



2013 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



" I grew up watching KMBH and now my children enjoying watching. KMBH TV offers different types of programming for every type of viewer. It's refreshing and Intellectual for the mind..."

Andi Atkinson-Marine Military Academy
Director of Marketing & Public Relations

RGV Educational Broadcasting, Inc. is committed to further education at any level that is allowed by electronic media in a bilingual environment with consideration of the specific social, cultural, and spiritual identity of the communities of the Rio Grande Valley.



Local Value

KMBH is an integral part of the Rio Grande Valley area's advancement.

KMBH serves the Rio Grande Valley area as well as the border regions of northern Mexico to deliver a wide range of media that includes children's programming, cultural, musical, educational, and spiritual content. As a multiplatform content and information provider, KMBH raises awareness by providing relevant information of public health, education, and resources to digital media for 21st century learners.

KEY SERVICES

Through local partnerships, KMBH delivered rich content via television, radio, and other digital media to educate, inspire, inform, and entertain. In 2013 KMBH provided vital key services that include:

- Significantly increasing our commitment to community news coverage
- Create an online presence for delivering information that can easily be shared across most social platforms
- Building awareness of public health and focusing on issues that affect teens, specifically teen suicide
- Collaborating on a community art project by celebrating the imagination, creativity and ingenuity of local artists
- Partnering with local universities to create internship opportunities that invests in media entrepreneurs to create a more informed, connected and empowered society
- Providing local schools with resources to digital media for 21st century learners through PBS Learning Media
- Provide thousands of hours of educational programming and online resources for children and adults.
- A diverse music radio service with local artists and support for free community concerts
- Provide scholarship opportunities for all students in the surrounding areas

LOCAL IMPACT

KMBH provides services to families, organizations, and schools by building a community through our broadcast outlets, social media, events, digital initiatives and dialogues that are relevant to the area.



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KMBH TV & 88FM Public Radio serves the Rio Grande Valley Area as well as the border region of Mexico. PBS and NPR offer programming for wide range of ages, interests and genres. Each month, people tune in or go online to explore the worlds of science; history, culture, great literature and public affairs through PBS and NPR trusted content. People tune in to KMBH to further their education, self-improvement, consume news and information to learn more about the world, review our history and reflect on our future, develop new skills, and for entertainment. KMBH cover different areas such as the arts, music, education, science, culture, spiritual, and news. Programs such as Austin City Limits, The Lawrence Welk Show, and Live from Lincoln Center provide a wide range of music for all tastes. Independent Lens, American Experience, and American Masters offer documentaries and biographies that provide us with insight on people and places in our lives. Local programming such as Hidalgo and Cameron County Commissioner's Court provide our audience with information about events in our community.

88FM Public Radio (KHID-FM) offers programming that serves a variety of audiences including: bilingual (English/Spanish) residents, business and public sector professionals, primary, secondary and college-level educators, residents in Mexican border towns like Matamoros and Reynosa, and winter residents from throughout the United States and Canada. Some of the programs which serve these audiences include: "The Nuevo Tejano Conjunto Music Show" which is produced by the South Texas Conjunto Association, "VSO " which highlights performances from the Valley Symphony Orchestra, and "Jazz After Dark" with Tom Woolsey. Most of the aforementioned programs are created, produced and hosted by volunteers from our region within South Texas.

KMBH/KHID-FM staff travels to event locations for live, on-site recording of musicians, dramatic performers and other individuals to feature on our local programming shows. Examples are the stage performances and exhibits at the International Narciso Martinez Cultural Arts Center in San Benito. KMBH/KHID-FM participate in community outreaches to establish relationships with key community representatives, obtain feedback of existing programming, and gather ideas for future programming. During the months of May, June, August, and November, "Blues on the Hill" concerts, under the direction of the City of Harlingen, feature blues artists from all over the United States. Public Radio 88FM participates by helping to book artists and promote the event.

"Winter Texas Spotlight", a seasonal program, features information on activities of interest to the winter resident population. The "Community Update" segment gives airtime priority to art and educational institutions in the Rio Grande.



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All these activities are dependent on our involvement in the community. The success of these activities can only be measured by the effort and work we put into them to make them a success. Proper documentation, video, photographs and questionnaires are used to show/measure the impact/success of our events in the community.

Both KMBH/88FM have an established Facebook page and are both on the kmbh.org webpage. KHID offers the public a Community Update segment informing them of upcoming events and news. We also host a community calendar for KMBH TV as well. We invite all non-profits to send in their information and also showcase any event on TV or radio. KMMBH/88FM Public Radio also participated in career fairs that were hosted by school districts throughout the Valley. Among those chosen are schools that serve rural communities or neighborhoods that have a high "at risk" population of students. Other community engagement events we took part in included "Latino Americans Pre-Screening," PBS Writers Contest, Vida Verde-Earth Day, Winter Texan Expo. RGV Beyond Art Museum Opening staff attended and promoted opening of the Local Art Museum over 500 in attendance. The IMAS (International Museum of Arts and Sciences) has become a great collaborator with Public Television and Public Radio and has work with both on various projects to date. They have become extensively involved with on air talent for KMBH pledge drives and with the program "Defining Art."

