ID	1287
Grantee Name	KASU-FM
City	State university
State	AR
Licensee Type	University
	Management of the control of the con

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1

Please enter the number of FULL-TIME RADIO employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.1 Employment of Full-Time Radio Employees

	200 00 00
Jump to questic	n: 1.1
Juliah to dresile	

Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000	0	0	0	0	0	0	0
Managers - 2000	0	0	0	0	0	0	0
Professionals - 3000	0	0	0	0	1	0	1
Technicians - 4000	0	0	0	0	0	0	0
Sales Workers - 4500	0	0	0	0	0	0	0
Office and Clerical - 5100	0	0	0	0	0	0	0

Craftspersons (Skilled) - 5200	0	0	0	0	0	0	0
				3		1	
Operatives (Semi- Skilled) - 5300	0	0	0	0	0	0	0
Laborers (Unskilled) - 5400	0	0	0	0	0	0	0
Service Workers - 5500	0	0	0	0	0	0	0
Total	0	0	0	0	1	0	1
1.1 Employment of Fu	ull-Time Radio Em	ployees				Jump to a	uestion: 1.1 😊
Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000	0	0	0	0	0	0	0
Managers - 2000	0	0	0	0	1	0	1
Professionals - 3000	1	0	0	0	3	0	4
Technicians - 4000	0	0	0	0	1	0	1
Sales Workers - 4500	0				0		0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi- Skilled) - 5300			1				0
Laborers (Unskilled) - 5400							0
Service Workers - 5500				1			0
Total	1	0	0	0	5	0	6

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1 😊

Job Code / Joint Employee Officials - 1000	Persons	s with Dis	abilit	ies 0
Managers - 2000				0
Professionals - 3000				0
Technicians - 4000			M40410444	0
Sales Workers - 4500			*****************	0
Office and Clerical - 5100				0
Craftspersons (Skilled) - 5200				0
Operatives (Semi-Skilled) - 5300				0
Laborers (Unskilled) - 5400				0
Service Workers - 5500		***************************************		0
Total				0
1.1 Employment of Full-Time Radio Employees Please enter the gender and ethnicity of each person with disabilities listed above (e.g. 1 African American female).	Jump to	question:	1.1	0
1.2 Major Programming Decision Makers Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility major programming decisions. Include the station general manager if appropriate. Major programming decision decisions about program acquisition and production, program development, on-air program scheduling, etc. Tresult in a double-counting of some full-time employees; employees having the responsibility for making major	for making for formations include the formation for the formation in the formation is the formation for the formation fo	e	1.2	0
programming decisions should be included in the counts for this item and again, by job category above, in the full-time employee Question 1.1.				

https://isis.cpb.org/Survey/Printing.aspx?sabssas=2&secnum=18

Of the full-time employees reported in Question 1.1, how many, including the station general manager,

1.2 Major Programming Decision Makers

Jump to question: 1.2

have responsibility for making major programming decisions?

1.2 Major Prog	gramming Decision Makers	

	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Total
Female Major Programming Decision Makers	0	0	0	0	1	0	1
Male Major Programming Decision Makers	0	0	0	0	2	0	2
Total	0	0	0	0	3	0	3

1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3 🟮

Jump to question: 1.2 😊

Jump to guestion: 1.3

Please enter the number of PART-TIME employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.3 Employment of Part-Time Radio Employees

						our ip to	90000000
Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000	0	0	0	0	0	0	0
Managers - 2000	0	0	0	0	0	0	0
Professionals - 3000	0	0	0	0	0	0	0
Technicians - 4000	0	0	0	0	0	0	0
Sales Workers - 4500	0	0	0	0	0	0	0
Office and Clerical - 5100	0	0	0	0	3	0	3
Craftspersons (Skilled) - 5200	0	0	0	0	0	0	0

Operatives (Semi-

skilled) - 5300	0	0	0	0	0	0	0
Laborers (Unskilled) - 5400	0	0	0	0	0	0	0
Service Workers - 5500	0	0	0	0	0	0	0
Total	0	0	0	0	3	0	3

1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3 🟮

Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000	0	0	0	0	0	0	0
Managers - 2000	0	0	0	0	0	0	0
Professionals - 3000	0	0	0	0	0	0	0
Technicians - 4000	0	0	0	0	0	0	0
Sales Workers - 4500	0	0	0	0	0	0	0
Office and Clerical - 5100	0	0	0	0	0	0	0
Craftspersons (Skilled) - 5200	0	0	0	0	0	0	0
Operatives (Semi- skilled) - 5300	0	0	0	0	0	0	0
Laborers (Unskilled) - 5400	0	0	0	0	0	0	0
Service Workers - 5500	0	0	0	0	0	0	0
Total	0	0	0	0	0	0	0

