

## **KPBS NEWS AND PUBLIC AFFAIRS PROPOSAL TO THE [FOUNDATION]**

We appreciate the [FOUNDATION]'s investment in investigative reporting over the last two years. It has strengthened KPBS' news and public affairs coverage. The latest Arbitron Book has rated KPBS/FM as the number one station in morning and afternoon drive time and number two overall in terms of listening audiences. This is a remarkable accomplishment and it underscores the rapidly diminishing sources of news and information our community. People are increasingly turning to KPBS.

Since assuming the role of General Manager in February, 2009, Tom Karlo has developed a new strategic plan that builds on our strengths and our assets ie our reporting and production talent.

This plan lays the groundwork for our editorial future by stating that **KPBS will be the premier local news and information source by providing high quality local and national content that serves the San Diego and Imperial Valley communities through television, radio, the web and other formats as appropriate. KPBS will have one editorial vision that will direct the creation of thoughtful news and other content relevant to the communities we serve and utilizing the most effective platforms and talent.**

In support of our goals to lead the way when it comes to local content, KPBS is committed to being San Diego's most important source for local news and will effectively harness its talent and resources, the knowledge of its current and potential audience and its value as a local institution to reach this goal.

KPBS' content will focus on localism and serving the San Diego/Imperial Counties. We will strive for excellence in our coverage which will require prioritization of what we're covering. Decisions about our priorities will be based on audience interest derived from quantitative and qualitative research, our staff expertise and the community's need to have coverage of those topics not receiving adequate attention.

KPBS is committed to a content creation approach that allows the story, rather than the medium, dictate where it's presented. Our focus is on providing news and information where and when the audience wants, needs and expects it. This means content may appear on TV, radio, web in completely different representations. Content may begin on any platform and be expanded on another medium. For stories of great importance, or crisis coverage, we will break the story on the medium that can support the content first, be that radio, the web or Twitter, for example. Our content will explanatory and meet the needs of our community and our audience. We will tell stories that are relevant and balanced, that provide a sense of place and address the impact of important issues on San Diegans and our region.

On television, we've just launched **San Diego Week**, our weekly news analysis program. The program is a microcosm of what the future norm will be for multimedia production

at KPBS. Broken into four segments, the program utilizes the strength of our radio reporters & segment producers, a multimedia journalist, a multimedia producer and an innovative TV producer to create comprehensive, engaging reports on the top stories of the week.

The program is then featured on kpbs.org with segmented video clips, opportunities for visitors to comment, and links to associated stories which KPBS' reporters have produced.

The program uses the talent of radio reporters, video and multimedia producers, videographers, talk show hosts and producers and TV producers to create a seamless news program. By assigning responsibility for segments or stories to a variety of journalists throughout the organization, the producer of *San Diego Week* is able to create a show that covers the news of the week and features the experience of our talented content staff.

Our plan is to use **San Diego Week** to build a nightly news presence on KPBS by the fall of 2010. We are having discussions with potential funders and hope that the [FOUNDATION] will consider diverting the last year of their pledge (\$75,000) from investigative reporting to support news and public affairs on KPBS including San Diego Week and Editors Roundtable.

We would also like the foundation to consider increasing their support to \$100,000 next year and extending that gift for an additional two years.

Attached is a projected annual budget for the nightly public affairs program. We look forward to having an opportunity to discuss this further.