



Sound Partners for Community Health

An RWJF national program

SUMMARY

Sound Partners for Community Health was a Robert Wood Johnson Foundation (RWJF) national program that funded efforts by local public broadcasters and their community partners to increase public awareness of health issues and to facilitate citizens and policy-makers in taking a more informed and active role in health issues at the local level.

These community collaborations produced original broadcast programming—short reports, in-depth features, call-in programs, issues-oriented drama and coverage of live forums or other events—and related outreach to the community. Funded activities occurred between November 1997 and July 2006.

Key Results

- *Sound Partners* funded 148 collaborations involving local broadcasters and other community organizations.
- Broadcast stations received more than 100 honors for excellence in community service and broadcasting, earning several Edward R. Murrow Awards, National Center for Outreach awards, top honors from the National Federation of Community Broadcasters, awards from the Society of Professional Journalists, the Associated Press and an Emmy[®] Award nomination.

According to national program staff, in 2007:

- *Sound Partners* stations increased their capacity to produce in-depth health coverage while community partners involved in outreach learned media skills to better present their stories.
- The *Sound Partners* program gave utterance to typically unheard voices of youth, immigrants and the working poor. Teenagers and non-English speakers served as producers, interviewers and hosts of a variety of radio formats, including public service announcements, audio diaries and documentaries that covered topics ranging from tobacco use among Hispanic teens to the benefits of exercise.
- Stations and community and media partners worked collaboratively to combine programming and outreach to be more effective than either could have been alone.

For more detailed results, including links to narratives about six *Sound Partners* sites, see [Overall Results](#). For more about the partnering experience of local media and community organizations, see [Lessons Learned](#).

Program Management

In 1997, RWJF and the Benton Foundation (a Washington philanthropy concerned with the value of communications for solving social problems) made a fiscal home for the program at the Benton Foundation. Consultants Mark Sachs of Silver Spring, Md., and Beth Mastin of Madison, Wis., served as program co-directors working from their offices.

Funding

The RWJF Board of Trustees authorized the program in October 1996 for up to \$2 million. The board reauthorized the program for up to \$7.8 million in July 2001.

THE PROBLEM

“Public consensus is increasingly essential for progress [in health care] to occur. The soundness of any such consensus, in turn, is dependent on a public informed about all sides of the issue.”—RWJF program staff, 1984

Media coverage of health issues had been weakest at the local level, according to RWJF program and communications staff. By 1996, national health care reform had failed and the debate on how to reform the system had shifted to what could be done at the state level and within communities. This made it even more important that citizens be informed about and involved in decisions affecting health and health care in their communities.

RWJF program and communications staff and staff at the Benton Foundation felt that educational outreach conducted by local radio broadcasting and local community partners could play an effective role in informing and involving citizens in health care. However, they also concluded that past strategies for community outreach that centered on providing content to local broadcasters were too limited.

Generally, in this top-down model, National Public Radio (NPR) or another national organization gave local stations ready-to-use materials that complemented national programming. The purpose was to enhance both the message and impact of national programming at the local level. But, for the most part, these efforts failed to capture the imagination or passions of local communities, and of the broadcasters themselves.

CONTEXT

On the national level, RWJF had supported coverage of health issues from the mid 1980s. For example, beginning in 1985 RWJF funded [National Public Radio](#) (NPR is a producer and distributor of noncommercial programming) in its nationwide coverage of health (see [Program Results Report](#)).

In 1994, RWJF with partnering foundations the [Henry J. Kaiser Family Foundation](#), Menlo Park, Calif., and the [Commonwealth Fund](#), New York, co-funded an experimental public radio program initiative called "Critical Decision." This initiative, which also provided funds to NPR, channeled some funding to local member stations for programming and outreach around national health care reform.

It enabled 33 local public radio stations to carry out a variety of activities—town meetings, call-in programs, school projects—to engage Americans in the health care debate reform issues and to provide gavel-to-gavel coverage of the 1994 U.S. House and Senate floor debates on national health care reform legislation.

A Focus on Vulnerable Populations and Other Communities

In addition, from the early 1990s, RWJF had funded health information initiatives to benefit specific vulnerable populations—which make up communities in another sense. These projects involved public media and, in particular, radio, which RWJF considered a particularly powerful vehicle for reaching vulnerable populations. Those grants included:

- Radio coverage of rural health care by the High Plains News Service from 1993 to 1998 (see [Program Results Report](#)).
- Health reporting and public service announcements by Radio Bilingüe, which distributes Spanish-language news and information programming, from 1992 to 1998 (see [Program Results Report](#)).
- Alaska Public Radio Network and the Koahnic Broadcast Corporation from 1991 to 2001 to produce health-information news and features and develop a weekly call-in health program (see [Program Results Report](#)).

In the early 1990s, RWJF also supported radio advertisements for the improvement of health, particularly in college settings. Western Public Radio received a grant for the distribution of an alcohol abuse prevention radio series to U.S. colleges (ID# 19141). Tobacco was the focus of funding to New Sounds, for a project to produce and distribute radio spots to educate the public about the harms of tobacco use (ID# 30298).

Sound Partners in Context

In the mid-1990s, two forces within RWJF coalesced to produce the strategy employed in the *Sound Partners* national program:

- The RWJF Board of Trustees encouraged staff to explore new areas. According to a 1996 Chairman's statement, "Exploratory grants, which we expect to be a small share of our portfolio, will underwrite explorations of areas for potential future activity. Staff members have discussed a number of possibilities, including health and behavior, violence, genetic services and new information technology in health care."
- The Foundation's exploration of its potential role in public education. As staff wrote in the 1996 Annual Report, "In a market-driven health care system, the Foundation's role includes public education."

At RWJF, these two factors led to an experiment in educating individuals in health issues through an attempted synergy of media content and outreach, played out entirely on the community level.

Local Media

In creating *Sound Partners*, RWJF sought to improve radio (and later television) coverage of this nation's health issues at the local level. Strengthening local coverage, it was hoped, would accomplish two things:

- Increase people's awareness of health issues.
- Stimulate them to become involved at the community level in relevant public discussions and at the same time play a more active role in decisions affecting health policy.

However, local public radio stations typically lacked the resources—the time and staff—to pursue stories about health issues in any depth. Yet RWJF staff thought that if stations were given these resources, they should, in theory, be able to offer better coverage in the near term and, by virtue of their added capacity, also improve their coverage over a longer term.

To capture both near- and long-term increases in local broadcast capacity, RWJF decided to support local broadcast projects planned and executed by community media—rather than broadcast initiatives by national organizations such as NPR that would be *carried* locally.

Since community stations appear ideally situated to inform and engage local audiences about both national and local health issues, the strategy made sense.

But was that all that was needed?

Local Outreach Partners

Crucially, RWJF decided to empower local outreach partners in tandem with the community stations. With radio, according to RWJF staff in 1996, "outreach efforts are most effective when they involve partners, because additional experts and contacts are brought to the table and wider distribution of materials and information is enabled."

Thus, *Sound Partners* would draw on the specialized but different capacities of community broadcasting and local organizations experienced in community outreach. Funded projects would bring together dedicated individuals at local public radio stations in partnership with equally dedicated individuals at entities active in the community, including community health organizations, educational institutions and other media.

“These projects could provide a more localized coverage to the big health policy issues discussed nationally. A lot of times that [national] coverage is not specific enough to individuals. It seems to be going on at a level that ordinary people can't relate to.

Radio is a great way to reach people who are little bit out of the mainstream. It's an inexpensive medium and people listen to it in all kinds of places.”—Victoria D. Weisfeld, former RWJF Senior Communications Officer, 2007

For more in-depth discussion about the strategy of *Sound Partners*, including RWJF's prior support of radio and television, see the chapter by Weisfeld “The Foundation's Radio and Television Grants, 1987–1997” in the 1999 RWJF *Anthology, To Improve Health and Health Care*.

In October 1996, the RWJF Board of Trustees authorized the program for up to \$2 million for two rounds of grantmaking, and in July 2001, it reauthorized the program for an additional two rounds of grantmaking for up to \$7.8 million.

PROGRAM DESIGN

“Sound Partners attempts to identify important health care issues in communities; inform and stimulate public dialogue; build capacity to conduct effective outreach; and build partnerships between radio stations and local health care organizations.”—Digby Diehl, from a chapter

in the Robert Wood Johnson Foundation Anthology, Volume IV

In *Sound Partners*, public radio stations (and later public television stations) applied for grants to fund broadcast projects involving a specific health or health care-related issue (see [The Issue Areas](#)). All projects were to have as an integral part some form of community outreach related to that issue.

Project work unfolded over four rounds of grant funding from 1997 to 2006.

The *Sound Partners* Model

The model for *Sound Partners* included six principles articulated by national program staff. These were:

- *Empowerment*. "Sound Partners helps all partners increase their capacity to transform their communities into healthy ones by providing on-going organizational, creative and technical help."
- *Local Media*. "Sound Partners encourages broadcasters and print journalists to participate in bringing health care improvements to their communities."
- *Story Telling*. "First voice stories are powerful. Sound Partners seeks ways for community members to tell their own compelling stories and to be heard."
- *Partnerships*. "Sound Partners bring diverse groups together to address community health issues. Sound Partners continuously foster those collaborations."
- *Vulnerable Populations*. "Sound Partners helps the people who are most in need to become active parties in defining, addressing and solving their communities' health problems."
- *Social Marketing*. "Sound Partners use and promote specific practices that bring about change through creating, communicating and delivering value."

Partnering

Stations receiving grants agreed to partner with a local organization that was experienced in community outreach. In some instances stations partnered with more than one community organization.

According to the call for proposals, partners could include:

- Public health agencies.
- Community organizations.
- Health care providers.

- Corporations.
- Agencies of local government.
- Other media such as television stations or newspapers.
- Educators.
- Health care advocates.

Applicants were asked to lay out detailed plans for producing the proposed programming and related outreach.

The Issue Areas

For each round of grants, RWJF staff stipulated four or five broad issues in health or health care that the stations applying for *Sound Partners* funding to consider. Funded stations and their partners agreed to produce their programming on some aspect of these issues.

The issues varied over the years of *Sound Partners*. In general RWJF staff based their choice on the current interests of RWJF and what they saw as the most pressing topics of the day.

Examples include:

- Health care reform.
- Quality of care.
- Children's health.
- End-of-life issues.
- New approaches to treating addiction.
- Strengthening communities during difficult times.

For issue areas actually used in each round of grant applications, and the stations that used them, see [Appendices 1-4](#).

A Synergy of Broadcast and Outreach

The functions of broadcast and outreach were to play complementary roles in the projects. That is, broadcaster stations would produce the programming, and their community partners would take the lead in planning and delivering outreach.

In many projects, the community partner provided a central ingredient to most projects: expertise on the planned programming topic and referral to expert sources for the broadcast journalists to interview.

The Broadcaster's Strength: Programming

Active community partners free stations to focus on the broadcast and journalistic aspects of the project, while partners with topical expertise take the lead in nonbroadcast activities. The strengths that broadcasters bring to the collaboration are the ability to reach many people over the airwaves, high journalistic standards and knowledge of how to promote programming. Determining program content remains the sole province of the stations.

A station's project might include a series of short reports, in-depth features, call-in programs, live forums, a student essay contest or coverage of live events.

The Community Partner's Strength: Outreach

Often an answer to a community's problem lies within the community itself. This is why communities themselves are critical to successful outreach. When a community takes a prominent role in planning and delivering outreach, those with the largest stake in the project's outcome take responsibility for its success and continuation.

The primary purpose of community partners is to disseminate additional materials and information to community members. Materials may range from resource directories to brochures to circulars distributed through daily newspapers.

Examples of the complementary roles are available from links to specific site descriptions in [Overall Results](#).

Criteria for Project Selection

In selecting from among proposed projects, RWJF program staff, members of the program's national advisory panel, Benton Foundation staff and others involved in the decisions applied a number of criteria. To receive funding, a project should have:

- An outreach plan that would increase the community's knowledge of the health or health care issue area chosen.
- A programming plan aimed at achieving excellence in addressing the issue.
- Evidence, such as letters of support, that potential partner(s) were, or would be, actively involved in developing and executing outreach.
- A cost-effective budget that included the value of the contribution of community partner(s).

- Creativity and innovation in specifically serving the grantee's community.

Project Duration, Funding and Eligibility

Stations could apply for six-month grants and request up to \$15,000, or apply for longer-term projects (12 months and more) and request up to \$35,000.

In the first two rounds of funding (of four total rounds), stations could share funds with the community partner if they wished; but they were not required to do so. In later rounds, RWJF also provided separate funding for participating community partners, including other media partners such as commercial broadcasters and newspapers.

Each project had a half-year planning period that preceded its grant. During that planning period, participants could revise their proposal as they learned more about the issue. Grant periods (including planning) took place between November 1997 and July 2006.

In the first two rounds of funding, applicants were restricted to the 410 public radio stations supported by the [Corporation for Public Broadcasting](#). The Corporation for Public Broadcasting is a Washington-based private, nonprofit organization created by the U.S. Congress in 1967 to distribute federal funds for public radio and television.

Member stations include not only NPR affiliates but members of the National Federation of Community Broadcasters and some other stations not affiliated with either organization. RWJF's decision to extend the offer of funding to non-NPR stations allowed many other smaller stations to apply for funding.

In the final two funding rounds, the national program staff sent out a call for proposals to public television stations as well.

Stations in all rounds were asked to provide matching funds of at least 25 percent of the grant amount in cash or in-kind for the broadcaster and Community Partner grants. The exceptions to this 25 percent matching rule were public television stations, which were asked to provide \$20,000 in matching funding from local foundations or other sources. (A number of the *Sound Partners* projects were to attract local funding well in excess of this requirement.)

THE PROGRAM

Program Management

RWJF funded *Sound Partners* through a fiscal home at the Benton Foundation, a Washington-based philanthropic organization that focuses its efforts on demonstrating the value of communications for solving social problems.

Under the direction of Karen Menichelli, executive vice president, the Benton Foundation provided administrative and fiscal oversight of the program as well as website development and media relations.

Principal Staff

Day-to-day program direction was carried out by two consultants RWJF program staff selected as co-directors of the program. They were based in geographically separate offices.

- **Mark Sachs** is president of [Mark Sachs & Associates](#), a management consulting firm in Silver Spring, Md. Prior to *Sound Partners*, Sachs had more than 15 years of experience in public radio. He became manager of station services at National Public Radio and then the manager of station relations at the Corporation for Public Broadcasting.
- **Beth Mastin** is president of [MasComm Associates](#), a Madison, Wis.-based communications consulting firm. Mastin came to *Sound Partners* with experience in planning and implementing public broadcasting outreach initiatives at the local and national levels. Beginning in 1986, as eastern regional director of the Public Television Outreach Alliance, she helped pioneer outreach techniques that allowed public broadcasters to coordinate local initiatives with national outreach campaigns.

Sachs handled the administrative aspects of *Sound Partners* and provided consulting on organizational development issues for participating stations and their community partners.

Mastin worked with the stations and their community partners on developing outreach initiatives and acted as communications director as well.

Both Sachs and Mastin conducted site visits and coordinated conference calls and other technical assistance. They also collaborated actively with the Benton Foundation in the development of other aspects of the program including:

- Calls for proposals.
- Recruitment of a [national advisory panel](#).
- Design of a system for handling grant proposals and grant selection.
- Development of outreach materials for stations and their community partners.
- Design of national grantee conferences.

Other Consultants

For stations in need of help with production staff made use of [Catherine Stifter](#), Nevada City, Calif.

Sallie Bodie, a consultant in Seattle, developed content for the program website and providing training to participants in public relations, marketing and outreach.

Participants seeking advice about media plans turned to Andy Burness and Chuck Alexander of [Burness Communications](#), a consulting firm in Bethesda, Md. The national program staff also contracted with Burness Communications to heighten local and national visibility for local programming and outreach efforts by projects.

National Advisory Committee

Staff at RWJF, the Benton Foundation and Sachs and Mastin recruited a [national advisory committee](#) to review all grant proposals and make recommendations in the selection of the projects for finding. The panel consisted of individuals with expertise in health, journalism, public broadcasting and outreach.

The Benton Foundation made the final selection of projects.

