



## Community Connections Criteria Form

### Criteria Form

#### Organization

#### 1. What is your agency's vision? (701 words)

***"Through the creative use of content, KLRU will be a leader in making the greater Austin area the most vibrant, informed, and engaged community in the country."***

A few comments about our vision: KLRU adopted this vision statement five years ago along with the station's new strategic plan. In developing the plan, the station board, management, and stakeholders considered a key question – what are the station's unique assets at how are we uniquely able to use them?

The primary assets of any broadcaster are content and audience. PBS stations, in particular, are known for diverse, high quality content, generally with an educational or cultural purpose or effect. PBS stations are also known for creation and curation of original content that reflects the spirit, interests, and culture of their local community. KLRU is proud to be a part of this tradition and works hard to meet these standards.

However, in our strategic planning discussions, a broad consensus emerged that delivering content, no matter how good, was not sufficient. **Our content should contribute to a stronger community.** As a 501(c)(3) organization, KLRU believes that we have a broader responsibility – a trusteeship in return for the privilege of holding a non-commercial FCC license.

In this vein, the words we chose for our vision – vibrant, informed and engaged – were chosen specifically.

- We believe Austin is one of the most culturally **vibrant** areas in the country, reflected in the active lifestyles and creativity of our citizens. By acquiring content that spans the wide range of interests Austinites pursue and, even more importantly, producing original content that captures diverse aspects of Austin culture and presents them to the rest of the nation, KLRU seeks to add to and celebrate this vibrant community. This was our goal with Austin City Limits, and continues to be our goal as we present Austin to the nation through productions that reflect Austin's film and graphic arts communities, our political fervor, our environmental passion and much more.
- We believe education – lifelong education – is the cornerstone of an **informed** community.

For 50 years, KLRU has been the source of curriculum-based children's programming that has contributed to early literacy and academic success, as well as wide-ranging informative programming for all ages. In 2013, for the fifth consecutive year, the American public has named PBS the most educational media brand, the undisputed leader in children's programming and a trusted and safe place for children to watch television and visit online. Research has also demonstrated the educational value and impact of PBS KIDS' content, showing that it moves the needle on skills such as literacy and math. Through content that kids, parents, teachers and caregivers value, KLRU and PBS KIDS help prepare children for success in school and in life.

But KLRU's effort to educate and inform reach beyond the classroom. Specialized content initiatives, like Next Avenue for seniors or GED Connections, for those seeking to complete their high school education, are also key components of KLRU's education portfolio. KLRU's local public series, Civic Summits, continues the tradition of programs like *Austin at Issue* and *Austin Now*, addressing solution-oriented discussions of local concerns, generally in collaboration with other community organizations. *Overheard with Evan Smith* brings audiences unique insights into national opinion leaders.

We believe that the ultimate reflection of the community's spirit is the level of **engagement** among its citizens. For this reason we have extended our on-air content into neighborhoods across our viewing area through focused community engagement initiatives and hands-on educational workshops. Through community discussions based on wide ranging documentaries, in-studio town halls bringing together experts in diverse fields, focused collaborations with other non-profits and more, we hope to inspire involvement and action.

We have entitled this project "The Digital Public Square," adopting the challenge offered to public media organizations by Luis Urbina, President of the Ford Foundation. In an FCC forum on the Future of Media, he said that the charge to public media is to "ensure access and engage all Americans to create a new kind of public square." Noting that we need to "take risks," to create "dynamic media" and create "the space and access required to encourage innovation." We believe Google Fiber will help enable meeting this charge.

## 2. What is your agency's mission and purpose? (447 words)

**KLRU's mission is *"to present quality programming which encourages the thoughtful exchange of ideas, enjoyable lifelong learning and the expression of the arts, leading to a higher quality of life for all."***

As a PBS member station, KLRU shares a purpose and a pledge with the other PBS stations throughout the nation: To treat audiences as citizens, not simply consumers. In fact, over the course of a year, nearly 90% of all U.S. television households - and 220 million people - watch PBS and PBS has been rated as the most trustworthy institution among nationally known organizations for ten consecutive years.

Our purpose is to bring educational, enlightening, entertaining and quality content to children and adults in the Central Texas area, especially those whose lifestyles are constrained by income, language, age or disability. In the words of one observer of public media organizations, public media's purpose is to "fill the gap between what people need and want to know to function as voters and citizens." (James T. Hamilton, Professor, Sanford School of Public Policy, Duke University)

We are particularly proud of PBS's leadership in educational programming and content. Nielsen estimates that 82% of all kids age two to eight watched PBS during the 2011 -'12 Season. (Nielsen NPower, 9/ 19/2011- 9/23/20 12). PBS had six of the top 10 programs among mothers of young children in July 2013, and five of the top 10 programs for kids age two to five. This year, PBS KIDS series received eight Daytime Emmy Awards, as well as a combined 13 Parents' Choice Awards across television, mobile app and small screen

categories. PBS KIDS also received six Kidscreen Awards, including being named Best Channel Website, and PBSKIDS.org was also honored with a Webby Award and a Webby People's Voice Award for Best Youth Website.

To the end, it is vital that we distribute our content through every imaginable pipeline – broadcast, cable, IP, mobile. However someone wishes to receive content and, for that matter, wherever and whenever, KLRU should be there. The digital revolution has raised the standard in meeting this goal since next generation media consumers expect and demand next generation platforms. In the words of one commentator at a recent public media conference:

*The architecture of public media has to be reimagined immediately or the millennials will build their own parallel universe separate from the public broadcasting universe their Boomer grandparents live in.” - <http://www.current.org/2012/03/alvarado-as-he-exits/#sthash.0XML0sH3.dpuf>*

Bottom line: While we most often focus on the substance of the content we deliver, the manner of delivery and the impact of its consumption are just as fundamental to meeting our mission and purpose. This is why Google Fiber is central to our mission and purpose.

3. **Please list your organization’s affiliations, community partnerships, certifications, and/or accreditations.**

(750 words)

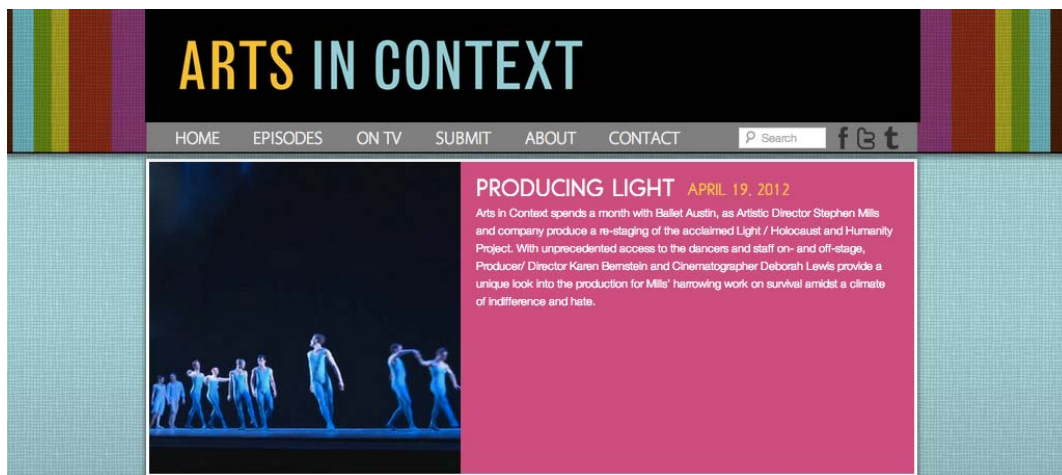
The Capital of Texas Public Telecommunications Council, Inc., is a non-profit corporation, established under the laws of the State of Texas and is an IRS certified 501(c) (3) educational organization, doing business as KLRU-TV. KLRU is licensed by the FCC as a non-commercial, full power television station, certified by the Corporation for Public Broadcasting, and is a member station of PBS, providing public television programming and associated services to Central Texas. The station is “community licensed,” meaning it is owned by the community and governed by a self-sustaining Board of Directors. KLRU is a member of the National Educational Television Association, the Association of Public Television Stations, the Greater Austin Chamber of Commerce, and the Hispanic Chamber of Commerce.

