

**Grantee Information**

ID 1481  
 Grantee Name KCUR-FM  
 City Kansas City  
 State MO  
 Licensee Type University

**1.1 Employment of Full-Time Radio Employees**

Jump to question: 1.1

Please enter the number of FULL-TIME RADIO employees in the grids below.  
 The first grid includes all female employees, the second grid includes all male employees,  
 and the last grid includes all persons with disabilities.

**1.1 Employment of Full-Time Radio Employees**

Jump to question: 1.1

Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000	0				1	1
Managers - 2000		1	0		5	6
Professionals - 3000	1	1		0	16	18
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-Skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
<b>Total</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>22</b>	<b>25</b>

**1.1 Employment of Full-Time Radio Employees**

Jump to question: 1.1

Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000					1	1
Managers - 2000	1				3	4
Professionals - 3000	0	1			11	12
Technicians - 4000					1	1
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-Skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
<b>Total</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>16</b>	<b>18</b>

**1.1 Employment of Full-Time Radio Employees**

Jump to question: 1.1

Major Job Category / Job Code / Joint Employee	Persons with Disabilities
Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-Skilled) - 5300	
Laborers (Unskilled) - 5400	

Service Workers - 5500

Total

**1.1 Employment of Full-Time Radio Employees**

Jump to question: 1.1

Please enter the gender and ethnicity of each person with disabilities listed above (e.g. 1 African American female).

**1.2 Major Programming Decision Makers**

Jump to question: 1.2

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making major programming decisions. Include the station general manager if appropriate. Major programming decisions include decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should result in a double-counting of some full-time employees; employees having the responsibility for making major programming decisions should be included in the counts for this item and again, by job category above, in the full-time employee Question 1.1.

**1.2 Major Programming Decision Makers**

Jump to question: 1.2

Of the full-time employees reported in Question 1.1, how many, including the station general manager, have responsibility for making major programming decisions?

**1.2 Major Programming Decision Makers**

Jump to question: 1.2

	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	Total
Female Major Programming Decision Makers					1	1
Male Major Programming Decision Makers					2	2
<b>Total</b>	0	0	0	0	3	3

**1.3 Employment of Part-Time Radio Employees**

Jump to question: 1.3

Please enter the number of PART-TIME employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

**1.3 Employment of Part-Time Radio Employees**

Jump to question: 1.3

Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000						0
Managers - 2000						0
Professionals - 3000	1	1	0	0	3	5
Technicians - 4000				0	0	0
Sales Workers - 4500					2	2
Office and Clerical - 5100	1				2	3
Craftspersons (Skilled) - 5200						0
Operatives (Semi-skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
<b>Total</b>	2	1	0	0	7	10

**1.3 Employment of Part-Time Radio Employees**

Jump to question: 1.3

Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000						0
Managers - 2000					1	1
Professionals - 3000					5	5
Technicians - 4000						0
Sales Workers - 4500					1	1
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
<b>Total</b>	0	0	0	0	7	7

**1.3 Employment of Part-Time Radio Employees**

Jump to question: 1.3

Major Job Category / Job Code	Persons with Disabilities
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Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
<b>Total</b>	<b>0</b>

**1.4 Part-Time Employment** Jump to question: 1.4

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?

**1.4 Part-Time Employment** Jump to question: 1.4  
 Number working less than 15 hours per week 5

**1.4 Part-Time Employment** Jump to question: 1.4  
 Number working 15 or more hours per week 12

**1.5 Full-Time Hiring** Jump to question: 1.5

Enter the number of full-time employees in each category hired during the fiscal year.  
 (Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

**1.5 Full-Time Hiring** Jump to question: 1.5  
 No full-time employees were hired (check here if applicable)

**1.5 Full-Time Hiring** Jump to question: 1.5

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000	0	0			0
Managers - 2000					0
Professionals - 3000	2	3	1	1	7
Technicians - 4000	0				0
Sales Workers - 4500					0
Office / Service Workers - 5100-5500					0
<b>Total</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>7</b>

**1.6 Full-Time and Part-Time Job Openings** Jump to question: 1.6

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occurred, please enter zero.

**1.6 Full-Time and Part-Time Job Openings** Jump to question: 1.6  
 Number of full-time and part-time job openings 9

**1.7 Hiring Contractors** Jump to question: 1.7

During the fiscal year, did you hire independent contractors to provide any of the following services?

