



2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"In order to find out about the latest jazz and blues recordings I tune to Public Radio 88FM every afternoon and on Saturday night...I also depend on the local fine arts and community news event information in order to know what is happening every weekend."

Robert "Bo" Rodriguez - Rancho Viejo, TX

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.



KMBH TV/Public Radio 88FM are a valuable part of the Rio Grande Valley area.

KMBH is the only station that provides the residents of the Rio Grande Valley with programming for all the family. 30-35% of the RGV does not subscribe to Cable, Satellite, or Dish Network services. The majority of the household in the area cannot afford to pay for subscription television services. KMBH provides the community it serves with children's programming, cultural, musical, educational, and spiritual choices which are available to all residents of the Rio Grande Valley.

In 2011, KMBH TV/Public Radio 88FM provided these key local services:

KMBH/KHID-FM offers programming that serves a variety of audiences including: bilingual (English/Spanish) residents. Several of the music genre formats 88FM offers are not available on any other station in the Rio Grande Valley. Many of the programs are researched, produced and hosted by volunteers from our region of South Texas. KMBH/KHID-FM staff travels to event locations for live, on-site recording of musicians, dramatic performers and other individuals for music and interview shows.

KMBH TV/Public Radio 88FM's local services had deep impact in the Rio Grande Valley area.

Since KMBH/Public Radio are accessible to the entire Rio Grande Valley free of charge, the impact it has is tremendous. It reaches children and people of all socioeconomic levels and our outreach services provided along with our programming adds re-enforcement to the educational, cultural, and spiritual content we offer. KMBH/KHID-FM engages in community outreach activities and makes public appearances to establish relationships with key community representatives; obtain feedback for existing programming and gather ideas for future programming.



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KMBH TV& 88FM Public Radio serve an area of 14,155 sq. km and encompasses 4 counties as well as the border region of Mexico. Along with PBS and NPR programming, we offer local programs that are as diverse as the audiences who enjoy them. People tune in to further their education, for self-improvement, for news and information to learn more about the world, to review our history and reflect on our future, to develop new skills, and for entertainment. They cover all aspects of life from 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 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 produced by the South Texas Conjunto Association; "Let's Go Fishing' etymology segments; music; "VSO Luncheon" highlighting performances of the Valley Symphony Orchestra; "Celebrating with Norma" focusing on a variety of subjects, composers and performers in the classical music genre; "Classic Oldies" featuring pop music from the fifties and sixties with historical commentary and Putumayo World Music Show featuring different genres of world music. Many of the aforementioned programs are researched, produced and hosted by volunteers from our region of South Texas.

Both KMBH/KHID-FM staff travels to event locations for live, on-site recording of musicians, dramatic performers and other individuals for music and interview shows. Some of these included: stage performances and exhibits at the Creative Incubator, McAllen, Texas; interviews at the International Museum of Art and Science, McAllen; Weslaco Historical Museum; Museum of South Texas History, Edinburg; Brownsville Museum of Fine Art and Harlingen Arts and Heritage Museum, Narciso Martinez Cultural Arts Center in San Benito.

KMBH/KHID-FM engages in community outreach activities and makes public appearances to establish relationships with key community representatives; obtain feedback for existing programming and gather ideas for future programming. During the months of May, June and July, "Blues on the Hill" concerts, under the auspices of the City of Harlingen, feature blues artists from throughout the United States. Public Radio 88 FM participates by helping to book artists, promote the event and provide emcees. Other community involvement events include: The Brownsville Latin Jazz Festival; Guitar Ensemble Festival, University of Texas Brownsville. During the annual "On the Roadside Blues Celebration" local blues aficionados attend a special blues concert commemorating locally originated "On the Roadside" blues show. Local segments, updated daily, offer information regarding non-profit and fine arts events. On a seasonal basis, "Winter Texan Spotlight" features information on activities of interest to the winter resident population.

In 2010, KMBH/KHID-FM continued airing "Inside UTB", a program of campus news written, produced and hosted by KMBH/KHID staff. The "Valley Community & Culture" segments give air-time priority to art and educational institutions in the Rio Grande Valley. During membership campaigns faculty and staff from the University of Texas Brownsville, Texas State Technical College and University of Texas Pan American join the staff as volunteers to help during fundraising.



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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 has a long running Community Calendar, this year a community calendar was created for KMBH TV as well. We invite all non profits to send in their information and also showcase any event that TV or radio are hosting or taking part in.

KMBH/88FM Public Radio are proud are always present at 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.

In 2010 we also participated in HESTEC (Hispanic, Engineering, Science, and Technology) in partnership with Design Squad. Other community events we took part in include, city wide Fire Prevention events and holiday related events such as Harlingen's "A Spooktacular Halloween in the Park".

We are currently in partnership with the Children's Museum of Brownsville as part of a Sid the Science Kid promotional grant. We have started planning other partnership events with the museum as part of our educational outreach.

We are also planning on a 2nd Annual KMBH Texas Olive Oil Fiesta this year. Last year we had a tremendous event with a great turn out from the community. The event was covered by local newspapers and was also featured in the magazine "RGV + Beyond Arts & More". We are planning on a larger event this year with booths from various organizations and businesses that have requested to participate in our upcoming fall event.

We have begun a collaborative partnership with UTB and are planning on working with them in 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.

