

The following is from the Corporation for Public Broadcasting (CPB) Station Activity Survey (SAS) from 2014:

- 1. 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.***

KWMR positions the station as a platform for all community members. The Mission Statement for the radio station reads:

KWMR is a vital resource for building and sustaining community, standing ready to serve in times of emergency, airing locally relevant information and entertainment to listeners, creating a forum through which every voice can be heard. Our station offers instruction and experience in radio production and broadcasting skills to members of all ages.”

We take it very seriously and have an open door to all non-profits, NGOs, local businesses, schools, and libraries.

KWMR does this by crafting a schedule that includes both music, talk and plenty of places to host people from the community on the air as well as offering both Underwriting to local businesses and non-profits but also a Public Service Announcement program. Interviews range from ten minutes to one hour on a variety of topics and we chronicle our Quarterly Issues including topics of the arts, Bi-Lingual/Español, Community Improvements, Economy, Education, Emergency/Disaster, Environment, Food/Farms/Agriculture, Gardens/Plants, Health and Psychology, Housing, Law/Legal, Media, Politics/Activism, Race, Recycling, Religion/Spirituality, Science/Tech, Seniors, Sports, Society/Culture, Teens/Youth, Transportation, Veterans/Military and Water.

KWMR broadcasts on three frequencies, 90.5 FM, our main transmitter at 230 watts which covers the northern part of our listening area and 89.9 to the south, that covers communities in West Marin that are geographically separated from the signal due to terrain as well as a new frequency in 2014, 92.3 in the San Geronimo Valley. The newest frequency has engaged a population of listeners who are very much part of our community, but have not been able to get a reliable signal (again due to terrain) since KWMR went on the air fifteen years ago.

In addition to broadcasting the signal, KWMR also streams, is available on several public radio apps and we have a dynamic web site where listeners can hear archived programs for up to 14 days. KWMR also has a Facebook page and sends out a weekly E-newsletter to over 2000 subscribers with a 25-30% open rate. The station also places a schedule of program highlights in three local weekly newspapers.

The station is an important portal for weather, tides and surf advisory information. This information is given out each morning at 8 am and throughout the day, especially when there are alerts from the National Weather Service. KWMR has a close relationship with first responders from the fire departments as well as County Public Works, the Sheriff and California

Highway Patrol. The station is also mentioned on the National Park Service AM 1610 information frequency as a “go to” for up-to-date traffic and weather information.

2. 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.

KWMR strives to be the voice of the entire community. Organizations that KWMR has partnered with include the following:

1. KWMR invites the two West Marin weekly newspapers to participate in promoting the weekly headlines and stories. Both papers also serve as Underwriters in a “trade” for publicizing KWMR programs that will be coming up on the air the following week. The radio station works to help the papers get the word out and vice versa.
2. KWMR partners with multiple non-profit organizations in our broadcast area, and some outside that provide vital services for our residents.
 - a. Local community centers that host meetings, concerts, performances, and youth and senior programs.
 - b. Social services agencies that provide mental health, senior assistance, and assistance to low-income residents including the local food bank.
 - c. Agricultural non-profits that work with local farmers, ranchers and work to preserve farmland in perpetuity in our area.
 - d. Schools and area pre-schools that provide education and programs for youth and their families.
 - e. The Marin County Free Library has four branches in the broadcast area. They are on the air each week and the radio station partners to promote literacy and library events.
 - f. KWMR works with the local Community Health Clinics to let patients and community members know about programs offered.
 - g. Temas Immigration is a program broadcast entirely in Spanish that includes an immigration attorney from the Canal Welcome Center and an employee from West Marin Community Services.
 - h. Other non-profits that KWMR partners with include local history centers and museums, literary and art organizations and music festivals.
3. KWMR partners with the following government agencies in order to get information out to the local community.
 - a. Marin County government agencies including the different departments such as Public Health, Public Works, Registrar of Voters etc.
 - b. The National Park Service. KWMR is located in a community adjacent to the Point Reyes National Seashore. Restoration, wildlife and other natural phenomenon are regularly covered on the airwaves.
 - c. KWMR also partnered with several regional water districts during the recent drought to Inform listeners about where their water comes from and how to conserve and other programs offered by the different districts to assist customers with conservation efforts.
 - d. KWMR also partners with local first responders (Sheriff, Fire Departments, California Highway Patrol in order to get emergency and road closure information out to listeners.