A key part of KLRU’s strategy has always been creating community partnerships with other organizations in order to raise community awareness of important topics. KLRU has collaborated with a wide range of community organizations in the recent past, including:

- Ann Richards School for Young Women Leaders
- Annette Strauss Institute for Civic Life
- Association of Fundraising Professionals
- Austin Anti-Defamation League
- Austin Area Urban League
- Austin Chamber of Commerce
- Austin Classical Guitar Society
- Austin Convention and Visitors Bureau
- Austin Creative Alliance
- Austin Independent School District
- Austin Lyric Opera
- Austin Public Library
- Austin Symphony
- AVANCE-Austin
- Ballet Austin
- Boys and Girls Clubs of Austin
- Center for Public Policy Priorities
- Center for Women’s and Gender Studies at University of Texas at Austin

- channelAustin
- City of Austin
- Communities in Schools
- Corporation for Public Broadcasting
- Court Appointed Special Advocates (CASA)
- Crockett High School
- E3 Alliance- Education Equals Economics
- Foundation Communities
- Hispanic Chamber of Commerce
- Independent Television Service (ITVS)
- KOOP Radio
- KUT FM, Public Radio for Central Texas
- Latino Public Broadcasting
- Literacy Coalition of Central Texas
- Manor Independent School District
- National Education Television Association
- Austin Film Festival
- Reach Out and Read Texas
- Rock and Roll Hall of Fame and Museum
- SafePlace
- Southwest Key
- St. Edward's University
- Texas Association of Broadcasters
- Texas Book Festival
- Texas Public Broadcasting Stations
- Texas Tribune
- Travis County
- Trouble Puppet Theater
- United Way
- University of Texas at Austin African and African American Diaspora Studies
- United Way for Greater Austin
- University of Texas Radio-Television-Film Dept
- Women and Girls Lead
- ...and many more

...



For example, as a lead partner in Ballet Austin's innovative initiative *Light / The Holocaust & Humanity Project*, KLRU worked alongside Ballet Austin and the Anti-Defamation League-Austin, supported by more than 40 other community organizations, in convening numerous community partner organizations and thousands of community members across the city in a public dialogue to promote the protection of human rights against bigotry and hate through arts and education.

KLRU engaged award winning film maker and UT Austin professor Karen Bernstein to create the film *Producing Hope*, documenting the creation of Ballet Austin's moving ballet that tells the story of one holocaust survivor. KLRU also dedicated an episode of *OVERHEARD with Evan Smith* to holocaust survivor and Nobel Laureate Elie Wiesel, and featured a remarkable presentation by survivor and humanitarian Gerda Weissmann Klein. The Lone Star Chapter of the National Academy of Television Arts & Sciences honored this project with a 2012 Lone Star Emmy Award for Community Service.

As another example, KLRU, The Annette Strauss Institute for Civic Life, and KUT, public radio for Central Texas, have been working together to bring the resources of public media and a public university-based

research institute to encourage civic engagement in Austin. From September 2012 to May 2013, the partners developed *Why Bother*, hosting four public dialogues, producing three radio and television broadcasts, reporting multiple news stories, and engaging citizens through social media. Great opportunities exist to build on the program's success by engaging citizens through an expanded multi-media platform, providing civic media training, and offering a range of opportunities for citizens to learn about and discuss issues they care about, especially in light of the City's evolution to single member districts.

It is also important to note that one of our most important partnerships is with our members. By providing nearly 50% of our overall annual revenue, our more than 15,000 loyal, individual KLRU members and donors truly make possible all of our quality programs, educational initiatives and lifelong learning experiences, year after year.

**4. What is the total number of unduplicated clients served by your organization at this location last fiscal year?** (706 words)

Several different metrics are necessary to fully describe KLRU's "client population."

The specific number of potential viewers in KLRU's service area depends on the source and the definition of the service area. KLRU is included in Nielsen's Austin Designated Market Area (DMA), the 40<sup>th</sup> largest market in the US according to the most recent rankings. Nielsen estimates that the Austin DMA, consisting of 11 counties, includes 734,480 households. According to recent Census estimates, Travis County averages 2.47 persons per household (although this number varies somewhat across the counties in the DMA). This would suggest a DMA population of approximately 1,815,000.

However, KLRU's signal is carried well beyond the DMA, extending to 18 Central Texas counties (and parts of 2 more) encompassing more than 2.2 million people.

KLRU derives viewership estimates from the independent research organization International Demographics, which publishes "Media Audit." Media Audit's survey area, which is different from the DMA, includes 1,342,643 persons. Based on Media Audit surveys, slightly over 45% of the households using television in the survey area tune into KLRU at some time during the week – a metric known as the "cume." Based on this statistic, an estimated audience of more than 600,000 unduplicated people tune into the station at some point over the course of one week.

KLRU does not currently subscribe to Nielsen rating services, but we know that our typical ratings range from .5 to 2-3 for specific programs, representing an audience of 3,500 to 20,000 households at various times on any given day. Peak ratings have reached 8, representing more than 59,000 households. Nationally, PBS averages a 1.34 primetime rating, significantly larger than many commercial channels, such as Bravo, Discovery, HGTV and most of the more familiar cable networks. In addition, PBS' primetime rating for news and public affairs programming is 57% higher than that of CNN.

Another metric is membership. A substantial percentage of KLRU's annual revenue comes from member contributions. KLRU is proud that nearly 15,000 Central Texans are members.

KLRU also believes strongly in taking its content “beyond television” into community events and hands-on educational services. In 2012 and 2013, KLRU estimates more than 50,000 individual contacts as a result of tapings, screenings, workshops, or other community engagement activities. This number does not represent “unduplicated encounters,” since many of the individuals participated in multiple station activities.

KLRU’s educational services programs provide one example of the size and scope of KLRU’s direct services.

- In 2012-2013 KLRU Educational Services had direct contact with more than 25,000 children and adults through workshops and public events, and distributed 4,500 books, 20 laptops, and 248 tablets loaded with PBS educational content.
- The klrukids.org website, providing a single page for launching a wide variety of educational apps and tools for kids and parents, was launched this April. In just the first 5 months, klrukids.org hosted more than 6,000 visitors.
- Over 3,000 Central Texas educators now receiving regular communications from us targeting their classrooms needs’ and interests for on-line, on-air, and mobile media offerings.
- KLRU has participated in the national Ready To Learn (RTL) initiative since 1995 and 8,000 families in the Austin area have participated in KLRU’s RTL workshops.

