library, Martin Luther King Library, MPS Maryland Avenue School, MPS Clement Elementary School, Children's Outing Association, Guardian Angel Learning Center, MPS La Escuela Fratney, and the Sixteenth Street Community Health Center. These community partners provided space for the workshops, as well as helped to recruit participants. Approximately 200 children and 65 adults were reached as part of these workshops.

**Reach:**           100,000 – interstitial broadcast  
                      200,000 -- series broadcast  
                      705,935 – Web hits  
                      300,000 – print  
                      265 – events

## **KET/Kentucky Education Network**

Kentucky Educational Television (KET) centered its MATTERS OF RACE outreach efforts around two elements: a community awareness program implemented through radio promotional spots, and a series of community screening events.

KET's outreach efforts serve to meet the needs of Louisville's rapidly growing foreign-born population, while addressing concerns and awareness of race and racial issues in the community. Between 1990 and 2000, the number of Kentucky's immigrant citizens nearly tripled, with Louisville experiencing a growth in its foreign-born population by more than 130 percent. KET's intended outcomes are to promote awareness and tolerance towards Louisville's minority and foreign-born neighbors; and promote tolerance and acceptance amongst the various races and ethnicities in the target neighborhoods.

KET will produce two radio promotional spots that will promote MATTERS OF RACE, as well as serve as part of a larger public awareness campaign to raise community awareness of the presence of the city's foreign-born neighborhoods and promote acceptance and understanding. This campaign stemmed from a needs assessment, which was conducted in partnership with Louisville's immigrant population leadership. As a result, KET discovered a great need for the recognition and understanding of Louisville's community at-large and its growing immigrant residents.

The 30 second radio spots will be broadcast over two major radio conglomerates: Clear Channel Radio's eight stations serving the Louisville metro area, and Radio One's five local stations. Clear Channel Radio's broadcasts will reach a market share of more than forty percent of a total market of 900,000 listeners. Radio One's broadcasts will reach a large, young population of primarily African-American listeners. Clear Channel Radio network has agreed to provide matching radio minutes for minutes purchased at a 50 percent ratio. The radio spots will feature people from throughout the community. The radio producers will attend meetings of World Communities of Louisville, a KET community partner, in order to identify various community members who will be featured in the radio spots.

KET is also conducting four community screening and discussion events to promote MATTERS OF RACE. The screenings will take place in four Louisville neighborhood community centers. Each screening will feature clips of MATTERS OF RACE and will be professionally facilitated by a local community member. After each of the screenings, the attendees will divide into small group discussions about MATTERS OF RACE topics. A representative for each group will then share with all the participants what the small groups discussed. The screening facilitator will create summaries of the discussions, which will be used by KET and the Louisville Mayor's Diversity Taskforce. KET is expecting between 30 and 50 attendees at each screening.

KET formed partnerships with several local constituencies for the MATTERS OF RACE outreach campaign. One partner is the World Communities of Louisville whose mission is to eliminate the causes of discrimination; support and empower immigrants and

refugees in Louisville, the Commonwealth of Kentucky and nation; and celebrate and promote cultural diversity. World Communities of Louisville provided KET with access to the leadership of the Louisville immigrant community. KET will further leverage its relationship with the World Communities of Louisville to explore partnerships with other immigrant organizations on an ongoing basis.

KET created an extensive partnership with the Louisville Metro Government, specifically the Louisville mayor's office who is providing behind-the-scenes support through their local television station, employee newsletter, the mayor's radio addresses, press conferences, as well as applicable promotional opportunities.

**Reach:**       500,000 – radio promotion  
                  700,000 -- series broadcast  
                  400 – events

## **KQED -- Oakland**

KQED centered its MATTERS OR RACE outreach campaign around a series of interstitials produced by two local youth media production groups, and a community screening. KQED embraced the MATTERS OF RACE project as an opportunity to provide something meaningful for its community neighborhoods. The station began their outreach endeavors by meeting with its MCMOI working group, which helped advise the station and identify community groups with which to work.