**1.7 Hiring Contractors** Jump to question: 1.7

**Check all that apply**

Underwriting solicitation related activities

Direct Mail

Telemarketing

Other development activities

Legal services

Human Resource services

Accounting/Payroll

Computer operations

Website design

Website content

Broadcasting engineering

Engineering

Program director activities

None of the above

Comments

Question

Comment

No Comments for this section

2.1 Average Salaries FULL TIME EMPLOYEES ONLY

Jump to question: 2.1

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer	1.00	\$ 113,076	5
Chief Executive Officer - Joint		\$	
Chief Operations Officer		\$	
Chief Operations Officer - Joint		\$	
Chief Financial Officer	1.00	\$ 79,141	4
Chief Financial Officer - Joint		\$	
Publicity, Program Promotion Chief	3.00	\$ 59,668	4
Publicity, Program Promotion Chief - Joint		\$	
Communication and Public Relations, Chief		\$	
Communication and Public Relations, Chief - Joint		\$	
Programming Director		\$	
Programming Director - Joint		\$	
Production, Chief		\$	
Production, Chief - Joint		\$	
Executive Producer	2.00	\$ 53,738	8
Executive Producer - Joint		\$	
Producer	2.00	\$ 41,334	3
Producer - Joint		\$	
Development, Chief	1.00	\$ 78,036	3
Development, Chief - Joint		\$	
Member Services, Chief	1.00	\$ 52,840	16
Member Services, Chief - Joint		\$	
Membership Fundraising, Chief		\$	
Membership Fundraising, Chief - Joint		\$	
On-Air Fundraising, Chief		\$	
On-Air Fundraising, Chief - Joint		\$	
Auction Fundraising, Chief		\$	
Auction Fundraising, Chief - Joint		\$	
Underwriting, Chief		\$	
Underwriting, Chief - Joint		\$	
Corporate Underwriting, Chief		\$	
Corporate Underwriting, Chief - Joint		\$	
Foundation Underwriting, Chief		\$	
Foundation Underwriting, Chief - Joint		\$	
Government Grants Solicitation, Chief		\$	
Government Grants Solicitation, Chief - Joint		\$	
Operations and Engineering, Chief	1.00	\$ 60,000	23
Operations and Engineering, Chief - Joint		\$	
Engineering Chief		\$ 0	0
Engineering Chief - Joint		\$	
Broadcast Engineer 1		\$	
Broadcast Engineer 1 - Joint		\$	
Production Engineer		\$	
Production Engineer - Joint		\$	
Facilities, Satellite and Tower Maintenance, Chief		\$	
Facilities, Satellite and Tower Maintenance, Chief - Joint		\$	
Technical Operations, Chief		\$	
Technical Operations, Chief - Joint		\$	
Education, Chief		\$	
Education, Chief - Joint		\$	
Information Technology, Director	1.00	\$ 62,000	12
Information Technology, Director - Joint		\$	
Volunteer Coordinator	1.00	\$ 36,004	6

Volunteer Coordinator - Joint		\$		
News / Current Affairs Director	4.00	\$	71,329	11
News / Current Affairs Director - Joint		\$		
Music Director		\$		
Music Librarian/Programmer		\$		
Announcer / On-Air Talent	4.00	\$	41,347	9
Announcer / On-Air Talent - Joint		\$		
Reporter	16.00	\$	52,973	3
Reporter - Joint		\$		
Public Information Assistant		\$		
Public Information Assistant - Joint		\$		
Broadcast Supervisor		\$		
Broadcast Supervisor - Joint		\$		
Director of Continuity / Traffic		\$		
Director of Continuity / Traffic - Joint		\$		
Events Coordinator		\$		
Events Coordinator - Joint		\$		
Web Administrator/Web Master	2.00	\$	38,396	2
Web Administrator/Web Master - Joint		\$		
<b>Total</b>	<b>40.00</b>	<b>\$</b>	<b>839,882</b>	<b>109</b>

Comments

**Question** **Comment**

No Comments for this section

**3.1 Governing Board Method of Selection** Jump to question: 3.1

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

**3.1 Governing Board Method of Selection** Jump to question: 3.1

Ex-Officio (Automatic membership because of another office held) 4

**3.1 Governing Board Method of Selection** Jump to question: 3.1

Appointed by government legislative body (including school board) or other government official (e.g. governor)

**3.1 Governing Board Method of Selection** Jump to question: 3.1

Elected by community/membership 0

**3.1 Governing Board Method of Selection** Jump to question: 3.1

Other (please specify below) 0

**3.1 Governing Board Method of Selection** Jump to question: 3.1

KCUR has a Community Advisory Board. KCUR's governing board is the Curators of the University of Missouri System.