We are currently involved in negotiations to promote record and air the Rio Grande Valley 24th Annual Regional Spelling Bee. It will be the second time that the Spelling Bee will be air on local television in its 24 year history. Both instances, KMBH TV has been the one to air the local event. 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. We are planning on live remotes from the museum during our Public Radio 88FM campaigns as well as participating in other events that the museum is planning for this coming year.

Ready To Learn workshops extend our educational reach to parents, teachers and children. KMBH has established partnerships with local school districts as well as libraries in the Rio Grande Valley. We offer a variety of science and math workshops that directly tie in our children's programming to the theme of the workshop. We align our workshop themes to cover science and math curriculum that is covered in the TAKS test to help reinforce what the children are learning in school.

Our local services and outreach cover a wide scope of audiences and subject matter and are open to change and improvement.



2011 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

Hidalgo County Court/Cameron County Court/Harlingen Commissioners Court

Through the recording and airing of these court sessions, we provide the communities of the Rio Grande Valley with information about local government and issues vital to them. People stay abreast of laws and regulations that affect and impact their community. It gives them an opportunity to see their local representatives in action.



88FM Valley Community and Culture

A Community/Fine Arts program on Public Radio 88 FM
Featuring: Interviews about community and fine arts events with representatives from educational institutions, non-profit community and fine arts organizations, segments focusing on specific organizations that enhance the cultural and educational milieu in the Rio Grande Valley. Segments focusing on individual educators, musicians, writers, poets and performers in the Rio Grande Valley and South Texas. This connection provides us with the opportunity to form extended partnerships and collaborations with other organizations.



KMBH Texas Olive Oil Fiesta

Last year we hosted a successful initiative in partnership with the Texas Olive Oil Council. The KMBH Texas Olive Oil Fiesta was held December 10, 2011 to raise awareness of a potential business opportunity for the Agricultural community in South Texas. Guests and presenters included Jim Henry & Dr. Karen Lee (Texas Olive Ranch, Carrizo Springs), Jerry Farrell (Farrell's Olive Ranch, Artesia Wells), Bill Millet (producer-El Camino Olive Trail), and Dr. Nasir Malik who hosted workshops for attendees on how to get started on this venture. 200-300 people turned out for the workshops and various other activities. Many local farmers connected with the resources and people that will allow them to get started in this new venture. The event was featured a local magazine, RGV+ Beyond Arts and More.





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Blues On the Hill

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

During the months of May, June and July, "Blues on the Hill" concerts, under the auspices of the City of Harlingen, feature blues artists from throughout the United States. Public Radio 88 FM participates by helping to book artists, promote the event and provide emcees.

Reach in the Community:

Blues on the Hill reaches all demographic and socioeconomic groups with average attendees 30-55 years old, among those are music professionals and families. The event is hosted by the city of Harlingen, which makes it a mid point to all residents of the Rio Grande Valley area.

Yearly estimated attendance is about 12,000 annually (3,000 to 5,000 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.

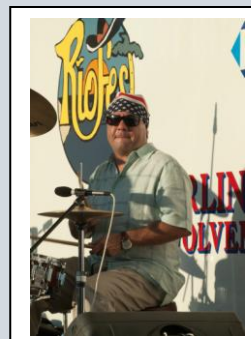
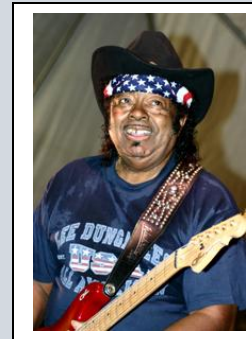
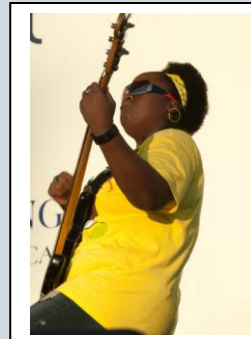
Partnerships:

A key partner in this event is the Harlingen's Volunteer Involvement Council, which is responsible for organizing the event. Community outreach and appearances at public events permit us to determine the impact of our programming activities. Additional business relationships with the community institutions serve as 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 this ongoing event.

Impact and Community Feedback:

Involvement in this event has allowed us to raise awareness of this 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 which has provided an opportunity to make connections and partnerships with people outside the Rio Grande Valley.





2011 LOCAL CONTENT AND SERVICE REPORT

Evaluating Outcomes, Measuring Impact



"I like the workshops (Ready To Learn) because I like to do fun games that my children can learn from. I also like that the cartoons on TV connect with the games on the web pages." – Veronica Reyes, San Benito, TX

We are currently in partnership with the Children's Museum of Brownsville as part of a Sid the Science Kid promotional grant. Together we will promote the awareness and importance of science in children's lives.

In addition KMBH has had a longstanding partnership with the University of Texas at Brownsville to help promote continued education. KMBH has also partnered with the International Museum of Art and Science to promote the Arts in the Rio Grande Valley. Over the last 12 years KMBH has partnered with the City of Harlingen Parks and Recreation Department to bring three (3) blues festivals every summer to the Rio Grande Valley community. The festivals are in May, June, and August.

Our membership department is a vital part of our organization; it is a major connection to our community. It provides support services to our members and establishes connections with organizations and businesses who volunteer time or services/products during campaigns. It also works year round keeping our members up to date on campaigns, events and volunteer opportunities.



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 line up of educational children's programming as well as adult programming.