1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3 🟮

Major Job Category / Job Code

Persons with Disabilities

Officials - 1000

			U
Managers - 2000		P-17-47-00-10-1-1-00-10	0
Professionals - 3000			0
Technicians - 4000		***************************************	0
Sales Workers - 4500	p		0
Office and Clerical - 5100			0
Craftspersons (Skilled) - 5200			0
Operatives (Semi-skilled) - 5300	P*************************************		0
Laborers (Unskilled) - 5400			0
Service Workers - 5500	Francisco contrata de la contrata del contrata de la contrata del contrata de la contrata del contrata de la contrata del contrata de la contrata del contrata del contrata de la contrata de la contrata de la contrata del contrata de la contrata del cont		0
Total			0
1.4 Part-Time Employment	Jump to question:	1.4	0
Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how worked 15 or more hours per week, but not full time?	v many		
1.4 Part-Time Employment	Jump to question:	1.4	0
Number working less than 15 hours per week			2
1.4 Part-Time Employment	Jump to question:	1.4	0
Number working 15 or more hours per week			1
1.5 Full-Time Hiring	Jump to question:	1.5	0
Enter the number of full-time employees in each category hired during the fiscal year. (Do not include internal promotions, but do include employees who changed from part-time to full-time status			
1.5 Full-Time Hiring	Jump to question:	1.5	0

No full-time employees were hired (check here if applicable)

1.5 Full-Time Hiring				Jump to q	uestion: 1	.5 🤤
Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male		Total
Officials - 1000	0	0	0	0		0
Managers - 2000	0	0	0	0		0
Professionals - 3000	0	0	0	0		0
Technicians - 4000	0	0	0	0		0
Sales Workers - 4500	0	0	0	0		0
Office / Service Workers - 5100-5500	0	0	0	0		0
Total	0	0	0	0		0]
1.6 Full-Time and Part Enter the total number of previously filled positions regardless of whether the whether it was filled by an the promotion of an emplo newly created position to	full-time and part-time and newly created po- ey were filled during the n internal or an externa- oyee who stays in ess	openings that occurred disitions. Include all positions by year. If a job opening wall candidate. Do not includentially the same job but he	ns that became availables filled during the year, le as job openings any has a different title (i.e.	clude both vacancies in le during the fiscal year, include it regardless of positions created throug where there was no vaca	h ancy or	.6
1.6 Full-Time and Part	-Time Job Opening	§S		Jump to qu	uestion: 1.	6 😝
Number of full-time and pa	art-time job openings					2
1.7 Hiring Contractors	;			Jump to qu	estion: 1.	7 🙃
During the fiscal year, did	you hire independent	contractors to provide any	of the following service	es?		
1.7 Hiring Contractors				Jump to qu	estion: 1.	7 📵
				Chec	k all that a	pply

Underwritting solicitation related activities

rint Survey	
Direct Mail	
Telemarketing	
Other development activities	
Legal services	
Human Resource services	
Accounting/Payroll	
Computer operations	
Website design	
Website content	
Broadcasting engineering	
Engineering	
Program director activities	
None of the above	
comments Question	Comment
No Comments for this section	

3/23/22, 1:38 PM

Licensee Type	University
State	AR
City	State university
Grantee Name	KASU-FM
	1287

2.1 Corporate Management

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer	1.00	\$ 47,380	3
Chief Executive Officer - Joint		\$	
Chief Operations Officer		\$	
Chief Operations Officer - Joint		\$	
Chief Financial Officer		\$	
Chief Financial Officer - Joint		\$	
Chief Digital Media Operations		\$	
Chief Digital Media Operations - Joint		\$	

2.1 Corporate Management

Jump to question: 2.1

Jump to question: 2.1 📵

Please list the Other Job titles in this sub-category not listed above

2.2 Communication and Promotions			Jump to question: 2.2 😌
Publicity, Program Promotion Chief Publicity, Program Promotion Chief - Joint		\$	
Communication and Public Relations, Chief	processor and an appropriate and appropriate a	\$	
Communication and Public Relations, Chief - Joint		\$	
2.2 Communication and Promotions			Jump to question: 2.2 😌
Please list the Other Job titles in this sub-category n	ot listed above		
2.3 Programming and Productions			Jump to question: 2.3 ©
Programming Director	1.00	\$ 40,806	29
Programming Director - Joint		\$	
Production, Chief	1.00	\$ 32,037	2
Production, Chief - Joint		\$	
Executive Producer		\$	
Executive Producer - Joint		\$	
Producer		\$	
Producer - Joint		\$	
2.3 Programming and Productions			Jump to question: 2.3 😌
Please list the Other Job titles in this sub-category ne	ot listed above		
2.4 Development and Fundraising			Jump to question: 2.4 🙃

