

Corporation for Public Broadcasting (CPB)

FY 2016 Station Activities Survey (SAS)
Section 6. Local Content and Services Report; Telling Public Radio's Story

Submitted by KMUW to the CPB on 2/15/17 Approved by the CPB on 3/9/17

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 continues to increase news coverage and engagement unique to the greater Wichita area. In Fiscal Year 2016, 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.

In FY16, KMUW covered many of the most relevant issues in Wichita, including politics, health, energy, education, 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. KMUW News is frequently highlighted in our 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.

In person engagement grew substantially with the start of our panel speaker series, Engage ICT: Democracy on Tap. The station facilitated conversations with experts on education, immigration, transportation, health coverage and more. The events were all free each month and the station provided food and beverages. Monthly turnout averaged 150 people who interacted with the speakers as part of the evening's agenda. The project has received high community praise and feedback for starting conversations at a critical time in the community, state of Kansas, the nation and the world.

KMUW's student organization continued to explore making young people aware of the benefits of volunteering and philanthropic giving.

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 KMUW's mission to provide community public service, KMUW served as the official media sponsor for multiple cultural performances, festivals, and community gatherings hosted by not-for-profit organizations in Fiscal Year 2016. 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.

KMUW's 2016 sponsorships assisted with a variety of events at many of Wichita's cultural and educational 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 were in news coverage. The station continued to partner with the statewide health news organization, Heartland Health Monitor, to receive and share important health news among many Kansas public radio stations. 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.

Most importantly, KMUW was part of the Kansas Election News Project that provided news coverage and editing services to all public stations in Kansas. This collaboration paved the way for great content cooperation throughout the state and potentially with print partners at major papers.

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 FY16. 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 at least 600 newly planted native Wichita trees. 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 TOP Early Learning Centers during the year to purchase mittens and caps for 609 local youngsters in need. KMUW enlisted help from a local car dealership and hat store to fund the project.

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

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. Local museums and galleries tell clientele that the station is integral in their attendance success. 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.

KMUW staff also helped build a Habitat for Humanity home in an under-served neighborhood during the year.

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 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. If you regularly broadcast in a language other than English, please note the language broadcast.

KMUW's internationally distributed program on 400 stations, Global Village, is 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. KMUW offers this important cultural program to all noncommercial radio stations for free, while making a very significant local investment in its high quality production.

For several years KMUW has produced and broadcast the program "Soulsations," that takes listeners on an engaging, diverse and inclusive musical journey of R&B and Gospel music. Soulsations' unique mix of Motown and contemporary Gospel is also available online every week following its Sunday evening broadcast. Program host Carla Eckels is African-American and has deep roots in the community. She is also 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 in the Wichita, Kansas area.





KMUW's News department also covered issues in the community related to ethnicity and race, including:

- 7/17/2015, Judge Won't Recuse Himself from Jewish Site Shootings Case, Aileen LeBlanc
- 7/20/2015, Mentoring Program for Black Youth Recognizes 'Heroes', Carla Eckels
- 8/20/2015, WSU's Student Government Association Plans to Honor Fallen [Saudi] Student, Abigail Wilson
- 8/21/2015, Jury Selection Concluding in Jewish Site Shootings Trial, Aileen LeBlanc
- 8/31/2015, White Supremacist Found Guilty of Capital Murder, Carla Eckels
- 8/31/2015, Influx of Refugee Students Stretches Wichita Public Schools Thin, Sean Sandefur
- 10/20/2015, Kansas AG Schmidt Discusses Cross-Border Issues with Mexican Counterparts, Aileen LeBlanc
- 10/22/2015, Mohamed Yaaqoub: an Immigration Story, Fletcher Powell
- 10/28/2015, Health Officials Bash Plan to Ask About Immigration Status, Abigail Wilson
- 10/29/2015, Servando Martinez: an Immigration Story, Fletcher Powell
- 11/4/2015, Kobach Defends Participating in ['Anti-Immigrant'] Conference, Aileen LeBlanc
- 11/13/2015, Students Voice Concerns, Requests at Wichita State Diversity Forum, Abigail Wilson
- 11/13/2015, Levente Sulyok: an Immigration Story, Fletcher Powell
- 11/18/2015, Sedgwick Co. Commissioner Peterjohn Issues Public Warning over 'Islamist Threat', Aileen LeBlanc
- 12/2/2015, We Are Americans': A Visit To Wichita's Only Islamic School, Aileen LeBlanc
- 12/16/2015, U.S. Attorney Barry Grissom Cautions Against Divisive Acts Towards Muslims, Abigail Wilson
- 12/22/2015, In Response To Student Protests, KU Hires New Director Of Multicultural Affairs, Carla Eckels
- 1/12/2016, Past and Present: Does the Belief of Racial Superiority Still Linger in the Supreme Court?, Robert E. Weems
- 1/14/2016, Kansas African American Museum Honors Dr. King's Legacy with Service Project, Carla Eckels
- 1/15/2016, Wichita Storyteller Remembers Yolanda King's "Daddy" on Anniversary of Birthday, Carla Eckels
- 1/15/2016, Celebrate MLK Day with Events in and around the Wichita Area, Hugo Phan
- 2/22/2016, African-American Artists to Visit Wichita for Special Exhibition, Carla Eckels





