

Corporation for Public Broadcasting (CPB)
2013 Station Activities Survey (SAS)
Section 6. Local Content and Services Report; Telling Public Radio's Story

Submitted by KMUW to CPB on 3/15/14

Approved by the CPB on 3/18/14

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 Public Radio responded to a need for increased coverage of news and events unique to the greater Wichita area. In Fiscal Year 2013, our local story production count totaled 966 stories. Those stories covered such categories as: Arts (with 234 stories), Community (126 stories), Crime / Prisons / Courts (43), Education (74), the Environment / Agriculture / Weather (67), Financial / Taxes / Business / Economy (79), Government / Legislation (188), Health (78), the Military (5), Politics (46), and Transportation (26).

KMUW's long-form content spanned the diverse activities of our community. Highlights included audio tours of new properties as items of economic and historical interest. Other features on events with economic impacts included as Via Christi employee cuts and Sedgwick County's budget. Local elections activities provided many opportunities for coverage, including a Voter Empowerment Forum feature story. Longer stories about Crime included news about the national Prison Summit hosted in Wichita, and a cooperative plan to eliminate sex trafficking in the area. Controversial issues such as the rezoning of the former Tiller clinic and Kansas gun laws were handled with care by KMUW's reporters and hosts — as with all topics — civil discourse, balanced viewpoints, and respect for diversity were maintained.

The station showcased the city's Fine and Performing Arts with interviews of local theatre cast and crew members and musicians. Some specific long-term story topics included Emporia State University's Art Program, the Tenth Annual Tallgrass Film Festival, and musical groups such as Ivan and Alyosha, Wonder Revolution, and Old Crow Medicine Show. The interdisciplinary nature of the arts was revealed in stories about art and music therapy ("Music Therapy Helps Motivation, Communication," was one story that received a Kansas Association of Broadcasters award).

In-depth stories also covered local education initiatives. "Should Southeast High School Be Saved?" inquired into the many factors affecting a neighborhood institution. Elections to the state's Board of Education became of regional and national interest. Wichita State University (WSU) was in the media frequently and KMUW had opportunities to interview WSU's new President, as well look more closely at WSU's strategic planning process and the efforts to shape the future of the university. Also of great

local—and even national—interest were notable athletic achievements, as WSU’s men’s basketball team earned it’s first trip to the Final Four in 48 years.

Local and regional science and environmental stories were brought to the community’s attention by KMUW. Nearby Hutchinson’s Cosmosphere preserved an important part of history by launching the Apollo F-1 Conservation Project. Wichita Public Radio took a closer look natural resources, with feature-length reports on water usage and conservation, air quality, recycling, and the drought throughout the Great Plains states (drawing comparisons to the historical Dust Bowl). Information was provided about local environmentally-concerned groups and their activities, such as Bike Month, the Energy Efficiency Project (a cooperative of several groups providing resources to households electing to become more energy efficient), and urban and rural conservation efforts of the Arkansas River Coalition. An interview with Wichita’s Transit Director brought more insight into area transportation resources.

KMUW covered many local health concerns in its longer-form stories, and featured a Health Series to delve deeper into issues facing the community. Topics such as HIV funding, cancer care, Fluoride in tap water, and preventing the spread of Influenza were discussed from multiple angles. A breadth of information was provided about KanCare through stories on topics such as insurance reimbursement rates, disability services, and Medicaid. Other local non-profits whose work impacts our community’s well-being were featured, including Youthville, Wichita Children's Home, and Meals on Wheels.

The majority of 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. KMUW’s social media presence is growing: our Facebook fans grew from 2,275 on July 1, 2012 to 3,052 on June 30, 2013 and our Twitter followers grew from 1,562 to 2,280 in the same period.

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.

The station is physically located within a culturally, religiously, and educationally diverse neighborhood. KMUW’s offices are across the street from WSU’s main campus and one block from WSU’s Office of International Education. We encourage anyone within our community to visit during office hours, give feedback, and share local items of interest. Last year we hosted several open-houses for student groups, listeners and supporters (and for occasions such as National Radio Day). We provided coverage of diverse neighborhoods and services in Wichita including profiles of the Vietnamese community and an historical overview of African-American businesses. We showcased speaking events by such notable figures as Martin Luther King III, civil rights leader Tom Hayden, and Senator Oletha Faust-Goudeau, the first African American woman in the state’s Senate. We brought attention to minority businesses in the local economy with reports on Kansas African-American newspapers and Hispanic economic development.