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Development, Chief		P			
Development, Chief - Joint		<u> </u>	n r		
Development, Offici - John		\$			
Member Services, Chief		\$	7 f	-	
	L		J L		
Member Services, Chief - Joint		\$			
Membership Fundraising, Chief	Long-section of the section of the s	**************************************	7		***********************
membership rundraising, oner		۶			
Membership Fundraising, Chief - Joint		\$	1 [
] [***************************************
Major Giving Fundraising Chief		\$		-	
Major Giving Fundraising Chief - Joint	<u> </u>	s	1	PALL PRODUCTION OF THE PARTY OF	
major of viriginal and a district of the country of		٩			
On-Air Fundraising, Chief	***	\$	1		
	The transfer of the state of th		J L	***************************************	INTERPORTURA DE LA CONTRACTOR DE LA CONT
On-Air Fundraising, Chief - Joint		\$			
Auction Fundraising, Chief		\$	1		
		Y			
Auction Fundraising, Chief - Joint		\$		***************************************	
	Emilian region (Augustus) (Arts - 10,1) PR (2010) 0 F FF (August 2008) Baur (Ball)		1		
2.4 Development and Fundraising			Jump to que	stion: 2	.4
Please list the Other Job titles in this sub-category not listed	ahove		,		
The second state of the se	above				
0.5.11d					
2.5 Underwritting and Grant Sollicitation			Jump to que:	stion: 2	2.5 🟮
Underwriting, Chief	1.00	\$ 38,87	4		9
Underwriting, Chief - Joint		\$			
Corporate Underwriting, Chief	P	\$	1 [
	***************************************	`l	_ L		
Corporate Underwriting, Chief - Joint		\$			
Foundation Underwriting Chief	general constant and a section of the section of th		manual face		· · · · · · · · · · · · · · · · · · ·
Foundation Underwriting, Chief		\$	100		

44000	
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Foundation Underwriting, Chief - Joint	***************************************	\$			
Government Grants Solicitation, Chief	2000 000 000 000 000 000 000 000 000 00	\$			
Government Grants Solicitation, Chief - Joint		\$			
2.5 Underwritting and Grant Sollicitation			Jump to que	estion: 2.5	0
Please list the Other Job titles in this sub-category not listed above					
2.6 Broadcast Engineering and Information Technology			Jump to que	stion: 2.6	0
Operations and Engineering, Chief	1.00	\$ 5.	2,668		4
Operations and Engineering, Chief - Joint		\$		70x 90x 051x10x10x10x10x10x10x10x10x10x10x10x10x10	
Engineering Chief		\$			
Engineering Chief - Joint		\$		***************************************	
Broadcast Engineer 1		\$			
Broadcast Engineer 1 - Joint		\$	Processor and Pr	PERSONAL PROPERTY OF THE PROPE	
Production Engineer		\$	***************************************		
Production Engineer - Joint		\$	Accessed and a second a second and a second		
Facilities, Satellite and Tower Maintenance, Chief		\$	Francisco de la constanta de l	***********************************	
Facilities, Satellite and Tower Maintenance, Chief - Joint		\$			promote de de de
Technical Operations, Chief		\$			300
Technical Operations, Chief - Joint	P	\$			
Information Technology, Director		\$			
Information Technology Director - Joint		s.			

Print Survey 3/23/22, 1:40 PM

Web Administrator/Web Master		\$		
Web Administrator/Web Master - Joint		\$		***************************************
2.6 Broadcast Engineering and Information Techn	ology		Jump to question:	2.6
Please list the Other Job titles in this sub-category not liste	ed above			
2.7 Journalists, Announcers, Broadcast and Traffi	С		Jump to question:	2.7 🟮
News / Current Affairs Director	1.00	\$ 35,394		10
News / Current Affairs Director - Joint		\$		
Music Director		\$		***
Music Librarian/Programmer		\$		**************************************
Announcer / On-Air Talent	1.00	\$ 26,089		6
Announcer / On-Air Talent - Joint		\$	A second	
Reporter		\$		
Reporter - Joint		\$		
Public Information Assistant		\$		
Public Information Assistant - Joint		\$		
Broadcast Supervisor		\$		
Broadcast Supervisor - Joint		\$		***
Director of Continuity / Traffic		\$		
Director of Continuity / Traffic - Joint		\$		***************************************

2.7 Journalists, Announcers, Broadcast and Traffic

Jump to question: 2.7 🟮

Please list the Other Job titles in this sub-category not listed above

2.8 Education and Community Engagement

Education, Chief		\$	
Education, Chief - Joint		\$	
Volunteer Coordinator		\$	
Volunteer Coordinator - Joint		\$	
Events Coordinator		\$	
Events Coordinator - Joint		\$	
Section 2. Average Salary Totals	7.00	\$ 273,248	63

