

California Arts Council 2014-15 Arts on the Air (AIR) Grantees

Arts on the Air supports public media projects that expose Californians to impactful stories about the arts and their value. The program supports projects that demonstrate a clear approach to building public awareness and support for the arts; maximize audience reach and community engagement; and involve California artists and arts organizations. Learn more at <http://arts.ca.gov/programs/aoa.php>.

Number of Grants Awarded: 4 | Total Investment: \$150,500

Organization	Project Thumbnail
KALW <i>San Francisco County</i> \$40,000	KALW will launch Sights and Sounds – a multi-platform project highlighting the perspectives and creations of Bay Area artists, with an emphasis on creative people rooted in underserved communities. Sights and Sounds will build on KALW’s strengths in arts reporting, sound-rich audio and community event production. Through a weekly radio and web feature, and a live event in East Oakland, Sights and Sounds will connect artists with new audiences and increase grassroots engagement with the arts.
KCET <i>Los Angeles County</i> \$42,500	Artbound will design a multi-platform program to identify, explore and highlight arts organizations that are working to build engagement and/or develop new programmatic and organizational models that effectively increase engagement and participation particularly in underserved communities. Artbound will further encourage arts engagement using its multi-platform methodologies to expand the visibility of projects, thereby increasing and broadening audiences, participants, and supporters.
KQED <i>San Francisco County</i> \$40,000	KQED will launch Art in the Open, a new multimedia collection about public art and creativity in California. Comprised of broadcast and digital assets distributed widely across radio, television, interactive and education platforms in the Bay Area and to 28 counties statewide, Art in the Open will explore street art, public art, environmental art and protest art—art that while public and accessible to nearly all, may or may not be commissioned, curated, sponsored or otherwise officially sanctioned.
Radio Bilingüe <i>Fresno County</i> \$28,000	Radio Bilingüe will produce and broadcast “Indigenous Mexicans of California—Fostering Cultural Traditions in the Community and On Air,” a radio series centered around the folk festivals of distinct indigenous migrant groups burgeoning throughout the state. Six short-form features in Spanish and 8 live one-hour programs (6 Spanish and 2 Spanish-Mixteco) will engage RB’s 250,000 weekly listeners in CA, including the featured artists’ communities and RB’s broader diverse Latino audience.