

## **DESCRIPTION OF COMMITMENT TO THE WATSONVILLE AREA**

KQED's principal reason for pursuing this transaction with the KTEH Foundation is the opportunity it offers to establish a South Bay and Monterey Bay area public television service that will serve the region's diverse educational, ethnic and cultural communities. The service areas of Stations KQED, KTEH and KCAH substantially overlap and thus provide the opportunity to diversify and strengthen their program services throughout the entire San Francisco Bay Area, Peninsula and Central Coast. The cost savings of a combined operation and the ability to bring exceptional public television services, programs, and impacts that are greater than each can provide separately to underserved communities are critical in sustaining the future of a viable public television service in the region. Providing complete access to the National Program Service offered by PBS and delivering quality local programs and services that serve the people of the South Bay and Central Coast will be a fundamental focus of KQED's mission, using proven models that extend the impact of these programs.

Currently, Station KQED is the only station in the area offering the full range (100%) of programs distributed by PBS; Station KTEH broadcasts approximately 40% of that programming and then on a delayed basis. Station KCAH operates as a 100% satellite of Station KTEH, offering no unique programming. By integrating the operation of the three stations, KQED will be able to provide the PBS National Program Service to the entire San Jose and South Bay area, as well as offering differentiated programming over Stations KTEH and KCAH designed to serve the unique ethnic and cultural communities located in the San Jose and South Bay area.

KQED is now working on a comprehensive plan, including a significant research project to seek input from the communities served by KQED, KTEH and KCAH about the programming and services they would like delivered by the stations and seeking funding to take advantage of

the programming opportunities made available by the ownership of the three stations and to increase programming and educational services in the area. To that end, KQED has identified three goals: first, to optimize the existing programming across all the current channels and the additional channels DTV operation will provide, with up to six possible channels per station covering both analog and the digital spectrum and significantly expanding digital services in the KCAH and KTEH coverage areas; second, to improve the diversity of service to the Bay Area by bringing the voices of underserved and underrepresented people to the attention of everyone else in the Bay Area while serving as a catalyst to engage citizens, promote dialogue, and facilitate positive change, and third, to serve those who do not have access to high quality, public television based educational services.

In order to assure that its programming is attuned to the needs of the Station KTEH and KCAH service areas, KQED plans to ascertain the programming and educational television needs of the South Bay Area as well as to design educational and other outreach efforts that will be responsive to the needs and desires of the residents of those areas, including the large Hispanic population in the Watsonville area. As a part of that effort, three examples of current KQED-produced programs that can emphasize the people in the South Bay and Central Coast regions are the weekly series *Spark* and *Quest*, and the monthly series *Truly CA: Our State, Our Stories*.

KQED has produced 73 *SPARK* episodes showcasing the work of more than 219 Bay Area artists and arts organizations to date. The television series has also offered on-air promotions for more than 600 local art events and activities. The “*SPARK* in Education” team has conducted 72 workshops and produced 82 individual Educator Guides featuring the work of these local groups and delivered more than 40,000 educational modules to teachers and schools

throughout the region via internet downloads and over the air broadcasts. Access to the Watsonville region will allow KQED to expand *SPARK*'s arts community coverage and educational outreach to the Central Coast and build a more robust outreach presence in the South Bay as well.

*Quest*, a weekly half-hour television magazine show focusing on science, that includes a comprehensive outreach project to provide educators, local science and environment institutions, and the general public with a central portal to information and resources related to local science and environment issues through an interactive website. With the abundance of scientific resources, opportunities to explore the natural world, and compelling stories about local science and environmental topics in the Bay Area and the Central Coast, this series delivers advancement in community understanding of, and involvement in, the stewardship of the region's unique and vital natural resources as well as awareness of the scientific discoveries made locally every day.