Jump to question: 2.8

Jump to question: 2.8 😑

2.8 Education and Community Engagement

Please list the Other Job titles in this sub-category not listed above

Comments

Question

Comment

No Comments for this section

ID	1287
Grantee Name	KASU-FM
	State university
State	AR
Licensee Type	University

3. (2012) (1.10)			
3.1 Governing Board Method of Selection	Jump to question	1: 3.1	0
Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:			
3.1 Governing Board Method of Selection	Jump to question	1: 3.1	0
Ex-Officio (Automatic membership because of another office held)			C
3.1 Governing Board Method of Selection	Jump to question	3.1	0
Appointed by government legislative body (including school board) or other government official (e.g. governor)	lance of the second		7
3.1 Governing Board Method of Selection	Jump to question	3.1	0
Elected by community/membership			0
3.1 Governing Board Method of Selection	Jump to question	3.1	0
Other (please specify below)	# 15 A 1 A 1 A 1 A 1 A 1 A 1 A 1 A 1 A 1		0
3.1 Governing Board Method of Selection	Jump to question	3.1	0
3.1 Governing Board Method of Selection	Jump to question	3.1	0
Elected by board of directors itself (self-perpetuating body)	**************************************		0

3.1 Governing Board Method of Selection

Total numb	er of board members (Au	utomatic total of the	above)			7	
3.2 Gover	ning Board Members	S			Jump to question	3.2 🙃	
Please reponumber of	ort the racial or ethnic gro governing board membe	oup of the members	s of your governing boa	ard by gender. Please	e also report the		
3.2 Gover	ming Board Members	3			Jump to question:	3.2 🙃	
For minority	y group identification, ple	ease refer to "Instruc	ctions and Definitions"	in the Employment so	ubsection.		
3.2 Gover	ning Board Members	•				Jump to	question: 3.2 😊
	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	More Than One Race	Tota
Female Board Members	0	0	0	0	1	0	1
Male Board Members	1	0	0	0	5	0	6
Total	1	0	0	0	6	0	7
3.2 Gover	ning Board Members				Jump to guestion:	3.2	
Number of \	Vacant Positions					0]	
3.2 Govern	ning Board Members				Jump to guestion:	3.2	
Total Numb	er of Board Members (To	otal should equal the	e total reported in Que	stion 3.1.)	The state of the s	7	
3.2 Govern	ning Board Members				Jump to question:	3.2 🙃	
Number of E	Board Members with disa	abilities				0	
Comments					Representation and the second and th		
Question		С	omment				
No Commer	nts for this section						

Jump to question: 3.1 😊

ID	1287
Grantee Name	KASU-FM
City	State university
State	AR
Licensee Type	University

4.1 Community Outreach Activities

Jump to question: 4.1 😌

Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific, formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?

4.1 Community Outreach Activities

Jump to question: 4.1 😊

# - 23 CMF 03285669	
	Yes/No
Produce public service announcemnts?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the educational community?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Produce/distribute informational materials based on local or national programming?	Yes

Did the informational programming materials have a educational community?	specific, formal component designed to be of special service to the	No
Did the informational programming materials have a community and/or diverse audiences?	specific, formal component designed to be of special service to the minority	No
Host community events (e.g. benefit concerts, neigh	porhood festivals)?	Yes
Did the community events have a specific, formal co	mponent designed to be of special service to the educational community?	No
Did the community events have a specific, formal co diverse audiences?	mponent designed to be of special service to the minority community and/or	Yes
Provide locally created content for your own or anoth	er community-based computer network/web site?	Yes
Did the locally created web content have a specific, to community?	ormal component designed to be of special service to the educational	No
Did the locally created web content have a specific, to community and/or diverse audiences?	ormal component designed to be of special service to the minority	No
Partner with other community agencies or organization district)?	ons (e.g., local commerical TV station, Red Cross, Urban League, school	Yes
Did the partnership have a specific, formal componer	nt designed to be of special service to the educational community?	Yes
Did the partnership have a specific, formal componer audiences?	nt designed to be of special service to the minority community and/or diverse	Yes
Comments		
Question	Comment	

No Comments for this section

MARK SMITH

Financial Reporting Le	egal Forms	Grant Payments	Grantee Profile
SAS-Radio \\ 5. Radio Programming and Pr	roduction		Current Grantee View: KASU-FM
		Change Grantee:	Change Grantee 😊
Radio Programming and	l Production	<u>This l</u>	Page Entire Survey
Change Section: 5. Radio Programming an Show all data for: 2021	d Production 😊		Instruction Guide
5.1 Radio Programming and Production Instructions and Definitions:		Jump	to question: 5.1 😊
About how many original hours of station program (For purposes of this survey, programming intendistribution to at least one station outside the grant	led for national distribution is de	owing categories did the grant recipie efined as all programming distributed	nt complete this year? or offered for
	For National Distribution	For Local Distribution/All Othe	r Total
Music (announcer in studio playing principally a sequence of musical recording)		1,742	1,742
Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)		120	120
News and Public Affairs (includes regular coverage of news events, such as that produced by a newsroom, and public issues-driven listener participation, interview and discussion programs)		115	115
Documentary (includes highly produced longform stand alone or series of programs, principally		0	0

