

Corporation for Public Broadcasting (CPB)
Fiscal Year 2021 Station Activities Survey (SAS)
Section 6. Local Content and Services Report; Telling Public Radio's Story

Submitted by KMUW to the CPB on 3/13/22
Approved by the CPB on 3/23/22

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.

KMUW's role to provide news, context, and understanding of issues could not have been more important than in Fiscal Year 2021. Following the most divisive US presidential election in recent history, the spread of misinformation about the election results required that public radio step up as much as at the start of the deadly world pandemic only one year before. KMUW responded to the national misinformation crisis with news coverage on air, online, and on demand, as well as during panel discussions with questions from the public. New partnerships gained during KMUW's Election Blueprint project to prepare underserved communities for an election during the pandemic, helped us reach newer audiences with this vital information about disinformation.

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.

KMUW's role in providing timely and relevant news to the entire state continued in FY21. We maintained a leading role in the statewide cooperative program, Kansas News Service. The KNS provides free content for all public broadcasters, commercial broadcasters, and print outlets to ensure the most widespread availability possible, recognizing that many communities in Kansas do not have access to news about their state without the KNS content.

KMUW is the lead station for the Kansas Public Media Preservation Project, designed to preserve the history of Kansas by preserving the public broadcasts of content since 1949.



This massive digitization project has taken thousands of old reel-to-reels, DATs, Beta and VHS media formats and transferred them to digital files for safekeeping at the American Archive of Public Broadcasting and the Library of Congress. KMUW's participation on behalf of all stations in the state represents the first content from Kansas included in the national program. KMUW recognized that most other stations in the state would not have the resources or means to take on such an enormous project that will take more than two years.

KMUW takes its community service mission and leadership role in the state quite seriously. We actively seek partnerships with public, private, government, education, and media organizations across all departments and services.

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.

In fiscal year 2021, KMUW played an integral role in the Story Corps' One Small Step program that brings people together in a new way to help close the enormous political divide across America today. Several cities across the country participated in One Small Step, while Wichita was selected to serve as the lead example for how the country can come together just by having conversations. The location of Wichita, literally the middle of the United States, along with the perceptions of the Midwest states being rural and conservative. The success of KMUW's project means the coming year will involve dozens of local organizations bringing hundreds of Kansans together for courageous conversations. The project thus far has received a great deal of positive feedback from the 26 initial One Small Step conversations that helped polar political opposites see one another in a different light. Including:

- Two strangers from opposite ends of the political spectrum talk about their family origins and learn there is so much more to a person than their politics, one conversation ended with, "...you seem like someone I could go have a beer with!"
- Another conversation evolved around religion and led to tears and connections among strangers that they never could have imagined. "Some of what we believe almost seems like a reaction or rebellion against how we were raised."
- One participant concluded, "I think I have a lot more hope for humanity and people in the United States...I like to think that we all want the same things, we just have different ideas of how we get there."



KMUW also participated in the Kansas Beats the Virus campaign with the Kansas Leadership Center and our Director of Engagement hosted 20 virtual meetings with Wichitans to discuss hyper-local ways to help lower the numbers of COVID cases. Conversations centered on raising awareness and developing action-oriented projects that enabled people to address the needs of very specific areas and populations.

KMUW developed a new radio series of mental health commentaries as part of its continued involvement in the Wichita Journalism Collaborative in which a dozen media organizations, non-profit organizations and the public library focused on stories related to mental health. The station content developers created a new program for on-air and online of commentaries about mental health matters that often go undiscussed. In collaboration with the Mental Health Association of Southcentral Kansas, the project is scheduled to run for at least a year, beginning in July 2021. Examples can be found at [kmuw.org/mental-health](https://www.kmuw.org/mental-health).

KMUW's monthly panel discussion Engage ICT: Democracy on Tap continued virtually throughout fiscal 2021. Topics effecting Kansans included: Immigration, Energy, Legislation, Economy, Education and Personal Finance. Examples:

- <https://www.kmuw.org/community/2021-07-22/wichitas-economic-comeback-democracy-on-tap>
- <https://www.kmuw.org/community/2021-06-09/immigration-in-kansas-democracy-on-tap>

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.

KMUW continued throughout FY2021 to focus hiring efforts on minorities from all walks of life. The Director of Diversity for News and Engagement serves on every hiring committee and ensures that every panel discussion and event, internal or external, include proper minority representation.