KLRU also serves a significant audience through its online and mobile access. Over the last 12 months KLRU has hosted approximately 3 million people, of which 1.5 million were unique web\_visitors and 1.5 were KLRU video viewers (some duplication on YouTube), including as follows:

- **Web views:**

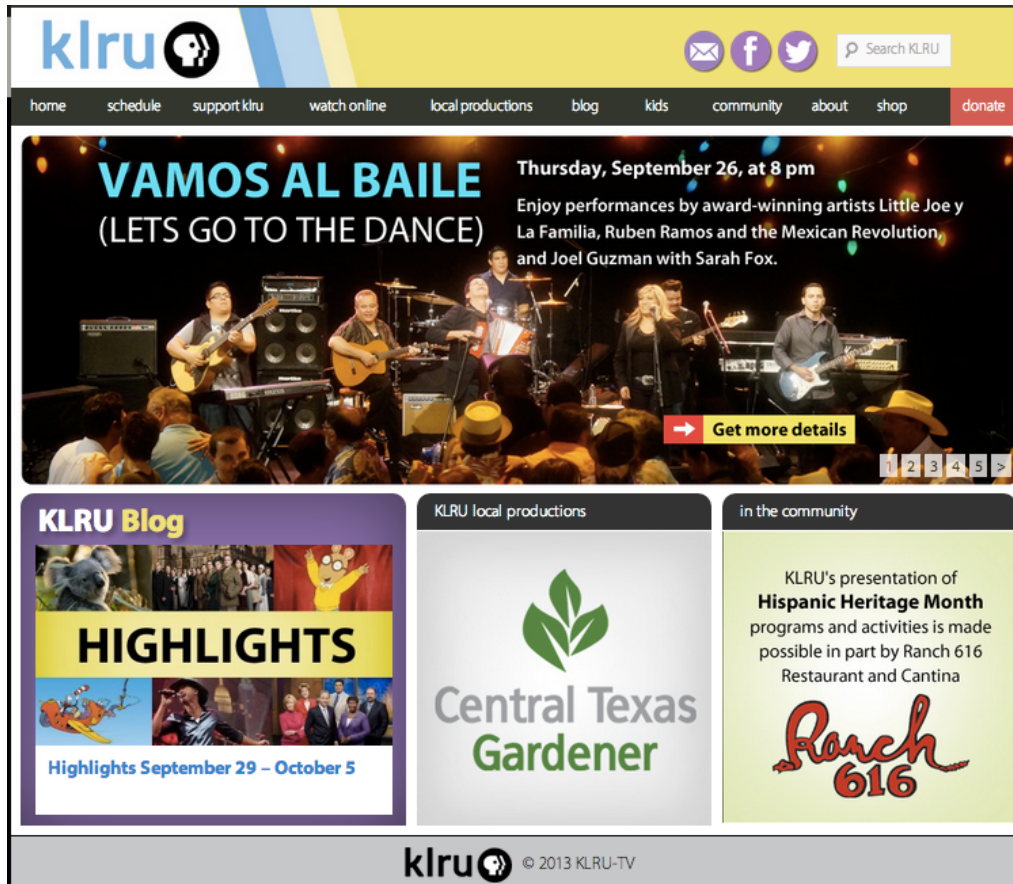
<a href="http://klru.org">http://klru.org</a>	562,260
<a href="http://acltv.com">http://acltv.com</a>	724,107
<a href="http://austincitylimits.com">http://austincitylimits.com</a>	153,083
<a href="http://klrusupport.org">http://klrusupport.org</a>	23,998
- **Video views:**

KLRU on PBS COVE	212,647
YouTube	
KLRU	615,470
BBQ with Franklin	642,302

KLRU's online activity is a fundamental driver in our potential use of Google Fiber to fulfill our mission. The ability to vastly increase the amount of online content available to, and about, Austin and Central Texas is key to the future of public media. Further, as fiber to the home expands its coverage, public media organizations like KLRU must be able to interact with our consumers in new ways. As high capacity interconnection becomes more ubiquitous, how organizations like KLRU interact, engage and create active, online social communities with our viewers, members and beyond will determine the efficacy of public media in the future.



5. Briefly provide an overview of your organization and the services it offers. (995 words)



Public television was first established in Austin and San Antonio in 1962. KLRU-TV Austin PBS was granted separate license to serve Austin in 1979, providing the only public television signal to well over two million people in 18 counties of Central Texas, offering award winning television programming and local production, early literacy workshops, engaging community events, and outreach collaborations with community groups.

**Programming:**

Through 4 distinct channels, KLRU delivers more than 35,000 hours of programming annually.

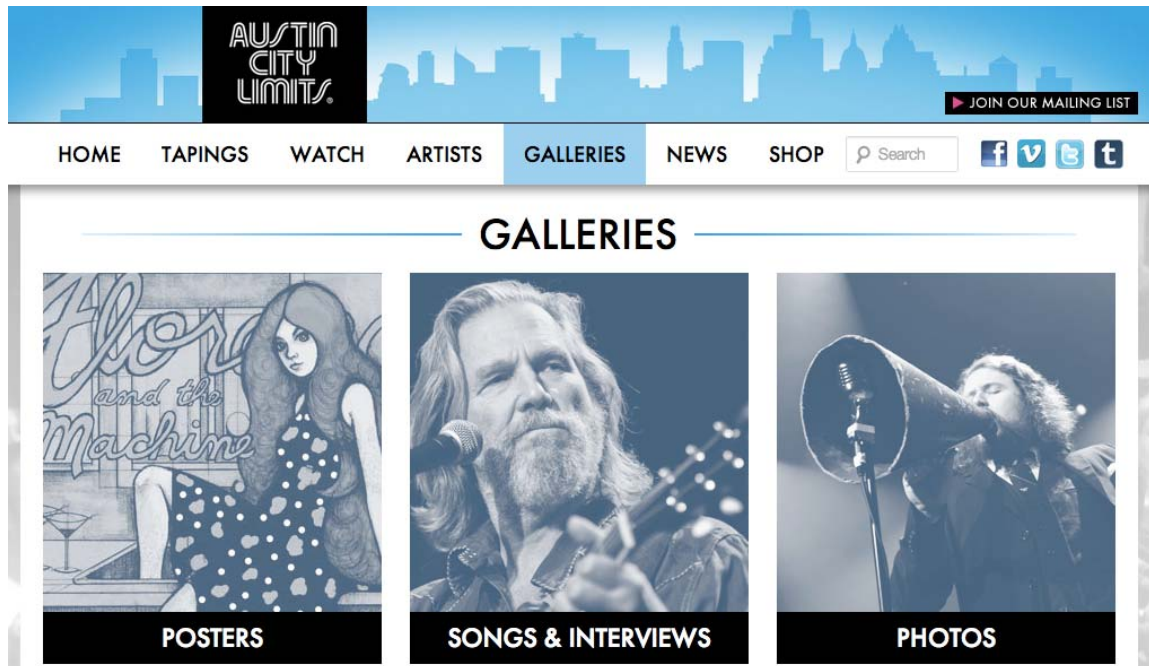
- **KLRU HD** (18-1), the station's flagship channel, delivers *Masterpiece Theatre*, *Great Performances*, *The Newshour with Jim Lehrer* and *Sesame Street* from the national PBS schedule of exceptional programming, as well as local productions and selected program acquisitions.
- **KLRU Create** (18-2), a nationwide channel presenting the best of public television's lifestyle programs.
- **KLRU-Q** (18-3) was created by KLRU with the goal of "bringing the world to your door," featuring the most international news coverage of any channel available in Austin (from Germany, the UK, Asia, and the Middle East), in addition to PBS Newshour.



