



Center for Asian American Media  
 Latino Public Broadcasting  
 National Black Programming Consortium  
 Native American Public Telecommunications  
 Pacific Islanders in Communications

## Lessons Learned from the My Source Project

### Latino Public Broadcasting (LPB)

The My Source project gave LPB new opportunities to deepen our collaboration with three PBS stations in different regions (Texas, California, Florida), and connect them with local Latino independent producers and minority community members.

- Increased public awareness and mutual understanding of issues impacting the Latino community and collaborated with selected community organizations.
- The testimonials serve to demonstrate to foundations, corporate sponsors and individual donors the value that KCET brings to Southern California.
- KLRN believes that this activity built on ongoing engagement with their local diverse community—and that having a young “star” helped broaden their reach (it features an articulate and engaging young person with a good story).
- The producer felt spending some time before the camera rolled was crucial to getting the subject comfortable.
- Personal questions proved the most effective, particularly questions that allowed the subject to qualify her experiences. Having a scripted tagline was also helpful, though it was important not to start the interview with this.
- Once the story was fully developed in the subject’s mind, they were able to re-create the story in two languages (Spanish & English).
- The producer gave the interviewee a list of questions she was going to ask but asked the interviewee not to answer them until the producer was able to get them on camera so it would be fresh.
- Production time and editing take up a large portion of the budget.
- Coordinating My Source spots with upcoming heritage month events and programming would create good synergy and allow stations to use production resources efficiently in order to capture testimonials.
- The station provided clips from PBS kids programs for use in the spot.

### Community Engagement:

- Screening at colleges with Q&As.
- Partnering at other community events and having a presence brought the attention of the media and the public to our productions.
- KCET showed sizzle reel and distributed brochures at events.

---

LPB 2550 N Hollywood Way Suite 420 Burbank, CA 91505 323-466-7110 www.lpbp.org	CAAM 145 9th St., Ste. 350 San Francisco, CA 94103 415-863-0814 <a href="http://asianamericanmedia.org/">http://asianamericanmedia.org/</a>	NBPC 68 East 131st St., 7th FL New York, NY 10037 212-234-8200 www.nbpc.tv	NAPT 1800 N 33 <sup>rd</sup> Street Lincoln, NE 68503-1409 402-472-3522 <a href="http://www.nativetelecom.org">www.nativetelecom.org</a>	PIC 1221 Kapi'olani Blvd Ste 6A-4 Honolulu, HI 96814 808-591-0059 www.piccom.org
---	--	---	--	---

- KCET held community screenings for Society of Hispanic Historical and Ancestral Research, Association of Mexican American Educators, high schools, trade tech college.
- KCET Early Education initiatives workshops for parents and child care professionals of young children/Family Day event workshops train adults in the educational use of KCET/PBS programs.

### **Native American Public Telecommunications (NAPT)**

The My Source project strengthened our relationships with stations, leading to additional co-productions.

- The online component was good for reaching out to the Northern Cheyenne communities in Montana and Navajo communities in Northern Arizona.
- The My Source grant provided some genuine opportunities to engage with diverse communities by allowing us to actively participate with members of those communities in the creation of the project. It allowed us to go far, geographically and in our thinking, in ways that would have been impossible otherwise.
- Stations' roots are serving a diverse population.
- Place the subject in familiar settings, engaged in familiar activities and talking about his or her personal experiences.

#### Community Engagement:

- Outreach with Blueprint America focused on Denver Living Streets initiative and interesting urban redevelopment philosophy that has transportation, place making, environmentalism, healthy living and economic development as its tenets. Screening and town hall meeting on the film.
- KUAT: Citizen Journalism Project places professional television cameras, laptop editing and production support and training in the hands of nonprofessional citizen-journalists, who created films offering personal perspective on important topics. An example was that of a young Native student attending college off-reservation. It is meant for Native Americans and anyone who is facing the difficulties of living in two worlds while struggling to maintain their own culture and beliefs. This short film premiered on PBS in conjunction with the national Native American series "We Shall Remain."
- KCTS: V-me Spanish language network. Exploring Latino perspectives on current affairs, politics, economics, art and culture. [www.kcts9.org/v-me](http://www.kcts9.org/v-me) is a bilingual portal with information on programming and community events and issues. From regional programs like KCTS 9 connects which seeks out untold stories and points of view.
- A web page profiled Dustinn Craig on KUAT website and discussed the making of the productions. Behind the scenes. Promote that gifted filmmakers produced the spots. The biggest opportunity was to work with a filmmaker from within our target community who is so forward-thinking and willing to try new things to achieve better results.

