



PORTLAND PUBLIC SCHOOLS

DEPARTMENT OF EDUCATIONAL MEDIA

STATION KBPS

546 Northeast Twelfth Avenue/Portland, Oregon 97232

Phone (503) 234-5469

Textbooks
Libraries
Audiovisual
Radio-Television

March 17, 1982

Ms. Janet McMahon, Director
Metropolitan Arts Commission
430 S.W. Morrison
Room 314
Portland, Oregon 97204

Dear Janet:

Enclosed are three copies of the KBPS ASIAN VOICE CULTURAL BROADCAST grant request. Having spent so much time talking with the many S.E. Asians who are involved with the production of the weekly ASIAN VOICE program about this particular grant, the expectations are high and the level of enthusiasm among these peoples is really exciting. I personally have enjoyed putting this grant request together, for them and for the School District. I hope it will receive a favorable review from the Metropolitan Arts Commission. The service it will be providing will have tremendous impacts, involve so many performing artists, and most importantly, provide a cultural bridge for this large minority population.

If you have any questions, or if you need any further information, please call me at the station. I am looking forward to hearing from you about our request.

Best wishes,

Patricia L. Roberts, Coordinator
Development and Volunteers

PLR/slf

enclosures: 3

METROPOLITAN ARTS COMMISSION

MULTIARTS PROJECT APPLICATION

For: Afro-American _____ Southeast Asian x East County _____
APPLICANT Portland Public Schools/KBPS Phone 234-5469
ADDRESS 546 N.E. 12th Avenue
SPONSORING ORGANIZATION & CONTACT PERSON Portland Public Schools/Patricia L. Roberts

A. BRIEF PROJECT DESCRIPTION (use reverse or additional sheets if necessary):
please see attached

B. ESTIMATED BUDGET

1. Expenses (please itemize)

<u>Personnel</u>	\$ <u>7,538.55</u>
<u>Supplies, Materials, Postage, Travel</u>	<u>693.42</u>
<u>Studio/Program Production</u>	<u>1,920.00</u>
<u>Administrative overhead</u>	<u>326.89</u>

TOTAL EXPENSES \$ 10,478.86

2. Amount requested from MultiArts

TOTAL REQUEST \$ 10,478.86

3. Do you have any other sources of income?

yes

If yes, please identify:

<u>Portland Public Schools</u>	\$ <u>300,000+</u>
<u>Corporation for Public Broadcasting</u>	<u>100,000+</u>

TOTAL OTHER INCOME \$ 400,000+

C. PLEASE ATTACH ANY ADDITIONAL INFORMATION YOU FEEL MAY BE USEFUL.

KBPS ASIAN VOICE CULTURAL BROADCASTS

JULY, 1982 - JUNE, 1983

(BASED ON 12 MONTH PROJECT)

STAFF: (includes 36% fringe for all staff, except performer's stipend)

(1) KBPS PRODUCER	4 hrs per brdcast @ \$ 11.35 p/hr	\$ 744.35
(1) ASIAN VOICE PRODUCER	20 hrs per brdcast @ 10.00 p/hr	3,264.00
(1) PROG. COORDINATOR	10 hrs per brdcast @ 10.00 p/hr	1,632.00
	(10 hrs per brdcast @ 10.00 p/hr	1,632.00 in-kind)
(60) PERFORMERS STIPEND	5 per broadcast @ 25.00 each	1,500.00
(1) GRANT ACCOUNTANT	4 hrs per month @ 6.10 p/hr	398.20
TOTAL STAFF:		\$ 7,538.55

OVERHEAD:

STUDIO/PRODUCTION COSTS PER BROADCAST:

4 hrs per brdcast @ 40.00 p/hr	\$ 1,920.00
1.5 hrs rehearsal	
2.5 hrs taping	

ADMINISTRATIVE:

326.89
TOTAL ADMINISTRATIVE 2,246.89

OPERATIONS:

