



KMUW 89.1 FM
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Corporation for Public Broadcasting (CPB)
2014 Station Activities Survey (SAS)
Section 6. Local Content and Services Report; Telling Public Radio's Story

Submitted by KMUW to CPB on 3/15/15

Approved by the CPB on 3/22/15

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 Public Radio responded to a need for increased coverage of news and events unique to the greater Wichita area by positioning its news department for growth on air and online. In Fiscal Year 2014, a new top-level news director began training our staff and listeners in the art of long-form news coverage with multi-platform support. Meanwhile, our daily news coverage of the Wichita area continued during Morning Edition and All Things Considered.

KMUW's long-form content developed into two hour-long documentary programs. One program was about choosing physicians in the new healthcare arena. This highly-produced special received a great deal of positive community feedback and has been recognized with awards on the state and national level. It highlighted some problems not associated with the Affordable Care Act, such as how many new doctors are choosing specialty areas, rather than primary care, making it difficult to find enough primary physicians in major cities. This special was supported by an abundance of online data and interviews, including videos, maps and graphs. The project was in cooperation with other stations, radio and television in the state of Kansas.

The second hour-long special was titled, "Crossing the Cedar Fence: Discussing Abortion on the Anniversary of Dr. Tiller's Murder". This open and honest conversation was called the first of its kind in the Wichita community. It put sides of the issue opposite each other on microphones and resulted in a very civil and constructive discussion. This program also included call-in elements for listener participation. The program has won awards on the state-wide level and praise from all corners of this controversial issue.

KMUW covered many of the most pressing issues in Wichita, including the environment, energy, education, health and technology. These stories still live on our website, many of which are available as multimedia pieces that include not only the audio story, but textual summaries, photos and videos. These provide a valuable archive with staying power, as they are often linked to current related stories. Our stories are continually highlighted on social media, providing an interactive forum for listener engagement.

As a significant public service of WSU, KMUW provides unique, hands-on educational opportunities in the form of student assistant internship positions. Students working in these positions carried out critical tasks in the areas of membership development, news, and programming. They also served as the face of the station by staffing the front desk, answering general phone calls, and handling incoming messages to KMUW's "info" email.

KMUW expects even greater growth in news and cultural community coverage in the coming year. Audiences on air and online continue to grow exponentially.

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 was proud to be the official media sponsor for events throughout the community, including performances, festivals, and educational outreach activities. In Fiscal Year 2014 we collaborated with 42 local and regional organizations to sponsor or co-host 92 local events. These events provided KMUW with the opportunity to establish and strengthen ties in the local business community, educational community, arts and cultural community, as well as nonprofits benefitting the greater Wichita area. The station's public service mission included social media promotions and customized on-air messaging.

The station's outreach continued within the public media system of the state of Kansas by offering our in-depth documentaries on health care matters to public stations throughout the state. Our message was heard in many communities, thanks to this partnership.

KMUW served as lead media sponsor for Wichita's independent film festival, presented by the Tallgrass Film Association. This exposed Wichitans to local, international, and foreign-language features and documentaries. KMUW maintained this relationship year-round, not just during the festival itself. Another key initiative was further development of the Stubblefield Society, which is a special KMUW student organization designed to develop future donors and listeners. Stubblefield helps engage these students in civic conversations and exposes them to arts and culture that they might not otherwise experience. The Stubblefield Society membership exceeded one hundred in Fiscal Year 2014 and is expected to grow exponentially in the coming year as we invest in the program that offers station memberships for less than one dollar.

KMUW developed multiple original philanthropic partnerships in conjunction with its semi-annual on-air fundraising efforts. We partnered with TOP Early Learning Centers and Heads Shoe Store/New Balance to provide a pair of shoes for students at the TOP centers, which serve low-income students throughout the Wichita community. We also offered Wichita Public Radio donors an opportunity to "pledge it forward" by offering exposure to local nonprofits that were chosen by station supporters. Several dozen nonprofits benefitted from the public service announcements that they could not otherwise afford as part of their marketing strategies.

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's community feedback shows increased participation in the Tallgrass Film Festival, as well as increased awareness in the community that many organizers attribute to their exposure on KMUW. Similar feedback has come from the Prairie Window organization, stating that KMUW has directly impacted their community reach and education. Nonprofit organizations such as these are often run on a shoestring budget with very little marketing resources. KMUW is proud to serve as an outreach arm for these organizations that make Wichita a great community.

Our student organization reaches across all lines of diversity and encourages participation in bettering our community. In FY2014, the Stubblefield Society coordinated community building activities such as The Amusing Race, which brought together students from multiple backgrounds to organize toward a common cause. KMUW has positioned the Stubblefield Society to become measurable means of reaching younger audiences while putting in place the qualifications to become a Wichita State University-sanctioned student organization.

Because of KMUW's philanthropic partnerships, nearly 800 students received much-needed new shoes—for many, the first pair of new shoes they had ever owned. The TOP Early Learning Centers and many other local nonprofits have reported that exposure on KMUW not only helps with their budgets but helps them fulfill their missions of public service, much like KMUW's.

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.

Carla Eckels, who was promoted to Assistant News Director in 2014, has been an award-winning announcer/news producer for KMUW for over 15 years. She has produced and reported on many local stories showcasing the diversity of our community. FY 2014 reports included such topics as an MLK celebration, student protests of abducted Nigerian girls, a Vietnamese father-son business, local connections to notable figures such as Wilt Chamberlain and Maya Angelou, and Wichita's newest international marketplace that is home to primarily Hispanic and Asian businesses. Carla's story about the defacement of a Hispanic student mural depicting immigration struggles received a 2014 Kansas Association of Broadcasters award for spot news in the large market category.

