2019 Local Content and Service Report to the Community
September 2018 – August 2019

KAMU TV & FM is located on the Texas A&M University campus in College Station, Texas.

KAMU – TV & FM provides quality trusted public media content to the Brazos Valley area of Central Texas.

KAMU – TV is the sole non-commercial broadcast station in the Temple-Waco-Bryan DMA serving the Brazos Valley Area with trusted PBS programming content supplemented with local programming.

Licensed to Texas A&M University, KAMU supports the public service mission of the University through multiple distribution channels for public media radio, TV, and streamed content.

KAMU – TV & FM provides multiple channels of quality, trusted, programming 24x7 that promotes lifelong learning, enlightenment and enrichment of the community.
Our Mission

The mission of KAMU — a member station of PBS and NPR — is to use its television and radio resources to captivate the Texas A&M community, Brazos Valley region and beyond with unique, trustworthy, diverse and interesting content.

Our Vision

As a part of Texas A&M University, KAMU aspires with its Radio and Television facilities to be the broadcast education leader in the Brazos Valley. The station seeks to provide a premier children’s service and to broadcast programs that engage adults with educational opportunities that encourage them to take active roles to help shape local, state, and national developments. KAMU seeks to foster in the minds of our diverse citizens the desire to learn, to stay inquisitive, and to be engaged in the ideas, ideals, vision and accomplishments of their lives and their community locally, regionally and nationally. KAMU seeks to help individuals reach their goals through education.

Our Core Values

KAMU values its status as a Texas Public Broadcasting facility and the partnership it has developed with its license holder, Texas A&M University, as it pursues its mission with integrity and respect. KAMU-TV/FM embraces the following core values:

Dedication to quality and a commitment to continual improvement in everything that we do:

- A workplace that values diversity of experience, supports creativity by encouraging entrepreneurial spirit, and seeks to be professional, diverse, dynamic and enjoyable
- A commitment to programming and services that is objective, valuable, credible, accurate, entertaining, intelligent, balanced and relevant
- Dedication to building and redefining audience relationships that foster understanding, trust, loyalty and good will
- A relationship with our constituents that is open and candid
- A commitment to strengthen public broadcasting nationally
- A belief in relationships that exhibit fairness, respect, honesty, trust and integrity
- Curiosity, passion and creativity, positive human traits to be fostered in order to better mankind
- A commitment to embrace diversity and strive to bring understanding, compassion and commitment to the community, as we provide our public service
- A belief in ethical broadcasting
- A belief that community involvement is the key to a better life, and that education fosters community involvement.
In The Community

KAMU is located in the twin cities of Bryan-College Station within the Brazos Valley area in central Texas. KAMU-TV is within the Waco-Temple-Bryan Designated Marketing Area (DMA #87) which comprises 357,720 TV households. The area is dominated by Texas A&M University with a fall 2019 enrollment of 69,465 “Texas Aggie” students. Overall, the 2019 regional population estimate was 273,101.

KAMU actively engages in the Bryan-College Station community by participating in community events throughout the year.

Monthly events include “First Friday” in historic downtown Bryan the first Friday evening of each month where KAMU-FM can often be found broadcasting “Brazos Valley Gold” live.

Texas Reds Festival is an annual celebration of two of Texas’ major industries – beef and wine – held each summer in historic downtown Bryan!

Public events such as these are essential to keeping in touch with current members and meeting new ones as the University-dominated community provides a constant transition in population.
In January 2019, KAMU-TV provided free screenings to Victoria Season 3 to the community on three dates. The screenings were held at The Queen theatre in historic downtown Bryan and were well attended by diverse members of the community.

The Queen Theatre was originally built in the late 1800's as a hotel in the heart of Downtown Bryan. The hotel began showing silent films on the ground level in the early 1900s with the name "Queen Theatre" given to the building in 1914. The Queen Theatre was renovated and reopened in May 2018 as a single screen film house and performance venue.
KAMU Local Productions

KAMU-TV productions are heavily oriented to the local community and hosted by well-known Brazos Valley citizens. Examples include the bi-weekly “Bookmark” and the weekly “Brazos Valley Magazine” programs.

