

Local Content and Services Report
KCCU-FM
February 4, 2015

1 Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

Media research has shown that consumers of public media now expect their media outlets to be available on many different platforms. As a small-market station, with a small staff, KCCU continuously strives to be the best public media outlet we can with our limited staff and resources. We view our "Vital local services" as having both program streams on the air and online 24/7/365.

Since we do not have a dedicated web-staff, we endeavor whenever possible to post our produced content online so it is available to our web visitors.

KCCU streams HD1 and HD2 online in both MP3 and iTunes® formats via NPR Digital Services. Additionally, in the past year KCCU was one of the first 40 public radio stations nationwide to have their signal on iTunes Radio®

KCCU maintains an "Events" page on our website where members of the community at large can post their own events. Additionally, our production director and broadcasting students post digital content to the web for PSA's whenever the content is relevant.

KCCU is a media sponsor of several events across the listening area including Lawton Arts for All Festival, the Lawton International Festival, Tour de Meers Bicycle tour, Wichita Falls Arts Alive Home & Garden Show and the Medicine Park Flute Festival & Art Walk. KCCU even maintains an aid-station at mile 52 of the Tour de Meers.

KCCU has the distinction of being the "Final Rest Stop" on the Tour de Meers, which is a fundraising "Tour" the proceeds of which benefit the Meers, Oklahoma Volunteer Fire Department.

Lawton Oklahoma is also the home of the Comanche Nation, and has significant representation from other Native American Tribes. The staff of KCCU as well as the administration of Cameron University determined that our Native American population was underserved in the community with respects to radio programming. KCCU has acquired Native Voice One programming to offer to our Native American listeners, which in our opinion was an underserved segment of the population with respects to programming.

2 Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

KCCU believes in community involvement. The staff of KCCU does more than talk a "Mean Game." In fiscal year 2014, KCCU staff members served on the boards of directors of Lawton Arts for All, the Armed Services YMCA, McMahon Auditorium Authority, Cameron University Public Exercises Task Force, Cameron University Staff Advisory Council, Cameron University Alumni Association and the Oklahoma State University Alumni Band.

The director of broadcasting was also chosen for participation in Leadership Lawton-Fort Sill Class XXIV which is a local academy engaged in creating community leaders. Leadership Lawton-Fort Sill members visited the State Capitol during a session of the state legislature and attended a lunch sponsored by local representatives and senators. The class also visited Fort Sill and took part in a simulated live-fire exercise with air rifles, attended a lunch at the chow-hall with basic recruits, received an extensive tour of the base, met with the commanding general and witnessed training at US Army Artillery School which is located at Fort Sill.

The class also visited with representative of all area not-for-profits, educational institutions, faith-based community outreach services, the Mayor, four US District Judges and correctional facilities including the largest private prison in the state of Oklahoma.

Another event that KCCU is proud to be involved in is the "Tour de Meers." The tour is a "Metric Century" ride through and around the Wichita Mountains Wildlife Refuge. The tour begins and ends in the quaint little town of Meers, Oklahoma. The tour is the primary fundraising event for the Meers Oklahoma Volunteer Fire Department.

The "Meers" Fire in 2011 burned over 60,000 acres (250-squares miles) and damaged or destroyed hundreds of structures making the enlargement of the department a necessity for the community of Meers (and Medicine Park) which is located immediately north of Lawton. The area is immediately adjacent to the Wichita Mountains Wildlife Refuge which is managed by the US Fish & Wildlife Service.

Budget cuts and sequestration in recent years have meant that on some days, Refuge facilities are closed to the general public. If they do not have the resources to open the facilities they certainly don't have the resources to fight fires. It is up to concerned citizens and community organizations to take-up the slack.

Our staff takes an entire Saturday one-day a year to set-up and staff the rest stop / aid-station. We are there at sun-up, and do not leave until the last participant is through our stop.

Our efforts were rewarded in September 2014 when the Meers VFD opened their new, enlarged fire station which was funded in part by proceeds from the Tour de Meers.

KCCU was recognized for its dedication at the grand opening of the fire station.

Another added plus, is that an entire segment of the cycling community knows us as those "Crazy public radio people" at the last rest stop.

Our entire staff professional staff as well as a couple of students willingly staffed the rest-stop during the 2014 tour. The rest stop is located about 30-miles from the studios of KCCU.

3 What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

Whenever there is an event, the number-one key to success is promotion or publicity. After the deregulation of the broadcast industry, all too often commercial radio stations are located in a "Cluster" with one engineer, one office person, three or four people employed as voice-over talent, a program director (who does little more than program automation because station programming content has already been determined at the corporate office), a general

manager and the sales staff. The entity exists solely to create profits and that leaves precious little time (or room) for public service announcements.

KCCU considers providing an outlet for promotion of events, specifically to non-profit entities as one of our main missions.

KCCU has a weekly public affairs program which airs during the morning drive-time, Community Focus, whose main goal is to inform the community of events that otherwise would receive limited publicity. In smaller markets, most not-for-profits and educational institutions have a miniscule advertising budget if they have one at all. That is where their local public radio station comes in.

Our license holder Cameron University is a regional university under the Oklahoma University Board of Regents. One of the endeavors of the university is an entity called the Center for Emerging Technologies and Entrepreneurial Studies. The director of CETES is a listener, and member of KCCU, Arun Tilak. When it came time to promote a project, Arun turned to KCCU. CETES was undertaking "Project Dream," a contest where community members could submit a business plan to the center and then have the plan voted on by community members. The winner of the contest would receive a \$5,000 stipend to help start their business and also be entered in a statewide contest. Mr. Tilak wrote the following to our then Production (promotions) Director, Cynthia Sosa:

*From: Arun Tilak
Sent: Tuesday, February 18, 2014 9:31 AM
To: Cynthia Sosa
Subject: Feedback on KCCU Interviews
Cynthia,*

I have been meaning to write and thank you for the series of interviews you did on CETES for Community Focus.