Technical Assistance

“We provided any kind of technical assistance they asked for. We encouraged the stations and partners to call on us as consultants if and when they ran into problems, but we don't meddle. We gave them this framework and encouraged them to do the best job with whatever their vision was.”—Beth Mastin, Co-Director

National program staff made available technical assistance to individual projects in a variety of forms:

- **An opening (or "partnership") conference and a wrap-up (or "lessons learned") conference** for all grantees and community partners. The opening conference focused on designing effective community/media collaborations. The program paid for two people to attend the conferences from each grant site: a station representative and a community partner. Specifically, the opening conference:
 - Established a framework for a national collaboration among grantees.
 - Familiarized stations with the technical support available to them.
 - Provided an overview of each of the health topic areas.
 - Helped stations define their programming and outreach plans and shape their community partnerships.
 - Helped stations and community partners articulate the precise results they expected to achieve.

- Provided stations with access to research and analysis of media coverage of a few health care issues—which could serve as models for understanding how best to cover health care.
- **An outreach handbook and training materials** were distributed at the opening conference. The handbook included:
 - Community outreach ideas for each topic.
 - Promotional materials such as camera-ready logos, promotion ideas and sample press releases.
 - Information on how to tap into national initiatives.
 - A list of print, audio and online resources.
 - Instructional materials on outreach planning, fund-raising and partnerships.
- **Quarterly conference calls.** These quarterly calls allowed all participating stations, their partners and *Sound Partners* national staff to give and receive project updates.
- **Six one-hour interactive "special interest conference calls"** focused on specific aspects of community collaboration for those project staff who wished to participate. The special interest calls led by experts covered topics such as on social marketing, evaluation, creating radio diaries and designing websites.
- **Site visits.** National program staff visited more than a third of the stations. The site visits typically took place during the six-month planning period. The visits often involved work in helping project staffs simplify their proposals.
- **The program's website.** This was a resource for all the projects.

Not infrequently sites requested the visits to help them with specific issues, such as outreach, evaluation, fund-raising or managing the partnerships. In some cases, the national program staff visited sites where they felt additional help was needed, for example, in the practice of collaboration.

A Closer Look at Funding Rounds

As reflected in its calls for proposals and selection of projects over four rounds of funding, the intent of *Sound Partners* changed significantly, especially after 2002, in the third and fourth rounds. The following is a closer look at each round:

Round 1: November 1997 to August 1999

In June 1997, program staff sent a Call for Proposals to all 420 public radio stations in the United States that receive Corporation for Public Broadcasting funding. Some 105 stations sent in proposals.

In reviewing the proposals, the national advisory panel recommended that 35 stations receive grants ranging in size from \$15,000 for six-month projects to \$35,000 for 12-month projects. The 35 stations were notified in November 1997 that they had received funding. Six received \$15,000 for six-month projects, and 29 received \$35,000 for 12-month projects.

In this first round, *Sound Partners* stipulated four general issues areas for proposed programming and outreach (without prescribing content or the approach to take). Grant applicants were free to choose from among the four. The four areas were:

- The Impact of Welfare Reform on Access to Health Care.
- Providing for the Health Care Needs of Young Children.
- New Approaches to Curtailing Youth Substance Abuse.
- Health Care Decision-Making at the End of Life.

See [Appendix 1](#) for a list of Round 1 projects.

Round 2: January 2000 to August 2001

In this round, the national program staff allowed current grantees to re-apply with the following caveats:

- Only stations with strong Round 1 projects were encouraged to apply for a new grant. Continuing grantees were expected to play an informal mentoring role, sharing their experience in conferences and through ongoing communication with other grantees.
- A station that applied for a second grant after receiving a Round 1 grant could use the funds either to extend the scope of the original topic or to shift the focus to a new topic.
- To extend the reach of *Sound Partners*, no more than a quarter of Round 2 grants were awarded to Round 1 grantees.

In July 1999 program staff sent out a Round 2 Call for Proposals. The program received applications from 73 stations. In January 2000, 33 new grantees were chosen (23 participating in the program for the first time.) Six Round 2 grantees received grants of \$15,000, and 27 received \$35,000.

As requested by RWJF, Benton expanded the list of Round 2 issues areas to consider to five. The topics were:

- Maintaining the Health Care Safety Net (instead of the Impact of Welfare Reform on Access to Health Care).
- Providing Health Care for Young Children.

- New Approaches to Curtailing Youth Substance Abuse.
- Health Care Decision-Making at the End of Life.
- Caring for the Aging and Chronically Ill (the additional topic).

See [Appendix 2](#) for a list of Round 2 projects.

Round 3: September 2002 to February 2004

In their third round of funding, national program staff made several significant changes:

- They offered small grants (up to \$7,500) to community partners to increase their ability to work with public radio stations on a more equal footing as partners. See [Challenges](#) for more on this decision.
- RWJF and the national program staff encouraged broadcasters to partner with other media outlets reaching different audiences, such as commercial radio stations, newspapers and other local and print broadcast media. RWJF staff felt that these partnerships could broaden the impact of some projects' programming and outreach. Starting in Round 3, *Sound Partners* began offering \$10,000 in grants to community partners that were media outlets.
- Because public television has a lot more experience in doing outreach, but less in doing local programming and documentaries, the program added a pilot project consisting of up to coupling local programming with local outreach through grants to six public television stations to test the feasibility of this idea. They would receive up to \$60,000 because producing television is more costly than radio.

Benton received 89 applications from radio stations and 61 applications from public television stations.

In June 2002, the national program staff notified applicants of their awards. Twenty-six radio stations received \$35,000 grants, and three received \$15,000 grants. Six public television stations received grants of \$60,000.

The Round 3 issue areas were:

- Strengthening Community During Difficult Times.
- Improving Quality of Care.
- Caring for the Chronically Ill.
- New Approaches to Reducing Addiction.
- Providing Health Care for Children.

See [Appendix 3](#) for a list of Round 3 projects.

Round 4: November 2004 to July 2006

In April 2004, program staff sent out the last Call for Proposals. They received back 137 proposals from a mix of radio and television stations. In November 2004, they announced that 25 radio stations and 10 public television stations had received grants. Of the radio station grants, five were \$15,000 six-month grants and 20 were one-year \$35,000 grants. The 10 public television stations each received \$60,000 grants.

In this grant round, *Sound Partners* funded an increasing number of smaller and geographically isolated stations and partnerships. There were 12 partnerships (a third of the total) with projects focused on health needs of immigrants, Native Americans and indigenous Hawaiians.

The five issues areas for projects were:

- Healthy Living.
- Vulnerable Populations.
- Public Health Challenges.
- Quality of Care.
- Rural Health.

A change in goals. In Round 4, the national program staff revised its goals statement to reflect a change in thinking about the involvement and value of community organizations in the projects.

In the first three grant rounds, the *Sound Partners* goal had been two-part:

- To increase public awareness of specific health problems.
- To facilitate citizen's involvement in making decisions affecting health care.

Over time, the national program staff came to see that goal as a tacit equation dividing the partners: broadcasters "raised awareness" through their programming while community partners did "outreach" to facilitate citizen involvement.

Thus, program staff restated the goal:

"Sound Partners for Community Health invests in programming and outreach efforts between public broadcasters and community partners to positively impact how health care issues are addressed locally."

In a January 2007 report to RWJF, staff explained that, "This small change in language expressed... a shift from a time when content was produced by broadcasters and action was implemented by the community to one when broadcasters and community worked together to shape content that could promote action and problem solving."

Reaching out to a rural, medically underserved region. In Round 4, *Sound Partners* sought the participation of broadcasters in areas addressed by another RWJF national program: the *Southern Rural Access Program* (for more information see [Program Results Report](#)). That program sought to improve individuals' access to basic healthcare in eight of the most rural, medically underserved states in the country (Alabama, Arkansas, Georgia, Louisiana, Mississippi, South Carolina, East Texas and West Virginia).

The national program staff hoped to fund up to four such projects. The public radio stations and their community partners were to restrict their programming and outreach to the subject area of rural health care.

Thirty-five stations were eligible for this funding, but only three applied.

Sound Partners funded the three, but on condition they accept technical assistance from the national program staff. The offer of assistance was extended because their proposals implied a relative inexperience or insufficient expertise compared to other Round 4 applicants that were not from this rural and medically underserved region.

Community Media Discussions

During the final year of the program, the national program staff hosted community media roundtable discussions in four cities that had been home to *Sound Partners* projects.

The purpose was to get feedback, to explore the feasibility of a follow-up program (see [Afterward](#)), to try to define "community media" as well as broad trends in community media.

The result was a Benton publication called *What's Going on in Community Media*, available [online](#). It reported on *Sound Partners* in the aggregate, with correlations to local topics. The staff also circulated it to participants and interested funders and nonprofits to encourage similar explorations in other communities.

CHALLENGES

National program staff and RWJF staff reported a number of problems or issues that posed significant challenges during *Sound Partners*. They were:

Advocacy Journalism

Some station news directors and a few advisors to the national program felt that the *Sound Partners* model encouraged "advocacy journalism." They took the position that this threatened the traditional objectivity of journalism.

In general, national program staff responded that each station defined its own approach and that news directors could design their project to their own comfort level.

At the start of *Sound Partners*, participants reflected something of a traditional divide in which the broadcasters handled the programming, the community partners did the outreach and the two did not do a lot of collaborating.

This was especially true with the NPR affiliate stations, which for the most part took a traditional journalism stance. As the project went on, and smaller or community radio stations joined, the divide became less pronounced. Community partners actively participated in the shaping of broadcast programming, providing input and sources to the media.

"At the beginning the radio stations came up with their ideas and community partners came up with their ideas and each implemented them. It was like parallel play," said Mastin. "There was little convergence between the two areas."

As the program developed, fewer of the larger stations, which tended to subscribe to a stricter journalistic standard, applied for grants and more small stations sought funding. These stations were less concerned about violating that divide.

Thus, as the program developed, participants shifted from observing the traditional firewall between broadcasters and community partners to, in general, actively partnering and collaborating on projects.

Menichelli of the Benton Foundation saw this movement as progress: "We showed that editorial integrity is not the absolute barrier people suspected early on. [*Sound Partners*] wasn't about newspapers or stations doing good by covering their community better. This was about community-driven programming. We showed that you can keep up the red line that journalists need and gain from work in partnerships with leaders of the community and do better programming."

Another evolution took place in the program involving a shift from traditional news reporting to more first-person accounts. As *Sound Partners* continued, more broadcasters began handing the microphones over to community members to tell their stories in their own voices. For example, broadcasters trained youth to go out and collect their own stories and host or participate in call-in shows.

The Effort to Develop Working Relationships

It took more effort than staff at the stations anticipated to develop working relationships between stations and their partner organizations. For a number of stations, their *Sound Partners* grant was the first time that they worked collaboratively with organizations in their communities. In Round 1, some stations worked with multiple community partners, an arrangement often both cumbersome and time-consuming.

Problems arose for them, such as:

- Realizing that they had more partners than they could effectively work with.
- Difficulty delineating the roles and responsibilities for each party in the relationship.
- Working with organizations that, in many instances, had a different culture and agenda.

For the second grant round, the national program staff took more steps to help stations and their partners overcome problems in these and related areas. For example, they encouraged broadcasters to focus on one community partner rather than several. Most stations said that choosing one primary partner was more efficient and effective than trying to coordinate a coalition of community partners.

Forming Real Collaborations

Some community partners felt as if they were there merely to do the bidding of the broadcaster and were not true collaborators. According to a [chapter](#) on the program in RWJF's *Anthology*, Volume IV:

“Sound Partners [worked to] deal with one inequality built into the program: It [was] the radio stations, not the stations and their community partners jointly, who receive the funding.

‘At the Lessons Learned conference, held in 1999, some of the outreach partners told me that there was a really unequal power relationship in the program,’ said Mark Sachs, program co-director. ‘Aside from the money, a number of partners felt that they were just there to fulfill the outreach provisions of the grant.’”

Participants in *Sound Partners* Rounds 1 and 2 suggested that the program could enhance the participation of community partners by designating separate funding for them to carry

out outreach activities. The national program staff began giving community partners separate grants of up to \$7,500 starting in Round 3.

The Difficulty of Tracking So Many Projects

It was difficult for the national program staff to track 30 or more projects in each grant round. Although stations were required to file quarterly reports, and urged to take advantage of technical assistance and participate in conference calls, it was difficult at times for the national program staff to know what was happening at any given grant site. There weren't enough national program staff to visit all of the sites or to give each of them in-depth technical assistance. Program co-director Mastin estimates that she came to know the work and staff at about half of the sites.

No Single Story to Tell

There was not a single national story to tell about *Sound Partners*. "The big trouble with *Sound Partners* was that in each grant round there were 25 to 30 partners and very different partnerships," Mastin said. "It's difficult to generalize [what in sum they accomplished].... We had a problem communicating what *Sound Partners* was. There was never a national story that came out of *Sound Partners* that captured exactly what it was. It was this bag of gems that never aggregated into a tiara."

Not being able to tell a national story had an important downside: the program was not able to attract additional national funding so that it could be replicated, Mastin said.

Small Grants Have Their Limitations

Grant recipients had to face the limitations of small grants given to small stations (or small stations and their partners). Making an impact on social and public health issues requires an enormous input of time and money. The reality faced by most public broadcasters and their partners in this program was that they had neither enough time, staff or funding to make an enormous impact with these grants.

In the view of national program staff the grants under *Sound Partners* were not large enough to sustain a major initiative, but they were large enough to launch collaborations and seed a path for future work.

The Evaluation Was of Limited Usefulness

Program evaluations, which only took place following its first round, did not yield much insight into any shortcomings of the program or outcomes. The problem was twofold:

- Evaluations were based on anecdotal reports.
- It is hard, typically, to evaluate the impact of a media project.

The absence of a more detailed evaluation over a longer period of time made it difficult to talk about specific outcomes of the program.

"People said 'so tell me what happened?'," recalled Menichelli of the Benton Foundation. "We had stories. [But] we had a hard time saying this program definitively showed that if you invest in a community partnership, this will come out."

For more on program evaluation see [Assessments](#) and [Assessment Findings](#).

The Dual-Directorship Caused Problems

Having the national program staff working in multiple locations made it confusing at times to individuals working at the stations and in partnering community organizations. They weren't always sure who they should contact and at times work was not well coordinated.

For more about challenges, posed as specific lessons, see [Lessons Learned](#).

ASSESSMENTS

The formal assessment of *Sound Partners* projects focused on Round 1 participants and their projects, in general active from November 1997 to August 1999.

The Benton Foundation, RWJF and the national program staff did not commission evaluations of activity for later rounds, or for all rounds retrospectively, because of the expense and difficulty of quantitative assessments involving local radio's impact.

Three consulting firms commissioned by the Benton Foundation conducted assessments. In addition, a writer hired by the national program staff assembled assessment material:

- O'Neal-Hobbs Associates, a consulting firm with experience in public radio located in Washington.
- [Cosmos Corporation](#), a Bethesda, Md.-based management consulting firm.
- [Livingston Associates](#), a consulting firm with experience in public radio, based in Baltimore.

Methodologies

All four studies relied primarily on self-assessments of the projects by the staff of the radio stations and their partnering community organizations.

The question of how to measure success arose. "One possible area of concern is evaluating the project using measurable data. Documenting success is difficult because of the nature of radio," wrote Tom Livingston of Livingston Associates in his assessment.

"Success benchmarks and indicators were not established for first round *Sound Partners* grantees," wrote Loretta Hobbs in her report. "Consequently, stations identified as successes a broad range of factors."

For findings noted in these limited assessments see [Assessment Findings](#).

Informal Assessment

National program staff relied less on formal assessments than on performance feedback from site visits, telephone consults, the "Lessons Learned" conferences at the end of each round of funding and grantee final reports on their projects.

For the results gained in this way see [Challenges](#), [Overall Program Results](#) and [Lessons Learned](#).

OVERALL PROGRAM RESULTS

“What set Sound Partners apart from most nationally funded health media projects was its sole focus on local programming and outreach. Funding for local programming is always hard to come by, maybe because of the conventional wisdom that local programming lacks quality and impact. Sound Partners actively embraced the power of localism with confidence that substance would not be compromised.”—Co-Director, Beth Mastin

Overall Results

- **Between November 1997 and July 2006, *Sound Partners* provided grants to 148 collaborations of broadcasters and community organizations.** The program's model changed from one that exclusively supported public radio partnerships in Rounds 1 and 2 to one that sustained partnerships among public radio and television stations, commercial media and community organizations in Rounds 3 and 4.

