

Corporation for Public Broadcasting (CPB)

FY 2017 Station Activities Survey (SAS)

Section 6. Local Content and Services Report; Telling Public Radio's Story

Submitted by KMUW to the CPB on 2/13/18

Approved by the CPB on 2/22/18

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.

KMUW – Wichita is committed to continue increasing news coverage and engagement unique to the greater Wichita area. In Fiscal Year 2017, KMUW developed more in-depth local news coverage, on air and online. Daily news coverage of the Wichita area continued to grow with local features and newscasts during Morning Edition and All Things Considered. Engagement grew through several projects that promote community conversations.

In FY17, KMUW covered many of the most relevant issues in Wichita, including politics, education, health, energy, environment and business. These stories are on our website, with supplemental materials, such as multimedia pieces that include not only the audio story, but also photos and videos. These provide a valuable archive for the Wichita community, as they are often linked by other organizations in local newsletters and informational materials. KMUW News is a daily priority in our social media, providing an interactive forum for listener engagement. The social media strategies continue to develop with a focus on interactive ways to promote civic conversations and circles.

Our initiatives to work with stations around the state of Kansas grew even more when we were among the stations awarded a CPB grant for a regional journalism collaboration that was organized and prepared in FY17, in order to get off the ground with new reporters and expanded coverage in FY18.

In FY17, KMUW did a great deal of planning for and activities related to bringing the show Science Friday to Wichita in early FY18. We're excited about those impressive results. Meanwhile, KMUW's running team, cycling team, book club and Gen Listen group made new plans to increase their impact in the community.

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.

KMUW served as the official media sponsor for multiple cultural performances, festivals, educational and community gatherings hosted by not-for-profit organizations in Fiscal Year 2017. We collaborated with dozens of organizations to sponsor or co-host such events. Each of these served as forums for community-building and education, as well as showcases for a variety of local and regional talent and expertise. KMUW raised awareness of our 501(c)3 colleagues by providing valuable, customized on-air messaging, social media promotion, and ticket giveaways. In FY17, KMUW made an effort to include more organizations who had not been included before by assessing the needs of larger organizations who might not need as much media sponsorship assistance as in previous years.

KMUW's 2017 sponsorships assisted with a variety of events at many of Wichita's cultural and educational institutions, such as Wichita Community Theatre, Girl Scouts, Friends University cultural performances, WSU cultural performances, Newman University cultural performances, the children's science museum Exploration Place, the Wichita Grand Opera, Wichita Jazz Festival, Ballet Wichita, Music Theatre of Wichita, the historic Orpheum Theatre, Wichita Blues Society, Wichita Art Museum, Tallgrass Film Festival, Harvester Arts, City Arts, Old Town Association and Wichita Independent Business Association.

KMUW's key collaborations were once again in news coverage with development of the RJC. This CPB funded project will increase coverage of the state of Kansas in the areas of energy, environment, politics, health and education. These partners have grown to include KCUR, KPR, KHCC, KRPS and HPPR. KMUW also remained an Associate Member of the Harvest Public Media project. It includes public broadcasting in Kansas and adjoining states related to fuel, farming and food, with a detailed website of content from all stations collaborating on the project.

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.

KMUW benefited several local non-profit organizations again in FY17. The relationship with ICTrees, a non-profit that helps plant trees in areas lacking natural canopy or previously hurt by a freeze that killed many local species of trees. The ongoing spring KMUW project to raise awareness and funding for trees resulted in another 500 newly planted trees in Wichita. Their director has called KMUW instrumental in the success of the program. Trees were planted in area school yards, medians, parks and other public spaces. KMUW also partnered with the Kansas Food Bank during the year to provide school meals for about 500 local youngsters in need. The project also raised awareness in the community about the organization and the issue of hunger among youth.

The station facilitated the raising of about 500 meals for the local meals on wheels program. KMUW also provided a great boost in students' interest in science when the station provided 300 tickets to local science classes for free so students could attend the live show Science Friday in Wichita. These community-based projects are important to the station's community image and relationships across ethnic and socioeconomic groups.