The internship program in cooperation with the Wichita State University's Elliot School of Communication continues to seek minority candidates for the year-round internship opportunities in News, Marketing, Fundraising and Engagement.



A great deal of attention has been given to KMUW's Korva Coleman Diversity in Journalism Internship for a Person of Color. The second year was a most exciting experience, because COVID had slowed enough for our student intern to travel to Wichita and work inside the KMUW newsroom. The 10-week summer internship program remains the only one of its kind in the public broadcasting system, in which the selected student of color receives guidance and mentorship from NPR's Korva Coleman, as well as the hands-on news coverage experience. The program remains a model that the national network of stations hopes to follow.

The 2021 Korva Coleman intern, Katelynn McIlwain said, "I am so grateful to KMUW for supporting and promoting this internship and I'm excited for the other young journalists who'll be able to come here and see themselves in public media, like I have." The 2020 Korva Coleman intern, Hafsa Quraishi said, "The Korva Coleman Diversity Internship is an incredibly valuable experience and I truly can't wait to see what's next for the program. I can't thank you enough for creating this opportunity to help young journalists of color like me advance our careers. We need programs like this now more than ever and I'm so glad KMUW is doing the work."

KMUW continued the monthly program In the MIX, hosted by Carla Eckels, KMUW's Director of Cultural Diversity, News & Engagement. It introduces listeners to topics that may help different communities understand one another on some of the most basic levels. Topics included, Minority Business Owners, Mentorship and Young Activism. Examples:

- <https://www.kmuw.org/the-range/2022-02-11/sweet-treats-an-andover-baker-finds-solace-in-her-delicious-work>
- <https://www.kmuw.org/community/2021-10-28/young-activists-promote-civic-engagement-ahead-of-tuesdays-elections>

Plans are underway to launch a Spanish language newscast in fiscal year 2022. The latest census shows the Hispanic population in Wichita is up to 27%, yet there is almost no local media for that population. Truly the definition of an underserved population. KMUW will hire a bilingual host and reporter.

The KMUW music program Soulsations continues broadcasting beyond Wichita. The twelve-year-old program is hosted by Carla Eckels and highlights what are considered historically African American music genres, R&B and gospel. In Kansas City, it has a huge, loyal following and it was carried in part by several other stations via PRX distribution. It airs twice at KMUW on Sundays, 6am and 6pm to make it accessible to more listeners. Soulsations joins KMUW's other music program designed to represent underserved populations around the world, Global Village, a nationally distributed show that is heard



around the world. In the past year, more stations continue to pick it up; we now have more than 400 stations in the overall program distribution. Global Village exposes audiences to music of cultures from around the world that listeners would not otherwise have access to on radio or digital, especially in the professionally educated and experienced manner presented on Global Village by our music curator Chris Heim.

KMUW continues to host the Vietnamese American Radio Network, on our first subcarrier SCA channel which distributes a full-time signal in Vietnamese, including daily local content about news matters. The only source of its kind in this area for people for whom English is a second language. KMUW also provides engineering expertise to this group at no charge to keep this important community service on the air.

KMUW's second subcarrier SCA broadcasts the Wichita Radio Reading Service that includes content from across the state of Kansas for the KMUW is fully responsible for its engineering and signal stability.

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 FY 2021 CPB Community Service Grant funding accounted for approximately 6% of KMUW's annual budget. The amount continues to cover KMUW's expenditures on community engagement efforts, including the cultural diversity engagement elements. Diverse outreach and engagement are key to the mission of KMUW and Wichita State University. CPB funding has allowed KMUW to host more public events each year with and for nonprofit organizations whose missions align with the station.

In addition, KMUW provided announcements at no cost to any local organization offering free services to Wichitans related to the pandemic. These services included free meals, help filing for unemployment, delivery assistance, and more. This was offered for on-air announcements, as well as posting in the online KMUW COVID-19 Resource Center.