CPB ISIS 3/23/22, 1:54 PM

devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)			
All Other (incl. sports and religious — Do NOT include fundraising)		0	0
Total	0	1,977	1,977
Out of all these hours of station production during the charge of the production? (Minority ethnic or racial gro American/Pacific Islander.)	year for about how many was a minority oups refer to: African-American, Hispanic	ethnic or racial group member c, Native American and Asian	in principal
Approx Number of Original Program Hours			115
	Have yo	u completed this Section?	Yes No
Back	Cancel		Next

ID	1287
Grantee Name	KASU-FM
City	State university
State	AR
Licensee Type	University
**************************************	THE WALL TO SELECT THE PROPERTY OF THE PROPERT

6.1 Telling Public Radio's Story

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 occured in Fiscal Year 2021. 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.

Jump to question: 6.1 😊



Joint licensee Grantees that have filed a 2021 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.

6.1 Telling Public Radio's Story

Jump to guestion: 6.1



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.

KASU is the only public radio station serving our largely rural, tri-state area. The station seeks to provide its listeners with a diverse selection of public radio programming, reflected in the station's slogan - "Music, News, Arts, and Views." KASU provides music programs in a variety of styles and genres that are not being offered by other radio stations in our region. From our classical and jazz programs in the evening and overnight, to blues, bluegrass, celtic, and Americana programs on the weekends, to our noontime "Arkansas Roots" program which airs six days a week. KASU serves an audience with diverse musical tastes and interests. In addition to classic and obscure recordings, "Arkansas Roots" features new music from Arkansas musicians and promotes performances at local venues. The promotion of live performances

remained limited due to the ongoing pandemic, but program host Marty Scarbrough was still able to promote some online performances and also new music being recorded and produced while musicians were unable to perform live. For nearly 20 years, a large part of KASU's inperson engagement has been exemplified by our monthly Bluegrass Monday concert series. These concerts held in the Collins Theater in nearby Paragould, Arkansas, had to be shut down for most of the 2021 fiscal year because of the pandemic. Working with the theater's board and the state Department of Health, we were able to re-start these concerts, under certain COVID restrictions, in May of 2021. The restrictions, and continued concerns about the virus, kept audience numbers down, but those who were able to attend enjoyed the return of live music. The Arkansas Roots Music Festival is the capstone event of the Delta Symposium, an annual academic presentation of research

on the heritage and culture of our Mississippi Delta region. The symposium was converted to a virtual event for 2021, and the Arkansas Roots Music Festival was held over a chilly Memorial Day weekend. A small crowd averaging about 150 enjoyed the outdoor event held at a local lake, featuring several musical acts from around the state. There was plenty of room for social distancing, plenty of distance between performers and the audience, and masks were worn by participants who were not performing. Our regular KASU Music Nights at the Johnny Cash Heritage Festival in nearby Dyess, Arkansas, had to be shut down, as the festival was cancelled due to the pandemic. We were heavily involved in the planning for the event, and in discussions regarding changes in the festival for the future. The Downtown Entertainment Series in nearby Newport, Arkansas, received approval from the Arkansas Department of Health to go on, as events are held outdoors in a local park with plenty of room for social distancing. The series was re-branded as Monster Nights, and KASU's monthly concerts through the summer were dubbed Monster Groovez. The stage was well distanced from the audience, sanitizer was provided throughout the park, and masks were strongly recommended for people moving about or interacting within the park. This worked well, and audiences ranging between 100 and 200 enjoyed these live monthly concerts. KASU has continued to provide local and regional news from our own news team, and to incorporate stories shared through cooperation with other public radio stations in the state. KASU's news team has been diligent, both on-air and online, in providing information on news events, on election issues and candidates, on developments in city and county government, and on the ongoing pandemic. The news staff, led by KASU News Director Johnathan Reaves, has provided stories dealing with agricultural and economic issues, changes in local government and in the local economy, and challenges in education as the COVID-19 pandemic continues. KASU has continued to air the weekly COVID-19 news conferences from Arkansas Governor Asa Hutchinson. In addition, News Director Johnathan Reaves has had regular conversations with Dr. Shane Speights, Dean of the NYIT College of Osteopathic Medicine, located on our campus. In these interviews, Dr. Speights presented the latest information he has about the virus, offering KASU listeners facts, providing new information as more became known, and debunking myths about the disease. These interviews are broadcast and also presented on the station's website and social media. A Coronavirus tab was set up on the station's website, to provide easy access to all of KASU's reporting and to links for coronavirus information. Many KASU members expressed their appreciation for these broadcasts and services while making their donations to the station. In addition to music and news, KASU also offers regular features and interviews promoting the activities of Jonesboro's Foundation of the Arts and other arts organizations in the area, keeping listeners informed about art exhibits, performances, plays, film festivals, and concerts throughout the region. KASU's news and interviews, along with NPR programs such as "1A," "Fresh Air," and "Here and Now," provide listeners with multiple viewpoints on a wide variety of topics. The KASU program "A-State Connections" is a locally-produced program that focuses on research, programs, and activities at Arkansas State University that have an impact beyond our campus. This program has led to partnerships with other campus departments and organizations, and it has spawned a podcast that focuses on student research. This program and the "Create @ State" podcast are aimed at informing audiences of the impact of our higher learning institution on the broader community, and at engaging with more of our diverse student population. Five nights a week, KASU presents our locally-produced "Jazz Tonight," which features recordings from the station's extensive jazz library. KASU also continued to offer locallyproduced, weekly music programs, airing on Saturdays and Sundays and hosted by community volunteers. These programs present our audience with diverse selections in a number of genres. All of these programs align with KASU's mission to provide educational and entertaining programming that is truly unique to our audience. With the help of grants from the Kays Foundation at Arkansas State University and the Arkansas Arts Council, KASU launched the new program, "In Performance at A-State," in October, 2020. The program presents selected recordings from a variety of concert performances given by the Music Department at Arkansas State University, with information about the groups or musicians featured and the works they are performing. The program is hosted by A-State Music Professor, Dr. Ed Owen. By showcasing the work of our university's Music Department, we hope to engage more music students and their families, as well as music students from area public schools.