---

LPB 2550 N Hollywood Way Suite 420 Burbank, CA 91505 323-466-7110 www.lpbp.org	CAAM 145 9th St., Ste. 350 San Francisco, CA 94103 415-863-0814 <a href="http://asianamericanmedia.org/">http://asianamericanmedia.org/</a>	NBPC 68 East 131st St., 7th FL New York, NY 10037 212-234-8200 www.nbpc.tv	NAPT 1800 N 33 <sup>rd</sup> Street Lincoln, NE 68503-1409 402-472-3522 <a href="http://www.nativetelecom.org">www.nativetelecom.org</a>	PIC 1221 Kapi'olani Blvd Ste 6A-4 Honolulu, HI 96814 808-591-0059 www.piccom.org
---	--	---	--	---

- KUAT: We were working under some tight deadlines and dealing with some communities that require considerable time to build trust.
- KCTS: Engaging with different cultures and communities will allow for the station to respond and grow in the needs of different cultural approaches to working with people to tell their stories.

### **Center for Asian American Media (CAAM)**

Having a good connection at the station—someone, or several people, who would take ownership of the project on their end. In both cases, Idaho PTV and KERA, we had good partnerships.

- The recommended station sounded interesting in working with them but they did not respond to follow-up correspondence and we were left with two stations. CAAM guesses funding the schedules were too challenging for them.
- My Source experience was more than solid enough for us to continue approaching stations on smaller scale and possibly larger scale projects.
- CAAM should have hired an actual production manager for My Source spots.
- Would have liked more time to work with the stations.
- Center around local documentaries about the cultural history of that community of Idahoans. “Asian Americans in Idaho” responded to the national programs we presented that speak to the issues and cultural history of that specific community.

#### Community Engagement:

- Incredible diversity exists in every community across the country and we need only the impetus to uncover and tell that story.
- KERA Ready for Life initiative supports parents and care providers by offering the tools to raise children who are socially, physically and emotionally healthy. Educational materials available in English and Spanish.
- Math Can Take You Places—After-school kits and video highlight real-world connections for mathematics and provide students with fun, engaging, hands-on games and programs.
- KERA promoted awareness of local job fairs, foreclosure prevention workshops, free financial and credit counseling classes, back-to-school fairs and local events.

### **Pacific Islanders in Communication (PIC)**

PIC enjoyed working on the My Source spots because it gave us a chance to be creative and contribute to the CPB My Source initiative and the PBS system. Also, being able to reach out to our Pacific Islander community with a new and exciting opportunity was great. It gave PIC a chance to publicize our mission within our communities.

- Pre-interviews were a big help. We met with each person in a living room setting and asked them questions. It helped us to formulate the story and decide what questions we were going to ask during the actual interview.

---

LPB 2550 N Hollywood Way Suite 420 Burbank, CA 91505 323-466-7110 www.lpbp.org	CAAM 145 9th St., Ste. 350 San Francisco, CA 94103 415-863-0814 <a href="http://asianamericanmedia.org/">http://asianamericanmedia.org/</a>	NBPC 68 East 131st St., 7th FL New York, NY 10037 212-234-8200 www.nbpc.tv	NAPT 1800 N 33 <sup>rd</sup> Street Lincoln, NE 68503-1409 402-472-3522 <a href="http://www.nativetelecom.org">www.nativetelecom.org</a>	PIC 1221 Kapi'olani Blvd Ste 6A-4 Honolulu, HI 96814 808-591-0059 www.piccom.org
---	--	---	--	---

- Follow-up questions are a must—they allowed the people being interviewed more time to think about why PBS was important to them.
- The station sent both the production manager and station manager to sit in on the shoot. At times they both had very helpful follow-up questions to suggest as well as important practical information that would only come from being a public television employee or from being very familiar with protocol and procedures.
- Obstacles from stations: prior commitments/bad timing, new station branding/not currently creating My Source spots, no organizational capacity.

**Community Engagement:**

- Recommend to stations to keep in mind that they do have a diverse audience and to utilize the NMC to create inroads to these communities. Airing more diverse programming will not only keep the viewership they have but will bring in additional, younger viewers.

**National Black Programming Consortia (NBPC)**

Working collaboratively with stations, including sharing resources. It allowed us to gain a better understanding of their priorities, needs and resources, which also gave us a better understanding about our ability to access minority communities within the station's broadcast area.

- Locations are more dynamic than studios. In addition to being visually interesting, it puts the subject more at ease and places their story in a context they can relate to.
- Allow at least one production day per subject. This improves the experience and results.
- We, the NBPC, producer and station needed more time to coordinate schedules.
- Summer may be a better time for both NBPC and the stations to add this type of production to their schedules.
- There needs to be a clearer understanding with the stations about what their contribution is to the My Source production.
- Techniques focused on soliciting personal memories and experiences.
- Come up with a very detailed schedule or plan for the day.
- We have to make sure that all of our employees understand their role and believe in this process.