The types of programming that participating stations aired varied widely. They included:

- Call-in shows.
- News reports.
- Weekly series.
- Long and short feature-length shows.

- Public service announcements.
- Mini-dramas.
- Broadcasts of town meetings and other forums.

Many stations crafted a series of local segments to fit into slots during local airing of NPR's "Morning Edition" or "All Things Considered," then re-packaging full series into stand-alone documentaries or offering the series to community organizations or listeners on tape.

- **Stations received more than 100 honors for excellence in community service and broadcasting.** These included:

- Edward R. Murrow Awards (the Radio-Television News Directors Association's award for excellence in broadcasting). Examples:
 - WBHM FM in Birmingham, Ala., won the 2006 award for team coverage of Hurricane Katrina including reporting on the storm's mental health impact. Read more about this station's project in a [sidebar](#), “Addressing Mental Illness in the Bible Belt.”
 - KEET-TV's project partner commercial radio station KHUM-FM in Humboldt County, Calif., won the 2007 National and Regional Edward R. Murrow Awards for Best Radio Documentary for their two 30-minute documentaries on the methamphetamine problem in northern California. Read more on this station's project in the [sidebar](#), “Northern California Community Takes on Scourge of Methamphetamine.”
- National Center for Outreach awards (the National Center for Outreach serves the community of public broadcasting and is supported by CPB, PBS and NPR). Example:
 - WHYY-TV in Philadelphia won the National Center for Outreach Community Partnership Award in 2005 for its documentaries combined with Web-based programming and community forums on the subject of chronically ill adults and their caregivers. (It also won a 2005 Regional Edward R. Murrow award—Best Television Documentary for this programming.)
- Top honors from the National Federation of Community Broadcasters (a nonprofit membership organization of community-oriented, noncommercial radio stations). Examples:
 - Radio KDNA in Granger, Wash., won 1999 and 2000 National Federation of Community Broadcasters' Community Impact Awards for its coverage of issues of health and health care among Hispanic agriculture workers in the Yakima Valley, Wash. Read more about this station's project in the [sidebar](#), “A Radio Home for Immigrants.”

- KVMR, Nevada City, Calif., won a 2001 Community Impact Award for a weekly call-in show discussing access and other issues for the disabled in the community.
- WOJB-FM in Hayward, Wis., won a 1999 First Place, Public Service Announcement award from the Native American Journalists Association for its public service announcement promoting the respectful use of Asema (tobacco).
- [Silver Telly Awards](#) honoring excellence in local, regional and cable TV commercials, nonbroadcast video and TV program categories.
 - [KEET-TV](#) in Eureka, Calif., won the 2007 award for its documentary "Life After Meth." Read more on this station's project in [a sidebar](#), "[Northern California Community Takes on Scourge of Methamphetamine.](#)"
- An Emmy[®] nomination:
 - KQED-TV was nominated by the Alameda County Mental Health Board
- Other awards from the Society of Professional Journalists (a national nonprofit membership organization, regional chapters of the Associated Press. For example:
 - KNAU-FM in Flagstaff, Ariz. for a Series, "Forced Out: Welfare Reform on the Rez."
 - KUFM-FM in Missoula, Mont., first place, Radio Enterprise for "Life's End: A Collaborative Community Information and Education Project."

"The awards they won gave the stations a big boost in thinking about these important issues that they should cover and not default to NPR," Weisfeld said.

- ***Sound Partners* stations increased their capacity to produce in-depth health coverage while community partners increased their ability to tell their story, according to national program staff.** Staff noted that some stations used their funding and technical assistance to upgrade their public affairs reporting capacity. Others cultivated new talent, hiring contract reporters as new full-time reporters after the grant was finished.

According to program staff, partnering organizations learned media skills to better present their stories in ways that journalists would find interesting. Partnering with media gave them new vehicles to get their message out.

The following are examples cited by national program staff of this increased capacity at participating stations and community organizations:

- Through *Sound Partners* [Connecticut Public Radio](#) added a Health and Science desk to its newsroom.
- [Michigan Public Radio](#) added a permanent health beat to its reporting staff. Its partner, the Center for Advancing Community Health, gained media savvy

participating in workshops conducted by Michigan Public Radio that taught them how to attract media attention to complex health issues.

- Faculty at [Murray State University](#) in Murray, Ky., as a result of their *Sound Partners* involvement, increased their teaching capacity, implementing a comprehensive interdisciplinary palliative care curriculum. Nursing students, health care professionals and faculty receive instruction on a range of end-of-life topics from legal options to spirituality issues and cultural differences.
- **The *Sound Partners* program gave utterance to typically unheard voices of youth, immigrants and the working poor.** National program staff note that teenagers and non-English speakers served as producers, interviewers and authors or hosts of public service announcements, audio diaries and radio documentaries that covered topics ranging from tobacco use among Hispanic teens to the benefits of exercise. The national program staff are the source of the following examples of projects' giving voice to groups in this way:
 - [WMPG-FM](#) at the University of Southern Maine in Portland, broadcast informational programs specifically for immigrant populations in its community, enlisting the help of members of those ethnic communities to define and create culturally relevant health messages. Station programming sought to break down some of the barriers and cultural isolation experienced by non-English speakers and connect them with local health care services.
 - [KUAF-FM](#) the radio station of the University of Arkansas Fayetteville, and the nonprofit Art Experience, an art therapy counseling center also in Fayetteville, tackled a local health issue in a similar vein, asking young people to address substance abuse issues among their peers. A radio reporter chronicled their work and trained students in writing and production. The participants spoke directly to public radio listeners about their opinions on drug prevention and recovery. Read more on this innovative effort in a [sidebar](#), “[Troubled Teens Find Hope through Art.](#)”
 - [KZUM-FM](#) in Lincoln, Neb., [KFAI-FM](#) in Minneapolis, Minn., and [WDET-FM](#) of Wayne State University in Detroit, Mich., and their respective community partners provided health care information in Spanish, Hmong, Russian, Vietnamese, Somali, Cambodian, Ethiopian, Khmer and Oromo.
 - [WRTE-FM](#) in Chicago. The only bilingual (Spanish/English), youth-operated community station in the nation, Radio Arte addresses the needs of teens who operate and listen to the station in Chicago's Pilsen/Little Village community, and to the larger Mexican/Latino population. In order to address health issues pertinent to its community, the station created *Radio Vida*, a health education project designed to help community members, especially youth, maximize their quality of life. *Radio Vida* produced a 12-month series of educational programs on substance abuse, including tobacco, illicit drugs and alcohol, targeting Latina/o youth by reflecting their cultures and experiences.

- KSJV-FM in Fresno, Calif. Latinas are affected in disproportionately high numbers with breast and cervical cancer, HIV/AIDS, diabetes and obesity. Because these diseases have a low rate of early detection and prevention, the result is a higher mortality rate among the Latina population. KSJV-FM produced 12 monthly interactive talk shows, five educational and 12 promotional messages and four testimonials on topics such as cervical and breast cancer, HIV/AIDS, diabetes and obesity.

With community partners, it produced Mujeres "Al Borde de la Salud," a Spanish- and Mixteco-language radio and community outreach campaign designed to educate Latina and Mixteca women in the San Joaquin Valley about health services and resources. The project provided information on [Radio Bilingüe](#), a network of five community-based stations in California, and the [California Health Collaborative](#) (CHC) to support social and behavioral change to reduce risk for these diseases and encourage community discussion and action through outreach. In addition, the project provided listeners with linkages to local service providers and health services and resources via toll-free hotlines, and connected the target audience to CHC's women's health outreach campaigns.

- [KUYI-FM](#) in Kearns Canyon, Ariz., is a Hopi-owned community radio station that provides is a major source of communication and information for the 12,000 Hopi living in this isolated, rural area. In the Hopi village of Oraibi, the oldest, continuously inhabited village in North America, old So'oh (grandma) starts the day by tuning into KUYI-FM even before making her morning coffee.

The village has no electricity or running water, but the battery-operated radio serves as So'oh's primary connection with the 12 villages that occupy the three mesas on the Hopi Reservation in Northeastern Arizona. KUYI produced "House Calls" in partnership with the Institute for Health Professions Education. Other partners included The Phoenix Area Indian Health Service, Hopi Health Care Center, the Elder Services Program and the Arizona Geriatric Education Center. The program provided four one-hour live remote radio talk shows and six public service announcements. Health messages embedded in stories were framed in a Hopi cultural context.

The weekly program engaged Hopi Elders as cultural experts as well as recipients of health information. A gerontologist joined the radio team to become an ally of the elders, listening to their questions, providing answers and making their concerns a priority.

- [KILI-FM](#) Radio, Porcupine, S.D., broadcasts in English and Lakota 22 hours each day to homes on three reservations in the Black Hills. Tribe members and partners at Youth Opportunity tapped the creative energy of teens, turning them into a team of radio producers at the "first ever" Radio Production Camp, broadcasting their program on the Pine Ridge Reservation radio station. They produced "[Ho Te'ca: Young Voice](#)."

— [KQED-TV](#) and the Mental Health Education and Workforce Development Initiative at San Francisco State University worked together to produce and disseminate a one-hour documentary about mental illness and homelessness called "Hope on the Street." Read more about this in a [sidebar](#), "Television Documentary Shines Light on Mental Illness and Homelessness."

- **Stations and community and media partners, according to national program staff, worked collaboratively to create programming and outreach that neither could have done alone.** Over the course of the initiative, participants reported higher and higher levels of satisfaction with their collaborations.

In a 2006 survey of all active sites by program staff, 88 percent of respondents said that their partnerships had met or exceeded their expectations for success. The experience of working together on one issue appeared to give partners confidence that they could collaborate on other issues as well. As examples:

— In Granger, Wash., [Radio KDNA](#) serves a community of largely Spanish-speaking migrant farm workers. National program staff report that through three *Sound Partners* grants, the station created a network of partnerships between health care and government agencies that provided great access to health and social services for the immigrant community.

For example, the Washington State Department of Social and Health Services operated a satellite food stamp intake office at KDNA to help Spanish speaking farm workers complete food stamp eligibility forms.

Read more about this work in a [sidebar](#), "A Radio Home for Immigrants."

— [Hawaii Public Radio](#) teamed up with a commercial FM station, [KWXX-FM](#), in a project focused on the health needs of Native Hawaiians. A 12-part public radio series focused on such health issues as infant mortality, obesity and the use of tobacco, drugs and alcohol—all higher among indigenous Hawaiians than in the non-Hawaiian population.

At the same time, the nonprofit community partner, [Hui Malama Ola Na 'Oiwi](#), an organization offering health enhancement services to Native Hawaiians through advocacy, accessibility and education, developed a project with a commercial station to produce public service announcements and other health information.

According to national program staff the station reached rural communities on the Big Island with health messages, while the in-depth public radio reports reached policy-makers in Honolulu.

— As an outgrowth of its end-of-life programming and outreach, [WNED-AM](#) in Buffalo, N.Y. and its community partner, the Center for Hospice and Palliative Care, a nonprofit providing services and education in hospice and palliative care in the Buffalo area, distributed 7,000 advanced directive toolkits and 15,000 advance directive brochures.

Advance directives are documents completed and signed by a person who is legally competent to explain wishes for medical care should he or she become unable to make those decisions at a later time.

- **Community partners promoted station programming and gave the station reporters access to sources that they may not have reached on their own.**

Community partners, according to national program staff, provided reporters access to their clients and helped the clients trust the reporters. This allowed reporters to file what are normally private, untold stories. Reporters chronicled the final days of the dying, the on-going struggles of families on welfare and the lives of teen addicts—because of the access partners helped create.

“I now think of this as a model for how to structure all in-depth reporting in my news department. So often in daily journalism, we chase the day-to-day stories and miss the chance to tell important, complicated stories.”—Mary Jo Draper, News Director, KCUR-FM/Kansas City, Mo.

Specifically, in a report to RWJF, national program staff asserted that *Community Partners*:

- Promoted broadcasts.
- Offered additional resources and referrals to listeners.
- Shared their expertise as panelists on talk shows.
- Hosted public gatherings including town meetings and day-long conferences.
- Helped with the dissemination of programming on CDs and DVDs.
- Created and distributed print materials and resources.
- Created websites for project content.

- **In the 2006 site survey by program staff, 86 percent of respondents said they had met or exceeded their expectations for reaching their outreach goals and 82 percent met or exceeded their goals for community response.** Stations shared a range of examples with national program staff about community outreach. They included:

- New Hampshire Public Television partnered with a local nonprofit, [Seniors Count](#), a community initiative serving at-risk elders (and a participant in RWJF's national program *Community Partnerships for Older Adults*), to incorporate the voices and views of elderly people—a growing percentage of the state's population.

Read about this initiative in a [sidebar](#), “Television Series Highlights the Plight of Frail Elders.”

- In Birmingham, Ala., [WBHM-FM](#) producers teamed with a professor at the University of Alabama at Birmingham to attempt regional market saturation among radio listeners about the subject of mental health.

They produced reports on mental health issues, which WBHM, the public broadcasting station, then broadcast. At the same time, with the help of a community partner, the [Oasis Women's Counseling Center](#), they introduced mental health issues into the plot of a radio soap opera broadcast over a handful of commercial African-American radio stations in the region.

For more on this attempted market saturation read more in a [sidebar](#), “Addressing Mental Illness in the Bible Belt.”

- In San Diego, a childhood immunization project reported that the county documented an increase in the number of children who were vaccinated after the project broadcaster, KPBS-TV/FM, aired programs on the subject.
- In Seward, Neb., the chief of police asked permission to use a series on mental health produced by [Nebraska Public Radio Network](#) as part of police officer training.
- In Alaska, a local office of the federal [Special Supplemental Nutrition Program for Women, Infants and Children](#) (WIC) program sponsored an exercise and nutrition initiative for Inuit children in conjunction with broadcasting developed by KCAW-FM about the health of young children.
- In Denver, [Rocky Mountain Public Broadcasting](#), Colorado's Public Television Network, the [Anti-Defamation League](#) and the [Colorado Foundation for Medical Care](#), a nonprofit health care quality improvement organization, set out to reduce the barriers to immigrants receiving health care.

The partners studied health disparities among different immigrant groups and issued recommendations for change, some aimed at the legislature, others at health educators.

They also produced a CD for physicians, inviting them to take a free online cultural competency course. As an incentive, they were able to offer continuing education credits to enrolled doctors. As further incentive, the partnership persuaded the state's largest malpractice insurer to reduce premiums for doctors who completed the course.

- **Stations, community partners and media partners said that, locally, they saw evidence of community change on health issues, according to national program staff.** Changes in the community—availability of health services and resources and new skills on the part of medical and health care personnel—were the goal for *Sound*

Partners. However, such changes are difficult to attribute to the work of specific projects, staff noted.

In the 2006 survey of *Sound Partners* project sites, respondents said they believed that they are having an effect on communities, on health care institutions and on constituencies that seek better access to health care. In particular, those who conducted the 2006 online survey reported that:

- Ninety-two percent of respondents said that community understanding of the health care issue they focused on had increased.
- Sixty-four percent noted an increase in requests from other organizations to partner on a community issue.
- Sixty-two percent said that media coverage of their particular health issue had increased.
- Forty-seven percent noted an increase in attendance at sponsored local events.
- Almost half of respondents noted an increase in calls to the radio or TV station (41%) and calls or referrals to the partnering community organization (45%).

Assessment Findings

Program staff commissioned three surveys of participants in *Sound Partners* with projects active from November 1997 through August 1999. For information on the authors of these surveys, see [Assessments](#). In findings shown below, those expressed non-quantitatively are based on anecdotal reports or are generalized from survey findings.

Staff did not commission a retrospective evaluation on the impact of all four rounds.

