

## Local Content & Services Report 2017

### KCCU-FM

*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.*

At KCCU, our overall goal of striving to provide the best content and services to our listeners and communities continues. This has become more challenging because of three consecutive years of reduced legislative appropriations to our license holder (Cameron University) due to state revenue failure(s). KCCU lost a full-time position in FY17 (due to budget cuts) and we have made adjustments to trim our departmental budget by 20-percent. All duties assigned to the lost position have been absorbed by other station personnel.

We identify issues through our quarterly meetings with station representatives in our communities of license. Also, since we are an institution in the area having been on the air almost 30-years, people call us or email us all-the-time informing us of needs or ideas. Since our now-smaller staff does not have a webmaster and our news department is one-person, we make every effort to put news stories on-the-air, on-the-web and submit to NPR One whenever possible.

Our entire staff serves on boards-of-directors, or committees across our service area. We are constantly approached by others with news of happenings, needs and desires of local non-profits or diverse populations.

One of the new campaigns KCCU became involved with in FY17 was the Texoma Gives project spearheaded by the Wichita Falls Area Community Foundation. We will speak more on that in section three.

KCCU is now in the third year of offering programming specific to the local Native American Population. We air PSA's specific to events and projects put on by several Native American tribes and/or Nations in the region. We have Native American guests on our public affairs program, Community Focus to promote events such as the Medicine Park Native American Flute Festival.

*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.*

2016-17 was a fantastic year for collaborating with area arts organizations and non-profits. KCCU was involved in a couple of campaigns that I will share about in this and the following section.

2 (cont.)

One of our local performing arts organizations, the Wichita Falls Symphony Orchestra, lost their longtime music director and put on a national search for a replacement. After the WFSO narrowed the search to three final candidates, KCCU became involved in the selection process. Each of the candidates came into the studio with a symphony board member, and both served as guests during our locally produced classical music program, 'Midday Concert.' The prospective conductor and the board member spent two-hours on the air with program host and Director of Broadcasting, Doug Cole. During the show, each candidate talked about their experiences, their musical resume and we played some of their favorite musical selections. Additionally, prior to each concert put on by the WFSO, one of their board members comes on Midday Concert in the week prior to the concert to highlight some of the pieces that will air as well as to talk about any guest artists.

KCCU also works very closely with the Lawton Philharmonic Orchestra to publicize their events. Their executive director was a station underwriter prior to her 'Retirement' from the business world.

KCCU continues its involvement with the 'Oklahoma Public Media Exchange.' The OPME is a consortium of KCCU, KGOU, KOSU and KWGS. Together the consortium administrates and funds the 'State Impact Oklahoma' news organization. SIO personnel such as Joe Wertz regularly contribute to various public radio news magazines such as 'Morning Edition', 'All Things Considered' and 'Here and Now.' Additionally, a five-minute State Impact feature is produced weekly for partner stations.

*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.*

KCCU worked with many different not-for-profit organizations in 2017. Here are some of the organizations we worked closely with to increase their visibility: AMBUCS, Armed Services YMCA, Chisholm Trail Arts Council, Kemp Center for the Arts, Lawton Philharmonic Orchestra, Wichita Falls Area Community Foundation (Texoma Gives) and the Wichita Falls Symphony Orchestra.

One of the events we would like to highlight was Texoma Gives. The Inaugural Texoma Gives Online Day of Giving was September 15, 2016. The event in 2017 was on September 7, 2017. Texoma Gives is modelled after a successful day of giving in Dallas-Fort Worth. The day of giving campaign encourages not-for-profits in a 23-county area of Northwest Texas and Southwest Oklahoma to sign up and participate in a joint, online-fundraising effort, otherwise known as the day of giving.

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KCCU was the first not-for-profit in Oklahoma to sign up for the campaign. Organizers were concerned about the lack of entities signing-up, especially in the Oklahoma counties. KCCU worked closely with the organizer, the Wichita Falls Area Community Foundation, in order to increase awareness among other organizations eligible to participate. After several other Oklahoma entities signed-up, we focused our efforts on ensuring the overall campaign was a financial success.

The inaugural campaign took-in over \$700,000 and the campaign in 2017 raised over \$800,000. In 2016, only seven non-profits in Oklahoma signed up for the campaign. In 2017, that number rose to over 20.

Here is what the Executive Director of the Wichita Falls Area Community Foundation, Teresa Pontius-Caves said about KCCU's participation, "Texoma Give's partnership with KCCU during 2016 -17 encouraged nonprofits to learn about and participate in this 16-hour giving day. KCCU's presence in this partnership educated our area about online giving and in 2016 there were 150 nonprofit participants that collectively raised \$750,000. During Texoma Gives 2017, nonprofit participants grew to 200 and total raised was \$868,484—all these charitable donations make our KCCU communities stronger. Thank you, KCCU, for your enthusiastic involvement with Texoma Gives and Wichita Falls Area Community Foundation.'

Sometimes, quantifying success is difficult. However, in this case I believe that publicity provided by KCCU produced a tangible result.

*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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.*

KCCU routinely airs PSA's for the Chickasaw Nation and the Chickasaw Cultural Center in Ada, Oklahoma. The Chickasaw Nation holds events throughout the Eastern portion of our network, in communities such as Ardmore, Madill, and Tishomingo. Ada itself is not in our broadcast area, but we also publicize events held there because they may be of interest to people listening to us.

KCCU is in the third year of airing Native American programming from 'Native Voice 1'. KCCU airs 'National Native News' each weekday during 'All Things Considered' in place of the NPR newscast at 6:01pm CT. We also air a rebroadcast of 'Native America Calling' on Sunday Afternoons. These were the original programs we began airing in 2014.

Because of the positive feedback of listeners and with the backing of the Cameron University administration, we added 'American Indian Living' from NV1 in 2016. Lawton is the home of the 'Lawton Indian Hospital' which is part of the Indian Health Service which is under the US Department of Health and Human Services. American Indian Living is a one-hour show focusing on health issues in Indian Country of which our broadcast area is definitely a part.

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KCCU will continue our outreach to diverse and minority audiences through public service announcements and our weekly public affairs program, 'Community Focus.'

*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 Service Grant from the Corporation for Public Broadcasting is vital to KCCU's survival as a broadcast entity. The grant from the CPB enables KCCU to provide programming for our listeners from NPR, PRI and APM. It enables us to deliver programming to the communities of Altus, Ardmore and Lawton, Oklahoma and Wichita Falls, Texas, as well as scores of smaller communities in the area.

Our largest market is Wichita Falls which is ranked number-249 nationally. Our primary market of Lawton, Oklahoma isn't even on the list, neither are our other communities of license, Ardmore and Altus.

Without help from the CPB, KCCU would be forced to eliminate nationally syndicated programs from NPR, APM and PRI. As a small market station with a small staff, KCCU's margin is very thin. We do not serve any large metropolitan areas. We serve several small cities and a large rural area. We have no large university or medical community in our listening area. We have more acres of cotton, wind turbines and head of cattle than people.

Funding from the CPB is so vital; we would probably have to go off-the-air without it. We would not be able to afford programs people want to listen to.

Without CPB funding, there would be no public radio in Southwest Oklahoma and large areas of Western North Texas.