Community leaders, listeners and donors go out of their way to praise impact that they have noticed increasing over the past couple of years. That is reflected through increases in listenership and donations. KMUW is growing into the community force that we set out to create with the change in leadership and structure in FY15.

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.

KMUW has made a concerted effort to cover news of diverse audiences. Our outreach efforts have developed relationships in many areas useful to strengthening these efforts in years to come. Here are some of the stories by the KMUW news team that addressed diverse audience needs.

KMUW continues to produce, host and nationally distribute a music show that reaches many diverse audiences. Global Village is now heard around the world with more and more stations picking it up over the past year and reaching 400 in station distribution. It exposes audiences to music of cultures from around the world that listeners would not otherwise

have access to on radio or digital, especially in the professionally educated and experienced manner presented on Global Village by our music curator Chris Heim.

The station also produces a soul and gospel program called Soulsations hosted by Carla Eckels. This show addressing diverse African American audiences has a strong following and will be developed for national distribution in the coming year.

KMUW offers at a discounted rate its SCA subcarrier to the Vietnamese American Radio Network, which distributes a full-time signal in Vietnamese, including daily local content. KMUW also provides engineering expertise to this group at no charge in an effort to keep this important community service on the air.

KMUW's other subcarrier broadcasts the Wichita Radio Reading Service that includes content from across the state of Kansas. KMUW is fully responsible for its engineering and signal stability.

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?

In FY 2017 CPB funding accounted for approximately seven percent of KMUW's annual budget. The amount equals KMUW expenditure on community engagement initiatives within the station's Community Engagement Department. Outreach and engagement are key parts of the public service mission at KMUW and Wichita State University. It is thanks to this funding that we have been able to host so many local events with and for nonprofit organizations.

The Engagement Department continued the successful project EngageICT: Democracy on Tap that was initiated with a grant from the Knight Foundation. The continue idea was to initiate the conversations to help audiences get more involved in making Wichita even better. The program has been an amazing success and has attracted positive attention and feedback from community and political leaders.

Another huge project for this department in outreach is our continuing Fall Concert Series. It brings diverse audiences to see diverse bands in the heart of downtown for free with more than 1000 attending in FY17.

KMUW continued many media sponsorships of nonprofit community events and presentations in FY 2017 including:

- Business Booster Series
- Enhance Community Project
- Historical Society Spirited Exhibition
- Glow Run 5k
- Sculpture Garden Grand Opening
- WAM Gordon Parks Symposium
- Ulrich: both 2 Tons and Vortex 50th
- Strings on Screen Gala
- Oscar Micheaux Celebration
- Opera House Women of Ireland
- Neighborhood Superstar Award
- Delano Chamber Music Orchestra season
- 2017 Tallgrass
- Headin for Home 5k (benefit youth sports in Harvey County)
- Friends University Jazz Festival
- Music Theatre for Young People season
- Wichita Public Library 'Candid Conversations' series
- Wichita Brewing Company relay marathon (benefits KS Food Bank)
- Fisch Haus exhibit "XX8"
- ICT Soup
- Mid American Indian Center
- The Seed House
- ICT SOS Fashion for Freedom
- WSU Office of Diversity and Inclusion
- Wichita Run 12k
- Air Capital Half Marathon
- Girls Rock Summer Science Camp (WATC)
- Wichita Blues Society
- Titan 10k (benefit South High Sports programs)

We are proud to provide the public radio network programs from NPR, PRX, WNYC, PRI and APM. Our annual CPB Community Service Grant provides the majority of funding for these programs, thus allowing KMUW to invest in our community outreach projects that have become an integral part of our local image and purpose.

The CPB funding has become even more crucial to KMUW's public service mission because the facility move to Old Town Wichita has increased monthly costs to the station and eliminated a revenue stream from a cellular tower that was on our previous property. Together these are approximately a \$50,000 loss.