- **Vme** (18-4) is a Spanish language public television network delivering drama, music, sports, news, current affairs, food, lifestyle, nature and educational pre-school content to viewers.

Through [KLRU.org](http://KLRU.org), an extensive catalogue of video content is made available to those who prefer alternative viewing options, including nearly all of the programming available on their TV screen as well as a wide range of local and national content produced exclusively for the online and mobile through KLRU, PBS Digital Studios and others.

#### Production:



KLRU is generally regarded as one of the more prolific and high quality producing stations in the PBS community. KLRU's flagship production, *Austin City Limits* (ACL), is the longest-running popular music program on broadcast television and has been Austin's musical ambassador to the world for almost 40 years. It is the only television program to ever receive a National Medal of Arts. The show has also received a Texas Medal of the Arts and a George Foster Peabody award. ACL carries the Austin name into 95% of the television markets in the United States, as well as Armed Forces Television and syndicated broadcasts across the globe.

In addition, KLRU also produces or works with local producers on the following programs:

- *Overheard with Evan Smith*, an interview-format program with national reach
- *Arts in Context*, to capture the stories of Austin's artists and arts organizations
- *Collective*, a web series with hundreds of short videos focusing on specific arts events
- *Central Texas Gardener* which, for 20 years, has been helping gardeners make plant selections that respect natural resources and add beauty without excessive water, pesticides or fertilizers.
- *Hardly Sound*, a documentary series focused on Texas underground music
- *Civic Summits*, periodic specials focusing on local issues and elections

- *Daytripper*, featuring host Chet Garner encouraging viewers to get out and explore Texas
- *Juneteenth Jamboree*, an annual celebration of our African American community
- *On Story*, in collaboration with Austin Film Festival, bringing the art of filmmaking to viewers
- *The Biscuit Brothers*, teaching kids about music and life
- *BBQ with Franklin*, a web series featuring Aaron Franklin, Austin's nationally recognized Pitmaster
- *What That, Buzz?* a web series featuring Buzz Moran that explores the art and science of sound effects
- *Capital of Innovation*, exploring Austin's entrepreneurial spirit

KLRU also produces documentaries and specials and distributes appropriate local productions to the national PBS market to increase KLRU's visibility and to give Austin the widest possible audience.

#### Education Services:



KLRU's Educational Services provides support to Central Texas schools, teachers, and parents. In 2012-2013, Educational Services had direct contact with over 25,000 children/adults through workshops and public events, and distributed 4,500 books, 20 laptops, and 248 tablets loaded with PBS educational content.

PBS and member stations like KLRU are "America's largest classroom," providing 16 hours each weekday of curriculum-based, education programming. Iconic programs such as Sesame Street and Curious George have an important place in families across socioeconomic strata and ethnicities!

Increasingly, learning opportunities also extend online and onto mobile devices. PBS offers more than 50 interactive whiteboard games for educators to use in the classroom and dozens of apps for home and mobile devices that combine playtime and learning. KLRU Educational Services has recently developed a set of guidelines for digital media use called "Smart Screen Time / La Pantalla Inteligente."

Education Services also oversees our family literacy project, Ready To Learn, reaching thousands of families and distributing thousands of books each year through parent workshops, community events, and educational children's programming.

KLRU has also joined with the United Way of Greater Austin's successful Play To Learn program, incorporating Samsung Galaxy tablets pre-loaded with children's educational apps, bookmarked websites and parenting videos to supplement classroom instruction, and launched similar projects using other tablet devices, including Dell tablets, iPads, and iPad Minis, in partnerships with Extend-A-Care, Foundation Communities and SafePlace.

Other significant initiatives include the following:

- Central Texas Teachers Registry, provides information to teachers on upcoming programming, new tools, and other PBS/KLRU services to 3,000 registered area teachers
- PBS LearningMedia™, thousands of classroom-ready, digital resources including videos, games, audio clips, photos, lesson plans, and more
- *Martha Speaks Reading Buddies* (pairing K-1 students with 4th-5th grade mentors), *Super WHY!* Learning Adventure camps, *Electric Company* Extended Day and Summertime Programs, and *Design Squad* activity units
- GED Connection, on-air and online GED classes available free of charge

### Community Engagement:

KLRU's Community Engagement presents PBS/KLRU programming at community events, building collaborations with wide ranging partners to extend the impact and visibility of KLRU's programming. For example, Community Cinema combines film screenings with expert panelists for community discussion. Space limitations prevent a complete description of our community engagement activities, but KLRU initiatives have addressed wide ranging concerns, from wealth building in the Latino community, to helping families who have children with cancer, to inspiring women and girls' leadership through stories of role models in the community. (More in the next response)

6. Describe the community issues your organization is attempting to address. Include a description of the population most at risk of experiencing the issues described. (990 words)



The screenshot displays the Next Avenue website, which is focused on financial planning for retirement. The header includes the Next Avenue logo with the tagline "where grown-ups keep growing" and a search bar. Below the header is a navigation menu with categories: Health & Well-Being, Money & Security, Work & Purpose, Living & Learning, Caregiving, and Video. The main content area features a large image of financial documents, a calculator, and a pie chart. A prominent headline reads "The Best Way to Simplify Your Finances in Retirement" with a sub-headline: "Consolidating your financial accounts can reduce clutter, save you money and help your loved ones." To the right, there is a "DAILY ROADMAP" section with a list of articles: "Mr. Millennial's Career Tips for Boomers' Kids", "Michael J. Fox's Return to TV Puts Parkinson's in Prime Time", and "Boomerville: A Grown-Up Day Camp That Got It All Wrong". Below the roadmap is a "Read more blogs..." link and a "Follow Us" section with social media icons for Facebook, Twitter, LinkedIn, YouTube, and RSS.

Because PBS programming is so diverse, the issues which KLRU addresses in any given year are also diverse in their content, constituencies, and approach. We value the exploration and communication of ideas through

multimedia, leading our viewers and consumers to seek additional information, become involved, contribute, vote, enroll, and join in.

Overriding all other issues, however, is education, recognizing that in a diverse community such as ours education is a multifaceted challenge. PBS research consistently demonstrates the effectiveness of our many educational programming components, and KLRU is engaged with a long list of educational stakeholders in our community to address a wide range of educational needs, from pre-learners to GED to seniors.

A central objective is to ensure that every child is ready for school and has the tools to succeed. KLRU has focused particularly on early childhood learning, based on research demonstrating that children who do not achieve academic success by the 3<sup>rd</sup> grade are at high risk for school dropout. KLRU's Ready to Learn and Martha Speaks Reading Buddies initiatives take PBS content into the community, working with parents, teachers and care givers to promote reading among the earliest learners. New curriculum based tools incorporate STEM principles with mobile devices, games and programming in the Ready to Play initiative, expanding digital capability along with basic skills development.

KLRU is also engaged in ensuring that our adult citizens of voting age are educated and informed in their roles as voters, community leaders and citizens. Between PBS and KLRU programming, and program acquired from other sources, KLRU addresses a remarkable range of issues each month. Like all broadcasters, KLRU is required to submit quarterly community issues reports itemizing the issues of relevance to the local market which the station's programming has addressed. The topics listed on the most recent report listed more than two-dozen issues addressed by programming in just a two-week period, ranging from reproductive rights to the economy to ethics.

