

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 2016. 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 2016 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 get information about their organization and their events at no charge is important. All of the information we air is also available on our website. We air features and news from Harvest Public Media. Since agriculture is a critical component piece of the economy of Southeast Missouri, we feel agricultural news is a natural fit for our station. Our new reporter started in November 2015 and completed an in-depth story on teen homelessness that aired in 2016. This was a multi-story project that will take considerable time to produce but we received a positive response from our community. Our focus in 2016 was more of these in-depth types of stories impacting Southeast Missouri. Our reporter also produced a series called "Show Me Summer" that highlighted places in Southeast

Missouri that were identified with summer. This series was well received as well. In addition, KRCU will be engaging in a concerted effort to cover issues related to diversity. Our licensee recently completed a campus report on diversity and we will use that report as a springboard to generate on-air content as well as in-person events in the coming year. These efforts will allow us to engage with new audiences in a different way. We co-hosted several forums related to diversity including a program called "Black and Blue Lives Matter: The Future of Community Policing." The event was held at the Cape Girardeau Public Library was very well attended. We also held our third 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 now 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 hosted several "KRCU Koffee" events and shared information with our listeners from educational departments at Southeast Missouri State University. We have met new listeners and engaged them in a different way. We held our 3rd Annual KRCU Koffee honoring veterans on November 11, 2016 in collaboration with the College of Health & Human Resources, the Military & Veterans Services Office at Southeast Missouri State University and our local VFW Post. At this event, we brought in NPR Veterans Affairs Reporter Quil Lawrence as our guest speaker. It was our most highly attended Veterans Breakfast to date. 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.

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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. The teen homelessness series that we aired called 'Living in the Shadows' brought awareness to teen homelessness in our area and generated a lot of views and comments on our Facebook page. One of our listeners left this comment on our website about the series: Tonja V. Rook wrote: "There are so many people suffering right outside our own front doors and oftentimes, we don't even know it. Thanks for this series!" 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 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 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.

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 \$137,600 from the CPB Community Service Grant Program in 2016. 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