**3.1 Governing Board Method of Selection** Jump to question: 3.1

Elected by board of directors itself (self-perpetuating body) 16

**3.1 Governing Board Method of Selection** Jump to question: 3.1

Total number of board members (Automatic total of the above) 20

**3.2 Governing Board Members** Jump to question: 3.2

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

**3.2 Governing Board Members** Jump to question: 3.2

For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

**3.2 Governing Board Members** Jump to question: 3.2

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	Total
Female Board Members	2			1	9	12
Male Board Members	1				7	8
<b>Total</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>16</b>	<b>20</b>

**3.2 Governing Board Members** Jump to question: 3.2

Number of Vacant Positions 0

**3.2 Governing Board Members** Jump to question: 3.2

Total Number of Board Members (Total should equal the total reported in Question 3.1.) 20

**3.2 Governing Board Members**

Jump to question: 3.2

Number of Board Members with disabilities

**Comments**

**Question** **Comment**

No Comments for this section

**4.1 Community Outreach Activities**

Jump to question: 4.1

Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific, formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?

**4.1 Community Outreach Activities**

Jump to question: 4.1

	Yes/No
Produce public service announcements?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the educational community?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Produce/distribute informational materials based on local or national programming?	Yes
Did the informational programming materials have a specific, formal component designed to be of special service to the educational community?	No
Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Host community events (e.g. benefit concerts, neighborhood festivals)?	Yes
Did the community events have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Provide locally created content for your own or another community-based computer network/web site?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the educational community?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Partner with other community agencies or organizations (e.g., local commercial TV station, Red Cross, Urban League, school district)?	Yes
Did the partnership have a specific, formal component designed to be of special service to the educational community?	No
Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes

**Comments**

**Question** **Comment**

No Comments for this section

**5.1 Radio Programming and Production**

Jump to question: 5.1

Instructions and Definitions:

**5.1 Radio Programming and Production**

Jump to question: 5.1

About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)

**5.1 Radio Programming and Production**

Jump to question: 5.1

	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recordings)		676	676
Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)		65	65
News and Public Affairs (includes regular coverage of news events, such as that produced by a newsroom, and public issues-driven listener participation, interview and discussion programs)		650	650
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)			0
All Other (incl. sports and religious — Do NOT include fundraising)			0
<b>Total</b>	0	1,391	1,391

**5.1 Radio Programming and Production**

Jump to question: 5.1

Out of all these hours of station production during the year for about how many was a minority ethnic or racial group member in principal charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)

**5.1 Radio Programming and Production**

Jump to question: 5.1

Approx Number of Original Program Hours

350

**Comments**

**Question** **Comment**

## Question

## Comment

No Comments for this section

## 6.1 Telling Public Radio's Story

Jump to question: 6.1

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2017. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

**Joint licensee Grantees that have filed a 2017 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.**

## 6.1 Telling Public Radio's Story

Jump to question: 6.1

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multipplatform 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.

The mission of KCUR is to serve the needs and aspirations of the Greater Kansas City region with an accurate, credible, and unbiased media service that educates, engages, entertains, and enriches both individuals and our diverse community. KCUR strives to bring national issues and stories to Kansas City, and to take Kansas City's issues and stories to the nation. During the last several years, KCUR has overhauled our approach to content in order to better address community issues, needs, and interests through our news and programming. We have developed a clear, consistent editorial voice, which is based upon our core values, and guides our decision-making, setting of priorities, and resource allocation. This approach to content guides us across all of our platforms: broadcast; digital, including website, podcasts, Facebook, Twitter, and other social media; and engaging audiences in person. Since 2010, both the size of the KCUR newsroom and the amount of original reporting produced have doubled. Other news organization are now often building on KCUR's original work. For example, Harvest Public Media, a collaboration led by KCUR; Beyond Our Borders, a series of in-depth reporting about social issues linked to location; and our health and investigative reporting have inspired other media outlets, both public and commercial, to continue looking into the subjects. We are bringing new voices to the air, and introducing new ideas into the conversation. In 2013, KCUR hired a three-person community engagement team. The team led the infusion of community engagement into the workflow of our entire content team, including newsroom and talk shows. To-date, we have seen significant changes in how our newsroom and talk shows engage the community, and in the frequency and depth with which our audience engages us. We have improved our ability to engage the community through daily use of social media as a tool in developing content; crowd-sourcing story ideas; and hosting conversation beyond our broadcasts. We now routinely have two-way conversations with our audience about priorities and coverage. KCUR produces two daily one-hour talk shows that address community interests, issues and aspirations: Central Standard and Up To Date. Both shows invite guests who provide expertise, insight, stories, and a wide range of perspectives. Both shows engage our audiences through call-in segments. • Central Standard is a program of conversations and stories that deepen and challenge our understanding of people, places, and issues that matter to us. Through the radio show, podcast, and community events, it's a gathering place for people from all walks of life to come together to be stimulated, entertained, and moved. Central Standard produces recorded segments in the community for integration into the daily show. • Up To Date focuses on pressing issues, both local and national, including politics, economics, planning and design, history, and entertainment - topics that have an impact on the lives of the Greater Kansas City region. When corporate and government leaders, authors, and entertainers visit Kansas city, Up To Date is often on their list of places that they want to be while here. Generation Listen KC, a young friends group intended to engage a younger audience in public radio. This was one of five pilot programs in the country launched in partnership with NPR. With a Leadership Council of twenty-five, Gen Listen KC sponsors an annual series of events and activities that are usually standing-room-only. The Early Bird is a daily news email that is delivered to subscribers by 6:00 a.m. every morning. It reports on local, regional and national news.