PROGRAM SCHEDULES:	200 each quarter (4 broadcasts)	\$ 140.00
	(8 1/2 x 11 flyers distributed to Asian businesses, refugee programs, schools, etc.	
POSTERS:	100 (17x22) all 6 dialects	50.00
BROCHURES:	600 (100 each dialect)	174.22
CASSETTE TAPES (60 min)	24 (two are duplicated each brdcast)	19.20
POSTAGE (estimated)	100 pieces per quarter	160.00
TRAVEL (estimated)	3,375 miles for year @ 22.5¢ p/mi	150.00

TOTAL OPERATIONS COSTS: \$ 693.42

TOTAL PROJECT BUDGET 10,478.86



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KBPS ASIAN VOICE CULTURAL BROADCASTS

PROJECT NARRATIVE

KBPS AM begins its sixtieth year of broadcast service to our community in March, 1982. The only AM station licensed to a public school district, KBPS is also a member of the National Public Radio network. Begun as a student project at Benson High School, KBPS has grown towards the 1980's with a commitment of service, both in the classroom and in the community. The latter is clearly evident in the broad scope of public service and community information broadcasts designed to serve general and specific segments of our population. Broadcasts of the City Club and School Board meetings, programs featuring the League of Women Voters, prominent local financial experts, senior citizens, the blind, the handicapped, and the Black and Hispanic minorities are all a part of KBPS and its commitment to public service. This very same dedication has made possible the very first program produced specifically by and for the largest minority population in our area, the Southeast Asians. It premiered November 4, 1981, and is called THE ASIAN VOICE.

Two years in the planning, THE ASIAN VOICE began as a one-half hour program produced by members from the Southeast Asian countries speaking the languages of this region: Chinese, Vietnamese, Cambodian, Laotian, Hmong and Mien. Primarily an information vehicle, the one-half hour time segment was insufficient to adequately relate all the diverse information pertaining to employment, education, health services, housing assistance, cultural events, etc., that affected these peoples. Thus, in January, 1982, THE ASIAN VOICE was expanded to a one-hour broadcast each Sunday at 8 p.m.

With a target population of 16,000, the response from the Southeast Asian community to this, their very own production, has been wonderfully successful. Over twenty volunteer Southeast Asian producers, some having communications experience in their own countries, participate in the formulation and execution of the weekly program. Current public information, consumer services and news are translated into the six languages, interspersed with music familiar to each cultural group.

Throughout the past few months, however, these volunteer producers have discussed the possibility of presenting an all-cultural program in each of the six languages. With so many refugees from so many different parts of Southeast Asia to be concerned with in providing useful information, the lack of opportunity to showcase respective cultural elements remains a very real and present need, yet to be fulfilled. It is felt that without some opportunity for the Southeast Asian refugees to experience cultural remnants of the past, the hope of what is to be can seem frightening and abrupt. The gap between what is remembered and what really is will broaden. This is especially true of the middle-aged and elderly Southeast Asians. Their loss of familiar music, stories, dramas and religious/ethnic holidays and festivals basic to their former lives is deeply felt. By providing them with occasional sounds from their homelands, these people can experience a feeling of the past, sorely missed and certainly not forgotten. For the young, it can be an experience in tradition to be shared with their families as a bridge between the past and the future. By incorporating in each broadcast month one cultural program specific to a Southeast Asian dialect, the six major populations comprising this large minority will be provided a culturally oriented program that will refresh the memory, lighten the burdens of separation, and make adaptation to their new homes less severe.

Building on the twenty Southeast Asian volunteer producers currently involved in the production of THE ASIAN VOICE, the cultural broadcasts will expand this base to include a projected 200 to 300 performers of all ages, singing songs, playing musical instruments indigenous to each culture, telling stories, reading poetry and performing traditional and contemporary dramas. Two-thirds will be adults and one-third school-age children. The multiplier effect will touch every portion of the Southeast Asian community.