Over the years, KLRU has completed numerous issue-focused community initiatives. A few past and current examples reflect the breadth of issues addressed by our community engagement and outreach initiatives:

- **By the People: Latino Wealth and Asset Building.** By the People was a KLRU project focused on raising awareness of the role Latinos play in shaping the American economic landscape and strengthening the network of persons engineering local solutions to meet very demanding needs. Extensive community dialogue about these issues resulted from programming produced by KLRU, a community forum, and the related web site.
- **Family Choice.** KLRU has long supported an initiative called Family Choice to help families find programming that all family members can enjoy together. KLRU identifies a Family Choice program from the schedule each month that will interest and engage family members, ages 7 and up. Families can watch the program and use the activity guide for discussion, suggested activities, and books to have even more quality family time together.
- **The Open Road: A Leadership Forum.** The first wave of 77 million Baby Boomers recently turned 60. KLRU convened a Leadership Forum co-hosted by the Area Agency on Aging of the Capital Area. Key community leaders participated in a roundtable discussion on the local impact of this changing demographic. The forum initiated an important local conversation about the challenges and potential of the aging of the Boomers resulting in the development of a multi-year initiative, The 2nd Half of Life.
- **Next Avenue.** Continuing the spirit of The Open Road, Next Avenue is an online content destination that offers aggregated and original content aimed at Baby Boomers. Next Avenue provides Seniors and Pre-Seniors with content about health and well being, money and security, work and purpose, living and learning, and caregiving.

- **A Lion in the House.** A Lion in the House was a PBS documentary series that gave an unprecedented look at the journeys of five children with cancer and their families. KLRU convened and facilitated a coalition of 14 local cancer-care organizations that worked together to raise community awareness about childhood cancer and to mobilize action to address the gaps in services to families touched by childhood cancer.
- **Echoes of Color.** Echoes of Color was a film series that provides African Americans, and all others interested, a forum to explore issues of particular concern to the Greater Austin African American community. Through the selected films, participants examined important topics, engaged in dialogue with others who shared these concerns, problem-solved and learned about hands-on volunteer projects and opportunities to help address the issues.
- **Blackademics.** In collaboration with the UT Austin African and African American Diaspora Studies program, Blackademics presents insights into contemporary African American issues through intriguing speakers in “TED Talks” style presentations. Based on these live events, KLRU is producing a series of 30 minute programs to be aired locally and distributed nationally.
- **Women and Girls Lead.** Women and Girls Lead is a multi-year public media initiative to focus, educate, and connect citizens worldwide in support of the issues facing women and girls. Combining independent documentary film, television, new media, and global outreach partnerships, Women and Girls Lead amplifies the voices of women and girls acting as leaders, expands understanding of gender equity, and engages an international network of citizens and organizations to act locally and reach out globally.

Currently, KLRU is also involved in projects looking at optimizing citizen engagement in Austin’s new single member district council structure, health issues associated with gastric bypass surgery, and implementation of the new health care regulations among others. Each set of issues has a distinct set of considerations and constituencies.

Another KLRU community goal is to shine a spotlight on the cultural riches of our community, to share those riches with the rest of the country, and to provide a window for our citizens to benefit from them – be it music, art, film, performance, design, gardening, lifestyle, and the many other topics that add the spice to our lives.

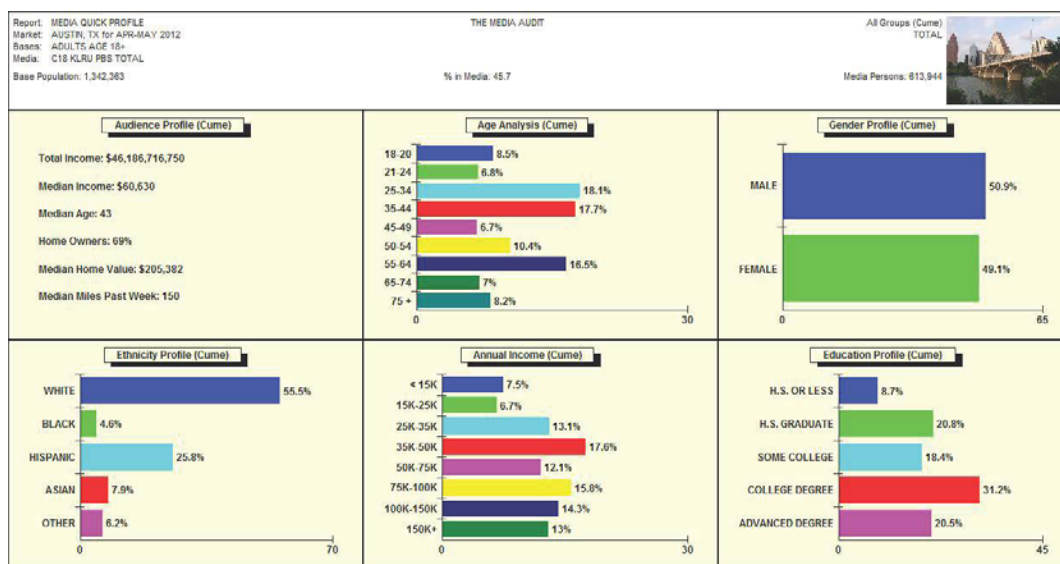
**7. Describe the demographics (e.g. ethnicity, gender, age, and income levels) and geographic characteristics of the community members your organization serves.** (141 words)

PBS audiences span age, ethnic, geographic and socioeconomic boundaries – a diverse and engaged group of viewers who share a common passion to explore the world around them.

- 63% are between 18-54 years of age, 37% of total adult viewers are 55+
- 11% Spanish/Hispanic, 12% African-American
- 27% earn a household income of \$0 to \$74,999, 36% Earn a household income of \$75,000-\$124,999, 29% Earn a household income of \$125,000+\$199,000, 8% \$200,000+ (2008, The Terrance Group)
- 79% reside in a household that watches PBS on at least a somewhat regular basis
- 22% characterize themselves as daily PBS viewers
- 32% characterize themselves as someone who watches PBS a few times each week.

Similarly, KLRU’s audience is as diverse as Austin and Central Texas. The following graphic, provided by independent research survey MediaAudit, provides details on the KLRU Audience.





8. **Describe your organization's accessibility (e.g. accessible main entrance, within blocks of a public bus stop, etc.).** (216 words)

KLRU's Offices are located on the University of Texas Campus in Communications Building B on the southeast corner of Dean Keeton and Guadalupe. Bus stops are adjacent to the building and KLRU's studios are fully accessible. KLRU also ensures that facilities used for community screenings, events, and workshops are fully accessible.

More importantly in terms of total impact, KLRU is available to any household owning a television, even if the household cannot afford, or chooses not to purchase, cable or satellite service. All four of KLRU's channels are delivered "over the air." Accessibility features are integrated into the channel delivery and available through the SAP service.

KLRU has worked with 508 accessibility professionals in town to fine tune aspects of our site and we try to incorporate people with expertise on these subjects into our board and community advisory board. We hide content on our site with "assistive-text" markers so that our users who need screen readers and other assistive technology have a better experience. We also check our colors, alt tags, and code against standards, and are very responsive to any special requests from our community. In addition, all video, on air and online is captioned, and Spanish language versions and descriptive video versions of many programs are available through the "secondary audio program" channel.

