



2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"I have long admired KUMD's commitment to its student workforce and its focus on diversity in music and programming; it is the only radio station in this area that provides consistent content germane to public affairs, the environment and culture. I know the community truly values this locally produced programming by students and volunteers."

- Sharon Moen, Minnesota Sea Grant

KUMD's primary goal is to serve our local audience, with special attention to underserved or un-served audiences within our coverage area. We work to meet those needs by producing informative, interesting, useful and entertaining programming. KUMD has a long history of developing strong locally focused and locally produced programming that is responsive to growing and changing community priorities.



KUMD is a valuable part of the Duluth area's advancement.

Over the years, as our service area has shifted from an industrial town to an outdoor recreational center as well as an arts, music and cultural hub, our approach and programming has grown in step.

Our local public affairs programming is clearly centered on local issues, on the arts, local cultural and heritage, environmental issues and concerns, wildlife, community activities and civic engagement.

In 2017, KUMD provided these vital local services:

KUMD serves its audience 24/7 each day of the year, on-air and online with a strong local focus, featuring:

- Local news
- Local music
- Local Art and Events
- Weather updates
- Emergency information
- Duluth City Council meetings
- Numerous programs with Native American focus
- Sustainability topics
- Civil rights topics

KUMD's local services had deep impact in the Duluth area.

KUMD connects Duluth with essential information, helping our community stay informed all year long regarding locally relevant topics, including, homelessness, poverty, environmental and civil rights issues and more. KUMD's public affairs coverage offers listeners in depth knowledge about important local news and topics that are not covered by any other area media. As a champion of local and diverse music, KUMD fulfills its promise to the community as a true independent alternative.



2017 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

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.

KUMD's primary goal is to serve our local audience, with special attention to underserved or un-served audiences within our coverage area. We work to meet those needs by producing informative, interesting, useful and entertaining programming. KUMD has a long history of developing strong locally focused and locally produced programming that is responsive to growing and changing community priorities. Over the years, as our service area has shifted from an industrial town to an outdoor recreational center as well as an arts, music and cultural hub, our approach and programming has grown in step. Our local public affairs programming is clearly centered on local issues, on the arts, local cultural and heritage, environmental issues and concerns, wildlife, community activities and civic engagement.

KUMD is also resolved to providing weather and other relevant information concerning news issues affecting the lives of those we serve. As a coastal town, Lake Superior is a large and active force in our daily lives and we carry this responsibility of keeping the community interested, informed and safe. An example of our responsive broadcast was set in June of 2012, when Northern Minnesota, especially the Duluth area, was hit with a historic flood, causing a great deal of regional, city, and individual devastation. KUMD was instrumental in providing critical information to the area during the emergency and the hours and days that followed. We continued daily coverage featuring live interviews with the Mayor, city infrastructure officials, FEMA, and area nonprofits that assist those in emergencies. In 2016 KUMD continued its role in sharing critical information as it provided extra coverage on the historic storm that hit the Duluth area. KUMD shared emergency information, tree removal and other recovery updates. KUMD is committed to providing weather information every hour all year long and continues to offer coverage of severe weather, tracking snow storms, tornadoes and thunderstorms across our large listening area. We also share critical road conditions, public transportation information through the winter months.

KUMD's Northland Morning dedicates three hours each weekday morning to locally relevant news plus regular, weekly features in 5-15 minute segments. In addition to a daily community news story each day, KUMD shares environmental features such as *"The Sea Grant Files"* about environmental and water research and *"Green Visions"* a program dedicated to sustainability efforts. We also connect people with the natural world in a more hands on way with *"Tips for Hardy Gardeners"* and *"Larry Weber's Backyard Almanac,"* a weekly, year-round expert Phenology report. KUMD connects the community with the arts through two weekly programs, *"Where's Art"* a weekly calendar round-up with a local art expert and *"Radio Gallery"* an artist interview program. Like most of KUMD interviews, these stories are available on our website, promoted both on-air and through social media.

KUMD serves the community with long-form content in other locally relevant segments including live broadcasts of the Duluth City Council meetings, a Native American, Ojibwe cultural program "Ojibwe Stories." KUMD also broadcasts live musical performances by Minnesota artists and cross cultural and international of musical programming.

KUMD partners with over 50 area music and cultural events (many of which are organized by non-profits) each year keeping listeners informed and encouraged to participate. At the events KUMD staff gets to engage with the audience sharing information about its programming. Some of the bigger events, such as Duluth Homegrown Music Festival, KUMD provides extra coverage with in-studio sessions, photo blogging and video coverage. The station also hosts over 60 in-studio sessions of local, regional and national bands, encouraging its listeners discover more local and independent music.

KUMD also partners with numerous departments at the University of Minnesota Duluth through programming, and student involvement. In 2017 KUMD had a record number of students involved volunteer opportunities or internships. These students were provided training in numerous areas of radio work, including on-air announcing, production, programming, marketing, web, etc. KUMD strives to continue growing its student and community volunteer involvement.