6.1 Telling Public Radio's Story

Jump to question: 6.1 😌



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.

KASU has partnered with the NYIT College of Osteopathic Medicine, located on the Arkansas State University campus, to present a weekly segment called Delta Health. This short program features the voice of a medical professional from the college discussing a topic of particular concern to people living in our Mississippi Delta region. The program dealt with a variety of health issues prior to the pandemic, but it has focused primarily on COVID-19 since the outbreak of the virus. As previously mentioned, KASU continued to participate in a statewide cooperative to share news and exchange stories with other public media stations in Little Rock, Fayetteville, and Texarkana. This service adds to the variety of stories and voices heard on KASU and helps supplement the local news provided by our reporters. In addition to the radio news collaboration. KASU continued partnerships with several arts organizations in the region to present or promote various concerts and performances. KASU has partnered with the Delta Symphony Orchestra in a trade agreement in which KASU promotes the orchestra's concerts in exchange for recognition in concert programs and on the organization's website. We have a similar arrangement with the Fowler Center, Arkansas State University's performing arts center. A partnership with the Foundation of Arts of Northeast Arkansas includes interviews and promotion of their events and performances, for which KASU gets placement in their programs and in their season brochure. The station also has a banner displayed in the Foundation's Arts Center. As outlined previously, KASU maintains a long tradition of offering live music performances throughout the region. Our Monster Groovez concerts are the result of a partnership with a downtown revitalization effort in nearby Newport, Arkansas. DRIVE, the Downtown Revitalization and Improvement Volunteer Effort, sponsors a series of events in the spring and summer at a park in downtown Newport. KASU, with funding from a local industry, provided a live, monthly concert as part of the city's Monster Nights Downtown Entertainment Series. These blues and jazz concerts bring outstanding performers from around the state and region to Newport each month, for a memorable evening of outdoor music and fun. These concerts were enjoyed in the summer and early fall of 2020, and again in the spring and summer of 2021, with approval of the Arkansas Department of Health. KASU also continued its long-time partnership with the Collins Theater in the nearby town of Paragould, where the station sponsors its very popular Bluegrass Monday concert series each month. The station acknowledges the support of several local businesses who underwrite the concert series. While these concerts were shut down by the pandemic, we were able to resume the series, under COVID restrictions, in May 2021. Our audience numbers were seriously impacted by COVID restrictions, but the concerts remain a popular feature at the theater. The pandemic has prevented the continuation of KASU's annual "Jazz for the Holidays" concert in the nearby town of Pocahontas, Arkansas. Renowned jazz trumpeter Gary Gazaway, a Pocahontas native, had been collaborating with an outstanding group of musicians from around the region to present a concert of holiday classics. We are hoping to engage with local businesses to resume this yearly tradition when the pandemic abates. KASU once again partnered with A-State's Department of English, Philosophy, and World Languages on the capstone event in the Delta Symposium at Arkansas State University. The Arkansas Roots Music Festival, typically held on the final day of the Symposium, had to be postponed after the symposium was converted to a virtual event. The music festival was held on Memorial Day weekend, at an outdoor stage in a local park, under special COVID restrictions. KASU News Director Johnathan Reaves served as President of the Board of Directors of the Public Media Journalists Association (PMJA). In that role, he was involved in the organization's fundraising for a foundation to provide funding for training and internships for budding journalists and for journalists who are new to the realm of public media. Johnathan was also instrumental in the planning of PMJA's annual convention, which was held virtually. KASU maintains memberships in four area Chambers of Commerce - Jonesboro, Paragould, Newport, and Batesville. KASU's Director of Underwriting and Corporate Relations, Doreen Selden, typically helps with planning for the Jonesboro Chamber's Business Expo, and also attends similar events in the other towns. All of these events were cancelled due to the pandemic. Doreen did attend virtual Business After Hours events and virtual Chamber meetings. KASU has also partnered with Arkansas Heritage Sites at Arkansas State University to present KASU Music Nights as part of the Johnny Cash Heritage Festival, held in Cash's hometown of Dyess, Arkansas. The festival was cancelled due to the pandemic, but KASU has remained involved in planning for changes to the festival in the future.