The surveys showed that 1997-1999 broadcasters felt a deepening of their relationships with their communities, and both these broadcasters and their community partners were satisfied with their projects' reach and capacity building. In brief:

- Most broadcasters (68%) and more than half of their community partners (52%) said they were able to reach the number and nature of their target audience as a result of their project (COSMOS Corporation survey).
- Stations reported significant changes in their relationships with their community, increased broadcast capacity and changes in how they "think about what they do" (Livingston survey).
- Many stations said they plan to have long-term relationships with their community partners beyond the time of this grant. "Several grantees affirmed that their listenership increased," wrote Loretta Hobbs in *Sound Partners for Community Health First Round Grantee Assessment*. "Others indicated their off-air town hall

approach yielded fewer listeners, but significantly improved the quality and depth of community education and interaction" (O'Neal-Hobbs Associates survey).

- Most of the broadcasters (88%) and partners (80%) said that they are planning to implement spin-off activities as a result of their project. A majority of broadcasters (72%) and partners (64%) stated they would continue their project after the grant funding ends (COSMOS Corporation survey).

Communications Results

The national program staff fielded a variety of communications vehicles during the *Sound Partners* program. Among them:

- **A website launched in November 1997.** Since the close of *Sound Partners*, the site presents archived information about the program, profiles of each of its more than 100 projects and audio and video clips from several projects. The site also contains links to project stations' home pages, toolkits used by project participants and literature produced by *Sound Partners*.
- **A weekly electronic newsletter** with news about the *Sound Partners* program, the projects and information about issue areas that projects covered. The newsletter reached 1,000 subscribers, among them participants in *Sound Partners*, philanthropies, public broadcasting and public health organizations.
- **A bi-annual newsletter, *Vibrations***, distributed nationally to more than 8,000 people at philanthropies, public broadcasting, public health organizations and human service providers from late 1998 through 2001. Each station received copies of the newsletter to customize and distribute locally. Issues are available [online](#).

The newsletter included background information on *Sound Partners*, profiled successful projects and recounted more in-depth stories of participating stations and partners and their impact on their communities.

- **Five issues of a new newsletter called *Local Voices***, published periodically between October 2005 and July 2006. Each issue focused on a principle identified as critical to the *Sound Partners* model (see [Program Design](#) for more on these principles):
 - Empowerment.
 - Local media.
 - Story telling.
 - Partnerships.
 - Vulnerable populations.
 - Social marketing.

- **Nine toolkits developed by national program staff.** Published on the *Sound Partners* website, they were intended to help stations and their partners implement aspects of their projects. Toolkits are available [online](#). Topics of the toolkits were:
 - Low-power Radio.
 - Community-Based Journalism.
 - Building Partnerships.
 - Project Management.
 - Programming and Production.
 - Outreach.
 - Promotion.
 - Funding Tools and Opportunities.
 - Social Marketing.
 - Measuring Impact.
- **A 20-page anthology, *Local Voices: Listening for Solutions*, available [online](#).** First published in 2003, it featured personal accounts of the impact of local *Sound Partners* initiatives in their communities. The anthology included an audio CD with clips from these featured projects' programming. The publication was distributed to the same mailing list used for the Vibrations newsletter.
- **A "legacy" report about the national program,** which the national program staff commissioned. Entitled *Local Voices for Healthy Communities* and available [online](#), the report sketches a model for community and media collaboration and profiles two Round 4 sites.

National program staff disseminated 2,000 copies of the report as a four-color booklet to past *Sound Partners* grantee organizations as well as local and national funders of the projects, and to national philanthropies and media activists and practitioners to encourage replication of *Sound Partners* in other communities.

LESSONS LEARNED

Most of these lessons reflect the last two grant rounds when the program staff sought additional media partners and spent more time developing social marketing concepts. Some are broadly applicable:

1. **Use social marketing to move beyond raising awareness to action.** Because *Sound Partners* was a program funding public radio and television to collaborate with community partners, there was a tendency to see the goal of *Sound Partners* projects

as "raising awareness" about a topic. The aim of *Sound Partners* was to help broadcasters and community partners create content in a way that inspired community members to take action to improve their health or the health of others. National program staff introduced grantees to social marketing, a technique that encourages targeted populations to define their barriers to getting the services they need.

(NPO/Mastin)

2. **When seeking to reach vulnerable populations, look to a diverse range of media partners—including commercial broadcasting, and print and Web-based media—and consider first-person broadcast formats.** The use of public broadcasting to file reports or host town hall meetings is not enough when the goal is to reach vulnerable populations, who may listen primarily to commercial radio or TV and who may never attend town hall meetings. Use of voice diaries and commentaries helps give voice to those who seldom tell their own stories in the media, which is often the case with members of vulnerable populations. (NPO/Mastin)
3. **Experiment with new avenues of communicating a message as new technology becomes available.** At the beginning of *Sound Partners*, the idea of broadcasters and community partners working together to develop content was almost radical. In the first grant round, a few news directors were vociferous in their concerns about breaking down the firewall between the newsroom and the community. Ten years later, broadcasters and partners were collaborating on content and developing new ways of communicating their messages, such as creating websites and posting videos on them (NPO/Mastin).

There were also a wide range of lessons that grew out of the experience of media outlets and *Community Partners*:

4. **Broadcast partners should find an issue that is close to their hearts and that they feel compelled to report on.** Most participants agree that project work usually takes more time and effort than expected, and without some passion, a commitment to it is difficult to maintain. (Grantee/KUAF-FM)
5. **When a community organization works with media outlets, it must realize that journalists are independent and will not cover a story just because the partner believes it's newsworthy.** Community partners need to give reporters helpful information and contacts and then trust them to produce a fair and accurate report. (PO/Weisfeld)
6. **When choosing a community partner, local radio or TV stations should take their time and do due diligence to make sure the partner they choose will be compatible.** This research is necessary to find out which organizations have the needed knowledge and are passionate about the issues being addressed. It is also crucial that the partners have similar operating styles to increase the odds of a good working relationship. (Grantee/NHPTV, KUAF-FM, KEET-TV, KQED-TV)

7. **When committing to a partnership, organizations should budget dedicated staff and staff time to fulfill their obligations.** For examples, producer "X" will budget five hours a week for the project. (Grantee/Humboldt County)
8. **Staff on the projects should have enough seniority to make needed decisions and elicit administrative support.** Administrative support in its various forms is vital. Participants noted that where there was little or no administrative support, much of the nuts-and-bolts follow-up went undone. For example, thank you notes were not sent and lack of confirmations for meetings and interviews resulted in lost project time. (Grantee/Yakima Valley Farmworkers Clinic, Evaluator/Hobbs)
9. **Organizations should develop focused goals, not broad goals, because the latter usually lead to taking on too much.** Planning and prioritizing are essential. For example, organizations should not involve everyone who wants to be involved or try to fulfill everyone's expectations. It's also important to understand that collaborative projects always take longer than ones an organization might do on its own. (Evaluator/Hobbs)
10. **Partnering organizations should put everything on the table that may affect the project, and do it before making a commitment to a partner.** From the beginning, establish the expectations and responsibilities that each partner has and work through the details. Timelines with deliverables, effective communication and a spirit and commitment to collaborating are essentials that should be shared. (Grantee/KUAF-FM, NHPTV)
11. **At the beginning of a project, ask everyone to state their "results agenda"—that is, what they want to get out of the project.** Everyone is going to have such an agenda, so it's best to get it out in the open. It will help the coordinator make sure everyone's goals are met, or help renegotiate goals if they cannot all be met at the same time. (Grantee/San Francisco State University)
12. **When working with partners, some participants find it helpful to create a collaborative vision.** At the beginning of a project create a visual picture of the outcome, even including what the actual day will be like when the project "goes live," what participants are wearing and other details. This helps get participants invested in—and excited about—the project. Also, use visual cues, such as a graphic thermometer that keeps track of how many people are signed up. for the project. (Grantee/San Francisco State University)
13. **In working with youth as radio producers, commentators or teen interview subjects, plan carefully, communicate well—and expect to be stood up often.** For example, it is best to schedule production meetings several weeks in advance, then call a few days prior to the meeting to remind them, perhaps arrange to drive the participants to and from the radio station. Today's teens lead busy lives and should be given plenty of leeway in coordinating production schedules. (Grantee/KUAF-FM)

14. **Collaboration with youth producers may be made much easier by giving them recording equipment for use in the field and at least a month to complete a story.** Recording guidelines and a list of questions to ask their interview subjects can be provided. The adult radio producer then scripts and engineers the youth voice tracks, edits and mixes the raw tape into the final radio segment. Remember to give the teen an opportunity to review the piece prior to broadcast. (Grantee/KUAF-FM)
15. **It's important for partnering organizations to cultivate relationships with the youth's parents and teachers—perhaps even giving a presentation on the project to the students in their classroom settings.** Teachers and parents are eager to be involved with the media and are valuable in terms of producing timely youth-oriented programming. (Grantee/KUAF-FM)

Finally, there were lessons for national program management in dealing with the projects being managed:

16. **Staff at an office managing an array of projects should avoid micromanaging.** There are many good ideas about which people are passionate that just need some shaping. The more management lets staff at individual projects take the lead with ideas and provides technical assistance to help those ideas come to fruition the better outcomes the program will have. Project staff members are much more willing to be creative if management is not looking over their shoulder. (NPO/Mastin, Sachs, Menichelli)
17. **Management should ask project staff to develop a 50-word purpose statement for their projects.** These statements help project staff distill their projects down to the most important elements. As projects develop, they can revise these statements to reflect any changes they make. (NPO/Mastin, Grantee/NHPTV)
18. **Management should provide technical assistance to projects that meets their specific needs.** At the beginning of *Sound Partners*, national program staff offered monthly, voluntary "check-in" conference calls for its grantees. The participation was not as great as the program staff hoped and they later began offering calls focused on specific topics such as outreach, publicity and evaluation. Grantees rated the technical assistance that the national program staff provided as a critical element of the program that helped them to accomplish their goals. (NPO/Sachs)
19. **Site visits establish the groundwork for achieving goals.** With up to 35 sites per grant round, the national program staff was unable to visit all of the sites. Their experience was that the staff of projects who participated in site visits had greater pride in their projects and stayed in touch with the national program staff as they encountered barriers or experienced successes. Those grantees who had site visits reported the most satisfaction with the program and the highest successes in the program overall. (NPO/Mastin)
20. **Management should work with organizations running projects by building on their strengths.** By the end of *Sound Partners*, the national program staff had begun

using a technique called "Appreciative Inquiry" to ask how to get more of what is working out of the organizations grantees and themselves. Appreciative Inquiry focuses on identifying strengths as the basis of problem-solving.(NPO/Mastin)

AFTERWARD

Based on the outcomes of *Sound Partners*, in October 2006, the RWJF Board of Trustees authorized \$4 million for a similar national program called *New Routes to Community Health*.

New Routes to Community Health

Sound Partners Co-director Mastin is the national program director of *New Routes*. The Benton Foundation provides administrative and fiscal oversight for it

New Routes focuses on helping recent immigrant populations and moves beyond public broadcasting as a media partner (as in the *Sound Partners* model) to include also cable access television, the Internet, radio and commercial broadcasting.

Its goal is to improve the health and health care of new immigrants and refugees through collaborations between immigrant groups and local media in various forms.

Compared to *Sound Partners*, *New Routes* is funding fewer projects that are receiving more money over a longer period of time. A pool of just eight sites, according to Mastin, will allow the national program staff to conduct multiple site visits during the program. One of the lessons she pointed out with *Sound Partners* projects is that the best results correlated with the projects receiving site visits.

New Routes also differs from *Sound Partners* in that its projects go beyond barriers to securing needed services for community residents to address the social factors contributing to residents' health such as jobs, housing and education.

In November 2007, RWJF announced it had made grants to eight geographically and ethnically diverse [sites](#), which are receiving awards of up to \$225,000 over 39 months.

See the *New Routes* [website](#) for more information on the program.

Sidebars

ADDRESSING MENTAL ILLNESS IN THE BIBLE BELT

The most important results I saw [from the project] was...a whole lot more conversation about mental health issues in the community. I have three kids and I am a soccer coach for my middle daughter's team. I heard Moms on the field talking about mental health. That was the saturation we were looking for.—Tanya Ott, WBHM-FM news director

Tanya Ott, a traditional public radio station journalist, and Connie Kohler, Dr.P.H., a professor who produces radio soap operas for an African-American audience, teamed up to take on the stigma and social cost of mental illness in the Bible Belt state of Alabama. Their aim, using radio and bolstered by a community partner's strong outreach, was a market saturation in mental health awareness.

What's at Stake?

In 2001, the National Institute of Mental health (NIMH) reported that only one-third of Americans with mental health problems get care.

The numbers for African Americans are even more discouraging. Just about 16 percent of African Americans with a diagnosable mood disorder see a mental health specialist, according to the NIMH.

Stigma is a major hindrance to diagnosis and treatment, especially in a Bible Belt state like Alabama where cultural and historical prejudices against discussing mental illness still prevail.

This *Sound Partners* project, *Making Sense of Mental Health*, explored the high human and fiscal cost of untreated mental illness in low and moderate-income, mostly minority women and children. The project took place from November 2004 to July 2006.

A Soap Opera Tackles Mental Illness

A year and a half before her involvement with *Sound Partners*, in March 2003, Connie Kohler, Dr.P.H., an associate professor at the University of Alabama School of Public Health, Birmingham, was finishing her first weekly radio show called "*Bodylove*," a soap opera set in a fictional beauty salon.

The goal of the soap was to so engage listeners coming with its compelling plot that they would absorb a number of needed and medically accurate health messages. The messages concerned illnesses prevalent among African Americans, such as diabetes and hypertension.

"Bodylove" aired on 16 African-American radio stations across the state, including WJLD-AM, which is affiliated with Kohler's School of Public Health. The broadcasts received funding through *Robert Wood Johnson Foundation Local Funding Partnerships* (ID# 051424).

When Kohler heard about *Sound Partners* in 2003 or 2004, she envisioned a way to expand the audience for "Bodylove" and at the same time add themes of mental illness—bringing them "public" and destigmatizing them. She proposed a project to be called "Making Sense of Mental Illness."

The Community Partners

Kohler at the University of Alabama teamed up with two very different community partners:

- **WBHM-FM**, a public radio station in Birmingham, Ala. that airs classical music and news from National Public Radio.
- The **Oasis Women's Counseling Center**, a Birmingham, Ala., organization that provides counseling to low-income women and children.

An "Old-School Journalist" Sets the Boundaries

WBHM's Tanya Ott, its news director, was eager to participate in "Making Sense of Mental Health," but she wanted to make it clear that her station with its classical and NPR news format would not air "Bodylove" for editorial reasons. But it would create independent programming of its own on mental health issues, and a lot of it.

In a 2007 interview she reflected on that decision:

From the beginning of the process, it was important to clearly define who was doing what and what was the editorial firewall. It's a big issue for newsrooms. We are not used to collaborating with community partners.... We can't open up the airwaves and give a community group free rein to produce news.

In effect, this set in motion the project's strategy of reaching two separate radio audiences with its messages.

Building Capacity at WBHM: The Programming

With *Sound Partners* funding, Ott hired freelance reporters to produce weekly reports about mental illness in Alabama. She said:

We felt it was important to commit to [doing] a story a week [for] a year rather than a one hour documentary. There was a greater chance of people listening in.

[Also] we had to have frank conversations that what we were trying to accomplish was market saturation so that everybody was talking about mental health.

Many of the WBHM-TV stories included a focus on funding for mental health services and other policy issues, Ott said. Examples of stories include:

- Latino Mental Health.
- Hurricane Katrina and Asian Mental Health.
- Autism and Diet.
- Domestic Abuse & Mental Illness: The Cycle of Cause and Effect.
- Hurricane Katrina: Kids Mental Health.

Ott also used the funding to send two of her reporters to a week-long seminar on brain science and health sponsored by the Knight Center for Specialized Journalism at the University of Maryland in College Park.

Over the course of the year-long project, Ott and her team at WBHM produced 54 such reports, a lot by public radio standards. Each had its own Web page, which included the script, audio, photos, extended interviews and links to more information. Readers can view an [archive](#) of these reports, then select one to listen to or read its script.

In early 2006, the station also held a call-in program on mental health, a format it had not used for more than a decade. The program featured guests including a mental health consumer, a psychiatrist, a representative from the State Department of Mental Health and Mental Retardation and the dean of the University of Alabama, School of Public Health.