As planned, an ASIAN VOICE cultural producer will act as the core for the other Southeast Asians involved. This individual, selected with the help of participating producers, will assist each of the six cultural groups with program formulation, scheduling, technical assistance, etc., as needed. Although each group will select its own theme, talent, etc., THE ASIAN VOICE cultural producer will have the ultimate responsibility to carry out the goals of the project and assure strong program content.

THE ASIAN VOICE cultural program coordinator will assist the cultural producer with planning, public information, public relations, volunteer coordination, and will provide whatever other support services are needed to meet project goals.

In addition, the KBPS staff producer will work closely, as now, with the cultural broadcast staff, and other KBPS staff will assist as is needed. It is planned to undertake an intense public awareness campaign among the Southeast Asian community regarding the coming cultural broadcasts. This will be accomplished through the distribution of flyers to schools, churches, refugee programs and Asian businesses. Posters utilizing all six languages will be distributed, along with an information pamphlet highlighting THE ASIAN VOICE cultural broadcasts. KBPS will produce a public service announcement about each special broadcast, and of course the regular ASIAN VOICE program will promo each broadcast. As now planned, the fourth Sunday of each month will be designated as a cultural broadcast slot. This will assure continuity in scheduling.

It is apparent to all currently involved with THE ASIAN VOICE that there are some obstacles that will have to be overcome in order to be completely successful. Old ties, old politics and the current situation in Southeast Asia can make coordination and cooperation among these six totally unique and separate cultures difficult, but not impossible. Proof is the current level of success demonstrated in the weekly production of THE ASIAN VOICE. Being able to build on two years of planning prior to the premiere of this particular broadcast service, KBPS is confident that the additional interaction among these six cultures will strengthen their awareness and understanding of each other and of their new home.

An additional point: each cultural broadcast will be duplicated on two sixty (60) minute cassettes by KBPS staff. These tapes will be available for use by the Southeast Asian community for future listening and by school district staff, if desired. These cultural performances will be the base for development of a cultural tape library to be maintained by KBPS for this refugee population. Availability or circulation procedures will be determined during the project's duration.

During the duration of the 12-month project, KBPS development staff will measure the impacts of the cultural broadcast to determine the feasibility of securing an underwriting source once the grant funds are expended.

PLR:ck



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July 12, 1982

Ms, Janet McMahon
Metropolitan Arts Commission
430 S.W. Morrison
Portland, Oregon 97204

Dear Janet:

On Thursday, July 8, I met with Marilyn Flynn, State of Oregon Refugee Program and with members of the Asian Voice production group concerning the first Asian Voice Cultural broadcast scheduled for July 25. I thought you would be interested in the information they gave to me. Rather than break it down, I have attached copies of each of the six broadcast outlines, by native group. The graphics, ie. posters and flyers will be ready for print in the near future, with distribution to begin immediately thereafter.

I have contacted the Oregonian to do a feature story on the first broadcast, scheduled for print Sunday, July 25. Also, the assignment editors of the TV stations will be contacted. Hopefully, they will send crews to do some taping of the participants producing the first broadcast.

I received a note from Debbie Luppold regarding the technical assistance available to grantees. I am sorry that I have not responded, but I am doing so, via this letter. Please pass it on to the right parties.

I will keep in touch with MAC and let you know how we are doing. Again, thanks for all your help and encouragement. I know these broadcasts will be a great success for the Asian producers/artists and will be greatly enjoyed by their peoples.

Cordially,

Patricia L. Roberts
Coordinator Development/Volunteers

Enclosures

KBPS

METROPOLITAN ARTS COMMISSION - MULTIARTS PROGRAM EVALUATION

This questionnaire consists of two parts: specific questions regarding your sources of funding, kinds of community support, organizational structure; and, your evaluation of the MultiArts program. This information, especially your evaluation, is of great importance to us in planning for next year, and we would very much appreciate your comments and suggestions.

