

KPBS. FUNDING OPPORTUNITIES

Reporting Funds: \$80, 000 per year per reporter/3 year commitment

Border Reporting: This would support Border Reporter Amy Isackson's work and enable the station to add another reporter to create a Border Desk and lease an office in Tijuana. This will allow KPBS to deliver greater coverage of this vibrant region. With more than one reporter, KPBS will be able to provide a much richer portrait to our audiences of the life, culture, challenges, and promises of the border region. We will be able to focus more on immigration, healthcare issues, the economy, education, infrastructure, the environment, arts, culture, etc. We will also be able to bring stories from East County and Imperial Valley where the border culture has a much different feel than that near to the coast.

Investigative Reporting: KPBS has developed an investigative reporting unit to add strength to its journalistic "watchdog" purpose in the community. Fewer news outlets are investing in reportage that devotes time and energy to digging deeper into difficult issues under challenging circumstances. The hallmark of investigative journalism is to reveal accountability for significant social injustice or community problems. It often includes a solution-orientation, too.

The KPBS Investigative Reporting Unit works in concert with the KPBS radio-television-web divisions to maximize the full-impact of its reporting results by delivering stories on multi-media platforms and with significant station promotion. Moreover, the unit helps KPBS News track and "stick" to certain stories that currently fail to get follow-up treatment for lack of resources. (KPBS currently emphasizes in-depth *daily* coverage of news in the San Diego & Imperial County service areas.) KPBS reporter Amita Sharma is currently our investigative reporter. We would like to fund her work and add one or ideally two more reporters because investigative work is so time consuming and requires extensive research.

Science and Technology: NPR sponsored research shows a powerful opportunity for public radio journalists to fulfill a major unmet audience demand. Audiences cite science and technology issues as the most pressing issues of our time – yet they find these issues severely under-reported by their preferred media sources.

KPBS proposes a Science and Technology News Fund to provide the resources needed to employ a reporting specialist(s). This professional multi-media reporte(s) would appear on KPBS Radio, Television, and Web and work in cooperation with National Public Radio, the California Report and other shared news outlets. This reporter(s) would provide in-depth coverage of science and technology discoveries and products that are emerging in our community. The Salk Institute, UCSD, the Burnham Institute, SDSU and myriad other local research institutions are doing important work that affects all of our lives. The Farrell Family Foundation has pledged \$20,000 per year for three years contingent upon KPBS raising the balance of \$60,000.

Military: San Diego has one of the largest military industrial complexes in the country with three military bases and many local industries that support them. Everything the Army, Navy and Marines does affects our economy and our daily lives. We think that coverage of the military and its impact on the community is urgently needed. We would like to have one reporter who is assigned exclusively to this beat.

KPBS TELEVISION

San Diego Week: \$75,000 per year

San Diego Week is the only televised weekly news analysis program that focuses on local and regional news. Launched at the end of May, 2009, it has already gained an audience equal to Washington Week in Review. Hosted by veteran political reporter Gloria Penner (who also hosts Editors Roundtable each week on KPBS-FM, San Diego Week features KPBS Radio news reporters who bring their expertise in their areas of focus: the environment, metro, health and education to comment on the week's events.

HD Digital Conversion- KPBS has applied for a special grant from the Department of Commerce that will match up to \$700,000 in funds to complete its conversion to high definition television. One family has already contributed \$300,000 leaving a balance of \$400,000. This will enable the station to provide underwriting credits (a primary source of support) and local promos on VMe our Spanish language program.

Equipment Fund: The pace of today's technology requires KPBS to constantly upgrade its equipment. The telecommunications center is already nearly 15 years old and much of the original equipment is obsolete and cannot be fixed. An equipment fund would allow us to set aside funds to acquire and maintain vital components that will enable us to efficiently and reliably deliver programming.

KPBS RADIO AND TELEVISION:

General Manager's Discretionary Fund: This fund will enable General Manager Tom Karlo to respond quickly to opportunities to acquire new programs, develop collaborative partnerships with other San Diego organizations and market KPBS more widely to increase our membership and audiences.