- 5/3/2016, Holocaust Survivor to Bring Story of Hope, Tolerance to Wichita, Aileen LeBlanc
- 6/9/2016, Kansas African-American Museum Receives Grant to Commemorate Dockum Sit-In, Carla Eckels
- 6/14/16, Entrepreneurship series: Toubia family's Lebanese Roots, Deborah Shaar
- 6/20/2016, Wichita Marks World Refugee Day, Nadya Faulx
- 6/21/2016, Sedgwick County Commission to Consider Anti-Illegal-Immigration Resolution. Aileen LeBlanc
- 6/28/2016, Sedgwick County Commission Candidates Participate in Public Health Forum [re: immigration, etc.], Sean Sandefur

As an important part of KMUW's new public conversation series, EngageICT: Democracy on Tap, the station presented several panelists to discuss challenges in different minority communities, including undocumented immigrants and historically African American neighborhoods. The discussion was free to the public with food and drinks provided by the station.

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. The station is fully responsible for its engineering and signal stability.

In FY16, KMUW offered multiple professional services for free to a new low-power FM station that will broadcast in under-served communities. KMUW Director of Content provided host training for Hispanic and African-American DJs who will host programs specific to minority communities of Wichita. The station has also assisted with development and management areas of the service.

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 2016 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 new 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 nonprofit organizations.







The new department also developed and executed the EngageICT: Democracy on Tap program to begin community conversations about issues that matter in an election year. The idea was to initiate the conversations to help audiences get more involved in making Wichita even better. The program has been an amazing success. So much so, it is planned again for FY 2017 and has attracted positive attention and feedback from community and political leaders.

During FY 2016 KMUW relocated into the historic downtown area of Wichita. It makes the station much more accessible for events and visitors. More than 500 visitors enjoyed the new radio station for open house events during May and June of 2016.

Here is a list of KMUW's media sponsorships of Community events and presentations in FY 2016, not including the monthly EngageICT events and multiple open houses at the new facility.

- 1 Million Cups weekly event
- Arthritis Foundation Jingle Bell Run
- AFP National Philanthropy Day
- Ballet Wichita The Nutcracker
- Arboretum Treehouse Concert Series 2015-16 Season
- Botanica Blooms, Brews & Bloody Mary's
- Boys and Girls Club Restaurant Week
- Chamber Music at the Barn 2015 Season
- Derby Running Club Not 4 Wimps 10K Trail Run
- Douglas Design Avenue Art Days
- Dress for Success Boo & Brew Gala
- Prairie Window Concert Series 2015-16 Season
- Exploration Place Museum of the Undead
- Unitarian Universalists Eco Fest
- Girl Scouts Thin Mint Sprint
- Great Plains Nature Center (GPNC)
 Passport to Nature Gala
- GPNC Prairie Pollinator Party
- Prairie Fire 2015-16 Race Series
- Guadalupe Clinic Midwest Winefest

- Neighborhood Superstar Award
- Working Well Conference
- Bethel Performing Arts 2015-16 Season
- Race for Freedom 5K Run/Walk to Stop Human Trafficking
- 811 Run to benefit the Kansas Food Bank
- Mennonite Men's Concert
- Kidzcope Good Grief 5K
- Opera House Women of Ireland
- Museum of World Treasures Night of Treasures
- Music Theatre of Wichita 2015 Season
- Hangover Half Marathon (benefit for Girls on the Run curriculum)
- Storm the Dam Trail Run
- Art AID
- Prairie View A Beautiful View
- Women Engineers Kids Engineering Expo
- Stiefel Theater Anne Lamott Author Event
- Stiefel Theater Nitty Gritty Dirt Band
- Down to the Wire 24 Hour Film Race
- Dudegrass (Tallgrass Film Fest event)

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- Indie at the Orpheum 2015 Series
- Oscar Micheaux Celebration
- Smallgrass Film Festival
- Strings on Screen Gala
- Tallgrass Film Festival
- African American Museum Grub and Groove Festival
- Ulrich Art Museum 2 Tons Under Printmaking Event
- Ulrich Art Museum Art For Your Ears Summer Concert Series
- Food Bank Empty Bowls Chili Cook Off
- Ulrich Art Museum Wichita Vortex 50th Anniversary
- Wichita Art Museum Art and Book Fair
- Wichita Art Museum Gordon Parks Symposium
- Sculpture Garden Grand Opening

- Blues Society Blues Ball
- Wichita Grand Opera 2015-16 Season
- 2016 River Festival
- United Methodist Church Bassel & The Supernaturals
- Wichita Community Theater 2015-16 Season
- 2016 Wichita Jazz Festival
- The Big Read 2015
- Glow Run 5K (benefit for Wichita Youth Hockey Association)
- Old Town 10K (benefit for Shriners Hospital for Children)
- Running Company St Patty's Day 5K
- Stars and Stripes 5K
- Historical Society Spirited Exhibition
- Business Booster Series
- WSU Performing Arts 2015-16 Season
- Enhance Community Project

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 between all public broadcasting entities, radio and television, throughout Kansas, with the majority for TV.