We have received positive feedback from a number of people who heard the interviews. We had a few people visit us and call us regarding the services we provide after they had heard one of the interviews.

We have received 14 entries for the "Project DREAM" entrepreneurial contest this year which is largest number for any entrepreneurial contest we have run. We have no doubt that your coverage of the contest in one of your interviews was a factor in the large number of entries we received.

*You do a great job with community focus and other programs.
Thanks,*

*Arun Tilak
www.cetes.org
Cameron University
580-581-5446*

KCCU also undertook promotional projects with Lawton Arts for All, Lawton International Festival, Wichita Falls Arts Alive Home & Garden Show, tour de Meers bicycle tour (benefit for the Meers, OK VFD) and the Medicine Park Flute Festival & Art Walk among others. All projects included PSA's, air-time on Community Focus, and web-page promotion.

4 Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.

KCCU undertakes a number of efforts annually to engage minority and diverse audiences on our broadcast area.

Lawton-Fort Sill is home to Fort Sill. Fort Sill is a large Army base located immediately north of Lawton. Aside from being home to the US Army's Field Artillery and Air-Defense Artillery schools, Fort Sill also hosts the International Student Division. Here is more about the school from the Fort Sill Website: <http://sill-www.army.mil/isd/>

The United States Army Fires Center of Excellence is proud of its role in training professional military students from our allied nations around the globe. Attending the Air Defense or Field Artillery School will stimulate your thoughts, extend your professional knowledge, and give you an understanding of the people of the United States. We are totally dedicated to the development and implementation of Air Defense and Field Artillery training for the Army of the future.

The International Student Division (ISD) serves as the principal contact for all International Military Students (IMS) attending courses at Fort Sill, Oklahoma. The following information will acquaint you with the facilities and services available to you at Fort Sill and the adjacent community of Lawton, Oklahoma. The mission of the International Student Division is to support the Security Assistance Training Program (SATP) objectives through:

ADMINISTRATION: Managing all matters pertaining to administration, liaison, personal affairs, welfare, and discipline of international students.

ACADEMICS: Monitor students training, develop Academic Efficiency Reports, coordinate with Staff, Faculty and In-Class Sponsors.

SPONSORSHIP PROGRAM: Planning, coordinating and executing the Sponsorship Program.

FIELD STUDIES PROGRAM: Providing a better understanding of the United States, its people, political systems, institutions, and the American Family way of life through the Field Studies Program (FSP).

As part of the Field Services Program, the international students are brought on a tour of the studios of KCCU. They get a station tour, an explanation of public radio (and KCCU's mission) as well as a goodie-bag of station promotional materials. Our Station Manager, Cynthia Sosa, attended the most recent ISP Graduation.

KCCU is also involved annually with several events with international or Native American themes. First is the Lawton International Festival, of which KCCU is a major media sponsor. KCCU maintains a staffed booth at the festival and provides talent to emcee stage events. KCCU always hosts festival personnel on Community Focus prior to the event, and provides promotional support in the form of PSA's, space on our online event page and an online news story dedicated to the festival with both audio and print content.

KCCU Staff also attends the Immigration and Naturalization Citizenship Ceremony and Parade of Nations which are part of the opening night festivities.

KCCU also helps promote the Medicine Park Flute Festival and Art Walk in Medicine Park, Oklahoma. The Flute Festival itself is a two-day event celebrating Native American Flute Music. Every year KCCU's studios host one of the artists on the public affairs program, Community Focus. The artist plays a Native American Flute and also talks about the event. In 2014, then Production Director Cynthia Sosa was presented a hand-made Native American flute by organizers in appreciation for her dedication to the event. The event is also promoted on our events page, and the audio and a print story are featured online.

5 Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

The Community Services Grant from the Corporation for Public Broadcasting enables KCCU to do many things. Due to budgetary constraints in the State of Oklahoma, our license holder had its budget cut by the state in 2014. As a result, KCCU had to trim its budget by one-percent over the previous year. So, even though the price of everything is going up, including programming, once again we are being asked to do more with less.

The CSG from the CPB enables us to afford programming choices that otherwise we would not be able to afford. One of our overnight music providers changed the way it delivered programs in 2014. The new method of ingesting the programs into our automation system was prohibited by our license holder's computer use policy, meaning we had to find an alternative and more expensive programming solution. As a result, our overnight classical audience and weekend Jazz audience still have a reliable and we might add the only over-the-air source of classical and jazz programming in our market available to them.

The CSG from the CPB also allows KCCU to operate above bare-minimum staffing conditions. Without the CSG, KCCU would sound radically different than what it does now. We would not be able to have a promotions (or production department) and quite possibly the news department would also be at risk.

Any programs that are devoted to diverse audiences would also be at risk. Station have a very difficult time fundraising during classical music and jazz programming. It is very difficult for these programs to pay for themselves, which is also probably why they are not aired on commercial radio.

To sum it up, the CSG from the CPB allows KCCU to sound as good as it does on a consistent basis. Without it we would just be another, short-staffed 24-hour news station with a minimum of local content, instead of the cultural icon we are in Southwestern Oklahoma and Western North Texas.