Demonstrating a commitment to local, independent voices and perspectives, KQED's *Truly California* is a monthly showcase for the best documentary films about California made by independent, non-fiction filmmakers. The films cover a broad spectrum of topics, including the premiere episode of the second season, *Nuestra Familia, Our Family*, which explores the growing trend of youth gang violence in Latino communities in Salinas. While the *Truly California* project does not currently include a community outreach component, the partnership with KTEH and KCAH will help to develop local outreach services that will leverage films like *Nuestra Familia* to engage community leaders, media, and average citizens in active dialogue. Additionally, through this new partnership, KQED intends to put out a call for specific projects that focus on South Bay issues and a separate call for projects focusing on community concerns that effect Central Coast.

In addition to these efforts to integrate the South Bay into the regional public television service envisioned by KQED, KQED plans to take the following steps to assure that it is responsive to the needs of the Station KCAH services:

1. Adding one individual or more from Station KCAH's service area to KQED's community advisory board at the next available vacancy. (Four current KQED CAB members reside in the South Bay area.) That Board was established pursuant to the requirements of Section 396(k)(8)(A) of the Public Telecommunications Act of 1978 to provide counsel and advice to the management of Station KQED in order to assure that Station KQED's programming reflects the interests and concerns of the area it serves.

2. Add a representative from the KCAH service area to the Finance Committee of KQED's Board of Directors. The Finance Committee supervises KQED's budget and monitors management's performance to assure that KQED is pursuing the comprehensive long-range plan adopted by the Board of KQED.

3. KQED's Board of Directors consists of 27 individuals from 13 different communities within the reach of its signal including seven current Board members from the South Bay coverage area. One Board member (who also serves Vice Chair and officer of the Board, and as a member of the Executive Committee), Mr. John Sobrato, resides in Saratoga, CA, which is within the Grade B contour of Station KCAH. Another individual from Saratoga, CA, Mr. Greg Jamison, has been included on the 2006 Board slate for election to the Board in January. There is no vacancy on the Board which KQED can use to add a third representative of the KCAH service area at this time, but KQED will add another representative from the KCAH service area to its Board at the next opportunity. Under its By-Laws, KQED's Board is elected by its members and, in accordance with the terms of its By-Laws, KQED's ballots for this year's

election are already out.<sup>1</sup> KQED cannot expand the Board without a vote of its membership and thus there is no opportunity to add another KCAH representative to the Board at this time.

However, KQED will include a third representative from the South Bay area on its next ballot or, should a vacancy occur, before the next ballot is issued, KQED will appoint an individual from the KCAH service area to the Board. Over the past 10 years, KQED has experienced an average of approximately 1 vacancy per year on the KQED Board.

4. KQED plans to open a storefront service site in the Watsonville/Monterey Bay Area to provide a place for the community to connect with KQED, its workshops and other activities. While the facility may not be staffed daily, it will be maintained as a point of contact for the community and KQED's educational team (EdNet), which will work with local schools and educational organizations in the area. EdNet's current programs focus on reaching underserved populations and utilizing KQED's incredible library of educational and entertaining public broadcasting programs that enhance literacy, build parenting skills and prepare youngsters for entry into formal educational environments. KQED will commence its roll out of educational services by conducting educational outreach community needs assessment in the Santa Clara, Monterey, and San Benito county service area. However, in time and with additional financing, KQED hopes to transform this facility into a local content origination point that will permit the production of programming in the Watsonville area.

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<sup>1</sup> Under the current By-Laws, the members of KQED can nominate candidates for the election to the Board. While that has not occurred in several years, it has happened in the past. Hence, KQED cannot guarantee that management's nominees will be elected to the Board if the membership nominates candidates as well. Viewers in the Station KCAH service area who make membership-level contributions to KQED will be members of KQED and will be eligible to vote for the members of the Board and to nominate members, if they so desire.

5. KQED will maintain a toll free telephone line from the Watsonville area to its studios in San Francisco and will maintain the local public records file for Station KCAH at its local store front facility.

Given this commitment to the South Bay and Central Coast area served by Station KCAH, the presence of individuals within KCAH's service area on its Board, and its commitment to add representatives of the KCAH service area to its governing bodies, KQED submits that it has demonstrated that its governance of Station KCAH will be representative of the KCAH service area, that it will be responsive to the needs, interest, concerns and problems of the area, and that it is qualified to hold the license for Station KCAH.