In addition to daily community news programming, KMUW provided regular short features and commentaries to highlight special interests. We aired a book review to introduce new locally available books, plus links on the KMUW website to book and author sites. A local expert provided a weekly movie review of multiple films showing throughout town, with movie trailers on our site. A local celebrity provided current events commentaries and created social-commentary cartoons exclusively for our website. A renowned culinary expert offered reviews of local restaurants and specialty foods. A local art historian provided reviews of local exhibits. A local musician who performs with the Wichita Symphony Orchestra hosted “Musical Space” about music in everyday culture. “Past and Present” was a series of commentaries by three local historians about past events and important trends including the evolution of Wichita and Kansas, African American history in Wichita, and historical perspectives on current events. All of these series were hosted by volunteer commentators, who generously donated their time and expertise to enhance the local flavor of information provided to the community. Additionally, KMUW staff members hosted a regular “Indie Film Rundown” about local screenings and “At Play,” a briefing of upcoming theater performances and productions.

As KMUW’s Vision Statement asserts: “To fulfill its mission of public service, Wichita Public Radio will expand the reach and quality of its local news and information programming to become the standard for local reporting of substantive issues, current events of interest to the community and coverage of the arts in and around Wichita.” Our staff and volunteers, with the help of listener feedback, have made great strides toward that vision in 2013 and plan to continue in this direction in the coming years.

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.

In addition to reporting on news and events as they arise amongst our community business peers, as well as providing effective underwriting opportunities for organizations with shared audiences, KMUW is continually striving to create, build, and strengthen relationships with local businesses—nonprofit and for-profit alike.

As part of its mission of providing public service to the community, KMUW was proud to be the official Media Sponsor for select performances, festivals and community gatherings hosted by not-for-profit organizations in Fiscal Year 2013. We collaborated with 31 organizations to sponsor or co-host more than one hundred 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. Some of the events also served as charity fundraisers for the partner organizations. Wichita Public Radio raised awareness of their 501(c)3 colleagues by providing valuable, customized on-air messaging, social media promotion, and ticket giveaways as well as encouraging staff to attend and volunteer at these events to further strengthen relationships and plant the seed for even more collaboration.

These sponsorships spanned the genres, with a variety of events at many of Wichita’s finest institutions. The performance arts were widely represented at such well-respected locales as the all-volunteer Wichita Community Theatre, the Wichita Grand Opera (which has engaged internationally renowned stars), the annual Wichita Jazz Festival, Ballet Wichita, Kansas Mennonite Men’s Chorus, Music Theater of Wichita, the historic Orpheum Theatre, and the Wichita Blues Society Annual Blues Ball. Fine Arts

events of multiple media and purposes were presented at the Wichita Art Museum (renowned for displaying the Great Plains' rich cultural heritage as well as representing the broader development of American art works since 1935), and the Wichita Center For The Arts (which also produced and hosted theatre performances. Other co-sponsors combined education and the arts, namely, Wichita State University Fine Arts and Friends University Fine Arts.

A bounty of independent films (including local, international and foreign language, full-length features, and documentaries) were presented by the Tallgrass Film Association throughout the year and at their annual festival. KMUW not only sponsored these events but hosted or covered several Q&A panel discussions after the showings, for community feedback and education—especially if the subject matter of the film was considered to be somewhat controversial. These engaging, civil conversations often led to additional news and feature interviews and stories for a more in-depth look at the issues to be shared with a wider audience.

Additional events spanned genres anywhere from literary (with a Gandhi book study) to athletics (the Prairie Fire marathon co-hosted by the Greater Wichita Area Sports Commission, as well as the Urban League Swing For Success Golf Tournament); to health (Wichita Lung Association's Fight for Air Stairclimb), to awareness of domestic violence (YWCA's Mardi Gras party), to nature (Botanica, which hosted an open-air music series during warm weather), to all-encompassing, family-friendly events such as Wichita's River Festival.

In August, 2012 KMUW launched the Stubblefield Society to create a special reduced-rate (a very reduced rate of 89 cents!) membership option available to students of any institution. Special benefits and premiums were provided to these members, who also had the opportunity to engage with the wider community with complimentary visits to partnering local museums. Station staff members brought the students together for special gatherings such as pizza parties, providing further opportunities for fellowship and feedback.

Wichita Public Radio hosted several larger special events in Fiscal Year 2013 in order to strengthen community engagement. Our fall and spring pledge drives are unique in that member premiums and benefits routinely feature original artwork by local artists; and KMUW hosted receptions and exhibits for these artists in October 2012 and April 2013. A summertime favorite was continued with our sixth annual "Fill Your Mug" event, hosted at a centrally located art house (another partner organization with much more physical space than our headquarters!). There, listeners gathered with mugs they had received as premiums in past pledge drives, to have them filled with ice cream or gelato donated by another local partner. The community was invited to join the staff in thanking and celebrating the critical work of our volunteers during a Volunteer Appreciation event in December 2012.