9. **If selected, how will your organization incorporate Google Fiber into the services it offers?** (172 words)

As a video content creator, curator, and distributor, KLRU's digital infrastructure is truly the foundation of our operations. The ability to move high bandwidth video quickly and without error is key to our mission, and Google fiber would represent a quantum leap forward in our capability. This is especially true in the era of HD video and considering the looming specter of ultra HD video (4K UHD-- 2160p -- and 8K UHD -- 4320p).



**Google Fiber will:**

- Support the faster upload of high bandwidth video to our Content Distribution Networks
- Provide a platform upon which we can build unique content focused communities, including for example education, arts and culture, public affairs/issues.
- Support experimentation with new forms of media and social media, including ultra HD content (as the technology emerges), social television, and more

As KLRU viewers and consumers increasingly have access to high bandwidth on their end, Google Fiber will enable new KLRU viewing experiences, including simultaneous polling, concurrent commentary and viewer interaction, viewer empowered point of views, etc.

**10. The City of Austin requires an annual report explaining how selected organizations and the community they serve benefit from Google Fiber. If selected, how will your organization measure the impact Google Fiber has on those served by your organization? Describe evaluation methods, goals, and objectives.)** (242 words)

We will measure the impact of Google Fiber through objective criteria. *Specific numerical targets will be established when we have the opportunity to benchmark Google enabled performance against current capabilities:*

**Goals:**

- Increase KLRU video content available to the general public by \_\_\_\_%.
- Increase the number of unique visitors to KLRU video content by \_\_\_\_%.
- Increase page views on KLRU websites by \_\_\_\_%, as measured by online view accounting systems.
- Increase KLRU websites dwell time by \_\_\_\_%.
- Decrease down and upload time by 10%.
- Improve public access to KLRU anytime, anywhere, especially for low-income families/individuals - to trusted and safe educational opportunities, as measured by the increase in KLRU content available to citizens anytime, anywhere.
- Increase KLRU live educational or entertainment broadcasts and real-time, high-quality interactivity, collaboration and sharing by \_\_\_\_% as measured by the number of such activities produced and broadcast. This ability to interact with our viewers, enabled by Google Fiber, will effectively enable KLRU to build “community” around our educational and entertainment programming.

The addition of Google Fiber to the KLRU-TV Austin PBS portfolio of capacities will also:

- Ensure that Austin public television is compatible with tech-savvy Austin citizens’ digital expectations and habits,

- Enable KLRU to operate more efficient internally and externally, which ultimately benefits the general public as support can be diverted from operating cost to increasing/upgrading services/programming, and
- Unleash KLRU to envision community services beyond our current capacity.

### Community

**1. Briefly describe how Google Fiber will enhance public participation in your organization's service.** (440 words)

Since the Google Fiber installation will initially be at KLRU but not necessarily at viewer/member locations, the early benefits will be in the speed with which various forms of video can be transferred and managed. Getting more video, and more complex video, delivered to the appropriate content distribution network is essential to attracting viewership and interaction. Furthermore, reaching out beyond traditional viewing options increases the likelihood of attracting key viewer segments. For example, research by organizations such as the Pew Research Center has found that low income populations are increasingly relying on mobile devices for a wide range of applications, including video consumption. Increasing the amount of video content would enhance our service to this key segment.

We have, for example, begun evaluating the potential for streaming our primary HD Channel. Although there are significant rights issues which must be researched and evaluated, this possibility could open real time viewing KLRU programming to anyone with a mobile device, or to those who prefer to view online rather through traditional television.

As Google Fiber extends its market share and fiberhoods are built out, more possibilities emerge. For example, KLRU has been working with The University of Texas at Austin Annette Strauss Institute for Civic Engagement on a project entitled *Why Bother*, exploring how to increase Citizen Engagement in their political system. We have considered the potential use of Google Circles and Hangouts to create geographically based "Engagement Circles," coterminous with the City's soon to be created Council Districts. Through bisynchronous high bandwidth connections, we could establish a robust platform for district information sharing, communication, and interaction.

Overall, Google Fiber will provide a higher quality experience for our participants and enhance public participation in our organization's services as follows:

- Enabling KLRU to upload high bandwidth video to our Content Distribution Networks more quickly
- Enabling KLRU to build unique content focused communities
- Enabling KLRU to experiment with new forms of media and social media, including ultra HD content as the technology emerges, social television, etc.
- Enabling new KLRU viewing experiences, such as simultaneous polling, concurrent commentary and viewer interaction, viewer empowered point of views, etc
- Enabling KLRU to increase KLRU video content available to the general public

- Enabling KLRU to provide increased live educational or entertainment broadcasts and real-time, high-quality interactivity, collaboration and sharing
- Enabling KLRU to keep pace with tech-savvy Austin citizens' digital expectations and habits
- Enable KLRU to operate more efficient internally and externally
- Enable KLRU to envision community services beyond our current capacity

2. **Briefly describe how your organization promotes digital inclusion.** (263 words)



*During the 2012-2013 school year, KLRU Educational Services and Dell installed 20 laptops and engaged Dell volunteers to teach Extend-A-Care kids at Graham and Walnut Creek Elementary how to use boost their learning through fun and educational PBS Kids applications.*

As described in the prior answer, digital inclusion is a prime directive for KLRU. It would be easier to explain how we don't promote digital inclusion, but the short answer is that we promote digital inclusion in ever thing we do, every show we produce, every program we launch, and truthfully, Austin wouldn't have it any other way. That is one of the reasons we are so excited at the prospect of gaining Google Fiber access – because we really strive to be faster, better, cleaner, clearer, faster. (Yes, we said “faster” twice!)

Beyond providing digital content all day every day, KLRU also works on the consumer end to ensure access to our digital content and tools in the most meaningful and impactful way. Just in the past year, KLRU Educational Services has made direct contact with more than 25,000 children and adults at workshops and public events promoting access to KLRU and PBS educational and entertaining content, providing 20 laptops and 248 tablets loaded with educational content. These installations, at locations such as Foundation Communities and SafePlace, among others, make digital tools more widely available and with them, tested tools for learning. Ed Services also provides regular communications from us to more than 3,000 local educators, targeting their classrooms needs and interests with on-line, on-air, and mobile media offerings.

3. **Will bringing Google Fiber to your organization help the underserved? Please explain.** (133 words)

KLRU is one of a handful of broadcast channels that are available to anyone with a television, whether or not the household purchases cable or satellite services. To this extent, the station has been a staple in many low-moderate homes, especially for kids' educational content. By increasing the volume of content available,

KLRU can deliver more to each household. Further, by increasing content available on demand or accessible through mobile devices, we have the chance to reach viewers and stakeholders wherever they may be through devices they prefer.