The show attracted so much interest from listeners that the station made it a general call-in program called On the Line for listeners to discuss the big issues of the day. It aired four times a year.

As a spin-off of so much mental health reporting, WBHM produced weekly "e-briefs" on mental health, which consolidated research and stories about mental health issues and added links for more information. The e-briefs list began with a small pool of 75

subscribers and over the course of the project grew to about 600 nationwide, including policy-makers from nearby states and Washington, D.C.

Reality Checking

A market saturation effort is only as good as its content.

At WBHM-FM, Ott benefited from its partner in the community, the [Oasis Women's Counseling Center](#). Kathy Kane, a therapist there, gave feedback to WBHM reporters about stories they were developing—were they balanced, accurate and realistic?—and connected them with clients and others to interview.

At the same time, Kane and her colleagues also worked with Kohler and the writers of "Bodylove" to develop realistic mental health storylines for the soap opera as it aired on over a dozen small stations in the region.

"We couldn't have developed our stories without Kathy's input," Kohler said. "She could tell how on or off topic we were."

A Fictional Young Woman in Crisis

Working with Kane at Oasis, the writers of "Bodylove" created a story about a young woman, Maya, who has symptoms of depression. She has just learned the identity of her biological father, a man in the community who had recently died. She is angry at her mother for withholding such vital information from her, and because the man she assumed was her father, an alcoholic, abandoned her.

The young woman has helped her mother raise her two younger brothers and went directly into the workforce after high school to bring in money for the family.

The news about her biological father taps into a well of resentment and anger and Maya begins missing work, using alcohol, and becomes so despondent that she gets a gun and threatens to use it on herself. Eventually, she gets counseling and begins to overcome her depression.

In all, about 12 episodes addressed issues around mental health. Listen to an [episode](#) of "Bodylove".

"It was a nice pairing to "Bodylove" as a media partner," Ott said, "They hit a completely different audience with a message about mental health."

In 2006, "Bodylove" became a nonprofit organization and is working toward becoming self-sustaining by raising funds, Kohler said.

Women's Counseling Center Reaches Out

Supplementing both radio broadcasts, the Oasis center, the project's most on-the-ground community partner, did substantial community outreach, building an awareness of mental health issues among those in the Hispanic and African-American communities who had not been reached by the radio. Oasis staff made presentations at churches and nonprofit agencies, participating in community health fairs and printed brochures—all with the aim of educating and reducing the stigma of mental illness.

Oasis staff:

- Conducted 14 continuing education workshops for public health care professionals.
- Held 13 community education workshops on mental health topics for low-income minority women. Staff also organized a National Depression Screening Day event in October 2006 during which 48 individuals were screened for depression, anxiety disorders, bipolar disorder and post-traumatic stress disorder. Of those screened:
 - 67 percent screened positive for depression.
 - 69 for generalized anxiety disorder.
 - 17 percent for bipolar disorder.
 - 33 percent for post-traumatic stress disorder.

After screening, individuals had the opportunity to speak with a professional counselor who gave them information on community resources offering affordable treatment.

- Organized 176 community outreach events, including several with African-American churches to educate them about mental illness.
- Produced posters and brochures in English and Spanish.

In the approximately 19 months of the project, records show, the Oasis outreach efforts reached 309 women in the community who attended events and 726 women with materials and other outreach. Oasis did not track the multiplying effect of outreach to women and organizations—the families, organizations, community links and the like spreading its message.

Broadcasting Awards

The "Making Sense of Mental Health" programming won several broadcast awards:

- A 2006 Radio and Television News Directors Association Edward R. Murrow Award for team coverage of Hurricane Katrina including reporting on the mental health impact of the storm.

- The 2006 The Douglas L. Cannon Broadcast Journalism Award for Excellence in Medical Writing from the Medical Association of Alabama, for a piece on post-partum depression.
- A 2006 award from [Public Radio News Directors](#) for best writing for a story on the use of animals to work with people who have mental illness. Public Radio News Directors, is a nonprofit, national service organization of public radio journalists.

Additional Funding

The project attracted an additional \$12,000 in funding from [Eli Lilly and Company](#), a worldwide pharmaceutical corporation.

Site Bibliography

Audio-Visuals and Computer Software

Bodylove, 10 15-minute segments on the radio soap opera concerning mental illness. Birmingham, AL: University of Alabama, Birmingham, 2005 and 2006. Sample segments available [online](#).

Making Sense of Mental Health, a weekly series of reports on mental health issues in Alabama. Birmingham, AL: KUAF-FM, 2005 and 2006. Some reports available [online](#).

World Wide Web Sites

http://wbhm.org/News/Mental_Health. Companion Web site for "Making Sense of Mental Health." Web site contains all of the news stories produced in the series, call-in show, and resources about mental health.

NORTHERN CALIFORNIA COMMUNITY TAKES ON SCOURGE OF METHAMPHETAMINE

What has stayed with me is learning that the station has the ability to really be a positive force in the community. We have all the tools.—Claire Reynolds, KEET-TV

In 2004, Humboldt County, Calif., had the highest rate of methamphetamine use of any county in the state. In the media, its citizens witnessed a string of deaths related to the drug. In response, the county health department that year organized a community coalition to work on the meth issues in the county. And it continued a distribution begun three years earlier of a *Methamphetamine Fact Book* to alert the community to the drug's dangers.

Still, although deaths from this drug made the news, meth was rarely discussed in the public arena until, in November 2004, [KEET-TV](#), a local public television station in Eureka, Calif., partnered with local officials, alternative schools and commercial radio to take on the problem. Supported in part by Sound Partners they called their project *Community Voices for Meth Awareness* and together produced television and radio documentaries, public service announcements, performance art and a fact book on addiction resources and treatment.

Claire Reynolds, director of community relations and outreach for KEET-TV spearheaded the project. Her partners were the Humboldt County Department of Health and Human Services, Eureka, Calif., Zoe Barnum Continuation High School, Eureka, Calif., (an alternative high school); the [Raven Project](#), Eureka, Calif., a resource for homeless youth; and Lost Coast Communications, Ferndale, Calif., which operates KHUM-FM, a commercial radio station.

The *Sound Partners* support for the project ran from November 2004 to July 2006.

Its centerpiece became a one-hour documentary called "[Life After Meth](#)," which first aired in May 2006. Rather than demonize those who succumbed to meth addiction by focusing on the criminality of drug users, the producers and partners chose to tell the human stories of addiction. They focused on how it affects families and the environment, why people get addicted, how local employers can react in ways that help and how anyone affected can get help.

The station disseminated more than 200 DVDs of the documentary to individuals and organizations, including the Humboldt County Board of Supervisors, Child Welfare Services, the Crescent City Police Department and the New Horizons Northern California Regional Juvenile Facility.

The Difficulty of Working With Teens — and the Hope

While the hour-long documentary was being pieced together, Reynolds and Seth Frankel, a producer at the station, met regularly with a group of 20 teenagers at Zoë Barnum High School to produce a half-hour video documentary, "Speak Up," and public service announcements for a class project.

Reynolds said that she and Frankel struggled with this part of the project, in part because they had no training in classroom management. As a reflection of their chaotic lives, the cast of students involved in the productions was in flux from one week to the next.

The 30-minute documentary aired on KEET-TV. Public service announcements that the project produced aired on cable channels that draw young viewers, including Comedy Central, MTV and the Family Network.

As useful as these efforts were, Reynolds says she accomplished more working with a second group of about 13 homeless youth from the Raven Project. They ranged in age from around 11 to their late teens. Reynolds brought in graduate students from the [Dell'Arte School of Physical Theatre](#), Blue Lake, Calif., who helped the youth create a 15-minute performance art piece about the dangers of meth.

The youth took their show on the road to 19 student assemblies and community meetings in northern California and presented it along with a screening of the KEET-TV documentary.

"[The theater piece] added emotion," Reynolds said of their two-part show. "Having these vulnerable young people...baring their souls in a room full of strangers in very emotional ways through poetry was creative and entertaining and artistic. After doing the piece, audiences felt comfortable to ask them questions. It was so empowering for them to have their art so well received."

All-Music Stations Turn Their Focus to the Dangers of Meth

Another facet of the project was its collaboration with three locally owned all-commercial, all-music FM stations (KHUM, KSLG, and KWPT). With a different audience than KEET-TV, these stations could potentially extend the reach of the work done by the public television station.

One of the radio stations, KHUM, produced seven radio interview shows featuring experts from county government, treatment agencies and other sources. DJs also produced a two-part series of 30-minute documentaries entitled "Picking Up: Meth on the North Coast," which was first broadcast on all three stations in June 2006.

KHUM also had produced four radio public service announcements about the dangers of meth. These first aired in June 2004, accompanied by newspaper coverage.

The County Collaboration

The County Department of Human Services used Sound Partners funds in 2006 to update a *Methamphetamine Fact Book* that had first been published in 2001. County staff also gave the producers access to substance abuse counselors and others in the field.

Still, the work with the county was not seen as productive by all members of *Community Partners for Meth Awareness*. T. Craig Hill, senior program manager for mental health and the dual recovery program at the Department of Human Services, explained why: he did not set aside enough dedicated staff time to help KEET-TV. "If there was a disappointment from [KEET-TV], it was our lack of being there as much as they wanted," Hill said.

But Hill said that the project has made an impact in Humboldt County. "It's given recognition to a problem in the county," he said. "We needed Humboldt County to wake up that this particular drug is extremely destructive in so many ways... The project was not just a matter of raising awareness but it gave tools and information. Folks had a phone number to call and people to talk to."

Since *Community Voices for Meth Awareness* ended in mid-2006, the county has carried on in its spirit. It began funding a media campaign with ads on the radio, television and newspaper about the dangers of methamphetamine with a hotline number to call for more information.

A Makeover for on National TV

Reynolds of KEET-TV tells the story of how the life of one recovering meth user from Humboldt county was changed. One of the effects of meth, which can contain trace ingredients like battery acid, is that it takes a toll on a user's body and appearance. It rots teeth and causes serious skin damage.

Seana, whom the KEET producers had interviewed as a recovering meth addict, told her story for the television's documentary. Her years of meth use had ravaged her teeth. Lewis wanted to get back into the workforce but was embarrassed by her appearance.

Shortly after the documentary aired, Reynolds received a call from a producer at the "Tyra Banks Show", who had seen the documentary and was considering giving a makeover to someone the project helped a show featuring former meth addicts. Seana was chosen. She received new teeth, treatment for her damaged skin and a new haircut and hair color. The "Tyra Banks Show" featured Seana with other former meth addicts in a segment entitled "Meth Makeover," which aired November 16, 2006.

Awards

The project received several awards including:

- 2007 National Edward R. Murrow Award for Best Radio Documentary, Small Market Radio. The award is given each by the Association of Electronic Journalists, a professional organization serving the electronic news profession.
- 2007 Western regional Edward R. Murrow Award for Best Radio Documentary, Small Market Radio.
- 2007 [Silver Telly Award](#), in the Film/video category. The Silver Telly Awards is a for-profit organization honoring excellence in video broadcasts.

Others Pitch In

Community Partners for Meth Awareness received an additional \$29,500 in funding from the [California Endowment](#); a Los Angeles-based private health foundation (\$27,000); Union Labor Health Foundation; a nonprofit organization in Eureka, Calif., making health-related grants within Humboldt County in northern California (\$2,000); and the [Humboldt Area Foundation](#), a nonprofit community foundation (\$500).

Site Bibliography

Reports

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Audio-Visuals and Computer Software

Life After Meth, 60-minute video documentary. Eureka, CA: KEET-TV, May 2006. Available [online](#).

Picking Up: Meth on the North Coast, two 30-minute audio documentaries. Ferndale, CA: KUHM-FM, June 2006.

Speak Up, a 30-minute video documentary produced by students of the Zoe Barnum Continuation High School, Eureka, Calif. Eureka, CA: May 2006.

A RADIO HOME FOR IMMIGRANTS

The thousands of Spanish-speaking farm workers, warehouse workers and immigrants to the rich orchard land of Yakima Valley in Washington have for years faced difficult economic and social hurdles. These hurdles have been aggravated in times of a weakened agricultural economy or more stringent immigration policies.

Not least of these hurdles is a concern about deportation among the many immigrants who are not U.S. citizens.

Radio KDNA, a Spanish-language radio station in Granger, Wash., in the heart of the Yakima Valley, has provided news, entertainment and information to the Hispanic community there since 1979. Managed by Hispanic staff, the nonprofit radio station reports to an Hispanic board of directors.

Through the *Sound Partners for Community Health* program, Radio KDNA in 1997 partnered with the [Yakima Farm Workers Clinic](#) to present this community of workers

with practical, up-to-date information on pressing topics such as welfare reform, access to health care, immigration policy and mental health issues. The Yakima Farm Workers Clinic in Toppenish, Wash., provides medical, dental and social services to farm workers and their families.

The project ran from November 1997 to February 2004.

A Formal Partnership

Radio KDNA and *Sound Partners* started their work at a particularly frightening time for its immigrant listeners. In 1998, welfare reform began to make a serious dent in many people's lives.

Under its provisions, immigrants were at risk of losing their food stamp and Medicaid benefits. Many feared that implementing the new provisions would lead the U.S. government to deport them if they were here illegally.

Radio KDNA staff had worked informally with the Yakima Farm Workers Clinic in the past, but had never developed a formal partnership. In this project—funded under three successive grants—radio and clinic staff worked steadily together, using funds from *Sound Partners* to produce programming to help the Hispanic community.

These funded projects of KDNA-FM and the Yakima Valley Farm Workers Clinic were:

- *Access to Health Care in the Yakima Valley.*
- *Mejorando La Calidad de Vida* (or Improving the Quality of Life, which focused on mental health issues).
- *Access to Health Care in the Yakima Valley (II).*

How Did it Work and What Resulted?

Clinic staff supplied medical information and medical staff for KDNA reporters to interview and space within the clinic for the interviews to be conducted. They also supplied contacts with area organizations that conducted outreach, such as the state's Department of Social and Health Services.

In the course of this six-year collaboration, the Yakima Farm Workers Clinic and KDNA-FM produced the following media products:

- Twelve monthly 30- to 60-second public service announcements in Spanish—either information capsules or mini-dramas on subject such as prenatal care, preventive health screening, nutrition, the state's Medicaid options and how to access services. Listen [online](#) to examples of these PSAs.

- A year-long weekly one-hour program in Spanish with an emphasis on health care and issues of health care accessibility pertinent to Hispanic women.
- A twice monthly 30-minute program in Spanish on health care.
- A year of monthly 60-minute call-in shows in Spanish about mental health issues hosted by a Yakima Valley Farm Workers Clinic counselor.
- Five 90-second mini-dramas in Spanish on topics of violence, deportation, child neglect and abuse, legal and employment issues. KDNA staff designed both these and the call-in shows as responses to the mental health consequences of the tightening of immigration policies following the terrorist attacks of September 11, 2001.

The partnership also printed 5,000 "photo-brochures" on subjects of mental health for readers without either Spanish or English literacy. And staff at KDNA produced 500 60-minute informational cassettes in Spanish (30 min. of music plus 30 min. of health care information).

The partnership distributed these and other health literature to Hispanic farm workers during county-sponsored mobile health van visits at a number of sites. Both partners took advantage of the health vans during harvest times and other health care outreach opportunities such as fiestas, parent meetings and other community or cultural events.

Farm Workers Reluctant to Seek Food Stamps Under Immigration Reform

Early in the project, in mid-1998, KDNA and clinic staff came to realize that farm workers felt reluctant to sign up for food stamps at government offices because they feared that immigration officials would be there. But KDNA staff knew that their immigrant audience trusted KDNA and felt safe at the station.

They therefore arranged with the state Department of Social and Health Services to hold a weekly session at Radio KDNA offices where government workers could offer information and enrollment for food stamps, health benefits and other services.

A Mutual Benefit

Ricardo Garcia, station manager for Radio KDNA said that the *Sound Partners* projects deepened the station's relationships with community partners, provided experts for their shows on welfare reform, asthma and mental health and opened the doors to a receptive audience for health programming.

As a result of the project, Garcia said that the station has attracted between \$75,000 and \$100,000 a year in funding from nonprofit organizations, foundations and government agencies to produce programming on health and health care.

This was new funding that the station did not have before.