## 6.1 Telling Public Radio's Story

Jump to question: 6.1

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.

KCUR is licensed to the University of Missouri and located on the Kansas City campus. Two KCUR employees also serve on UMKC's faculty. The host of Up To Date is also an associate teaching professor of journalism, on the editorial board and a political columnist for The Kansas City Star, and a frequent guest on KCPT public television. The host and producer of Fish Fry is also the director of the Mar Sound Archives housed in the Miller Nichols Library, and he teaches Kansas City jazz history at the Kansas City Art Institute. Several other KCUR employees are adjunct faculty leading courses in digital editing for radio, writing for the media, and communications studies. As other local media have shifted from, often struggled with, and sometimes abandoned in-depth coverage of local and regional news, issues, and stories, KCUR has expanded to meet many of the needs and wants of individuals and organizations to be well-informed. KCUR has built several areas of expertise in news and programming, and has led the building of several collaborations with public media and nonprofits. KCUR leads Harvest Public Media, a collaborative public media project that reports on important agriculture issues in the Midwest in three major clusters: food, fuel, and field. Originally funded by the Corporation for Public Broadcasting (CPB) through a Local Journalism Center grant, Harvest is now self-sustaining. KCUR manages the work of reporters at four other public radio stations and shares content with thirteen additional stations. Harvest content is regularly aired on NPR and other public radio and television stations, and is picked up by newspapers and digital news sites throughout the region. Starting in 2014, KCUR led a collaboration with the Kansas Health Institute News Service, KMWU (Wichita), and KCPT (Kansas City Public Television) in covering health issues in Kansas and across the region. In 2016, Kansas Elections Project was a collaboration of KCUR, KMWU, KPR and High Plains Public Radio (Garden City) that provided in-depth coverage of state and local elections. The success of the health collaboration and elections project resulted in the redirection of funding by major foundations to KCUR. Starting the first of 2017, the five journalists from the KHI News Service are a part of KCUR and are the cornerstone of a new reporting collaboration, Kansas News Service, which covers health, politics and education. The scope of this work dramatically enhanced the public media footprint and extended it into local newspapers across the state. In July 2017, the Corporation for Public Broadcasting awarded a multi-year grant for a Regional Journalism Collaboration in Kansas. KCUR, KMWU, KPR and HPPR are building an already-recognized national model for collaboration in public media. KCUR has several special projects that connect with the community. For example: • Statehouse Blend Kansas is a podcast launched in 2015. Each week, KCUR welcomes a state representative or senator to talk about policy and politics, as well as their personal lives. A citizen voice and a journalist round out the conversation. Part of every conversation is on Up To Date. • Statehouse Blend Missouri was launched in 2016 and follows the format of the podcast about Kansas. • Innovation KC is a series of interviews that introduces the audience to Kansas City's innovators and how innovation works in the region. The conversations illuminate the thinking and work of corporate legends and startup hopefuls, nonprofit pioneers, and visionary inventors. • Story of a Song showcases songwriters who tell the stories behind their compositions.

## 6.1 Telling Public Radio's Story

Jump to question: 6.1

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.

KCUR sets goals and measures progress for all aspects of our work. Through services that analyze Arbitron data, Google analytics, and social media analytics, KCUR can see that we have a steady broadcast audience and a growing digital audience. Our audiences have never been larger than they were in 2017. We will continue to develop metrics that are appropriate for a public media organization. In 2015 we developed a major giving initiative. In fiscal year 2017, gifts over \$1,000 gifts have become one of our major sources of revenue. The first of 2016 we unveiled a new logo and launched a marketing strategy "All Kinds. Open Minds." In June 2017, KCUR hosted its second major fundraising event, RadioActive. Nearly 800 friends of KCUR and public media attended, making this event both profitable and a new annual place to be. The Spring 2017 and Holiday 2017 membership drives were the largest ever. We believe that these are strong indicators of KCUR's impact and the willingness of the community to support our continued work.

