KCCU LOCAL CONTENT AND SERVICES REPORT 2020

*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 a small staff and 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.

Each of our staff members actively serves on boards of directors of local non-profits or volunteers their time at a not-for-profit or faith-based organization. Some of the organizations served by KCCU staff are: Blue-Star Mothers, Lawton Arts-for-All, AMBUCS, Lawton Community Theatre, Southwest Opera Guild, University Baptist Church and Crime-Stoppers. Through our community contacts, we are constantly made aware of the wants and needs of the listening public.

KCCU is now in the sixth 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 airs PSA’s specific to events and projects put on by several tribes and or nations in our listening area. KCCU also 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.

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 has the ability to switch our signal to that of KSWO for live severe weather coverage.

KCCU sponsored two local arts/cultural festivals in 2020: Wichita Falls Arts Alive Home & Garden Show and the Lawton International Festival. KCCU staff were present at all of these festivals and the station maintained a staffed booth. The third festival we normally sponsor in May was cancelled due to the COVID-19 pandemic.

2) cont.

KCCU also works very closely with our license holder, Cameron University, to highlight: speakers’ series, concert series and et cetera. KCCU provides the same service to the other three institutions of higher learning in the area 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 partners KCCU works with on an annual basis is the City of Lawton, Arts and Humanities Division. Every September, the City of Lawton holds the Lawton International Festival. The festival is a celebration of the many countries and cultures which make up the City of Lawton.

The festival features a United States Citizenship and Immigration Services swearing-in ceremony for new U.S. citizens. The festival runs from Friday afternoon through Sunday afternoon and also features area talent on two stages, vendors’ booths and food trucks.

As a media sponsor of the International Festival, KCCU provides underwriting announcements; web tiles and feature stories on our web page; PSA’s and station personnel also staff a booth at the festival.

Michael Leal is the Arts Coordinator for the City of Lawton, Arts and Humanities Division. Mike had this to say about KCCU, “We are very grateful for the support KCCU provides for the International Festival. KCCU always provides a generous amount of publicity for the Festival. As one of our media sponsors, the festival could not be a success without media partners such as KCCU getting the word out.”

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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

KCCU is entering the sixth year of airing Native American Programming from Native Voice 1. 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.

4) cont.

On Sunday afternoon at two pm we air Native America Calling, a call-in program discussing topics of interest to the Native American Community.

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

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?

Without the CPB CSG Grant, KCCU as it is now would cease to exist. 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 Public Radio International, which supply 19-hours of our weekday programming between them.

There would be a domino effect. We would probably have to outsource KCCU-dot-org, which is hosted by NPR Digital, at a much higher cost. 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 for overnight and weekends would not be an option.

If KCCU were to add significant cost to the university budget, KCCU would not be around very long. The university budget is very tight. And now, it is very much tighter due to COVID-19 shrinking the number of students enrolled in the university.