"We are a small radio station," Garcia said. "Sustaining it financially was always a challenge. It's much better now. We have these connections throughout the state. They know of us."

The perspective of the community partner, the Yakima Valley Farm workers Clinic, is expressed by Carlos Olivares, the executive director, who said that working closely with KDNA enabled them to get their message out to their audiences in a way that they could not do alone. He said that the anonymity of radio allowed people a safe place to talk about key issues such as the impact of welfare reform on their lives.

"We created a sense of comfort around welfare reform, which is very difficult to achieve in this community," Olivares said. "We also learned about what worked and what didn't [with radio programming]. We discovered there has to be some interaction with the clients. Part of the process is to have open lines. We didn't have that before."

Awards

During its three rounds of funding, the station won six awards for its coverage including two awards from the [National Federation of Community Broadcasters](#), a nonprofit membership organization of community-oriented, noncommercial radio stations.

For a lifetime of service (extending far beyond the *Sound Partners* project), the Latino Radio Summit (a forum of U.S. Latino public radio broadcasters) awarded KDNA station manager Ricardo Garcia the 2002 Lifetime Achievement Award. Clinic Executive Director Olivares, received the 2000 Heroes of Health Care Award from the [Washington Health Foundation](#) (a Seattle-based nonprofit membership organization) for similar lifetime service.

More information on the projects is available [online](#).

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Reports

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Audio-Visuals and Computer Software

Public service announcements. Twelve 30- or 60-second information capsules or mini-dramas. Granger, WA: KDNA. Examples of these public service announcements are available [online](#).

60-minute cassettes. These contained music and health care information. Granger, WA: KDNA.

TROUBLED TEENS FIND HOPE THROUGH ART

The possibility of using art to heal adolescents struggling with substance abuse brought together staff at the public radio station of the University of Arkansas at Fayetteville, [KUAF-FM](#), and the Art Experience, an art-therapy counseling center in Birmingham, Ala.

The project, named *Fearless Art, Fearless Choices*, sought to open two doors—one to teens that might help them see their decisions as having more than one dimension and foreseeable repercussions; and a second to the public to, in some way, reveal how young people really think and act.

The project took place from January 2000 to August 2001.



The project used art therapy in a weekly group activity to bring together and affect two related groups of youngsters:

- Volunteering teenagers who were at risk for dropping out of high school, and who agreed to mentor younger children. These teens had struggled with substance abuse and other issues and many came from families in disarray. They all attended an alternative high school because they had not succeeded in a mainstream school.
- Fifth-graders who came from (and returned to) very unstable lives. Some of these elementary school children were living in shelters, many came from low-income families who moved frequently and many were already receiving assistance from social services agencies.

The Idea of Partnering

Jacquie Froelich, a reporter at KUAF-FM had worked on an earlier *Sound Partners* project, that—with the help of staff at a local hospice—explored end-of-life decision-making. She was eager to work with Joanne Kaminsky who runs the Art Experience. Froelich was familiar with Kaminsky's work and was impressed at how children and adolescents who were having trouble flocked to the art center and seemed to do better.

She hoped to create a series of radio pieces on healing through art.

"I was fascinated about the partnership between a public radio entity and nonprofit organization," Froelich said. "It seemed like a wonderful way to stimulate results because when you have a journalist looking over your shoulder with a microphone and camera documenting what you're doing it's going to inspire the heck out of you to move on your projects," Froelich said.

Teens Find a Place Where They're Needed

Beginning in September 2000, Kaminsky and Dawn Graham of the Art Experience met with 16 Fayetteville high school students in a support group setting to train them as teen mentors. These students were then paired with 16 fifth-graders. Together the teens and fifth graders met weekly in small groups to make art while exploring themselves and their relationships to others.

The student teams designed a traveling performance piece and art exhibit that incorporated puppets, masks and murals. Through these presentations, *Fearless Art*, *Fearless Choices*, which aimed at promoting healthy lifestyle choices, reached hundreds of children and adults at six elementary schools and a local arts center.

In interviews with the mentors at the end of the program, the teens said that their relationships with the 5th graders were the driving forces for them to come each week. When asked about the best and the worst parts of the program one mentor said, "responsibility." It was a hard and motivating factor for her. Some mentors expressed an identification and recognition of the struggles of the 5th graders they worked with.

A Radio Reporter Gets Rare Access

Having a radio reporter documenting the project added to its impact, Kaminsky said. The documentation touched both the youths participating and the community.

"The big thing was that it validated the whole program," Kaminsky said. "Jacquie would come in and give an update to the community through her reports. The kids knew that they were doing something meaningful that the community was interested in. It especially helped the older kids. Jacquie is really good at letting them know they are doing something significant."

"My [community partner] let me into this closed door counseling atmosphere that few journalists ever get access to," Froelich said. "Psychologists, psychiatrists and social workers are fiercely protective of their clients. Because Joanne knows me and trusts me, it was fine. She knew that I would not mess this up."

To facilitate the project's success Froelich turned over most of the *Sound Partners* funds to Kaminsky to help pay for the art classes, purchase materials, pay for the teachers and feed and transport the children. KUAF used some funds to purchase recording equipment for the teenagers and cover expenses and production time.

Froelich also trained teens in radio production and interviewing techniques.

Programming

In the end of the project, Froelich, in collaboration with the Art Experience staff, produced a series of radio reports that followed the progress of the high school student mentors and their younger sidekicks over the course of a year. The radio programming targeted an audience of parents, teachers, social workers, mental health care workers and physicians, who comprise 75 percent of KUAF's 360,000 member listening audience.

Programming included:

- A year-long series of 10 reports, broadcast as segments in the station's ongoing news programming. A sample segment is available [online](#).
- A live, hour-long call-in show on KUAF about drug and alcohol abuse, hosted by teens and two youth counselors.
- Three in-depth teen-produced reports for KUAF that profiled local teens and drug issues.
- Three teen commentaries for radio use on issues such as staying off drugs.
- A 30-second drug-prevention spot, created by participating teens, for broadcast on area commercial rock and country stations.

The project's programming centerpiece of 10 reports aired in 2000 and 2001 during NPR news programs and KUAF's weekend news magazine, "Ozarks At Large." The KUAF Web site also profiled the project (no longer available). The radio station also worked with local newspapers and TV stations to provide more coverage of the project. For example, a state newspaper, the *Arkansas Democrat-Gazette* published a feature about the project.

Summing Up the Project

In a final report on the project, Kaminsky and Froelich passed along a statement made by Wisty Rorbacher, the director of the alternative learning center (within the Fayetteville high school) attended by many of the teens. Rorbacher said that the 2000–2001 school year—when the project took place—had been the most drug-free since she opened the learning center 10 years earlier.

"I have not had to take kids for drug testing, not smelled alcohol or pot on their breath," she said. "They are also talking about drugs much less. This is what they learned from *Fearless Art, Fearless Choices*. They are thinking about drugs in a totally different way."

KUAF staff sought to measure programming success through a listener survey that was distributed to the station's membership through its quarterly newsletter. The survey return yielded 50 responses offering a variety of opinions. Seventy-five percent of the responses were positive. Among the comments: "I...thought it was daring and thought-provoking."

Kaminsky and her colleagues also arranged pre- and post-testing of all the participating youth, but analysis of the clinical evaluations the tests proved inconclusive — it's impossible to say whether the program made a difference in the children's lives.

In 2002, Froelich put together the programming in a triple CD set. She distributed 30 to project participants, sociologists and educators.

Looking Ahead

According to Froelich in 2007, the *Sound Partners* model has become a KUAF standard for its public outreach. KUAF public radio will continue to seek community institutional partners with whom to collaborate on social issues, she said.

Just after completing *Fearless Art, Fearless Choices*, in 2001, KUAF secured funding from the New York Times Foundation to partner with CBS-affiliate KFSM to produce a year-long series on critical education issues.

Site Bibliography

Audio-Visuals and Computer Software

Fearless Art, Fearless Choices, a three CD set of the project's programming, including 10 short news features, 3 teen commentaries and 3 teen reports. Fayetteville, AR: KUAF, 2000 and 2001. A sample of one of the news features is available [online](#).

TELEVISION DOCUMENTARY SHINES LIGHT ON MENTAL ILLNESS AND HOMELESSNESS

KQED-TV a public television station in San Francisco and its community partner, the San Francisco State University's Mental Health Education and Workforce Development Initiative, teamed up to improve the care of homeless people with mental illness in the

San Francisco Bay Area. The project, with funding from *Sound Partners*, took place from September 2002 to February 2004.

KQED produced and aired "Hope on the Street," a one-hour documentary. The program examined mental illness and homelessness through five stories of people either in need of help or on their way to recovery. It covered issues such as medication, family support, employment and affordable housing.

First aired in October 2002 the documentary was re-broadcast nationally in April and May 2003 on more than 100 public television stations. View clips from the documentary [online](#).

Michael Isip, a producer at KQED-TV had begun the documentary and had preliminary footage taped when he received funding from *Sound Partners*. The preliminary work was supported by a 2000–2001 Rosalyn Carter Fellowship for Mental Health Journalism.

Community Partner, and Useful Sounding Board

The project's community partner, San Francisco State University's Mental Health Education and Workforce Development Initiative, was a group of about 50 individuals and organizations representing people who have mental illnesses. Until its disbanding in 2003, group members worked to improve mental health education and increase the mental health workforce.

San Francisco State's initiative provided a built-in network to provide feedback on the documentary to Isip as he developed it. "They helped us shape the content and identify participants," Isip said. "We included them in reviews of rough cuts to make sure that what we were portraying was accurate and sensitive."

Added Dede Ranahan, who coordinated the initiative, "[Our members] would say 'this doesn't ring quite accurately. I'm a consumer and I wouldn't say that on film. You're not quite portraying that accurately.'"

"The documentary highlighted the topic of mental illness and put a face on it in a way that hadn't been done before," Ranahan said.

San Francisco State University cut the department where the initiative was based in April 2003, but Ranahan insisted that the university honor its commitment to the project by continuing to allow staff to work on it, which it did.

Ranahan also served as the narrator of the documentary and told the story of the struggles of her son, who has bipolar disorder.

Outreach Using the Documentary

Much of the *Sound Partners* funding went to support outreach using the documentary. The partners—KQED and members of the San Francisco State University's Mental Health Education and Workforce Development Initiative—held four mental health awareness and education events around the Bay Area, using the documentary as a springboard to explore issues raised in the film.

More about these four events and others associated with "Hope on the Street" is available [online](#).

Each of the four events related to recovery from mental illness and sought to inform a number of different audiences:

- On October 10, 2002, KQED and the initiative—along with half a dozen other area agencies and organizations—sponsored a half-day seminar at the University of California, Berkeley, School of Journalism. The event, which focused on media portrayals of people with mental illness, was aimed at journalism students, mental health providers from the Alameda County Department of Behavioral Health and the general public. Approximately 100 people attended the event.
- On March 1, 2003, KQED and the initiative sponsored a one-day symposium for physicians who are general practitioners and for educators. The focus of the event was promoting mental health in schools. Over 500 people attended.
- On May 9, 2003, KQED, the initiative, and San Francisco Community Mental Health Services of the Department of Public Health sponsored a full day of training for mental health professionals working in community mental health programs. More than 160 people attended.
- On June 24, 2003, KQED, the initiative and the Mental Health Association of San Francisco invited mental health policy-makers and other stakeholders to screen "Hope on the Street" and to discuss access to mental health services. This forum shifted away from the earlier forums' focus on changing attitudes about mental illness and instead sought to engage policy-makers on the impact of proposed budget cuts to mental health services. About 30 people participated.

KQED also created a companion [Web site](#) and Web-based resources, including:

- Tips on navigating the mental health care system and a comprehensive list of organizations and resources in the Bay Area.
- Recommended reading and advice from mental health experts.
- An online forum where people in the Bay Area can share their experiences.

An Evaluation Finds Positive Outcomes

BTW, a Berkeley, Calif., consulting firm, surveyed participants at the four events. The overall goal of the evaluation was to assess the extent to which the 12-month project achieved its twin goals of reducing the stigma of mental illness and boosting hope that recovery is possible with competent treatment, medication and quality care.

In a September 2003 report, BTW stated, "...the format worked across events and with very discerning audiences. Mental health professionals, academics, family members of individuals with mental illness, students, journalists and consumers of mental health services—these well-informed insiders—felt their perspectives widened and enriched by the outreach campaign."

According to the report, the June 2003 event, which emphasized the policy aspects of mental illness, brought up what may be the only serious criticism of the video and project. An executive director of a local mental health agency wrote KQED, "My main criticism of the film [was that] it never addressed the basic funding realities that have caused the conditions of homelessness for people with psychiatric illnesses and never addressed the political realities that have caused the funding crisis..."

In turn, the evaluation's authors pointed out that it was not the intent of the documentary makers to address funding issues.

Awards

"Hope on the Streets" received several awards from nonprofit organizations. Among them were:

- 2003 Best Local Television for News, Educational, or Public Service Programming from the [National Mental Health Association](#) (a nonprofit membership organization now known as Mental Health America).
- A 2003 Emmy® Award nomination for Best Documentary. The Alameda County Mental Health Board made the award nomination to the Academy of Television Arts and Sciences. (Alameda County comprises most of the east bay region of the San Francisco Bay Area.)
- 2003 Best Documentary and Outstanding Media Award for Television Documentary from the [National Alliance for the Mentally Ill](#), a national grassroots mental health organization.

Other Funding

The project received additional funding including \$300,000 from the Eli Lilly Company and a total of \$61,500 from local foundations, pharmaceutical companies and nonprofit

organizations such as the California Endowment (\$25,000), the Zellerbach Family Foundation (\$15,000) and the California Wellness Foundation (\$10,000).

What's Ahead

In 2004, KQED received another *Sound Partners* grant to produce a documentary on the working uninsured. Details of the documentary, including its audio soundtrack, are available [online](#).

Site Bibliography

Reports

An Analysis of KQED's One-Year Hope on the Street Outreach Campaign in Partnership with the Mental Health Education and Workforce Development Initiative. Berkeley, CA: BTW Consultants, September 2003.

Audio-Visuals and Computer Software

"Hope on the Street," a one-hour film documentary. San Francisco: KQED-TV, 2002. Clips available [online](#).

World Wide Web Sites

www.kqed.org/w/hope. Companion Web site for the documentary "Hope on the Street." Web site includes tips on navigating the mental health care system, recommended reading and an online forum for people to share their experiences. San Francisco: KQED, 2002.

TELEVISION SERIES HIGHLIGHTS THE PLIGHT OF FRAIL ELDERLY

"Seeing Seniors" will open a statewide, community-based discussion for seniors, caregivers, and the organizations that are responsible for ensuring the well-being of our older citizens. The Seeing Seniors project will help all seniors optimize their quality of life.—Lynn Zuccarelli Austin, New Hampshire Public Television, 2004

In New Hampshire, the older population is the fastest-growing demographic group in the state. The 2000 federal census showed 12 percent of those living in the state were 65 or older, and projected the figure to more than double by 2025.

While some older adults move to the state to enjoy an active retirement, many others in this rural state struggle with daily challenges such as finding transportation to doctor's appointments and grocery stores.

Building on Past Accomplishments

In setting forth on its *Sound Partners* project, [New Hampshire Public Television](#) (NHPTV) built on the awareness of an audience drawn to a previous NHPTV project, the 2004 broadcast of a program called "The Forgetting: A Portrait of Alzheimer's," and its related outreach throughout the state.

Using that momentum, NHPTV and its partners launched a six-part series "Seeing Seniors: Shaping the Future of Aging" in New Hampshire as a forum for a statewide discussion about the needs of older citizens. The project ran from November 2004 to July 2006.

The Project Partners

New Hampshire Public Television partnered—as it had on the Alzheimer's broadcast—with *Seniors Count*, a citywide collaborative in Manchester, N.H. established by the [Easter Seals New Hampshire](#). (Easter Seals New Hampshire is the state's affiliate of the nationwide nonprofit Easter Seals organization, whose Easter Seals Adult Day Services Network of affiliates is the largest nonprofit provider of such services in the United States). *Seniors Count* works to raise awareness, find resources and coordinate services for frail elderly members of the community. The collaborative is part of a Robert Wood Johnson Foundation national program, *Community Partnerships for Older Adults*.