KMUW has important ties throughout the state, including those with several governmental and/or educational institutions. Years ago, our station was instrumental in starting the Kansas State Underwriting Network (KSUN) which provides a "one-stop-shopping" type source for businesses to have their underwriting messages aired on sister public radio stations throughout the state. Several of those stations are licensees of state-funded universities, as is our own. This network has allowed us to multiply our own interactions with local and regional businesses of all types. Our governing board is the Kansas Board of Regents, which connects us to dozens of educational institutions throughout the state by virtue of being the top level of governance of all of us.

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.

Our pledge drives have another unique component: one of philanthropy for the wider community—not just fundraising for ourselves. During our Fall 2012 drive, KMUW’s on-air campaign included a pre-drive partnership with Monart School of Art. Monart donated a half-hour of art classes for each early pledge to the children of Youthville who have suffered abuse and neglect. At the scheduled end of the drive, KMUW still needed more than \$40,000 to meet its \$280,000 goal. The drive continued for two more days and surpassed its goal. And in the Spring of 2013, the campaign’s pre-drive incentive involved Meals on Wheels, a program of the nonprofit Senior Services of Wichita, and Eddy’s Toyota. Based on early pledges, Eddy’s Toyota provided and delivered by Meals on Wheels a total of 712 meals to senior citizens in need. Friends of the Wichita Public Library provided KMUW with their “geek the library” Campaign bags which included the station’s logo, and were available to contributors coming by the station during the on-air drive.

We are always excited to hear about strengthened business relationships that local retailers and service providers have made with each other because of their connections through KMUW events, underwriting sponsorships, and news and feature stories. We know that several stores across town have begun carrying each others’ products, multiple business owners have found contractors for remodeling, expanding, and improving utilities and operations, and funders have been able to help nonprofits because of the community-building network that public radio provides.

One written piece of this type of feedback from our Public File reads: “Last week we had a reunion of past employees of Bank of America; four mentioned hearing my support of KMUW, and I also get texts/emails from realtors that mention hearing my support. I’ve found a great way to keep my business in front of the right crowd and support a station I listen to every day!”—Jack Koelling, Advantage Home Inspections, October, 2012

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 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.

KMUW produces locally a variety of different ethnic and culturally diverse music programs including world and roots music, an acoustic concert series, two different jazz shows, a contemporary blues and soul show, an R&B show and an eclectic music show. The latter features a significant amount of music from local musicians, plus interviews with many of those artists.

KMUW develops and produces news and information programming to provide local coverage for and about minority populations in the Wichita community. The station frequently reports on issues of diversity in the community. We have also expanded our lineup of expert commentators, which serves our community as a whole by introducing them to new and interesting ideas, giving them information that will serve their needs in town, and demonstrating to them the excellence of their community.

Global Village, our locally-produced world and roots music program, aired 260 shows including occasional specials such as musical tributes to Dr. Martin Luther King, Jr. Day, Remembering Yomo Toro, and International Women's Day. Strange Currency is KMUW's locally-produced eclectic music show, which also had been picked up by several stations around the country. We distribute Global Village and Strange Currency through the Public Radio Exchange (PRX). In the Spring of 2013, Global Village celebrated two prestigious awards - a PRX *Zeitfunk Award* for "Most Licensed Series" and a *Readers' Choice World Music Award* for "Best World Music Radio Show." In April the show went truly global, joining the Radio New Zealand National lineup, where it is heard each week by nearly one-fifth of that country's population. For both shows, we received emails and social media feedback from distant listeners—these are amongst the comments available for review in our Public File.

We aired a variety of special interest news and information programs, including the BBC and This American Life, and Zorba Pastor on Your Health. We offered news and information programs from National Public Radio (NPR), Public Radio International (PRI), American Public Media (APM) and independent producers, on issues from, about, or which specifically affect minority communities. KMUW participates in a consortium of Kansas public radio stations, which allows us access to reports and features from the Kansas Statehouse about legislative actions on a variety of issues, including those affecting minority populations. We offered special content for Black History Month, Women's History Month, and various holiday programs. The KMUW Stubblefield Society, then in its second year, grew in membership and encouraged college students to become more informed and more active in the community.

On one of our SCA subcarrier frequencies, we operate the Wichita Radio Reading Service (WRRS) which has served blind and print-handicapped listeners since 1975, and provided 8760 hours of broadcast programming in 2013. This programming is received in nursing homes, medical centers, and senior centers, as well as one American Legion Post and one school.

For over a decade we have leased our other SCA subcarrier frequency to the Vietnamese American Radio Network (VARN) which distributes a full time signal in the Vietnamese language, including one hour a week of locally produced content from a group of volunteers. An estimated 2,000 receivers have been purchased throughout Wichita, providing important local, national, and international news to a large minority population that contributes much to our community.