“The Bookmark”, hosted by Christine Brown of the Texas A&M Press, focuses on interviews with authors whose work is of interest to Texans. Examples of shows have included author and filmmaker Ben Masters and his book, “The River and the Wall”, which documents a journey down the Rio Grande River by Masters and four friends from El Paso to the Gulf of Mexico using horses, mountain bikes and canoes. The group explored and chronicled potential impacts of a border wall on the natural environment of South Texas.

In his book, “I’m Dr. Red Duke”, author Bryant Boutwell portrays Dr. James Henry “Red” Duke Jr., MD, the founder of the Life Flight air ambulance service in Houston, Texas, that placed that city’s Memorial Hermann Hospital and the Texas Medical Center at the forefront of the nation’s trauma units. Dr. Duke was instrumental...
in his use of visual media communications to provide the public with both common sense and innovative health information. Dr. Duke was a former student of Texas A&M University.

“Brazos Valley Magazine” hosted by Barbara Smith offers a weekly community and public affairs magazine program that addresses issues in the community, positive stories of what others are doing to benefit the local community, seasonal cooking and even some unique guests now and then in the KAMU-TV studios.

Kelly Anthony is a local food columnist, baker, home chef and mother with a passion for food and an adoration for entertaining is routinely featured on Brazos Valley Magazine. Show production has taken place in the KAMU studio kitchen or on-location in Kelly’s home for seasonal meal features.
“Brazos Valley Magazine” guests have included virtually every community leader in the area representing a diverse group of organizations and events. Some guests have been unique, ranging from Humboldt penguins Atacama & Damas visiting from Moody Gardens to K9 Officer “Tyson” of the Texas A&M University Police Department.

K9 Officer Tyson represented the first K-9 unit to the Texas A&M University Police Department. Tyson is specially trained and has a heightened sense of smell, specifically with components found in explosives.
Annual KAMU-TV “special” local productions include the broadcast of the two local Holiday/Christmas parades held in the local community. Since the mid-1970’s on a Sunday in December, KAMU-TV has broadcast the Bryan-College Station Holiday Parade led by the 300+ member Texas Aggie Band. On the following Friday evening, the Downtown Bryan Lighted Christmas Parade is held. These events are recorded and broadcast several times during the holiday period. Both are distinct annual favorites of the community.
Each KAMU-FM local productions include over 15 hours of weekly programming primarily produced by community members. Shows featuring a diverse range of hosts include “Tuesday Afternoon Jazz” hosted by Jennifer Cotton (Manager of the Cotton Ranch), and “Global Rhythms” hosted by Dr. John August (Dean of the School of Public Health in the Texas A&M Health Science Center).

Another popular local production for KAMU-FM is “Brazos Arts” which focuses on news and events from the local arts community. One past program featured Emily Pulley, a College Station native who attended A&M Consolidated High School and is now an acclaimed soprano frequently appearing at the Metropolitan Opera and over 150 operas worldwide.
“Garden Success” with Skip Richter is a live call-in gardening show airing each Thursday at 12 p.m. on KAMU-FM. An extension specialist in horticulture sciences at Texas A&M University, Skip serves as a garden consultant, answering listeners questions to help grow a bountiful garden and beautiful landscape in the Brazos Valley.

Another popular “live” call-in show is “Express” with Doc X MD & Audra RN on Tuesday evenings, discussing today’s ethical dilemmas while asking the question, “What would you do?”

A companion program “Funny Feelings”, seeks to understand why we do what we do in activities of daily life when at work, at rest, in relationships or at play.
The George H.W. Bush Presidential Library and Museum is a popular destination in our community that has attracted more than 1 million visitors to the Texas A&M University campus. Each 4th of July, the library hosts the College Station Noon Lions Club's "I Love America" Celebration. KAMU-FM broadcasts opening ceremonies and the Brazos Valley Symphony Orchestra concert live held in the evening as fireworks light up the sky over College Station.
Texas A&M University provides a stage for numerous diverse presentations and lectures, many of which are recorded for later broadcast, shown live (as rights allow) and/or broadcast by internet stream. Program examples have included a presentation for Science, Technology, Engineering and Mathematics (STEM) students from Rudder Auditorium by Michael E. Fossum, a former student of Texas A&M and retired NASA astronaut. Fossum, who logged 194 days in space, is the CEO of the Texas A&M University Galveston campus.

