

UA Little Rock Public Radio - Local Content and Services Report - 2016

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.

UA Little Rock Public Radio strives to inform and enrich the lives of the citizens of the Little Rock area with the highest quality radio and online news and cultural content on KUAR-FM 89.1 and classical music on KLRE-FM 90.5. UA Little Rock Public Radio seeks community input on issues at events and via email and social media. KUAR focuses on these primary initiatives to serve its community:

- Producing 14 local newscasts each weekday, which cover breaking news and issues of importance to the community
- Producing at least one long-form report each week that treats a subject with more depth
- Posting locally-generated news reports and information updates to the station website and social media
- Partnering with educational organizations to produce informational features about aging, anthropology, art, communication, history, literature, and nature
- Partnering with other news agencies to bring listeners news about business and politics
- Serving as the lead station on a statewide regional journalism collaboration designed to strengthen public media news and information for the entire state

Nielsen Audio research reports that KUAR reaches 67,000 people each week through its broadcast service. An additional 23,000 listeners tune in to KUAR's classical sister station KLRE each week. Approx. 6.2% of metro listeners identify themselves as black. Approx. 24% of the total listeners to the two stations are 65 or older. In addition, KUAR.org has nearly 17,000 users each month and more than 46,000 page views per month. KUAR's Facebook page has 3,247 Likes, and @kuarpublicradio has more than 2,221 Twitter followers.

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.

UA Little Rock Public Radio partners with the following organizations on these key initiatives:

- KUAF-FM, Fayetteville, Ark.; KASU-FM, Jonesboro, Ark.; and, KTXK-FM, Texarkana, Tex. to lead Arkansas Public Media, a regional journalism collaboration funded by a grant from the Corporation for Public Broadcasting to strengthen public media news in Arkansas through collaboration of the partner stations and community partners

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including Arkansas Educational Television Network, The Butler Center for Arkansas Studies, UA Little Rock Anderson Institute on Race and Ethnicity and El Latino Spanish language newspaper

- UA Little Rock History Department and the UA Little Rock Anderson Institute on Race and Ethnicity to produce *Arkansas Moments*, a one-minute feature broadcast each day that presents historical information about Arkansas
- UA Little Rock English Department to produce *Facts about Fiction*, a one-minute feature broadcast each day that presents information about writers and writing and to produce *Arts and Letters*, a half-hour program that highlights the arts and humanities
- UA Little Rock Anthropology Program to produce *Being Human*, a one-minute feature broadcast each day that presents anthropological research
- UA Little Rock Gerontology Program to produce *Aging in Arkansas*, a one-minute feature broadcast each that presents important information about issues in aging, specific to local audiences
- UA Little Rock Art Gallery to produce *Picture This*, a one-minute feature broadcast each day about art exhibits in Arkansas
- UA Little Rock Speech Communication Department to produce *Communication Matters*, a one-minute feature broadcast each day that presents research about communication
- UAMS to broadcast *Here's to Your Health*, a two-minute feature broadcast each weekday about health information and medical advice
- Clinton School of Public Service to broadcast *Clinton School Presents*, a weekly interview show featuring visiting speakers to the Clinton School
- *Talk Business Arkansas* to broadcast two weekly business reports, a 4-minute report and a half-hour report, both focusing on Arkansas business and politics. Talk Business Arkansas also provides reporting support to the KUAR newsroom
- Central Arkansas Library System to serve as media sponsor for the Arkansas Literary Festival and the Arkansas Sounds Music Festival.

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.

UA Little Rock Public Radio can measure its impact through its audience estimates from Nielsen Audio:

- An average of 2,400 people tune to *Clinton School Presents* each week.
- An average of 3,900 people tune to Talk Business's Friday report and 2,300 tune to Talk Business's Monday report.
- An average of 36,400 people listen to *Here's to Your Health* each week.
- An average of 4,700 people listen to one of our one-minute features produced by one of our content partners each time it airs between 6 a.m. and 7 p.m.

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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.

- Arkansas Public Media is charged with looking for diverse voices and stories that resonate with diverse communities. The project also intends to increase diversity in public media through its hiring.
- KUAR broadcasts *Latino USA* each week, a newsmagazine covering issues for and about North America's growing Hispanic and Latino populations and the issues of an increasingly diverse population
- KUAR broadcasts *The Tavis Smiley Show*, which strives to bring listeners different voices and perspectives from those they normally hear
- KUAR broadcasts *Arkansas Moments*, historical features about the civil rights struggle in Arkansas
- KUAR broadcasts *Arts and Letters*, which included several programs of special interest: *Down Home Soul*, which features Hot Springs, Arkansas native Rashod Ollison and his memoir, "Soul Serenade: Rhythm, Blues, & Coming of Age Through Vinyl"; *Mourner's Bench*, which features novelist Sanderia Faye and her novel by the same name; *Sundays with TJ*, which features Janis Kearney, the author of the memoir by the same name, which profiles her father, Arkansas native and former sharecropper, T.J. Kearney; *Arts and Letters* also partnered on a book reading with *Sundays with TJ* author Kearney at the UA Little Rock Anderson Institute on Race and Ethnicity; Several episodes of *Arts and Letters* features gospel and traditional music recorded with the St. Mark's Baptist Church Choir in Little Rock

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?

UA Little Rock Public Radio uses CPB funding to pay for national programming. This allows the stations to focus locally-generated revenue on local programming. As described earlier, KUAR produces 14 local newscasts each weekday and in-depth reports on issues of interest to Arkansans. The station also uses locally-generated funds to support the production of programs that highlight local arts and culture as described above. Because national programs are so important to building audience, KUAR broadcasts shows like *Morning Edition*, *All Things Considered*, and *Here and Now*, which all provide high quality sources of news for a significant number of the US population. The CPB funding that helps pay for these programs allows UA Little Rock Public Radio to focus more resources on local programming and news. Losing this funding would detrimentally affect the locally-focused service UA Little Rock Public Radio provides.