Through KUMD's ever-changing and diverse programming the station is able to reach variety of new audiences. Some examples of that are KUMD's *"Ojibwe Stories"* and *"Student Views,"* which have a loyal and ever-growing growing number of listeners both on-air and online. KUMD programming is available through the broadcast signal, streaming on the KUMD website, podcast and archived segments. Station's recently enhanced website allows easy access to KUMD programming (live and archived) and also provides a calendar for area events. KUMD serves a growing number of followers (currently totaling over 11,000) on different social media platforms.





2017 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

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.

KUMD is vitally connected to the community. We have developed the following partnerships which help us in providing relevant programming: University of Minnesota-Duluth, College of St. Scholastica, Lake Superior College, League of Women Voters, CHUM, United Way, Animal Allies, Glensheen Historic Estate, Park Point Community Club, Minnesota Sea Grant, Duluth Homegrown Musical Festival Committee, PAVSA (Women's Shelter), Loaves and Fishes (Homeless Shelter), The Damiano Center, Beargrease Sled Dog Marathon and many others.

KUMD also partners with over 20 individual educational departments or organizations serving students and the greater community in the Twin Ports including the Alworth International Institute, UMD Department of American Indian Studies, UMD Department of Communication, UMD Foreign Languages and Literatures, UMD Labovitz School of Business and Economics, Tweed Museum, UMD Commission for Women, Women's Resource and Action Center and the UMD Sustainable Agriculture Project.

KUMD receives support from over 120 businesses and nonprofits each year, underwriting revenue and trades included. Some of these organizations are media outlets, such as PACT TV (Public Access Television), Reader Magazine, Transistor and Perfect Duluth Day (online). Through PACT TV KUMD is able to reach even a wider audience, as PACT TV airs KUMD programming on two of its channels all year long.

KUMD also works with over 200 community members who we have trained to host a live broadcast and produce our community driven programming. These connections and contributions are critical to serving our community in the best way possible from community hosted specialty shows to long running expert features. They keep us vital.

KUMD also airs the Duluth City Council meetings every other Mondays.

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.

Each December, KUMD features numerous area non-profits in an informative "Caring and Sharing" segment to raise awareness of critical needs in our community. The Program allows for charitable organizations to present to our audience, what they do, what they need, and how to help that organization meet its needs. In addition, KUMD includes relevant links on most all our web stories so audiences can quickly find and discover important information.

We have many examples of special series of interviews born of great partnerships sharing critical community information increasing KUMD's web traffic and community feedback. One of them is: *Journey to Wellness in Indian Country*, a program that specializes in Native Health research and created in partnership with the University of Minnesota Medical School. In addition to letting listeners know about some of the groundbreaking work being done here, it gives a voice to a community that has too often been underrepresented in the media. At a time when diversity is being encouraged on all levels of society, the series is a powerful tool to build understanding through thoughtful examination of how a Native or minority person's experience might differ from "mainstream" culture. It is an excellent way to provide Native and minority youth positive role models, to see people who look like themselves as doctors, professors and trail blazers in Indian Country. "Journey to Wellness in Indian Country addresses misconceptions about Native people and most importantly stresses the importance of AI/AN themselves rebuilding and running our own health care. The show gives us an opportunity to highlight examples of AI/AN developed and managed programs that most effectively address any one many health issues that we face," says Medical School Director Mary Owen.

CONTINUES...



2017 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

KUMD also aired a series on The Local Solutions to Poverty Forum, an event that takes place during election years, where city and county candidates for office are invited to attend, but people experiencing poverty are the featured speakers. KUMD recorded and aired each of the six speakers and their stories about people grappling with the lack of affordable housing, local dentists who don't take Minnesota Care, transportation barriers for people with disabilities and more. The forum was sponsored by five local charitable organizations that serve the homeless and families in need. It created a powerful dialog between the homeless and city officials, trying to find real world poverty solutions in our community.

These special KUMD features offer opportunities for organizations and people whose voices and circumstances are not widely heard or understood to talk about the very real challenges they and thousands of others here in our community face every day.

KUMD has set record highs during our membership drives (both fall and spring) over the last two years. Comments from members indicate they greatly appreciate the local coverage of events and public interest interviews that improve the quality of life in Northern Minnesota.

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.

Our listening area includes a vital Native American population and KUMD strives to serve this community. KUMD produces and syndicates a monthly 30-minute program called "Ojibwe Stories", featuring the Ojibwe language, local elders, cultural traditions and more. The Ojibwe sections of the program are re-iterated in English.

KUMD also airs a number of programs that share minority culture with a focus on African American and the African diaspora with music in programs including "Caribbean Roots," "Hip-Hop Hotdish" "Soul Village," "Blues Alley," as well as international programs like "The Latin Alternative" and the "Putumayo World Music Hour."

KUMD will continue to produce one of our most popular programs, *Ojibwe Stories*, which is picked up by a number of other stations. We anticipate continuing each of these programs, and are working with other groups to consider other diversity programming.