KQED wanted to take a grassroots approach to the outreach project, and decided to work with youth to produce a series of interstitials to promote MATTERS OF RACE. The stations worked with two youth production agencies to create the spots: Black Dot Incorporated (part of the East Side Arts Alliance) and the Native American Health Alliance. Black Dot Incorporated works mostly with African American, Latino and Southeast Asian youth. The Native American Health Alliance works with Native American youth. Both organizations created three 30-second interstitials. All of the interstitials focused on race relations, taking a “man on the street” approach. Topics include examining interactions with police, race relations since September 11, and classroom racism.

The spots were created by approximately ten youth total from both organizations that ranged in age from 14- to 19-years old. In addition, the youth production groups asked local music and dance groups to lend their talents to the interstitials; original music and performance art were created for the spots. The youth producers used MATTERS OF RACE clips, as well as the tip sheet and interview questions in their production efforts. Because KQED’s audience demographic is primarily upper- to middle- class, these interstitials provided the two youth organizations the opportunity to reach an audience that does not always hear about issues of race that affect community youth.

When Black Dot Incorporated and the Native American Health Alliance embarked on the production of the interstitials, they began by convening seminars with local youth in which they showed MATTERS OF RACE clips and discussed issues of race. These three seminars were video and text recorded and will be used by KQED as part of other outreach projects, as well as to develop curriculum. In addition, KQED will use the seminars and interstitials as part of its “4 by 4 Community Dialogue” project. This project pairs KQED with three community partners: MANA, the American Library Association and the Anti-Defamation League. The group plans to conduct an event that can be replicated in four Bay Area sites. The event will focus on race issues and youth, and they will use the MATTERS OF RACE youth interstitials and seminars as a key part of event.

The interstitials will be broadcast on KQED in primetime and around programs such as “P.O.V.” Because the station typically does not promote a program for more than ten days prior to its broadcast, the interstitials will have a life beyond MATTERS OF RACE on the station’s Web site. All of the interstitials will be streamed on KQED.org. The Web site also contains perspectives from Bay Area youth, bios on the youth filmmakers, and links to the community organizations.

KQED is also convening a screening to promote MATTERS OF RACE. This event will take place Sunday, September 21, from 3 - 5 p.m. The screening will be convened at the Parkway Theater, which exists in an MCMOI neighborhood. Besides being a venue to promote MATTERS OF RACE, KQED is also using the screening as a way to engage several of the community-based organizations in the MCMOI neighborhoods. The screening will feature clips from MATTERS OF RACE, as well as the interstitials. Following the screening, a panel discussion will be held with the student filmmakers and a local producer of MATTERS OF RACE. KQED will send invitations to the screening to the station's previous event attendees, community partners, teachers, and local neighborhood residents. Posters will be placed in local shops, and the screening will also be featured on the home page of KQED's Web site. The station hopes to have approximately 100 attendees at the screening.

KQED will promote MATTERS OF RACE outreach campaign through a variety of venues. The interstitials will air on KQED primetime, which has a reach of 52,000 people. Announcements will be made on KQED's radio station, which reaches an audience of approximately 35,000. Promotion will also be done on the Web site, which receives approximately 60,000 hits per day; and in *Fine Tuning* (KQED's member magazine), which has a monthly circulation of 80,000.

**Reach:** 1,040,000 – interstitial broadcasts  
208,000 – series broadcast  
35,000 – radio  
180,000 – Web hits  
100 – events (naturalization event, screening)

The Annie E. Casey Foundation (AECF) is generously supporting the Making Connections Media Outreach Initiative (MCMOI), which is designed and managed by Outreach Extensions. The purpose of this vital outreach effort is to link public television stations to local stakeholders, which serve various constituencies, as a means to strengthen youth and families and build effective communities.



**The Annie E. Casey Foundation**

The outreach campaign was developed and managed by Outreach Extensions.  
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