



Corporation for Public Broadcasting (CPB)

FY 2015 Station Activities Survey (SAS)

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

Submitted by KMUW to CPB on 3/15/16

Approved by the CPB on 3/20/16

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 Radio continued to increase 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 2015, KMUW created and filled 2.5 News Reporter positions to allow for expanded and more in-depth coverage, including one position committed to online news. Meanwhile, our daily news coverage of the Wichita area continued during Morning Edition and All Things Considered.

KMUW's long-form news feature development continued with the creation of a half-hour long documentary program about an important local anniversary of a plane crash. This highly-produced special received a great deal of positive community feedback. It highlighted progress and memories developed over the years. This special, called "The Pieces That Remain: Remembering the Wichita State Plane Crash," was supported by an abundance of online data and interviews, including videos, maps and photos. The project was broadcast by other stations in the state of Kansas.

KMUW covered many of the most pressing issues in Wichita, including politics, energy, education, health and entrepreneurship. These stories live on our website, with supplemental materials, such as multimedia pieces that include not only the audio story, but textual summaries, photos and videos. These provide a valuable archive for the community, as they are often linked to current and recurring stories. Stories are continually highlighted on social media, providing an interactive forum for listener engagement. The social media strategies continue to develop with focus on the local matters of news and arts culture.

As a significant public service of Wichita State University, KMUW provides hands-on educational opportunities in the form of student assistant internship positions. Students carry out critical tasks in the areas of membership fulfillment, news, and outreach.

Students are also growing KMUW's student organization, "the Stubblefield Society." This year it developed a structural board and became an officially sanctioned student organization at WSU, although students of all local universities are welcome. The 89 cent dues get students free and curated exposure to many local museums. Membership is renewed each school year and goes as high as 400 before the school year's end.

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.

As part of its mission of providing public service to the community, KMUW served as the official media sponsor for multiple varied performances, festivals, and community gatherings hosted by not-for-profit organizations in Fiscal Year 2015. We collaborated with dozens of organizations to sponsor or co-host dozens of 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. Wichita Public Radio raised awareness of their 501(c)3 colleagues by providing valuable, customized on-air messaging, social media promotion, and ticket giveaways.

KMUW's 2015 sponsorships spanned many genres, with a variety of events at many of Wichita's finest institutions, such as Wichita Community Theatre, 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, Wichita Center for the Arts, Wichita State University Fine Arts and Friends University Fine Arts.

KMUW's key collaborations included many "firsts" in news coverage. The station joined the statewide health news organization, Heartland Health Monitor, to receive and share important health news among many Kansas public radio stations. KMUW also became 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. KMUW also hosted the first statewide meeting of News Directors to explore more collaborative ideas. It resulted in agreement to seek a grant for and pursue Kansas election news of interest to all 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.

KMUW benefited several local non-profit organizations in FY15. One was ICTrees, a new 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 organization says the KMUW project to raise awareness and funding for trees resulted in 750 trees planted in the first year of ICTrees. Their director has called KMUW instrumental in getting this program off the ground. Trees were planted in area school yards.

KMUW also partnered with the Wichita Children's Home during the year to help raise awareness and fund supplies for their new Wichita facility.



These projects are important to the station's community image and relationships across ethnic and socioeconomic groups.

During the fiscal year, KMUW also helped raise awareness and donations to the Kansas Food Bank. The station connected Whole Foods Markets, which was new to the area, with the local food bank for a fruitful long-term relationship.

KMUW's community feedback events increased participation in the Tallgrass Film Festival, as well as increased awareness in the community that many organizers attribute to their exposure on KMUW. KMUW is proud to serve as an outreach arm for organizations that otherwise could not afford the publicity and help make Wichita a great community.

Our student organization reaches across all lines of diversity and encourages participation in bettering our community. In FY2015, the Stubblefield Society coordinated community building activities such as The Amusing Race, which brought together students from diverse backgrounds to organize around a common cause. KMUW has positioned the Stubblefield Society to become a measurable means of reaching younger audiences. It was made an official university-sanctioned group 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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

Expansion of the local news department in FY15 allowed for increased coverage of minority issues and diverse stories.

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 250 stations by Public Radio Exchange in around the world. In FY2015 KMUW successfully invested 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's News department also covered issues in the community related to ethnicity and race, including:

- 8/13/14 -Racial Profiling, Carla Eckels
- 8/14/14 -Civil Rights Symposium, Kate Clause
- 9/5/14-No Ferguson Here, a Discussion on Racial Profiling, Sean Sandefur
- 9/25/14-No Ferguson here Prayer Service, Sean Sandefur
- 12/8/14-Protesters: It's not Just Ferguson, It's Wichita Too, Sean Sandefur
- 2/17/15-Selma March Presentation, Carla Eckels
- 4/28/15-Miller says he will plead guilty in Jewish site shootings, Aileen LeBlanc

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.

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 2015 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 2015:

- National Philanthropy Day
- The Nutcracker
- Treehouse Concert Series 2014-15 Season
- Blooms, Brews & Bloody Marys
- Rabbit Race 5K
- Chamber Music at the Barn 2014 Season
- Health and Wholeness Retreat
- Not 4 Wimps 10K
- Prairie Window Concert Series 2014 Season
- Jason Coleman concert
- Kindness Moves Me 5K
- Museum of the Undead
- Thin Mint Sprint 5K
- Honeybee Festival
- Prairie Fire 2014 Race Series
- Midwest Winefest
- Working Well Conference

- Hesston-Bethel Performing Arts 2014-15 Season
- Race for Freedom
- Operation Holiday Distribution Days
- Kelley Hunt concert
- Matt Anderson concert
- Cherokee Maidens concert
- Rock On fundraiser
- Music Theatre Wichita 2014 Season
- Bike MS
- Love Canon concert
- Storm The Dam Trail Marathon
- Peace, Pies & Prophets
- ArtAID
- Cyrano de Bergerac
- Chris Thile and Meyer Concert
- Sarah MacLachlan concert
- Lucinda Williams concert
- 2015 Sunflower State Games
- Joyful Noise Camp
- Dudegrass
- Tallgrass Film Festival
- Indie at the Orpheum 2015 Series
- Wrecking Crew screening
- Down to the Wire film competition
- Big Fish Bash
- Trailblazer Gala
- Art For Your Ears 2014 concert series
- SculpTour Affair Gala
- American Moderns Exhibit
- 2015 Blues Ball
- Wichita Community Theatre 2014-15 Season
- Wichita River Festival
- Wichita Grand Opera 2015 Season
- 2015 Wichita Jazz Festival
- Stars and Stripes 5K
- House and Home Exhibit
- Hometown Favorites concert
- Distinguished Alumni Speaker Series
- SHEL concert
- Business Booster Series Fall 2014
- Business Booster Series Spring 2015
- Sticks, Steps, and Rock 'n Roll
- Candlelight Christmas Concert
- WSU School of Performing Arts 2014-15 Season
- Project RunAway
- Enhance Community Project
- Chalk Fest

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.