1. List grants (public and private) you have applied for or received.

<u>Grant Name/Program</u>	<u>Amount of Request</u>	<u>Pending</u>	<u>Received</u>
KBPS WIRE SERVICE	7,000		x
SUMMER SOUND	2,000		x
SYMPHONY BROADCASTS	47,000	x	x partially
ASIAN VOICE CULTURAL	10,000		x partially

2. Do you have:

- ☒ Board of Directors
- ☒ Advisory Board(s)
- ☐ Auxiliary Support Groups
- ☐ Executive Director
- ☒ Operational Staff (i.e. secretary, bookkeeper)

3. Please indicate the following:

	<u>YES</u>	<u>NO</u>
Board meets regularly	(x)	()
Board minutes are kept and distributed	(x)	()
Board is active in fund raising	()	(x)

4. Indicate types of fund raising activities:

- ☒ membership dues
- ☐ board dues
- ☒ business contributions/gifts
- ☐ service fees (program participant fees)
- ☒ special projects (bake sales, etc.)
- ☐ bequests (money willed from estates)
- ☐ annual concerts and recitals
- ☒ investment income

5. Indicate financial management activity:

Methods used to record fiscal information

- | | |
|--|--|
| <input type="checkbox"/> cash basis | <input type="checkbox"/> donated funds and services |
| <input type="checkbox"/> accrual basis | <input type="checkbox"/> fund accounting (funds for specific uses) |
| <input type="checkbox"/> financial (external reporting) | <input type="checkbox"/> unable to judge |
| <input type="checkbox"/> managerial (internal reporting) | <input checked="" type="checkbox"/> none of the above (all accounting done by school district) |

Kinds of fiscal records maintained

- | | |
|---|--|
| <input type="checkbox"/> chart of accounts | <input type="checkbox"/> general journal |
| <input type="checkbox"/> cash receipts journal | <input type="checkbox"/> unable to judge |
| <input type="checkbox"/> cash disbursements journal | <input type="checkbox"/> none of the above |
| <input type="checkbox"/> general ledger | (in-house accounting by account number(s)) |

Briefly describe any other methods used to maintain fiscal records.

All KBPS accounting is done by staff reporting to the District expenditure and receipt of funds into varied numbered accounts. All other accounting, i.e. billings, etc are done at the district level.

6. Indicate the promotional tools you utilize:

- | | |
|--|---|
| <input checked="" type="checkbox"/> posters | <input checked="" type="checkbox"/> newsletter - program guide |
| <input checked="" type="checkbox"/> brochures | <input checked="" type="checkbox"/> participation in other community events |
| <input checked="" type="checkbox"/> press releases | <input checked="" type="checkbox"/> media coverage by public service spots |
| <input checked="" type="checkbox"/> other _____ | <input checked="" type="checkbox"/> other media coverage bus cards, press conferences, etc. _____ |

7. Indicate the quality and kind of community support:

	more than adequate	adequate	inadequate	unable to judge	N/A
volunteer support	(x)	()	()	()	()
space contribution	(x)	()	()	()	()
local business support	()	()	()	()	(x)
local civic clubs	()	()	(x)	()	(x)
local foundations	()	()	()	()	(x)
local arts council/ commission	()	(x)	()	()	()

8. In what ways has the MultiArts program helped you and/or your organization ?

The multi-arts program provided KBPS and its S.E. Asian producers the means to produce six (6) cultural broadcasts specific to the major ethnic groups in this diverse community. It gave the ASIAN VOICE producer an opportunity to exchange information and needs about their respective groups in identifying and coordinating as many as 10 artists/performers to produce a 1 hour cultural broadcast. We are very grateful to MAC for this wonderful opportunity.

9. Aside from providing more money (always a given), how could the program be of more assistance ?

I cannot think of anything specific, except maybe to network information about similar ethnic grantees to one another, so as to get as wide a dispersal of information as is possible.

10. Was the Arts Commission staff helpful/accessible ?

Extremely helpful, very professional and always accessible.

11. Please share with us any additional comments or suggestions:

I think the idea of a multi-arts grant that provides such a specialized kind of grant activity is terrific. I know of no other foundation locally that I would have approached with a similar request.