- e. KWMR works with local schools and after school programs with the Youth DJ project as well as inviting teachers to participate with students on the air to inform the community about local school projects. The Superintendents of the local school districts as well as school board members are invited to talk about what is happening with district programs and budgets.
- f. When the local business community has things going on they are invited on to any number of different programs to discuss what is happening.

3. *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.*

During our series last spring and summer where the station covered the drought and conservation by talking with the five different water districts that serve the listening area as specialists on personal and small community water systems and wells, we know that folks were listening.

North Marin Water District had an event where they handed out water conservation materials and devices to customers. As a customer of the district as well as the station manager and programmer who covered the water issues, when I showed up, the district manager let me know that several of the people who had already come and gone, had heard about the event on KWMR.

The station has been proactive in partnering with other organizations as a “media sponsor” in order for folks who are not familiar with KWMR to learn about the station as well as to educate our listeners about other organizations.

The most important example of listeners being well served by KWMR occurred on August 24th, following the Napa earthquake. Once the shaking had woken us all up at 3:20 am, things began to unfold. Within seven minutes of the quake striking several things happened.

1. KWMR’s disaster council member were already reporting in on the West Marin Disaster Council radio system.
2. First responders from local Fire Departments and County Fire were checking in with regional dispatch and with the disaster Council.
3. Chief Transmitter Engineer, Richard Dillman had activated his remote studio and used “break in” technology to use the telephone to call in and put KWMR on the air.

The rest is history. KWMR was the only radio station in the San Francisco Bay Area that was on the air with live updates for over an hour. The station learned that our signal reaches further than we were aware of. People who had lost power and were using emergency radios to seek updates and information found KWMR and several called in to give personal updates from as far away as Napa, Calistoga, San Francisco, Vallejo and Berkeley.

The most poignant moment was when campers staying at a coastal campsite just north of the Point Reyes Area called in to find out if there had been a tsunami warning. Thankfully, in our location, there was just shaking and telephone, power and Internet were still working and Richard Dillman was able to update listeners with information from NOAA, USGS and other sources.

This is a great example of a scrappy local radio station making a big difference.

- 4. 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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.**

KWMR acknowledges that it is important to reach out into all aspects of the community. Based on Census data we know that the diversity of our community is not great, but that other than the predominantly white population that Latino is the next most represented group. There are some focused programs that are hosted by Latino hosts that are bilingual including Libro Abierto and Aztec Pride. KWMR broadcasts a Spanish language health program called Cuerpo Corazon Comunidad.

The Youth DJ Project at KWMR engages with three area youth centers. The Point Reyes youth center, "The Lounge" youth are 50% Latino. This group is on bi-weekly to play their favorite music and provide youth center updates.

The Marin County Free Library has taken the lead on addressing the needs of the Latino community after the passing of AB60, which allows undocumented immigrants to get California State IDs and drivers' licenses. Courses offered in Spanish/Bi-lingual to help people prepare for the test. KWMR has announced all of these programs.

- 5. 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?**

CPB funding allows KWMR to provide listeners with several nationally syndicated radio programs. If the station did not have the CPB funding, engaging programs such as the Vinyl Café, As It Happens, Day Six, On Being and others would not be on the KWMR schedule. Since KWMR is not an NPR or Pacifica affiliate, we spend many hours each week announcing local information and it is nice to be able to afford some more global information to our local listeners.

The funding also allows KWMR to provide the additional Information Technology time that facilitates the broadcasting of the above programs.

The station is proud to be a CPB recipient.