Reason to Live-OVEE –this is a community awareness provided by KMBH/88FM for Mental health to provide education and awareness of mental health and its effect on the rise in Teen Suicides. Seminar streamed Live online. We have begun a collaborative partnership with UTB and are working with them on various projects involving the students and UTB that will promote high learning and give the students an opportunity of highlight their skills and knowledge in a variety of ways. At present we have two student volunteers who come in and perform work in all departments.



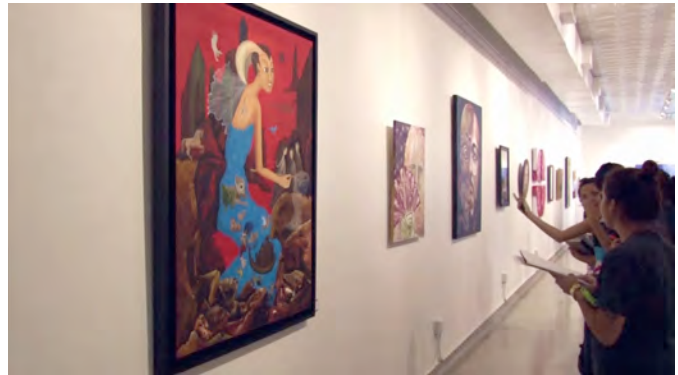
Reasons to Live Project

Through OVEE and KMBH/ FM88 and Brownsville Commissioners Meetings announcements of Reason to Live Seminar were provided. The Mental Health Seminar is to provide education and awareness of mental health and its effect on the rise in Teen Suicides. This seminar was held at UTB in Brownsville, Texas. This seminar was also streamed live online. This project received a 2013 Lone Star Emmy as Best Documentary Topical on this subject.



Defining Arts/RGV Beyond Art Museum

KMBH/FM88 attended and promoted the opening of a Local Art Museum in Harlingen, Texas. RGV Beyond and Defining Art showcases art and artists from the Rio Grande Valley community as well as renowned artist from all over the world who have exhibited their work in South Texas from painters and sculptors to jewelers and photographers. Art expressed through a series of interviews in a documentary style from either their studio or art studio or art exhibit. The Arts brings forth an educational and personal touch to the community.



Cameron County/Hidalgo County/Harlingen Commissioners Court

Through several recordings and airing of these court sessions, we provide the communities of the Rio Grande Valley with information about local government and issues concern the community. The community can stay informed of the laws and regulations that affect and impact their community. It gives the public an opportunity to see their local representatives in action.



Blues on the Hill

Twelve years ago, Tom Wilson & Jeff Lyssy, from Harlingen Parks and Recreation approached Chris Maley of KMBH & KHID Public Radios "On The Roadside" Blues music program collaborated to bring Harlingen, Texas a premier Blues concert series "BLUES ON THE HILL"



Reach in the Community:

Blues on the hill reaches all demographics and socioeconomic groups with average attendees 30-55 years old. Among those are music professionals and families. This event is hosted by the City of Harlingen, which makes it a mid point to all residents of the Rio Grande Valley. Yearly estimated attendance is about 15,000 annually (3,000 to 6,000 per show) and growing each year 88Fm Public Radio is the only station in the Rio Grande Valley to have an on-air blues segment.

Partnerships:

A key partner in this event is the Harlingen Volunteer Involvement Council, which is responsible for organizing the event. Community Outreach and appearances at public events permit KMBH/FM88 to determine the impact of our programming activities. Additional business relationships with the community institutions serve as a measure of success. Ongoing collaborations and partnerships with the City of Harlingen and various other organizations in the Valley and throughout the nation have been formed because of our involvement in the ongoing event.

Impact and Community Feedback:

Involvement in this event has allowed us to raise awareness of the genre of music which 88FM plays, as well as providing an opportunity to highlight local blues musicians and bands. People from all over the world attend this event that has provided an opportunity to make connections and partnerships with people outside the Rio Grande Valley.

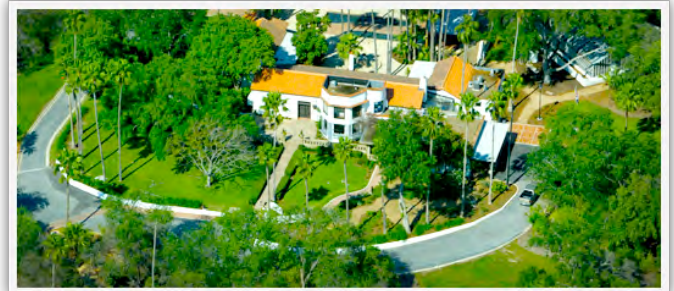
Insert fact to highlight or quote from stakeholder or partner about the importance of your station. This could also be a space for a graph or chart or additional photos.



“KMBH/FM88 is Great source for educational/news programming and it is great for the mind and it is intellectual, for the soul it is spiritual, and for the visual it is beautiful.” – Judy Mudd Pappas

KMBH/FM 88 currently in partnership with Quinta Mazatlan Nature Sanctuary as part of Vida Verde-Earth Day Festival for kids. Together we will promote the awareness and importance of nature and science in children’s lives.

In addition KMBH has had a longstanding partnership with the University of Texas in Brownsville to help promote KMBH educational programming and to inform the community of important topics such as health, education, art.



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KMBH TV & 88FM Public Radio provide services to the Rio Grande Valley community that would not otherwise be available to RGV residents. We provide information, promotion, and awareness of local news, music, art, and artists. Along with local information and programs we offer a full lineup of educational children’s programming as well as adult programming.