Rudder Auditorium was brought to silence one night early in the academic year as parents of students who died due to hazing shared their stories and spread awareness. “Love, Mom and Dad” was a presentation that traveled to several universities to discourage the practice of hazing by sharing stories about the serious consequences of the behavior. Two presentations that evening was attended by 2,800 students in the audience and countless more via Internet stream. The goal was to reach all 69,000+ Texas A&M students. It was a somber evening as Jim and Evelyn Piazza, Rich Braham, Steven Gruver and Debbie Debrick each described their personal experiences and shared pictures of their children lost to hazing at campuses throughout the United States.
KAMU provides audio and video production services to both internal clients as well as outside entities such as all the major broadcast news organizations.

One popular service provides appearances of Texas A&M University subject matter experts or visiting dignitaries to appear on national news programs.

Examples shown include:

(Top) F. Gregory Gause, Head of International Affairs at Texas A&M appearing on the “PBS News Hour”.

(Middle) Representative Louie Gohmert appearing on FOX News while visiting Texas A&M. Gohmert is a 1975 graduate of Texas A&M.

(Bottom) Jennifer Mercieca, Professor at Texas A&M who has appeared several times on WAMU-FM in Washington, D.C.’s “1A” program from the KAMU-FM studios.

KAMU provides High Definition (HD) broadcast video interconnect to all major networks via LTN Global and broadcast quality audio interconnect via ISDN and AoIP interconnects.
Stories of Impact

AGCJ 409 Television Production for Agricultural Journalists is held in the KAMU-TV studios and produces six episodes of the “ETC” program each semester. KAMU facilities allow hands-on experience in video production including producing, shooting and hosting a professional program series that is broadcast on KAMU-TV. The programs are focused upon the interests of the community’s 69,000+ Texas A&M student population.

“KAMU provides its broadcast facility to train students in television production. It is one of the only stations in the nation that offers a university level course where students produce actual programs of community impact that are broadcast on the PBS station. AGCJ 409 is an upper level course in Agricultural Journalism. Students produce 6 half hour television programs entirely on their own, from selecting topics of community interest, lining up the experts to interview, and then actually directing the student crew in the production of the actual program. KAMU has a keen interest in providing this opportunity to encourage their professional pursuit of television journalism. Many of the students in this course are hired by the station and gain even more experience and are able to utilize the experience in their future careers.”

Dr. Rodney L. Zent
Professor,
Agricultural Journalism & Leadership
Each April 21st, KAMU-TV broadcasts the annual Aggie Muster ceremony from Reed Arena on the Texas A&M University campus. The companion “Story of Muster” program as well as the live event are broadcast over-the-air and by Internet stream reaching a worldwide audience.

Muster is a Texas A&M tradition that forever unites Aggies past with Aggies present. It is Texas A&M’s most solemn and visible tradition. At each Muster ceremony around the world, a speaker addresses the crowd before a “Roll Call for the absent.” Names of those from that area who have died in the past year will be read, and as each name is called, a family member or friend will answer “Here” to show that Aggie is present in spirit. Then, a candle will be lit.
Summary

KAMU-TV provides three channels of PBS, APT and NETA network programming 24 hours a day, seven days a week. Over-the-air broadcasts include channels 12.1 (PBS Primary), 12.2 (Create), and 12.3 (PBS Kids). Channels 12.1 and 12.3 are available on the regional cable TV provider SuddenLink (Altice). Channel 12.1 is available on DirecTv and DishNet satellite providers within the entire DMA. KAMU-FM broadcasts two channels (HD-1 & HD-2) of NPR network provided national and regional programming 24 hours a day, seven days a week. Network programming on both KAMU-TV and KAMU-FM is supplemented with regular local programs and specials.

Educational Broadcast Services through KAMU extends the reach of Texas A&M University by providing access to diverse media technologies and services for the public through collaboration and partnerships. A diverse population is served through KAMU-FM and KAMU-TV, trusted sources of knowledge and informative programming that provide life-long learning opportunities that nurture the human mind and spirit in the local community, the region and globally.

KAMU-TV looks ahead to February 15, 2020, when it will commemorate 50 years of TV broadcast service to the community.

Contact Information:

KAMU TV & FM
Educational Broadcast Services
Joe H. Moore Communications Center
900 Houston Street
Texas A&M University
College Station, TX 77843-4244
kamu.tamu.edu  |  979.845.5611