As for additional programming, we would love to be able to repeat our efforts, if funding is available.

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?

CPB funding is absolutely critical to KUMD, The Duluth Alternative. It allows us to continue providing diverse and non-commercial programming and to create more content that matters specifically to our area audience. We have only seven full-time employees, all of whom are committed to meeting the needs of our audience on-air and online. Without the CPB grant, we would be forced to cut staff, eliminate programs and would lose our ability to produce and air many of the local and national programs.

With the CPB grant we are able to have enough staff to continue creating new meaningful community partnerships and programming, which in the end results in stronger, healthier community. It also allows for a consistent, live, real-time broadcast, with a large community of people creating programming which is unique in our area and in this day and age. CPB funding helps KUMD to continue being the kind of radio station that truly broadcasts in public interest. The way radio is supposed to be.



Making Waves - Locally Relevant

As a coastal town, Lake Superior is a large and active force in our daily lives and we carry this responsibility of keeping the community interested, informed and safe. An example of our responsive broadcast was set in June of 2012, when Northern Minnesota, especially the Duluth area, was hit with a historic flood, causing a great deal of regional, city, and individual devastation. KUMD was instrumental in providing critical information to the area during the emergency and the hours and days that followed. We continued daily coverage featuring live interviews with the Mayor, city infrastructure officials, FEMA, and area nonprofits that assist those in emergencies. In 2016 KUMD continued its role in sharing critical information as it provided extra coverage on the historic storm that hit the Duluth area. KUMD shared emergency information, tree removal and other recovery updates. KUMD is committed to providing weather information all year long and continues to offer coverage of severe weather, tracking snow storms, tornadoes and thunderstorms across our large listening area. During the summer months KUMD provides Park Point Beach reports, with information about beach conditions, and delivers details about critical road conditions and public transportation information through the winter months.



Community Volunteer Impact:

KUMD has numerous locally produced shows that continue serving our community:

- John Bushey's Highway 61 Revisited turned 25 years in 2017 and is the longest standing radio show in the world focusing on Bob Dylan's music
- Laura Erickson's "For The Birds" celebrated 30 years in 2017. The show provides an interesting encyclopedic knowledge of birds.
- "Women's Music Show" has stayed on the air over 30 years and Larry Weber's "Backyard Almanac" for over 20 years.

"I listen to KUMD daily for insightful news, progressive analysis, and music that fits our community like a glove. No other station on the airwaves in Duluth carries the incredibly courageous journalism and points of view that KUMD does. Without KUMD, local voices would be missing from the airwaves, from the Sea Grant to artists to theater groups to Native Americans and so much more. KUMD is a huge part of the soul and culture of our little town on Lake Superior."

- Brad Nelson, Specific Gravity Creative Director



2017 LOCAL CONTENT AND SERVICE REPORT SUMMARY

Standing by Local

All year long KUMD plays local artists' music providing important media exposure to independent artists. KUMD also conducts over 60 Live in Studio A sessions, a 30-minute interview&live performance with local, regional and national artists. Each spring KUMD also provides special coverage on Duluth Homegrown Music Festival with a daily blog and up to four (4) live studio sessions each day with festival artists, to highlight this Duluth event that focuses on local music. KUMD also has various programs that feature area artists, events and organizations; Radio Gallery, MN Reads, Community Calendar, Sharing & Caring etc.

Reach in the Community:

KUMD's local music coverage is essential to Duluth musicians and artists. There is no other radio station that dedicates as many hours to local music and information as KUMD.

Partnerships:

KUMD partners with area music venues and restaurants to inform its listeners about upcoming music events and news. KUMD receives support from area businesses for its special event coverage.

"You play an amazing mix of great, interesting music -- new, old and in between -- and you have great non-musical programming as well. We have all of our radios tuned to 103.3, car and house, and they often stay on all day long. Thank you for providing the soundtrack to our daily lives! Duluth is so lucky to have a station like KUMD!"

KUMD is a really special radio station...interesting, thought-provoking programming, diverse and exciting music that isn't just one play list on repeat...There aren't many places you find that, around the country, and we have it here in Duluth. Thanks for the thought and care you put into KUMD, and for being the playlist and background of my family's daily life."

- **Annalisa Peterson of Duluth**



KUMD is an educational and creative source for over a hundred UMD students each year. The staff trains and mentors students in different areas such as journalism, audio production, creative writing, marketing, promotions and fundraising. Many of the students excelling in these areas are offered paid positions at KUMD. These hands-on journalistic opportunities have propelled several graduates into radio, television and marketing careers.

I love the opportunities college radio provides to students. KUMD is an important resource at UMD, and I'd like to see it continue to thrive.

-Matt from Duluth

Making a Difference:

- Hosts 60-75 live in-studio music sessions each year
- Features over 300 community experts interviews on public affairs issues
- Trains over 100 UMD students throughout the year
- Attracts up to 21,000 monthly page views and listeners from over 40 different countries on KUMD.org
- Serves over 11,000 followers on social media