## 6.1 Telling Public Radio's Story

Jump to question: 6.1

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.

All of the work, news, programming, and initiatives described above are infused with the desire to reach and communicate with diverse audiences. For example, Central Standard provides a daily venue for convening representatives of Kansas City's diverse communities. The legacy of the series, Beyond Our Borders, has engaged communities that have too often been defined by a street, a county line, or a state line. In collaboration with Kansas Public Radio, we operate a reading service for the visually impaired on our subcarrier channel. We plan to continue all of this work and to identify additional ways to serve diverse audiences. For example: • The Corporation for Public Broadcasting awarded a grant, Improving Diversity in Public Media Newsrooms: A Collaborative Approach, to KCUR, KWMU (St. Louis), Oregon Public

Broadcasting, and WNPR (Hartford). CPB seeks to support the recruitment of minority editorial leaders and reporters for local and regional positions, as well as coverage and engagement efforts by local stations around issues of race, ethnicity, and culture in their communities. The grant period is 3/1/2017 – 5/31/2019. This project will impact the entire KCUR organization, especially the journalists. • KCUR received a multi-year grant from the Black Community Fund (of Greater Kansas City), which complements the CPB Diversity grant. Using both grants, in December, we hired a female journalist of color to help build recruiting and reporting models for not only KCUR but also public media. • As a part of the CPB Diversity grant, in November, KCUR presented a two-day workshop, Sound Reporting for Experienced Journalists. To aid recruitment and build a hiring pipeline, KCUR provided audio training for diverse mid-career journalists - talented individuals with no experience in radio production and with an interest in public radio. • The Argument was launched in 2017. This series explores the emotional forces behind murder in the Kansas City area – conflicts arising out of retaliation, domestic violence, access to firearms, family history, mental illness and substance abuse. In addition to broadcast and website reporting, KCUR's talk show, Central Standard, dedicated several segments to The Argument. • The Argument became the basis for a semester of studies at Central Academy of Excellence, one of the Kansas City Missouri Public Schools. The students composed short stories, plays and spoken word poetry about how gun violence has impacted their lives. The students worked with KCUR reporters and their teacher (also a playwright); used KCUR content; and presented their works in December. • Musical Chairs is an occasional series looking at how "churn" affects students and their education. The frequency with which student change schools during the academic year is a significant but under-the-radar aspect of education. • 18th and Vine is an ongoing series that explores the past, present and future of the historic 18th and Vine District, home of the American Jazz Museum and the Negro Leagues Baseball Museum.

**6.1 Telling Public Radio's Story**

Jump to question: 6.1

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?

KCUR is fortunate to receive a CPB Community Service Grant, because it provides a base upon which we can build our other revenue streams. We know that we have the funding to carry core programming from NPR and to provide basic, local, general news. With this base of funding, KCUR demonstrates both financial stability and the capacity for innovation. As a result, KCUR has received generous financial support from several major philanthropic foundations in Kansas City. Without the CPB-CSG, we would have to allocate other revenue streams to the core services, thus limiting our ability to launch initiatives, stay current with technology, and reach other goals as described above.

**Comments**

**Question** **Comment**

No Comments for this section

**7.1 Journalists**

Jump to question: 7.1

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

**7.1 Journalists**

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	White, Non-Hispanic	Other
News Director	2			1	1					2	
Assistant News Director	0										
Managing Editor	1				1					1	
Senior Editor	0										
Editor	6	0	0	3	3					6	
Executive Producer											
Senior Producer	1				1		1				
Producer	2	0		1	1					2	
Associate Producer	1	0	3	3	1		1		2	1	
Reporter/Producer	0	0		0							
Host/Reporter											
Reporter	3	1	1	1	4		2			3	
Beat Reporter	9	0	5	6	8	1			0	13	
Anchor/Reporter	0	0	0	0	0	0				0	
Anchor/Host	1	3		2	2	1				3	
Videographer	0										
Video Editor	0										
Other positions not already accounted for	0										
<b>Total</b>	<b>26</b>	<b>4</b>	<b>9</b>	<b>17</b>	<b>22</b>	<b>2</b>	<b>4</b>	<b>0</b>	<b>2</b>	<b>31</b>	<b>0</b>

**Comments**

**Question** **Comment**

No Comments for this section