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.

As a small station with limited resources, the best way we have found to identify community issues, needs and interests is for our staff to become involved with the community. Our door is always open to those in the communities that we serve.

Our staff members actively serve on boards of directors of local non-profits and volunteers at events hosted by not-for-profit organizations in our community. Some of the organizations served by KCCU staff are: United Way of Southwest Oklahoma, Blue-Star Mothers, Lawton Arts-for-All, AMBUCS, Lawton Community Theatre, Southwest Opera Guild, University Baptist Church and Crime-Stoppers. Our community contacts make us aware of the wants and needs of the listening public.

KCCU is now in its seventh year of offering programming specific to the large Native American community in our area. KCCU airs two (2), hour-long, weekly programs from Native Voice One directly targeting the Native American population. KCCU also airs National Native News each weekday evening at six pm. KCCU also airs PSA’s specific to events and projects put on by several tribes and or nations in our listening area. KCCU has Native Americans appear on our weekly public affairs program Community Focus to promote events such as the Medicine Park Native American Flute Festival.

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.

KCCU partners with three (3) other public media outlets in Oklahoma (KGOU, KOSU & KWGS) to form the Oklahoma Public Media Exchange. In turn, OPMX employs editors and journalists thru funds raised on their behalf by the partner stations. These editors and journalist share news stories that cover a variety of topics, including race relations, energy, water, legislative news among other topics.

KCCU works with our local ABC affiliate, KSWO-TV in providing severe weather coverage and forecasts for our area. In the event of a tornado, our staff can switch our signal to that of KSWO for live severe weather coverage.
2) cont.

KCCU was a sponsor at three arts/cultural festivals in 2022: Wichita Falls Arts Alive Home & Garden Festival, The Lawton Arts for All Festival, and the Lawton International Festival. KCCU staff was present at two of these festivals and staffed a booth. KCCU also supported these festival’s via Public Service Announcements (PSA’s), and via our Community Focus program. KCCU also works very closely with our license holder, Cameron University highlighting its speakers’ series, concerts, theatre productions, and other events. KCCU provides the same service to the other three institutions of higher learning in our listening areas including a preset amount of underwriting trade as well as PSA announcements.

All educational institutions are encouraged to use the public affairs program, Community Focus as an outlet to publicize their initiatives or events in addition to PSA’s or underwriting announcements.

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.

One of the partnerships KCCU has engaged in has been the Mountain Metro American Business Clubs (AMBUCS) Trykes n Tread Car Show. The event raises money so that AMBUCS can buy Amtrykes/Ambykes, buy materials to build wheelchair access ramps, and provide scholarships to therapists. KCCU has volunteered at the two-day event and at ramp builds and has promoted the car show via PSA’s and interviews on our public affairs program Community Focus since 2019.

Mountain Metro AMBUCS Car Show Chairperson, Linda Mask said, “Partnership with media outlets, like KCCU, helps us get the word out to the public about our mission of providing Amtrykes and wheelchair access ramps to people that have mobility issues. It also allows us to continue to provide scholarships to the therapists that work with people with disabilities; Thank you KCCU for supporting Mountain Metro and the other three AMBUCS clubs in our area.”

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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

KCCU is entering the seventh year of airing Native American Programming from Native Voice. KCCU airs National Native News at six p.m. each weekday. We air American Indian Living at noon on Saturdays and the program discusses health issue affecting the Native American Community. On Sunday afternoon at two pm we air Native America Calling, a call-in program discussing topics of interest to the Native American Community.
4) cont.

Lawton is home to the Public Health Service/Indian Health Service Lawton Indian Hospital. Providing Native American programming is critical to KCCU’s mission of serving diverse or underserved populations.

KCCU airs PSA’s for Native American tribes/nations. The Comanche Nation and the Fort Sill Apache are headquartered in Lawton. Even though the Chickasaw Nation is headquartered outside our listening area, we air many PSA’s for their events held inside the eastern portion of our listening area.

KCCU is a sponsor of the Lawton International Festival each September. The festival features a United States Citizenship and Immigration Services swearing-in ceremony for new U.S. citizens. The ceremony takes place during the opening ceremonies during which KCCU is recognized as a sponsor. KCCU maintained and staffed a booth at the three-day event in 2022 after it was cancelled in 2020 and 2021.

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?

The CPB CSG Grant is vital to the survival of KCCU. We would not be able to afford programming or program transmission costs without the Community Service Grant.

If KCCU were able to continue, we would not be able to afford programs from National Public Radio and the Public Radio Exchange which supply 19-hours of our weekday programming between them.

We also would not be able to afford personnel to broadcast a schedule that didn’t include a significant percentage of syndicated programs. Our licensee’s bylaws prohibit use of the studio when staff members are not present, so using volunteers overnight and on weekends would not be an option and adding salaried personnel is financially not an option.

If KCCU were to add significant costs to the university budget, KCCU would not be around very long. The university budget is tight, cuts have already been made to university faculty and staff. As we continue to navigate the after effects of the COVID-19 pandemic, shrinking enrollment and shrinking budgets have us greatly concerned about our future.