6.1 Telling Public Radio's Story

Jump to guestion: 6.1



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.

KASU assisted in planning the Johnny Cash Heritage Festival, which ended up being cancelled by the pandemic. However, station personnel were involved in the planning for a scaled down event which occurred in the fall of 2021. Adam Long, Director of A-State Heritage Sites, which organizes the festival, said, "We are grateful for our ongoing partnership with KASU. KASU helps us share Johnny Cash's musical legacy in Northeast Arkansas. Guests walk away telling us that they understand better the way that place and context influence art." KASU collaborates with A-State's Department of English, Philosophy, and World Languages in the annual Delta Symposium at Arkansas State University. The event showcases research into the music, culture, and heritage of the Mississippi Delta region and its impact on our nation and our world. KASU's Arkansas Roots Music Festival typically caps off the symposium. This year, the symposium had to be held virtually, and the music festival was postponed to a later date, under COVID restrictions approved by the Arkansas Department of Health. Dr. Greg Hansen, a professor of folklore and English, said, "This music festival connects the university to the community.... Producing, coordinating, and publicizing the event would not be possible without the generous support from KASU." KASU's "Arkansas Roots" does more than just play local and regional music. Throughout the year, the program offers arts features that inform the listeners about concerts, recitals, plays, and exhibits that are being presented in the community. There are over 100 of these features produced over the course of a year. KASU's local music programs continue to attract attention. Listener Paul Schniedermeyer in Jackson, Missouri, referred to "Arkansas Roots" in an email to the station, saying, "I happened to be in Poplar Bluff (Missouri) and heard this program. Since, I have shared it with friends and family...." He went on to say how much he enjoyed it, despite not being a resident of Arkansas. In addition, a couple passing through our broadcast area on a cross-country trip called the station to say how much they enjoyed "Arkansas Roots." They made a donation in appreciation of the program. Donors had similar compliments for Six Degrees of the Delta, Rhythm & Grooves, and Mr. Rogers' Rock Collection, all produced in the KASU studios. Listener/Member Cheryl Pasmore said, "Local music programs are my favorites!" The Collins Theater in Paragould, Arkansas continues to host KASU's Bluegrass Monday concert. KASU's longest running concert series, Bluegrass Monday brings nationally known, award-winning bluegrass bands to the Collins each month to perform. When the concert series resumed under COVID restrictions, KASU began selling tickets to the event, with all proceeds going directly to the band. Underwriting support helps us pay for rental and technical assistance. KASU Program Director Marty Scarbrough emcees the event each month, and works diligently to book the bands well in advance. Theater Board Member Gina Jarrett says, "KASU has helped put Paragould and the Collins Theater on the map for bluegrass fans."

6.1 Telling Public Radio's Story

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Jump to guestion: 6.1

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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

