

Grantee Information

ID	1477
Grantee Name	KRCU-FM
City	Cape Girardeau
State	MO
Licensee Type	University

6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2017. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

Joint licensee Grantees that have filed a 2017 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

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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.

Our overall goals are to provide information related to university and higher education issues that impact the community as well as issues involving the broader region that will impact residents. The station airs a very generous amount of public service announcements for area non-profits informing listeners of educational as well as other cultural opportunities available to them. These non-profits have very limited budgets to pay for advertising so offering them an opportunity to share information about their organization and their events at no charge is important. All of the information we air is also available on our website. Our reporter also produced a series called "We Came Home" in honor of Veterans Day. The series shared the stories of local veterans from all of the major wars and conflicts. This series was well received. We also held our annual community Valentine's Day Party. It has allowed us to attract community members that don't typically listen to public radio. We use the event to highlight our programming and services to the community. We have partnered with three community businesses to support the event and it is the station's largest fundraising event.

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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.

We served as a media sponsor with Cape Girardeau Zonta where local women are recognized for their accomplishments as well as the Dr. Martin Luther King Celebration Dinner held every January at Southeast Missouri State University. In addition, the station sits on an annual media panel that is hosted by the Cape Girardeau Area Chamber of Commerce. The panel answers questions from the "Leadership Cape" attendees and educates them about the commercial and non-commercial media that are available in the area. In addition, we produced weekly programs in partnership with our area Chamber of Commerce called "Let's Talk Business"; a weekly program about events in the region called "All About Cape" in collaboration with the Convention and Visitors Bureau. We also air two programs that are produced in association with Southeast Missouri State University. The first focuses on events happening at the university's performing arts campus called "From the Box Office." We also air "Two-Minute Drill" which is produced in association with the Department of Athletics. The programs highlights the achievements of student-athletes. We also collaborate with the Cape Girardeau Conservation Nature Center and the Missouri Department of Conservation in the production of "Discover Nature."

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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.

The biggest impact from our partnerships has helped us increase awareness about issues and opportunities. On many topics, we receive comments on our Facebook page. One of our key initiatives was to revamp our public affairs program called Going Public. Listeners enjoyed having the program back. Here is what one listener emailed to us: "Multiple thumbs up for MS Lewis-Thompson's selection of presentations

and local subjects addressed. Just a little feedback." -- Paul S. We partnered with the Missouri Department of Conversation and attended an event called "Literacy Alive." We recorded elementary school students reading copy for an episode of our local program "Discover Nature." The students enjoyed being recorded to be "on the radio" and I talked to one of our donors at the event who was very thankful that we participated in the event. In addition, partnering with area organizations has helped increase the general community's awareness of public radio and the programs provided by KRCU. As a public radio station, we seek to help keep our listeners stay informed on issues that affect them. We always seek opportunities to help other community organizations. Helping them helps the station.

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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.

KRCU at Southeast Missouri State University strives to provide a diverse programming schedule to the residents of a region that is not particularly diverse. KRCU's music and informational programming is the only noncommercial public radio signal available in a region of more than 212,000 people. The station broadcasts national and local public affairs programming as well as classical, folk, bluegrass, blues, opera and indie music. KRCU strives to ascertain the program concerns and issues of its listeners through use of its Community Advisory Board (a group made up of 10-15 community members who represent the region to the radio station). The station also promotes many music events throughout the year. Many of these are held on the campus of Southeast Missouri State University. In addition area musicians are interviewed in our studios when possible. KRCU maintains strong relations with community organizations including the Cape Girardeau Public Library. KRCU makes available several methods for listeners to contact the station with their programming concerns including a toll-free telephone line an electronic mail address and a world-wide-web site. The main studios are located in the community of license and are easily accessible during regular business hours. KRCU will continue to provide a diverse program lineup in the coming year and seek additional methods of meeting the cultural needs of its listeners. The station continues to reach out to community organizations to work to meet the needs of our communities.

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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?

KRCU received \$134,627 from the CPB Community Service Grant Program in 2017. KRCU is the only public radio station providing city grade service to both of its service regions (KRCU in Cape Girardeau and KSEF in Farmington) and provides an invaluable programming service to residents. This money is used to help pay for high quality national programming from NPR, APM, WFMT and PRX. It is also used to produce equally important local programming. Through KRCU's broadcast of national programming the station is able to provide access to thoughts, views, music and ideas from around the nation and around the world. In most cases KRCU is the only broadcast source for cultural programming in the region. If KRCU did not receive any CPB funding or was hit with significant cuts in CPB funding it could not maintain affiliations with these networks. A loss of any affiliation would result in a decrease in the variety and quality of the programming offered by KRCU. It would also devastate the station's ability to generate local funding support from both individuals and businesses. CPB funding is critical to the day to day operation of KRCU.

Comments

Question

Comment

No Comments for this section