Community Engagement:

- On air spots are a good softener, but nothing can replace being on the ground and engaging directly (and on an ongoing basis) with the community in their space. That is a great way to solicit stories as well.
- Diversity is a social and business opportunity for success.
- Negotiated a deal to have My Source campaign feature on city buses.

---

LPB 2550 N Hollywood Way Suite 420 Burbank, CA 91505 323-466-7110 www.lpbp.org	CAAM 145 9th St., Ste. 350 San Francisco, CA 94103 415-863-0814 <a href="http://asianamericanmedia.org/">http://asianamericanmedia.org/</a>	NBPC 68 East 131st St., 7th FL New York, NY 10037 212-234-8200 www.nbpc.tv	NAPT 1800 N 33 <sup>rd</sup> Street Lincoln, NE 68503-1409 402-472-3522 <a href="http://www.nativetelecom.org">www.nativetelecom.org</a>	PIC 1221 Kapi'olani Blvd Ste 6A-4 Honolulu, HI 96814 808-591-0059 www.piccom.org
---	--	---	--	---

## Most helpful questions

1. How has public media affected your life as a community activist?
2. Is there a mirror between your life and the decisions you've made to that of public media?
3. What was the moment that you realized PBS was important to you and your family?
4. What PBS shows have really influenced you?
5. Establishing parameters and a sense of purpose. "Remember when you were just a kid, watching Sesame Street with your brothers or sisters? What were your...." Share your most memorable experience of watching a public TV program.
6. What program did you view and have to share with others?
7. What program would you enjoy watching again?
8. What program touched you and gave you a good feeling?
9. What programs do you like to watch and why?
10. Can you think of a specific story or show you saw on public broadcasting that changed how you viewed an issue?
11. How did the show you watch affect your life, personally or professionally?

## How could the My Source spots look on individual stations?

- Air spots during heritage-specific months
- Air spots before, during and after culturally specific programming
- Air spots before film festival/community cinema, Q&A with producers
- Work with a community you rarely work in
- Work with existing partnerships (CAAM knew both stations production teams—confident and excited to work with them)
- Hire an actual production manager to coordinate and produce
- Plan more time to work with the stations
- Target the local diverse population, then make contact with leaders
- Promote station contests with these local diverse populations' elementary and high schools, get parents involved
- Work with multicultural organizations on college campuses, co-sponsor their events (cultural banquets, powwows, luau, etc). These groups need sponsorship and advertising; you need their community. Can contact the universities' multicultural offices.
- Work with local radio to announce you are looking for testimonials and air radio spots
- Make a wish list of areas you want to reach out to. How do you do this? Follow up.
- Publicity utilizing the stations' website, blog and social media tools, and promotional information distributed through newsletters and at the stations' scheduled outreach workshops and events.
- Share your story-online tool kit: contributing photos, artwork, original poetry, stories and observations about what it is that defines their Latino identity.

---

LPB 2550 N Hollywood Way Suite 420 Burbank, CA 91505 323-466-7110 www.lpbp.org	CAAM 145 9th St., Ste. 350 San Francisco, CA 94103 415-863-0814 <a href="http://asianamericanmedia.org/">http://asianamericanmedia.org/</a>	NBPC 68 East 131st St., 7th FL New York, NY 10037 212-234-8200 www.nbpc.tv	NAPT 1800 N 33 <sup>rd</sup> Street Lincoln, NE 68503-1409 402-472-3522 <a href="http://www.nativetelecom.org">www.nativetelecom.org</a>	PIC 1221 Kapi'olani Blvd Ste 6A-4 Honolulu, HI 96814 808-591-0059 <a href="http://www.piccom.org">www.piccom.org</a>
---	--	---	--	---

- Educational materials available in English and Spanish.
- Be prepared and plan for staff members across many departments to participate in bringing the My Source messages to life on-air, online, and in print.
- Look for fresh new faces to put on your air. Having a young “star” helped broaden their reach. (Feature an articulate and engaging young person with a good story.)
- Every public station should identify and uncover their hidden diversity.
- Set the objectives and intentions. Tell the story of an individual, someone we might otherwise never get a change to meet, and how public broadcasting made a difference in their lives.

---

LPB 2550 N Hollywood Way Suite 420 Burbank, CA 91505 323-466-7110 www.lpbp.org	CAAM 145 9th St., Ste. 350 San Francisco, CA 94103 415-863-0814 <a href="http://asianamericanmedia.org/">http://asianamericanmedia.org/</a>	NBPC 68 East 131st St., 7th FL New York, NY 10037 212-234-8200 www.nbpc.tv	NAPT 1800 N 33 <sup>rd</sup> Street Lincoln, NE 68503-1409 402-472-3522 <a href="http://www.nativetelecom.org">www.nativetelecom.org</a>	PIC 1221 Kapi'olani Blvd Ste 6A-4 Honolulu, HI 96814 808-591-0059 www.piccom.org
---	--	---	--	---