KASU is continually looking for ways to grow our audience and reach out to underserved populations in our community. This year, we began discussing an opportunity to use some savings in programming costs to add some programs we felt would broaden the diversity of our program offerings. The actual programming change did not occur in this fiscal year, but planning began for the addition of "Throughline," and "Code Switch/Lifekit" to our program schedule, among other public affairs programs. We also sought local funding to add "Latino USA" to our schedule, and we hope to add that program soon. We also seek out local stories and provide information about local and regional events that involve or engage diverse populations. KASU also offers weekend programs of music and information produced by local staff and volunteer personnel of ethnicity. Programs such as "Arkansas Roots," "Rhythm and Grooves," and "Tradition," feature roots music from the soul, rhythm & blues, and gospel traditions, which appeal to a diverse audience and often include obscure and vintage recordings and fascinating information on Arkansas' diverse history and culture. Stories aired on KASU's local and regional newscasts throughout the year covered such issues as: -The passage of the capital city's first hate crimes law, and the push for statewide hate crime legislation. -The firings of a School Resource Officer and a Sheriff over racist posts on social media. -The appropriation of state COVID-19 funds to address needs specific to minority communities. -The debate over Confederate statue removal on state Capitol grounds. -A Little Rock museum's plan to archive the pandemic impact on black Arkansans. -Fundraising efforts for statues of Daisy Bates and Johnny Cash to replace current statues representing Arkansas in the U.S. Capitol. -Controversial bills in the legislature to restrict social justice and diversity education. -Controversial bills in Arkansas and Tennessee impacting transgender athletes in public schools. -The pandemic impact on the state's Pacific Islander community. -Renaming Arkansas State University's Military Science building after first African-American faculty member. -The controversy and debate over a PRIDE month display at the Craighead County-Jonesboro Public Library.



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?

KASU is the only public radio station serving a largely rural, tri-state region. We would not be able to provide the local and regional news, the unique, locally produced music programs, the live music performances, and other programs and services without the support we get from the Corporation for Public Broadcasting. Small stations like KASU are the ones most greatly impacted by CPB funding, as this funding makes up a significant percentage of our budget. We continue to fund one staff position from the Community Service Grant: Doreen Selden's position is paid for with CPB funds. Through her efforts, KASU continues to show increasing local support for its mission and programs. In addition to recruiting new underwriters. Doreen provides the important service of maintaining relations with existing contributors by personal visits, phone calls, and general public relations. She works the phones during our fundraising drives, attends business related functions in the community. and helps with special events and projects. The Community Service Grant makes her job - and our financial growth -- possible. KASU's staff includes four on-air personnel and six volunteers who produced an estimated 1,742 hours of music programs, 115 hours of news and public affairs, and 120 hours of arts and culture features. Local programming is labor intensive. We could not fill an entire schedule of quality programming seven days a week, 24 hours a day, without financial support from the Corporation for Public Broadcasting. The Community Service Grant (CSG) allows KASU to provide well-known national public radio programs of news, discussion and music. Audience research shows that some of our most popular programs are 1A; Wait, Wait... Don't Tell Me; and Morning Edition. KASU is able to provide these and other national programs because of the CSG. Without the grant funding, the quality of our music offerings would suffer, because it is practically impossible to find local hosts with the time and talent to produce classical and jazz music programs in this area. Performance Today, Concert Hall, and Jazz Tonight are prime examples of programs that are enjoyed throughout the region, and these programs are a great service to listeners in northeast Arkansas, southeast Missouri and northwestern Tennessee.

Comments

Question

Comment

No Comments for this section

ID	1287
Grantee Name	KASU-FM
City	State university
State	AR
Licensee Type	University

7.1 Journalists

Jump to question: 7.1

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for those positions but provided the position descriptions to the provided provided the position of the

for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.	
7.1 Journalists	

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Job Title	Full Time	Part Time	Contract	Male	Female	African- American	Hispanic	Native- American	Asian/ Pacific	White, Non- Hispanic	More Than One Race	Other
News Director	1	0	0	1	0	0	0	0	0	1	0	0
Assistant News Director	0	0	0	0	0	0	0	0	0	0	0	0
Managing Editor	0	0	0	0	0	0	0	0	0	0	0	0
Senior Editor	0	0	0	0	0	0	0	0	0	0	0	0
Editor	0	0	0	0	0	0	0	0	0	0	0	0
Executive Producer	0	0	0	0	0	0	0	0	0	0	0	0
Senior Producer	0	0	0	0	0	0	0	0	0	0	0	0
Producer	0	0	0	0	0	0	0	0	0	0	0	0
Associate Producer	0	0	0	0	0	0	0	0	0	0	0	0
Reporter/Producer	0	0	0	0	0	0	0	0	0	0	0	0
Host/Reporter	1	0	0	1	0	1	0	0	0	0	0	0
Reporter	0	0	0	0	0	0	0	0	0	0	0	0
Beat Reporter	0	0	0	0	0	0	0	0	0	0	0	0
Anchor/Reporter	0	0	0	0	0	0	0	0	0	0	0	0
Anchor/Host	0	0	0	0	0	0	0	0	0	0	0	0
Videographer	0	0	0	0	0	0	0	0	0	0	0	0
Video Editor	0	0	0	0	0	0	0	0	0	0	0	0
Other positions not already accounted for	0	0	0	0	0	0	0	0	0	0	0	0
Total	2	0	0	2	0	1	0	0	0	1	0	0

Jump to question: 7.1

Comments

Question

Comment