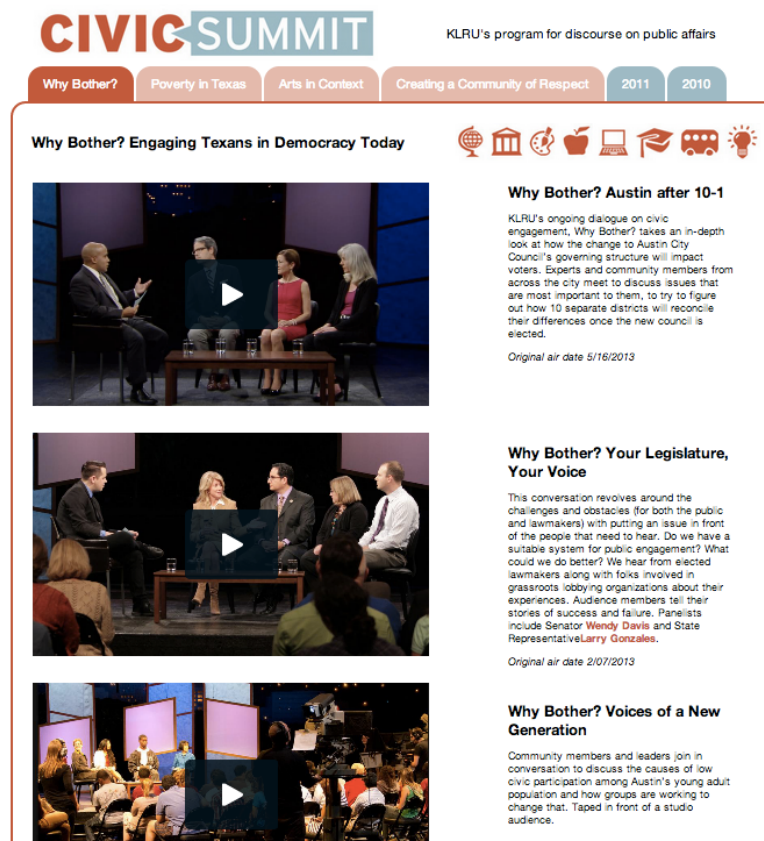
By increasing the amount and type of content available for online access, Google Fiber will also enhance our Educational Services, including contribution of video to PBS Learning Media (streaming online video for the classroom) and possible adoption of educationally focused video gaming experiences (for example).

**4. How much of your community will benefit from the Google Fiber connection?** (11 words)

ALL of our community will benefit from the Google Fiber connection.

**5. Briefly describe how your organization will offer a new community service as a result of the Google Fiber connection.** (333 words)

We have begun evaluating the potential for streaming our primary HD Channel. Although there are significant rights issues which must be researched and evaluated, this possibility could open real time viewing KLRU programming to anyone with a mobile device, or to those who prefer to view online rather through traditional television.



**CIVIC SUMMIT** KLRU's program for discourse on public affairs

Why Bother? Poverty in Texas Arts in Context Creating a Community of Respect 2011 2010

**Why Bother? Engaging Texans in Democracy Today**

**Why Bother? Austin after 10-1**

KLRU's ongoing dialogue on civic engagement, Why Bother? takes an in-depth look at how the change to Austin City Council's governing structure will impact voters. Experts and community members from across the city meet to discuss issues that are most important to them, to try to figure out how 10 separate districts will reconcile their differences once the new council is elected.

Original air date 5/16/2013

**Why Bother? Your Legislature, Your Voice**

This conversation revolves around the challenges and obstacles (for both the public and lawmakers) with putting an issue in front of the people that need to hear. Do we have a suitable system for public engagement? What could we do better? We hear from elected lawmakers along with folks involved in grassroots lobbying organizations about their experiences. Audience members tell their stories of success and failure. Panelists include Senator Wendy Davis and State Representative Larry Gonzales.

Original air date 2/07/2013

**Why Bother? Voices of a New Generation**

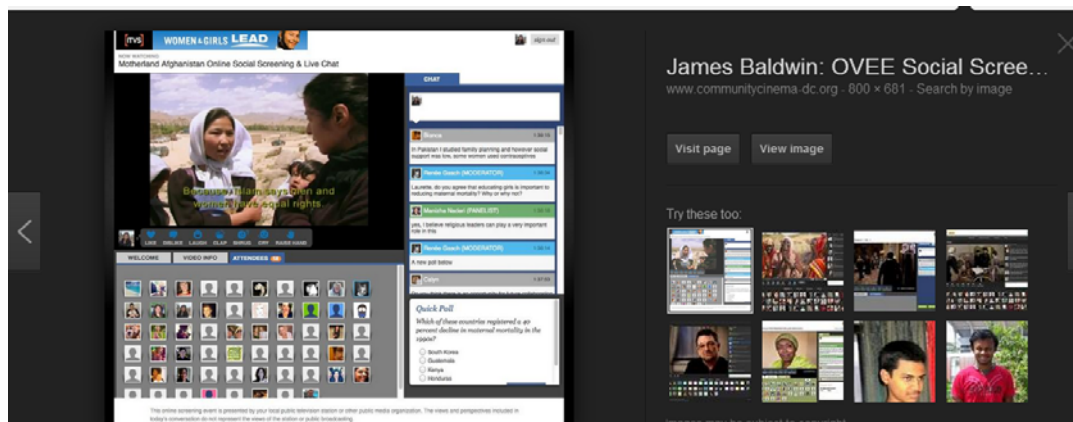
Community members and leaders join in conversation to discuss the causes of low civic participation among Austin's young adult population and how groups are working to change that. Taped in front of a studio audience.

Another example is enhanced viewer and citizen interaction. As noted earlier, KLRU has been working with The University of Texas at Austin's Annette Strauss Institute for Civic Engagement on a project entitled *Why Bother*, exploring how to increase Citizen Engagement in their political system. We have considered the

potential use of Google Circles and Hangouts to create geographically based “Engagement Circles,” coterminous with the City’s soon to be created Council Districts. Through bisynchronous high bandwidth connections, we could establish a robust platform for district information sharing, communication, and interaction.

This same concept can be applied to other affinity based viewer communities, in which viewers and members (and others) sharing common interests or objectives could access specialized content made available by KLRU and share, discuss, add to, evaluate, critique the content through high speed enabled networks.

KLRU has already been at the forefront of using new tools to begin serving these kinds of special interest communities. For example, KLRU is one of the early adopter stations for OVEE (Online Video Engagement Experience). OVEE is a new social screening platform for watching video programs (in our case, your favorite PBS and KLRU programs) together, from anywhere, on demand. The tool allows simultaneous online viewing with a multi-participant discussion stream. (<http://www.current.org/2012/09/itvs-prepares-for-beta-tests-of-enhanced-ovee/>)



*Screen shot from a PBS OVEE Session. Viewers watch video together, utilizing a variety of online tools to communicate and discuss.*

As mentioned in the “Community” section, Google Fiber will also provide a higher quality experience for our participants and enhance public participation in our organization’s services.

Through KLRU’s affiliation with PBS and other related trade and technical organizations, KLRU will continue to have early access to innovative tools and applications for the use of high bandwidth digital systems.

Google fiber will ensure we have the ability to optimize our use of these tools

### **Innovation**

#### **1. Please describe the potential innovative applications that could be developed with a gigabit connection.**

(188 words)

Potential KLRU innovative applications with a gigabit connection include the following:

- Real time streaming of the broadcast channel
- Highly social citizen engagement platforms
- Expanded community forums, including innovative surveying and polling applications
- Real time simultaneous viewing experiences, complimented by expert interaction during video delivery

...And there are many more. However, the reality is that we do not yet fully understand the potential this new generation of high speed fiber offers. As an organization, we have tried to foster a cultural of creativity and experimentation, and the ability to explore new applications and services is one of the more exciting possibilities this infrastructure would support.