For Fiscal Year 2014 we are expanding our commentary to include several new elements. A piece on the history and cultural impact of graffiti was launched in January. We will also soon be adding a political and current events commentary, as well as one on personal health trends. We've also just recently added the "Wichita Mosaic" series, which takes a look at the diversity—cultural, racial, entrepreneurial, or otherwise—of notable individuals and even relatively unknown "hidden gems" who are contributing in important ways to our community. Later this year KMUW will also add a multi-platform component to its

public service announcements (PSAs), with an interactive feature that invites listeners to add their own events to the website and facebook listings. Different representatives from the community will regularly host a video-overview of weekly events, adding a further dimension (both in terms of delivery and local engagement) to this informational service.

A new series will begin later in the year which explores folk tales. This will be another multi-platform / multimedia series that features local experts who explore the history and impact of folk stories. In addition we are planning short audio segments highlighting periods of special interest throughout the calendar year (such as Jazz History Month, or Cycling Month, for example).

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?

By the end of Fiscal Year 2013, KMUW's Corporation for Public Broadcasting (CPB) Community Service Grant (CSG) funding accounted for about ten percent of the station's budget. (This was a decrease from 14% in 2007.) The CSG allowed the station, in particular, to purchase national programming. Without CPB funding we would have had to take dramatic actions such as cutting staff positions, cancelling acquired programming, and/or delaying other staffing and production plans. Any of these actions would have had serious, negative consequences on our public service, which is rated highly by listeners and has been recognized nationally.

Our staff and listeners are pleased to know that forward funding for the CPB has been preserved by the current federal administration. Yet we are alarmed that many in Congress have wanted to significantly reduce (or eliminate) and restrict CPB funds. Our station—as well as hundreds of public and community broadcasting stations around the nation—would be adversely impacted through any rescission or reallocation.

CPB funding has allowed Wichita Public Radio to direct more of its other resources toward making a more significant community impact, beyond our on-air signal. While KMUW's broadcasting hosts are very important to the mission and are heard every day, it is the behind-the-scenes staffers that enlist volunteers and make the endless arrangements needed to host an event to engage our community. Our Street Team is a dynamic group of volunteers who are passionate about Wichita Public Radio. They help promote the station at events for which we are media sponsors, they help answer phones during pledge drive, and perform special projects at the station on our behalf. They are busy people, however, and if we were unable to show our gratitude to them through appropriate management and rewards, we would not be able to sustain such positive relationships with them. Volunteer and donor stewardship through events, activities and tokens of appreciation are important pieces of our development plan. We would like to offer more of these engagement activities and events in 2014, but reductions in resources or staff would hamper our ability to effectively cultivate, utilize and thank both volunteers and donors. Without CPB funding, KMUW could end up in a situation where community engagement would inherently be reduced in order to carry out the tasks to solely deliver the on-air product.

Our listenership and member support is trending upward, as we become known for our reliable news and information and quality entertainment. However, also trending upward is the cost of national and international programming. Dues and carriage fees for broadcasting news and features from National

Public Radio (NPR) increased from \$216,195 in the Fall of 2012 to \$223,765 in the Fall 2013. Similarly, payments to American Public Media went from \$52,907 to \$66,454 in the same time period. Costs to NPR and APM alone exceed the funding provided by CPB, not taking into account the pricing of Public Radio International (PRI) shows, the Associated Press (AP) news service, and locally produced programming for which KMUW also pays. The quality of all such programming is continually monitored by our programming and leadership teams (constantly taking into consideration our valuable listener feedback) to ensure that its excellence is maintained. Loss of funding might lead to loss of variety and quality which, in turn, would lead to loss of listenership and/or membership, spiraling into a downward trend affecting all areas of the station.

Potential threats to funding continually being debated on both the state and national levels have us concerned for the future of our station—and, therefore, our community. Regardless of the availability and amount of government funding, KMUW's development team continually utilizes fundraising strategies to raise local dollars to supplant the amount currently received through the CPB. Underwriting support from local businesses, corporations, and foundations has been slowly trending upward, providing a steady 24% of our income in both 2012 and 2013, up from 22% in 2011. Support from local members (individuals and families) continues to increase on an annual basis; in 2013 membership contributions accounted for 42% of the funds necessary to keep KMUW on the air (whereas in 2012 accounted for 39% of the station's income, and 35% in 2011).

The support provided by CPB is of critical importance and—as is the case with every dollar from every funding source—goes a long way to further KMUW's mission of continuing to be “a trusted source of local, national and world news, providing its audience with a broad discussion of ideas, and a distinctive blend of diverse music and entertainment” in our growing and thriving community.