Adjusting the Project Focus

Arlene Kershaw, director of Senior Services for Easter Seals New Hampshire, pushed NHPTV to move beyond its original conception of the project, which was to focus on healthy seniors. She advocated for an examination of the challenges facing the frailest of older people.

"Initially, they had a very different idea of what they wanted to showcase on television about seniors," Kershaw said. "When people think about seniors, they say they'll do a show on healthy cooking or exercise or being well. My interest was really to start a public dialogue on what was going on with the frailest of the seniors."

Lynn Zuccharelli Austin, community outreach coordinator for NHPTV, adds, "[Arlene] said that we didn't need to shine a light on the go go seniors who are active and travel. Those aren't the people who need help. She was dead on."

At its Heart, Six Communities are Featured

Working with its community partner, NHPTV selected six communities in the state to feature in its nightly public affairs show *NH Outlook*. Each feature story-along with on-air promos, press releases and print ads-drew attention to one of six senior-related issues. The issues (and dates aired) were:

- *Loss*. Aired February 21, 2005.
- *Transportation*. Aired July 5, 2005.
- *Community Life*. Aired September 13, 2005.
- *Living in Poverty*. Aired October 18, 2005.
- *Home Care Industry*. Aired November 15, 2005.
- *Aging Well*. Aired January 17, 2006.

Additional information on the "Seeing Seniors" series is available [online](#), including video of individual segments (RealPlayer[®] software required).

Community Forums Tackle Tough Issues

In conjunction with the television series, project partners convened citizen forums in five New Hampshire communities to ignite discussion of the needs of older adults in the state and how to address these needs. Each forum focused on one of the first five broadcasts.

The forums were held in the communities of:

- Laconia, N.H., May 10, 2005. Focus: Loss
- Newport, N.H., July 19, 2005. Focus: Transportation
- Durham, N.H., September 27, 2005. Focus: Community Life
- Berlin, N.H., November 3, 2005. Focus: Living in Poverty
- Nashua, N.H., November 14, 2005. Focus: Home Care Agency

Because each television segment focused on a particular need of seniors in the actual town where forums took place, it helped focus the discussions at the forums, Austin said.

We knew the hot buttons for each of the towns. We could make sure that the right people in the county were present. They could have a role in answering questions about the future of the town. You had not only the issue being raised but solutions being offered. Who expects a television station to take an issue

into the community and resolve it rather than have a show and move on?

—Lynn Zuccarelli Austin, NHPTV

In convening these forums Kershaw worked with a third community partner, [New Hampshire ServiceLink](#), a resource and referral agency for seniors and caregivers with offices throughout the state. New Hampshire ServiceLink secured sites for each community forum, and—crucially—put NHPTV reporters together with local service providers in towns to get a perspective on the key issues facing older people and to locate people to interview.

"It was a huge time saver," Austin said. "We're a nonprofit organization. We have a small staff... It takes a lot of time to find the right contact and profile a senior who is experiencing those things [in a particular community]."

Initial Fears About Violating Journalistic Ethics

Austin said that there was some initial fear among public television reporters working within the project over violating their editorial independence in making use of contacts and interviewing elders selected by community partners.

But, as Austin pointed out, it simply might not be possible for a reporter to independently discover the one person in the community, the frail elder who could perfectly exemplify a certain point. And yet this is the access the station needed. And, she pointed out, the coordinating community partners—ServiceLink and Seniors Count—had no editorial say over shaping the content of "Seeing Seniors: Shaping the Future of Aging in New Hampshire."

Awards

The programs won NHPTV several awards including an Associated Press first place award for documentary or series, a New England Emmy Nomination and a Bronze Telly Award.

"The fact that the "Seeing Seniors" episode won so many media awards is a testament that this is a good model to follow," Austin said. "You can keep your editorial integrity and turn to a partner for help."

Other Funding

The project raised an additional \$38,000 from New Hampshire foundations. They were the [Endowment for Health](#) (\$10,000), Doris L. Benz Trust (\$24,000) and the Oleonda Jamison Trust (\$4,000).

Looking Ahead

In mid-2006 Austin joined the Coordinating Council (board of directors) of Seniors Count. As part of her work on the council, Austin has committed NHPTV to air two stories a year about issues facing older people.

In September 2006, NHPTV launched a project called *LiveFit NH*, a two-year effort to address obesity issues in New Hampshire in partnership with 16 other organizations. Twelve local foundations, businesses and individuals co-fund the initiative, including two of the partnering organizations.

On the basis of *LiveFit NH*, NHPTV was asked by PBS to join an advisory council working to develop a children's health public education campaign with an initial focus on childhood obesity. The council consists of 15 of the country's best in children's medicine, psychology, nutrition, fitness, media and content.

Site Bibliography

Audio-Visuals and Computer Software

Seeing Seniors: Shaping the Future of Aging in New Hampshire. Six public affairs features. Information about the series is available [online](#), including video of individual segments (requires RealPlayer® software). Durham, NH: New Hampshire Public Television, February 21, 2005, July 5, 2005, September 13, 2005, October 18, 2005, November 15, 2005 and January 17, 2006.

World Wide Web Sites

www.nhptv.org/engagement/seeingseniors. Companion Web site for "Seeing Seniors: Shaping the Future of Aging in New Hampshire." Web site includes all of the six public affairs programs in this series, background information on the program, resources for information on aging and information on community events related to aging. Durham, NH: New Hampshire Public Television, 2005.

Report prepared by: Susan G. Parker

Reviewed by: James Wood and Molly McKaughan

Program Officers: Victoria Weisfeld and David Morse

APPENDIX 1

Projects and Partnering Organizations, by Topic, Round 1

(Current as of the time of the grant; provided by the grantee organization; not verified by RWJF.)

Round 1: November 1997 to August 1999

Topic: Welfare Reform and Access to Care

Access to Health Care in the Yakima Valley

KDNA-FM

Granger, Wash.

Ricardo R. Garcia

Community Partner:

Yakima Valley Farm Workers Clinic

Immigrant Health Care Access in the Twin Cities

KFAI-FM

Minneapolis, Minn.

Michael Wassenaar

Community Partner:

Neighborhood Health Care Network

Forced Out: Welfare Reform on the Rez

KNAU-FM

Flagstaff, Ariz.

Erik Nycklemoe

Community Partners:

Daily Sun newspaper

Northern Arizona University Institute for Native Americans

California Welfare: A Community Conversation

KQED-FM

San Francisco, Calif.

Raul Ramirez

Community Partner:

Homeless Prenatal Project of San Francisco.

Who Cares?

KVMR-FM

Nevada City, Calif.

Joan Buffington

Community Partners:

Nevada County Department of Human Services

FREED, an advocacy group for the disabled

The Welfare of Healthcare in the Pacific Northwest

KWSU-AM

Pullman, Wash.

Dave Cillay

Community Partners:

Washington Department of Social & Health Services

Women's Resource Center at Columbia Basin College

Human Services Coalition in Tri-Cities Washington

Opportunity Council in Bellingham, Wash.

Idaho Department of Health and Welfare

Clallum County Health Department

Trapped in Poverty, Trapped by Abuse, and Trapped by Poor Health!

WJAB-FM

Normal, Ala.

Elizabeth Sloan-Ragland

Community Partner:

Alabama Cooperative Extension Service

Welfare Reform and Health Care in Kentucky

WMMT-FM

Whitesburg, Ky.

Greg Howard

Community Partner:

Kentucky Youth Advocates

Crisis or Cure? Health-care Access in the Age of Welfare Reform

WVPE-FM

Elkhart, Ind.

Joan Swanson-Tobias

Community Partners:

Elkhart General Hospital
Saint Joseph's Regional Medical Center
PARTNERS Health Plan
Memorial Health System

Health Care at the Crossroads

WVFN-FM

Charleston, W.Va.

Frank Hoffman

Community Partner:

Robert C. Byrd Health Sciences Health Center

Topic: Health Care for Young Children

Healthy Minutes

KBRW-FM

Anchorage, Alaska

Colleen Leibert

Community Partners:

Women, Infant and Children's Nutrition Program
Alaska Native Health Board
Chugachmuit

Teach Your Children Well

KCAW-FM

Sitka, Alaska

Robert Woolsey

Community Partners:

SouthEast Alaska Regional Health Consortium
Center for Community/Infant Learning Program
State of Alaska Public Health Nurse

Partnership for Children in Kansas City

KCUR-FM

Kansas City, Mo.

Mary Jo Draper

Community Partner:

Partnership for Children

La Placita Bilingue

KHDC-FM

Salinas, Calif.

Delia Saldivar

Community Partner:

Head Start

Caring for the Children of Children: Teen Pregnancy in San Antonio

KSTX-FM

San Antonio, Texas

Ernie Villarreal

Community Partner:

San Antonio Metropolitan Health District

The New Mexico Kids Health Report

KUNM-FM

Albuquerque, N.M.

Marcos Martinez

Community Partner:

SouthWest Organizing Project

Bringing Up Baby

KXCV-FM

Maryville, Mo.

John McGuire

Community Partners:

NW Missouri Regional Council on Governments

Community Solutions for Rural Health of Nodaway County

Heartland Regional Community Foundation

NWMSU Center for Applied Research

Kids Matter! Working Together to Improve the Health of Our Children

WAMC-FM

Albany, N.Y.

Karen Cohen

Community Partners:

Albany County Health Department
Albany Medical Center
Kaiser Permanente
St. Peter's Hospital
Whitney M. Young, Jr. Health Center

Sound Partners for Children's Health: Pathways Through Diversity in Metro Detroit

WDET-FM
Detroit, Mich.
Roger Adams

Community Partner:

William Beaumont Hospital, Royal Oak. Mich.

Topic: Curtailing Youth Substance Abuse

Real Problems, Real Solutions

KIYU-AM
Galena, Alaska
Danny Sparrell

Community Partner:

Yukon-Koyukuk Mental Health

What You Don't Know: Youth Speaks Out

KZYY-FM
Philo, Calif.
Jill Hannum

Community Partner:

Mendocino County Youth Project

Reality Check

WAER-FM
Syracuse, N.Y.
Chris Bolt

Community Partner:

Syracuse Onondaga Drug and Alcohol Abuse Commission

Youth Pulse

WBAI-FM

New York, N.Y.

Diana Mason

Community Partner:

Global Kids

Straight Dope

WKMS-FM

Murray, Ky.

Vince Medlock

Community Partner:

Regional Prevention Center, Paducah

SoundYouth

WMRA-FM

Harrisonburg, Va.

Matt Bingay

Community Partners:

VaLiance Health Partners

Search Institute of Minneapolis

Promoting the Respectful Use of Asema - Tobacco

WOJB-FM

Hayward, Wis.

Lori Townsend

Community Partner:

Lac Courte Oreille Tribe

Como Gente Grande (Like Grown-Ups)

WRTU-FM

San Juan, Puerto Rico

Louis Luna

Community Partner:

Center for Rehabilitation through the Arts

Under Our Influence

WSLU-FM

Canton, N.J.

Martha Foley

Community Partner:

St. Joseph's Rehabilitation Center, Saranac Lake, N.Y.

Topic: End-of-Life Decision Making

Seeking a Good Death

KGNU-FM

Boulder, Colo.

Sam Fuqua

Community Partner:

Hospice of Boulder County

Life & Death Decision Making

KUAF-FM

Fayetteville, Ark.

Jacqueline Froelich

Community Partner:

Washington Regional Medical Center

Living in the Light of Death

KUAR-FM

Little Rock, Ark.

Steve Barham

Community Partner:

University of Arkansas for Medical Sciences

Alzheimer's: Living in the Moment

KUCV-FM

Lincoln, Neb.

Nancy Finken

Community Partner:

Alzheimer's Association, Lincoln/Greater Nebraska Chapter

The Quality of Life's End: A Collaborative Community Information and Education Project

KUFM-FM

Missoula, Mont.

Sally Mauk

Community Partner:

Missoula Demonstration Project

Living with Dying

WBST-FM

Muncie, Ind.

Stewart Vanderwilt

Community Partner:

Center for Gerontology

Care & Consequences

WSKG-FM

Binghamton, N.Y.

Juan Martinez

Community Partners:

United Health Services Center for Healthy Aging

Four County Library System

SUNY Health Science Center Clinical Campus at Binghamton

APPENDIX 2

Projects and Partnering Organizations, by Topic, Round 2

(Current as of the time of the grant; provided by the grantee organization; not verified by RWJF.)

Round 2: January 2000 to August 2001

Topic: Children's Health

Teach Your Children Well

KCAW-FM

Sitka, Alaska

Robert Woolsey

Community Partner:

Southeast Alaska Regional Health Consortium

Build the Village

WUFT-FM

Gainesville, Fla.

Tanya Ott

Community Partner:

Child Care Resources, Inc.

Crossing Borders: Health Care Messages for Maine's Immigrant Communities

WMPG-FM

Portland, Maine

Rob Rosenthal

Community Partner:

City of Portland Public Health

Children's Health Radio Project

KFAI-FM

Minneapolis, Minn.

Jolee Mosher

Community Partner:

Neighborhood Health Care Network

Safe & Sound: Injury Prevention for Infants and Young Children

KWMU-FM

St. Louis, Mo.

Shelley Kerley

Community Partner:

St. Louis Children's Hospital

Healthy Children Through Prevention

KCEP-FM

Las Vegas, Nev.

Cheryl Sonnenberg

Community Partners:

Clark County SAFE KIDS Coalition

University Medical Center Burn Unit

Alisa Ann Ruch Burn Foundation

Clark County Fire Department

Clark County Health District
District 4N Lions Club

Topic: Youth Substance Abuse

Telling it Like it Is

KUAC-FM

Fairbanks, Alaska

Amy Mayer

Community Partner:

Fairbanks Native Association

Getting Upriver

WVAS-FM

Montgomery, Ala.

Erica Fox

Community Partner:

Alabama Cooperative Extension Services

Fearless Art, Fearless Choices

KUAF-FM

Fayetteville, Ark.

Jacqueline Froelich

Community Partner:

Art Experience

Youth Speaks Out

KZYY-FM

Philo, Calif.

Dan Roberts

Community Partner:

Mendocino County Youth Project

Radio Life

WTRE-FM

Chicago, Ill.

Yolanda Rodriguez Pacheco

Community Partner:

Illinois Masonic Medical Center

Truth and Consequences: Youth Smoking in Kentucky

WFPL-FM

Louisville, Ky.

Kathi Ellis

Community Partner:

University of Louisville Hospital

Youth Pulse: A Program for Youth by Youth

WBAI-FM

New York, N.Y.

Carole Artigiani

Community Partner:

Global Kids

Neighborhood Voices

WDIY-FM

Bethlehem, Pa.

Mary Franzo

Community Partner:

ALERT Partnership

Striking Out: Tobacco in Snohomish County

KSER-FM

Lynnwood, Wash.

Ed Bremer

Community Partner:

Snohomish Health District

Bud and Kama's Killer Cuts

WVMR-AM

Dunmore, W.Va.

Cheryl Weatherhold

Community Partner:

High Rocks Academy

Topic: End-of-Life Discussion

A Good Ending

WLRN-FM

Miami, Fla.

Tracy Fields

Community Partner:

Hospice of Broward County

Promises to Keep

WKMS-FM

Murray, Ky.

Constance Alexander

Community Partner:

Murray State University Department of Nursing

On Our Own Terms: Sound Choices for End of Life Care

WNED-AM

Buffalo, N.Y.

Jim Ranney

Community Partner:

Center for Hospice and Palliative Care

Coming to Terms With Dying

KOPB-FM

Portland, Ore.

Morgan Holm

Community Partner:

Oregon Health Forum

End-of-Life Health Care

WUWM-FM

Milwaukee, Wis.

Barb Fleming

Community Partner:

Medical College of Wisconsin

Topic: Health Care Safety Net

Crisis in the Heartland: Rural Farmers' Health Care in Central Illinois

WCBU-FM

Peoria, Ill.

Anthony Dean

Community Partner:

Methodist Medical Center

Sound Partners in the Upper Peninsula

WNMU-FM

Marquette, Mich.

Susan Sherman

Community Partner:

Western Upper Peninsula District Health Department

Maintaining the Health Care Safety Net

KZUM-FM

Lincoln, Neb.