Further, we depend on third party providers for many enabling technologies, from servers and switchers to apps and developer tools. All of these providers are now beginning to beta new technologies to overlay high-speed fiber, and we anticipate new worlds opening as these breakthroughs roll out. Our competitiveness in the cluttered and increasingly crowded media space depends on our ability to quickly and agilely leverage these new technologies. We believe Google fiber will be a key to that capability.

**2. Does your organization have or foresee high bandwidth applications?** (260 words)

High bandwidth applications – specifically HD video distribution and gaming – are at the heart of KLRU’s mission. In addition, the social aspects of new forms of video consumption mean that high volume communications among highly distributed consumers will become commonplace, and video providers must be sure content and delivery platforms/apps are optimized to support such interaction.

For example, with this season’s Austin City Limits tapings, KLRU began live streaming as many of the performances as possible, limited by agreement from the artists and their labels. Throughout the season (Season 39) we were able to share the ACL taping experience with viewers globally, sometimes finding as many viewers out of the US as in. With each such experience, we learn new things. Our taping of Latin music superstar Juanes, for example, was one of our most highly viewed live streams, but we were limited in our ability to maintain our usual simultaneous social media interaction by the fact that many of those commenting did so in Spanish – seemingly obvious, but something we had not factored into our planning. A few weeks later, though, when presenting the emerging duo from Mexico, Jesse y Joy, we were prepared with bilingual commentary provided by a member of our Community Advisory Board.

These kinds of events are high impact, and we plan to continue expanding our live streaming capabilities – and not just for music performances. Over the last few years, we have hosted major conferences and community forums addressing early childhood development, health care, domestic abuse, energy management, and many more issues of pressing community concern. To cite one such collaboration, for the last two years KLRU has hosted summits in partnership with the Children’s Learning Institute at the University of Texas Health Science Center at Houston, addressing programs such as Reach out and Read Texas and Enhancing Early Learning for Children with Special Needs.

Each of these present an opportunity to expand the reach and potential impact through real time broadcast and streaming, reaching larger and more targeted audiences.



**3. Briefly describe how your organization is interested in advancing your technology.** (287 words)

As we have pointed out in other responses, KLRU depends on technology. It is the backbone for receiving, creating and distributing our content. Even in our public events, we frequently depend on technology to enable our audience interaction, from simple screenings to real-time polling for community forums or multipoint conferencing.

For this reason, KLRU has sought to be an early adopter whenever possible. KLRU was the first public broadcasting station in the nation to institute full-time programming on Sundays, and when it later added Saturday programming, it was the country's only public television station on the air 365 days a year. KLRU was among the first stations in the country to complete the conversion to fully digital broadcast, and added three additional multicast channels shortly thereafter, again among the nation's early adopters.

Maintaining a state of the art technical infrastructure is costly and difficult, but KLRU has worked hard to stay current or, often, ahead of the curve. Most recently, KLRU completed an \$8 million capital campaign to enhance the station's digital asset management system, upgrade the station's master control to fully support the digital transition, and, most significantly, create a state of the art digital production capability at Austin's Moody Theater.

We continue to explore new technology opportunities, regularly sending our engineering staff to technical conferences and maintaining a continuing dialogue with the industry's leading suppliers.

One area of focus for us is the continuing evolution of our ability to originate live broadcasts from both our 26<sup>th</sup> and Guadalupe and Moody Theater production facilities. This is one of the potential applications for Google Fiber, potentially providing a robust path to an uplink facility to support live terrestrial broadcast or expanding our capability to provide real time streaming.

**4. Does your organization have the capacity and resources to advance your technologies? Please explain.** (132 words)

KLRU has a long history of being at the forefront among the nation's public television stations, including early adoption of key technologies. KLRU was the first public television in the nation to broadcast 24X7, and was among the first to complete a fully digital master control operation, well before the FCC required termination of analog broadcast. We were among the leaders in placing video content online, and in the creation of original content specifically for the Web and mobile consumption.

KLRU's full time staff includes broadcast and digital engineers with extensive experience in the implementation of digital systems. We are currently installing a new Digital Asset Management System, consisting of a 288 TB storage array and the software to manage the ingest, annotation, metatagging, cataloging, storage and retrieval of our digital assets.

### **Practical Pragmatic**

**1. Will the connection help your organization financially? How?** (268 words)

First and foremost, we believe that the best strategy to sustain and grow resources, philanthropic or earned income, is the effective execution of our mission. The higher bandwidth connection is fundamental to managing and delivering the ever-expanding pipeline of video content and supporting applications. Reducing latency and error in transmission of our content, supporting the more rapid and accurate uploading of content to CDNs, and establishing a platform upon which new communities of interest can communicate are just a few of the ways that the viewer/consumer/member experience can be enhanced. With improved delivery and expanded inventory and services, we believe that community support will grow.

In particular, we believe the effective delivery of high quality video content and integration of social media tools and community applications as essential for capturing younger viewers and members. As the average age of our viewer climbs, we run the risk of losing younger audiences unless we respond to their viewing and online preferences. Therefore, the Google Fiber connection will support our efforts to build the next generation of public media user.

Second, KLRU is blessed with a rich archive of content from *Austin City Limits* and other video assets. With nearly 300 TB of video content available online, we are actively exploring how that content may be monetized without sacrificing the artistic integrity promised by the PBS, KLRU, and ACL brands. Being able to respond agilely to requests and opportunities will be vital in the increasing competitive and cluttered video marketplace. Any success we are able to achieve in this way will further support and sustain public media in Central Texas.

**2. Will this be the organization's primary or secondary connection?** (32 words)

This will be our organization's primary connection for bandwidth-intensive tasks like CDN uploads, digital media distribution, and cloud services. We will continue to maintain a secondary connection for redundancy and low-bandwidth applications.

**3. Does your organization have (or will it have) equipment necessary to connect?** (59 words)

We already own and operate the majority of infrastructure necessary to make the most of a GigE connection. All of our production networks are already end-to-end gigabit, and our support networks (admin, finance, etc) will be full gigabit by Nov. 1 2013. This will allow us to quickly leverage a fiber connection to enhance every aspect of our operations.

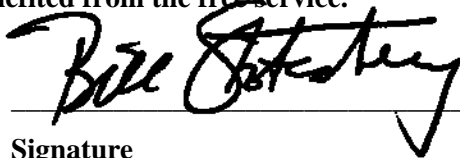
**4. Does your organization currently have access to a high bandwidth connection?** (60 words)

Our current primary connection is through the University of Texas system. While technically higher bandwidth than most consumer connections, its design emphasizes number of clients over throughput, limiting the usability of the connection for specific high-bandwidth initiatives. As such, it still falls far short of our current and future going needs as a producer and distributor of high-quality digital media.

**Applicant's Statement**

I certify that answers given herein are true and complete to the best of my knowledge. I understand that false or misleading information given in my application will result in disqualification. I understand and agree that I am required to abide by City of Austin ordinances, policies and rules.

I understand if selected to receive a Google Fiber connection that the organization I represent may be required to: ✓submit an annual report to the TARA Office explaining how the organization has benefited from the free service.



Signature

September 30, 2013

Date

Bill Stotesbery, CEO and General Manager, KLRU-TV Austin PBS

Title

Please submit this form to TARA by 4:45 p.m. on Monday, September 30, 2013.

Email: digital.inclusion@austintexas.gov

Address: City of Austin – TARA - Municipal Building  
124 W. 8<sup>th</sup> Street, Suite 210  
Austin, Texas 78701