KMUW's internationally distributed program, Global Village, offers a diverse cross-section of native music from around the world, as well as American adaptations of the works. Global Village brings

multicultural music traditions to listeners in an accessible way that educates and entertains. This award winning show is carried on more than 200 stations by Public Radio Exchange in 34 states and overseas. In FY2015 KMUW will invest its time and revenue to expand carriage of this diverse offering, including marketing materials, conference distribution, and station-to-station interaction. KMUW offers this important cultural program to all noncommercial radio stations for free, while making a significant local investment in its quality production.

For several years KMUW has produced and broadcast the program “Soulsations,” that takes listeners on an engaging and diverse musical journey of R&B and Gospel music. Soulsations’ unique mix of Motown and contemporary Gospel is made available online every week following its Sunday evening broadcast. Program host Carla Eckels is well-known and respected in the Gospel communities of the greater Wichita area. Some of her programs include interviews with diverse artists that might not otherwise be heard on traditional broadcast streams.

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 offers 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. We also provide receivers upon request in the greater Wichita community.

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 2014 CPB funding accounted for approximately seven percent of KMUW’s annual budget. This is approximately what KMUW expended for community outreach initiatives. We see this outreach as a key part 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 nonprofit organizations.

KMUW’s media sponsorships of Community events and presentations in FY 2014: Botanica’s Family Fun Fair; Palette to Palate; Young Professionals of Wichita’s Enhance Community Project; River Fest; Fairmont Festival; National Philanthropy Day; Botanica’s Illuminations. Media sponsorships of educational events and presentations: Exploration Place’s Museum of the Undead; WSU Alumni Breakfast; WSU Business Booster series, Wichita Historical Museum’s “House and Home,” and Salina’s Stiefel Theatre presenting a talk by author David Sedaris. Media sponsorships of Fundraising events and races: Museum of World Treasures’ Moonshine & Mayhem; Chalkfest; Kidzcope’s Good Grief; ICT SOS’s Race for Freedom; Prairie Fire Marathon and Prairie Fire Spring Marathon; WSU’s Pumpkin Run, Jingle Bell Run, and Canta Carol; Dyck Arboretum’s Leprechaun Chase; Friends University’s Presidents Run; Rainbows United’s Glow Run; Fight for Air Stairclimb; and Bike MS’s Autumn Trails Classic. Music event media sponsorships in the greater Wichita area: Opera Kansas’s Amahl and the Night Visitors; Scottish Rite’s A Few Good Men; the Wichita Blues Ball; the Wichita Jazz Festival; Arts on Broadway presented at First United Methodist Church featuring the Alfredo Rodriguez Trio; the historic Orpheum Theatre presenting Aaron Neville, The Tontons, Graham Colton, and Jared and the Mill; Chamber Music at the Barn in Maize, KS hosting Romantically Inclined and Enchanted Devils and

Dreamers; WSU's Candlelight Christmas Concert; and Botanica's Tuesdays on the Terrace series, featuring local musicians each week throughout the summer. KMUW also sponsored Music performances beyond the Wichita area: Newton Fox Theatre presenting Glenn Miler, April Verch, Kathy Mattea, and John Scofield; Salina's Stiefel Theatre featuring Melissa Etheridge and Bela Fleck; Emporia State's Ladysmith Black Mambazo; Prairie Window Concert Series at Dyck Arboretum of the Plains in Hesston with Stray Birds, Erin Bode, Guy Davis, Matt Flinner Trio, Shel, Milk Drive, and Joy Kills Sorrow; Belle Plaine's Bartlett Arboretum Trehouse Concert Series including the Steel Wheels, Jeff Scroggins, Split Lip Rayfield, Cherokee Maidens, and :Woods, Winds and Willows;; and the YMCA's Joyful Noise Music Camp in Elmdale, KS. Media sponsorships also included Art openings, exhibits and events: WSU Shift Space gallery reopening and "Project Runaway"; Ballet Wichita's Art Run 5k; Ulrich Museum's Art For Your Ears: Vance Gilbert, Mark Selby and Tia Sillers, Darden Smith; and an interdisciplinary presentation at the Ulrich Museum of Art by TED Talk presenter Margaret Wertheim entitled "The Beautiful Math of Coral." KMUW also sponsored Theatre, Movie and Dance events in FY 2014: Wichita Grand Opera: Sleeping Beauty, Bugs Bunny, William Tell, and the Barber of Seville; The Forum Theatre's Driving Miss Daisy, "I Love You, You're Perfect, Now Change"; Ballet Wichita's The Nutcracker; Wichita Community Theatre: "Inherit the Wind," "Sabrina Fair," "The Underpants," and "Gas Light Angel"; WSU Opera and Musical Theatre: Guys And Dolls, , WSU School of Performing Arts and Theatre: "Violet," and "Hunting A Doe"; Music Theatre of Wichita's performances of "South Pacific," "West Side Story," "The King and I," "Betty Blue Eyes," "Joseph and the Amazing Technicolor," and "Mary Poppins"; and Tallgrass Film Association's "Dudegrass," "Following the Ninth," "Down to the Wire" 24-hour competition, and the Tallgrass Film Festival, which screened over 180 films from 32 countries around the world.

As KMUW's listenership increases each year we are proud to provide the public radio network programs from NPR, 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.

The CPB funding has become even more crucial to KMUW's public service mission because the State of Kansas funding is dropping. It went from approximately \$2.3 million to \$500,000 in a period of less than five years. This amount must be divided amongst all public broadcasting entities, radio and television, throughout the entire state.