

LOCAL CONTENT & SERVICES REPORT July 1, 2015 – June 30, 2016

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.

Our overall goal will always be to provide the best content and services that we can to our listeners and our communities with the resources we have available to us. Our five full-power stations and two translators cover an area that is larger than any state in the northeast with the exception of Maine, New York and Pennsylvania. It takes a roundtrip of 600-miles to hold community meetings or visit all of our transmitters.

One method we use to identify issues in our coverage area is the quarterly community meetings and monthly visits via telephone with our community representatives. Another method is simply talking to our colleagues on the various boards and committees, each of our staff members serve on.

We make a concerted effort when possible to post audio for major stories on our website. We also post audio, a short synopsis and photos of our guests on our weekly public affairs program, *Community Focus*.

All of our on-air staff makes a conscious effort to engage and attract listeners through our use of social media and our website. We also monitor what other stations and networks are taking about by monitoring social media.

KCCU strives to be a source of community information. Whether it is through one of our 403 weekly PSA avails, news stories, the weekly *Community Focus* public affairs program, our online community calendar or something as simple as tweeting or relating information during breaks; we want to keep our listeners and the public informed.

As we have talked about in the past two surveys, KCCU has striven to reach the large Native American community in our broadcast area. We will talk more about this effort in section four.

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.

First, I would like to talk about the Oklahoma Public Media Exchange. *OPME* is a compendium of all of the public media broadcast stations in Oklahoma. We hold quarterly meetings at a pre-determined time and location. The first half of the meeting is open to personnel from all member stations. This is where we trade ideas, talk about issues facing public media and hold seminars, hear speakers and receive a report from the *State Impact Oklahoma* news team about what they worked on, what they are working on and story ideas they may come up in the future. The second half of the meeting is an executive session which is attended by the executive managers of KGOU, KOSU, KWGS and KCCU which together fund the *State Impact Oklahoma* project; this is when we go over the budget, underwriting revenues and issues directly related to the state impact project.

In Oklahoma, we do not view other stations as competition. We view them as colleagues and feel that collaboration is the key to all-of-us being successful!

In the past year, KCCU has teamed with Lawton Arts-for-All, an umbrella arts organization that funds the local symphony, community theatre, and four other organizations. A KCCU staff member always serves on that board and we are actively involved in promotion of their events, we volunteer as staff at their events and we are a media sponsor of one of their fundraisers, the Lawton Arts for All Festival which is held each May. The KCCU booth is adjacent to the Information booth and we provide the public address during the festival as well as Emceeing event stages. Arts-for-All representatives usually appear as guests on *Community Focus* a couple of times each year. Even though we both are fundraising from the same pool of individuals, we all realize that we can only be successful if we work together, instead of apart. KCCU has also worked with United Way, AMBUCS and The Armed Service YMCA on promotions over the past year.

KCCU also works with the Cameron University Center for Emerging Technology and Entrepreneurial Studies. We have them as guests and publicize their key projects. Their director and our director serve on the Cameron Staff Advisory Council, the organization that represents the staff of our license holder. Our Director, Doug Cole was Chair Elect of that council in 2015-16. Our Station Manager Cynthia Sosa serves as the Chair of the Cameron University Alumni Association. KCCU is very involved in our community, both in the not-for-profit and educational sectors.

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.

This past year, KCCU worked with several different partners to increase awareness and visibility about the mission of those organizations. Among the organizations we worked with in FY16 were AMBUCS, the Armed Services YMCA, Kemp Center for Arts (Wichita Falls, TX), Lawton Arts-for-All, Lawton International Festival (City of Lawton Arts & Humanities Division) and Texoma Gives. We would like to think we had an impact in all of our partnerships since not-for-profits rarely have any promotional budgets to speak of.

There are military bases located in three of the five cities where our transmitters are located. The military is a large part of the everyday lives for most of our audience. Our Chief Engineer is retired military and our Station Manager's father was in the military and she was married to a drill instructor.

This past year we worked with the Armed Services YMCA on several fundraising campaigns: the Annual Partner Member Campaign, the Armed Services Y-Fry and the Red River Craft Beer Festival. The Armed Services YMCA is supported by contributions.

The Armed Services "Y" serves Junior Enlisted Soldiers and their families with such services as Soldiers Closet, the Food Pantry and Financial Assistance.

Military personnel move a lot. Often they arrive before their belongings to an area where the climate is different than their last post or where they were originally from. The Soldiers Closet provides clothing to the families. The closet also has children's toys.

The Food Pantry is fairly self-explanatory. Junior enlisted soldiers do not make a great deal of money and often their family needs help, especially if they have children. The Food Pantry is there to help. This is extremely vital if the soldier is deployed leaving the family behind.

In some cases, the Y will provide financial assistance to the family.

We asked Kate Whitehead, Director of Administration at the Armed Services YMCA of Lawton for a testimonial on how KCCU helped with the annual "Y-Fry" fundraiser. This is what Kate had to say, "Just the Y-Fry? During that time period, KCCU supported the Armed Services YMCA

(during) our annual partner member campaign and the Red River Craft Beer Festival. KCCU supported those events by writing and distributing PSAs and by allowing us to be interviewed on the *Community Focus* segment. Station Manager Cynthia Sosa also helped arrange for us to be on other radio stations to promote our programs that make military life easier.”

Results for this partner were not quantified with respect to our cooperation. They did raise money and their doors are still open.

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 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. If you regularly broadcast in a language other than English, please note the language broadcast.

In two years, we went from talking about it, to airing *National Native News* daily and one-hour of Native America Calling at the end of year one. We also wanted to acquire additional Native American programming and that became a reality this past year with the addition of an additional Native American oriented program.

Lawton, Oklahoma is home to the Indian Health Service *Lawton Indian Hospital*. As such, Native Americans come to Lawton to be treated, or to visit relatives who are in the hospital. Also, several of the physicians and staff at the hospital are among our listeners. We were happy to be able to add to our broadcast schedule, *American Indian Living*, a one-hour weekly talk show from Native Voice 1 that focuses on Native health issues.

Due to state budget cuts that affect our university, of which KCCU is a department, we have had to trim our programming budget by 20-percent for FY17. This is in line with reductions to the budgets of other departments. As such, we do not have plans to add and additional Native American programming, or additional programming of any sort for FY17.

We will continue our outreach to diverse and minority audiences by focusing on issues and events through our PSAs and our public affairs program, *Community Focus*. We also will continue to look for opportunities to work with and for diverse audiences.

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?

Without the Corporation for Public Broadcasting Community Service Grant, KCCU would not be able to air programs from National Public Radio, Public Radio International, American Public Media, PRX and other program distributors. We simply would not be able to afford the programming without CPB assistance.

Without the Rural portion of the grant, we would not be able to serve our rural audience from our transmitters in Altus and Clinton, Oklahoma.

KCCU does not serve any large cities. We have five full-power stations serving several small cities, many smaller communities, hundreds-of-thousands of head of cattle, many acres of cotton and several thousand wind-turbines.

In short, without the CPB, residents of Texoma (Southwest Oklahoma & Western North Texas) would not have access to public radio. KCCU would be a local college station serving the Lawton market and perhaps Ardmore and Wichita Falls. However, since it is doubtful that Wichita Falls and Ardmore would be interested in a college station out of Lawton (since they also have colleges,) KCCU would exist only as a local college station serving the Lawton market. Without CPB assistance, KCCU and our network of stations would not exist.