Dick Noble

Community Partner:

Lincoln Interfaith Council

Access to Health Care

WRNI-FM

Providence, R.I.

Mark Degon

Community Partner:

Rhode Island Foundation

Access to Health Care in the Yakima Valley

KDNA-FM

Granger, Wash.

Richard Garcia

Community Partners:

Yakima Valley Farmworkers Clinic

Providence Health System of Central Washington

The Health Care Safety Net

WVPN-FM

Charleston, W.Va.

Carole Carter

Community Partner:

West Virginia Community Voices Partnership

Topic: Aging and the Chronically Ill

Los Anos Dorados (The Golden Years I)

KBBF-FM

Santa Rosa, Calif.

Maria Mota Fincher

Community Partner:

Sonoma County Area Agency on Aging

Fair Care: Health for the Long Term

KVMR-FM

Nevada City, Calif.

Joan Buffington

Community Partner:

FREED

Caring for the Aging and the Chronically Ill

KXJZ-FM

Sacramento, Calif.

Carl Watanabe

Community Partner:

California State University

Day In, Day Out: The Struggle to Advance Chronic Care

WNPR-FM

Hartford, Conn.

John Dankosky

Community Partner:

Yale University School of Nursing

Caring for the Aging and the Chronically Ill

WDCB-FM

Glen Ellyn, Ill.

Mary Pat LaRue

Community Partner:

DuPage County Department of Human Services and Public Health

APPENDIX 3

Projects and Partnering Organizations, by Topic, Round 3

(Current as of the time of the grant; provided by the grantee organization; not verified by RWJF.)

Round 3: September 2002 to February 2004

Topic: Strengthening Community During Difficult Times

Building Healthy Communities

KBRW-AM

Barrow, Alaska

Amber Jusefowytch

Community Partner:

NAMI Barrow

Strengthening Community During Difficult Times

KDNA-FM

Granger, Wash.

Amelia Ramon

Community Partner:

Yakima Valley Farmworkers Clinics

Lower Columbia Community Health Project

KMUN Community Radio

Astoria, Ore.

Lisa Smith

Community Partners:

Columbia Memorial Hospital

Shorebank Enterprise Pacific

Strengthening Community in the Four Corners Region

KSUT Public Radio

Ignacio, Colo.

Eric Whitney

Community Partner:

San Juan Basin Health Department

Who Cares?

KVMR-FM

Nevada City, Calif.

Joan Buffington

Community Partner:

FREED

Between Two Worlds

WBEZ-FM Chicago Public Radio

Chicago, Ill.

Julia McEvoy

Community Partner:

Casa Central

Topic: Improving Quality of Care

Chronic Illness, Acute Answers

KMUW-FM

Wichita, Kan.

Mark McCain

Community Partner:

University of Kansas School of Medicine - Wichita

Youth in Radio for Health Campaign

KTEP-FM

El Paso, Texas

Louie Saenz

Community Partner:

Institute for Community Border Health Education

Hope on the Street

KQED-TV

San Francisco, Calif.

Michael Isip

Community Partner:

San Francisco State University, College of Extended Learning

Project Health

New Hampshire Public Radio

Concord, N.H.

Scott McPherson

Community Partner:

Foundation for Healthy Communities

Mobile Medical Teams

South Carolina Educational Television

Columbia, S.C.

Carolyn Holderman

Community Partners:

State Medical Home Team

Family Connection of South Carolina

Health Care Quality in Downeast Maine

WERU-FM

East Orland, Maine

Matt Murphy

Community Partner:

University of Maine Cooperative Extension

Smile Healthy! Improving Dental Access and Oral Health in Champaign County

WILL-AM

Urbana, Ill.

Tom Rogers

Community Partner:

Champaign County Health Care Consumers

Media Partner:

WBCP-AM

Wellness for All: Building Healthy Communities by Eliminating Disparities

WNED-AM

Buffalo, N.Y.

Pam Johnson

Commercial Radio Partner:

WBFO-FM (Jennifer Roth)

Community Partners:

Black Leadership Forum

Kaleida Health

Media Partner:

WBLK-FM

Topic: Caring for the Chronically Ill

Los Anos Dorados (II)/ The Golden Years (II)

KBBF-FM

Santa Rosa, Calif.

Maria Mota-Fincher

Community Partner:

Sonoma County Area Agency on Aging

Media Partner:

KDTV Channel 28 Univision

Living with Chronic Illness

KBIA-FM

Columbia, Mo.

Catherine M. Welch

Community Partner:

MU Health Care

Costs of Living

KBOO-FM

Portland, Ore.

Barbara Bernstein

Community Partner:

Project Quest

Chronic Illness of Diabetes Among African Americans

WCLK-FM

Atlanta, Ga.

Reggie Hicks

Community Partner:

Georgia Department of Community Health

Resources for Caregivers

WDCB Public Radio

Glen Ellyn, Ill.

Mary Patricia La Rue

Community Partner:

Northeastern Illinois Area Agency on Aging

Caring for the Chronically Ill in Appalachia

WEKU/WEKH-FM

Richmond, Ky.

John Gregory

Community Partner:

Pattie A. Clay Regional Medical Center

Outreach to Caregivers of the Chronically Ill

WHYY TV Wider Horizons

Philadelphia, Pa.

Willo Carey

Community Partner:

Caring Community Coalition

Silent Stories

WOMR-FM

Provincetown, Mass.

Bob Seay

Community Partner:

Centre for Life Care, Planning and Support

Media Partner:

Cape Cod Voice

Diabetes in Rural Appalachia

WMMT-FM

Whitesburg, Ky.

Cheryl Marshall

Community Partner:

Kentucky Diabetes Network

Topic: **New Approaches to Reducing Addiction**

Positive Influences

WGVU Public Broadcasting

Grand Rapids, Mich.

Steve Chappell

Community Partners:

Alano Club of Kent County

ALERT Labs, Grand Valley State University

Attitudes Matter - Parents, Alcohol & Youth

Underage Drinking Prevention

WNIN-TV (PBS)

Evansville, Ind.

Parri O. Black

Community Partner:

Youth First

Radio Vida (Radio Life)

Radio Arte WRTE-FM

Chicago, Ill.

Jorge Valdiva

Community Partner:

Benito Juarez High School

The Price We All Pay: Addictions in the Workplace

WSBE-TV

Providence, R.I.

Kathryn Larsen

Community Partner:

Roger Williams Medical Center

Media Partner:

Providence Business News

Topic: Providing Health Care for Children

Health Raps

Arkansas Educational Television Network

Conway, Ark.

Carole Adornetto

Community Partner:

Arkansas Advocates for Children and Families

Diabetes Awareness and Prevention

Alaska Public Radio Network

Anchorage, Alaska

Dale Harrison

Community Partner:

American Diabetes Association

"The Whole Child"

KGNU-FM

Boulder, Colo.

Shelley Shelender

Community Partner:

People's Clinic

Teen Talk Health Reports

KUBO Radio Bilingue

El Centro, Calif.

Ana Lilia Barraza

Community Partner:

Clinicas de Salud del Pueblo

Bringing Health to the Heartland for Immigrant Children

KUNI-KHKE-FM

Cedar Falls, Iowa

Doug Vernier

Community Partner:

Global Health Corps

Media Partner:

Radio Postville

Straight Talk

KUSP-FM

Santa Cruz, Calif.

Rachel Goodman

Community Partner:

Planned Parenthood Mar Monte

Media Partner:

KION-TV Channel 46

Moab Community Healthy Teens

KZMU Moab Community Radio

Moab, Utah

Sue Husch

Community Partner:

Four Corners Behavioral Health

Healthy Children, Healthy Communities

Spokane Public Radio KPBX/KSFC-FM

Spokane, Wash.

Doug Nadvornick

Community Partners:

Pacific Northwest Inlander

Spokane Regional Health District

Healthy Weight in Preschool Children

CMU Public Broadcasting

Mt. Pleasant, Mich.

Linda Dielman

Community Partner:

Community Coordinated Child Care

APPENDIX 4

Projects and Partnering Organizations, by Topic, Round 4

(Current as of the time of the grant; provided by the grantee organization; not verified by RWJF.)

Round 4: November 2004 to July 2006

Topic: Healthy Living

Designing Communities for Healthy Living

KBOO-FM

Portland, Ore.

Barbara Bernstein

Community Partner:

Coalition for a Livable Future

Kentucky Health Counts: Raising the Value of Healthy Lifestyle in Kentucky

Kentucky Educational Television

Lexington, Ky.

Judy Flavell

Community Partner:

Foundation for a Healthy Kentucky

"Seeds of Visions" on the Pine Ridge Reservation

KILI-FM

Porcupine, S.D.

Milt Lee

Community Partners:

Oglala Lakota Tribe

Youth Opportunity

Healthy Weight in Preschool Children

WCMU-TV

Mount Pleasant, Mich.

Linda Dielman

Community Partner:

Child Advocacy 4C of Central Michigan

Barrier Busters: Wellness for Life!

WDET-FM/Detroit Radio Information Service

Detroit, Mich.

Kim Walsh

Community Partner:

Hanann Foundation/Senior Voice

Go Explore...Get Active!

WGCU Public Media

Fort Myers, Fla.

Paula Sklodowski

Community Partner:

Lee County Health Department

Listening4yourHealth—DC Movement for Change

WPFW Pacifica Radio

Washington, D.C.

Ron Pinchback

Community Partners:

Metropolitan DC Health Consortium

DC Department of Health/Maternal and Family Health Administration

Gaston & Porter Health Improvement Center

Partnerships for Success

WYSO Public Radio

Yellow Springs, Ohio

Tim Tattan

Community Partner:

Wright State University

Topic: Public Health Challenges

Methamphetamine: Humboldt County's Primary Public Health Challenge

KEET-TV

Eureka, Calif.

Claire Reynolds

Community Partners:

Humboldt County Department of Health and Human Services

Zoe Barnum Continuation High School

Media Partner:

Lost Coast Communications

La Vida! Challenges for Healthy Living

KGNU/Boulder-FM/Denver-AM

Boulder, Colo.

Shelley Schlender

Community Partners:

People's Clinic

Family Learning Center of Boulder

Media Partner:

KGRE-AM/Greeley, Colo., an all-Spanish broadcast station

Healthy Impact!

Rocky Mountain PBS/KRMA-TV

Denver, Colo.

Claudia L. Dunning

Community Partners:

Anti-Defamation League

Colorado Foundation for Medical Care

Lower Columbia Community Health Project: "Aiding Vulnerable Populations"

KMUN-FM

Astoria, Ore.

David Hammock

Community Partner:

Cowlitz Family Health Center

First 5 for Kids! Immunizations

KPBS-TV/FM

San Diego, Calif.

Cathy Lloyd

Community Partner:

Council of Community Clinics

Media Partner:

KGTV

Access to Health Care: An Emerging Crisis

North Dakota Public Radio

Fargo, N.D.

Skip Wood

Community Partner:

Family HealthCare Center

Public Health Challenges to the Common Health of Maine

WERU-FM Community Radio

East Orland, Maine

Matt Murphy

Community Partner:

Hancock County Planning Commission

Topic: Quality of Care

Breaking Myths About the Uninsured: The Working Uninsured Project

KQED Public Television

San Francisco, Calif.

Michael Isip

Community Partner:

San Francisco Community Clinic Consortium

Health Without Borders

KTEP-FM

El Paso, Texas

Louie Saenz

Community Partner:

Hispanic Health Disparities Center

House Calls

KUYI-FM

Keams Canyon, Ariz.

Loris Taylor

Community Partner:

Institute for Health Professions Education

X-treme Safety

KZMU-FM Community Radio

Moab, Utah

Bruce Hucko

Community Partner:

Four Corners Community Behavioral Health, Inc.

Media Partner:

Sageland Media

Circle of Care

WHYY-TV

Philadelphia, Pa.

Willo Carey

Community Partner:

Caring Community Coalition

Disability Matters

WSLU-FM

Canton, N.Y.

Martha Foley

Community Partner:

North Country Center for Independence

Topic: Rural Health Care Access

Eliminating Health Care Disparities in Rural Georgia

Georgia Public Broadcasting

Atlanta, Ga.

Susanna Capelouto

Community Partner:

Morehouse School of Medicine

NEAR Health Centers

KASU-FM

State University, Ark.

Robert Franklin

Community Partner:

Arkansas Southern Rural Access Program

Promoting Health Careers

WYRC-LP

Spencer, W.Va.

Stephen F. Goffreda

Community Partner:

Center for Rural Health Development

Topic: **Vulnerable Populations**

Increasing Awareness of Native Hawaiian Health Issues

Hawaii Public Radio

Honolulu, Hawaii

Kayla Rosenfeld

Community Partner:

Hui Malama Ola Na 'Oiwi

Media Partner:

New West Broadcasting Corporation/KWXX-FM

Health and Healing: Preventing Diabetes

KCUW-LP Radio

Pendleton, Ore.

Debra Crosswell

Community Partner:

Yellowhawk Tribal Health Center

Community Voice: STD Awareness to Action

Double Helix Corporation/KDHX-FM and DHTV

St. Louis, Mo.

Beverly Hacker

Community Partner:

Area Resources for Community and Human Services

People Telling Stories: Addressing Native Community Health Issues Through the Healing Power of Stories

KIDE-FM

Hoopa, Calif.

Joseph Orozco

Community Partner:

Klamath-Trinity Joint Unified School District

Mujeres: Al Borde de la Buena Salud (On the Verge of Good Health)

KSJV-FM Radio Bilingue

Fresno, Calif.

Maria Erana

Community Partner:

California Health Collaborative

Hope for Tomorrow

KUED-TV

Salt Lake City, Utah

Jacqui Voland

Community Partner:

National Alliance for the Mentally Ill, Utah

Media Partner:

Spy Hop Productions

Youthtopia: Youth Media Initiative

KUSP-FM

Santa Cruz, Calif.

Rachel Anne Goodman

Community Partner:

Population Services International

Media Partner:

Community TV of Santa Cruz County

Mental Health Reform: Building a Community-Based System

Nebraska Public Radio Network

Lincoln, Neb.

Nancy Finken

Community Partner:

University of Nebraska Public Policy Center

Seeing Seniors

New Hampshire Public Television

Durham, N.H.

Lynn Zuccarelli Austin

Community Partner:

Seniors Count (Easter Seals New Hampshire)

Making Sense of Mental Health

WBHM-FM

Birmingham, Ala.

Tanya Ott

Community Partner:

Oasis Women's Counseling Center

Media Partner:

University of Alabama at Birmingham School of Public Health

Senior Falls Prevention Project

WCBU-FM

Peoria, Ill.

Nathan Irwin

Community Partner:

Institute of Physical Medicine and Rehabilitation

Listen Up-First Steps for Helping Babies Initiative

WNCU-FM

Durham, N.C.

Edith Thorpe

Community Partner:

North Carolina Healthy Start Foundation

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Sound Partners for Community Health Handbook. Washington: Benton Foundation, 1997, 2000, 2002.

Vibrations Newsletter. Washington: Benton Foundation, Fall 1998, Winter 1999, Fall 1999, Spring 2000, Fall 2000, Spring 2001, Fall 2001. Available [online](#).

Local Voices: Listening for Solutions. Washington: Benton Foundation, Summer 2002. Available [online](#).

Local Voices. Washington: Benton Foundation, October 2005, December 2005, February 2006, April 2006, May 2006, July 2006. Available [online](#).

Local Voices for Healthy Communities. Washington: Benton Foundation, 2007. Available [online](#).

What's Going On In Community Media. Washington: Benton Foundation, 2007. Available [online](#).

Grantee Websites

www.soundpartners.org. November 1997 (new version in February 2000). Washington: Benton Foundation. The website offers up-to-date coverage of the health issues of concerns to the grantee organizations. It also offers technical assistance from the outreach, content and production experts of the national office and the opportunity to learn from each other using online communications tools such as e-mail distribution listservs that include weekly updates about activities and resources on health care issues.

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Cosmos Corporation. *Sound Partners for Community Health Final Evaluation Report*. Bethesda, MD: Cosmos Corporation, February 17, 2000.

O'Neal-Hobbs Associates. *Sound Partners for Community Health First Round Grantee Assessment*. Washington: O'Neal-Hobbs Associates, April 7, 2000.