KMUW also continued media sponsorships of generous blocks of airtime spots that would otherwise be sold as underwriting. This program is part of the Community Engagement Department and outreach for non-profit organizations, including:

- Gridiron for Journalism Scholarships
- Friends Gallery Opening
- Guy Davis: Dyck Arboretum
- W (formerly YPW): C2 the Future
- WSO: May the Fourth



- Spring Prairie Fire Half Marathon
- First Unitarian Universalist Church: Ecofest
- WAM Art & book Fair
- Wine, Women & Songs
- Girls Rock Summer Camp
- Map Musik Soundwalk
- Amber Waves
- Kansas Leadership Center Journal Magazine Launch
- River Fest
- River Run
- Wichita Children's Home For the Kids
- MamaFilm Becoming Astrid
- MTW: Sound of Music
- Juneteenth ICT
- Jenny Wood Benefit at Wave
- Chamber Music at the Barn Concert 2
- PRF River City Roll
- Ulrich Museum's Sculpt Tour
- Headin 4 Home 5K
- Chamber Music at the Barn Concert 3
- Exploration Place's EP21
- The New Cool art exhibit at MarkArts
- Positive Directions AIDS Walk
- Exploration Place Moon Walk Event
- Chamber Music at the Barn Concert 4
- UrbanICT
- MTW: In the Heights
- Kansas 811 Run
- Grub and Groove Fest
- KLC Journal Launch
- Access the Edge
- Friends Gallery Opening
- Heartland Black Chamber of Commerce Heartland Classic
- Bike MS: Flinthills
- ICTSOS: Race 4 Freedom
- Wichita Sessions 10 year Celebration
- Headin' For Home 5K
- KLC Journal Launch
- 150th anniversary celebration: Wichita Sedgwick County Historical Museum
- Head for the Cure 5K
- mamafilm RePro



- Timer Guys: Grit Gravel Grind
- Race 4 Freedom
- Bike MS: Flinthills
- Wichita Festivals Autumn & Art
- Groover Labs Speaker Series
- Know Your Worth Conference
- Wild and Scenic Film Festival
- mamafilm "Quarantine, I Love You" workshop
- Economic Outlook Conference
- Down Syndrome Society of Wichita: Parade of Stars
- Prairie Fire Marathon
- mamafilm "Quarantine, I Love You" episode release
- Groover Labs Speaker Series
- KLC Erik Larsen Event
- Nonprofit Chamber of Service: Cause Collaborations
- KLC Journal Launch: Navigating the Pandemic Election
- Chamber of Commerce: Exposure 2020
- KIPCOR: Sarah Smarsh Lecture
- Friends University Gallery Opening: Greg Turner
- RiverFest: Virtual River Run 2020
- Sparkle, Glitter, GLSEN
- Alternative Gifts Market
- Operation Holiday
- KLC Journal Launch/Election Event
- Wichita Festivals Hey Neighbor campaign
- Friends Gallery Opening: Charles Baughman
- Virtual Neuf Memorial Run
- Big Read Kickoff Party
- The Legacy of Dr. Martin Luther King
- KLC Journal Launch: Keeping the Republic
- Sundance Film Festival at mamafilm
- Friends Gallery Opening: Friends Student and Faculty
- Roxy's Downtown: Hi Hat Hattie Fundraiser for Karla Burns
- Hi Hat Hattie Fundraiser extended
- Friends University Jazz Festival
- Friends Gallery Opening: Northeast High School
- Wichita Family Crisis Center: Bootlegger's Ball
- RiverFest Admiral Reveal
- Youth Horizons Easter Sun Run
- Botanica Tulip Festival
- Eisenhower Presidential Library Evenings at Ease Program



- Society of Women Engineers: Engineering Expo
- HumanKind: Sleep Out ICT
- Sedgwick County Soil Stories
- WSU HALO Miss Latina Pageant
- KLC Journal Launch
- WSU School of Music: Bobby Watson concert
- National Association of Asian Professionals - Wichita Chapter
- PFM Spring Half marathon
- Friends Gallery Opening: Maureen Walter
- Botanica: Symphony in the Gardens
- NAAAP Activating the Asian Community Panel
- Jenny Wood Phoenix at the Orpheum
- Juneteenth ICT
- RiverFest Part 1
- Fidelity Bank River Run
- A Taste of Jazz in the Garden - Wichita Jazz Festival - Organique
- MINI MS: Miss Juneteenth ICT Pageant
- Bartlett Arboretum Concert: Darrell Scott
- WSU Community Engagement: Monday Market
- MINI MS: KHEDF Scholars and Recognition Fiesta
- Doc Sunback Film Festival
- Timer Guys: El Dorado Triathlon
- CMATB: Berta Rojas
- Girls on the Run: LunaFest
- A Taste of Jazz in the Garden - Wichita Jazz Festival - The Celebrity Jazz Band
- MINI MS: Trivia night at mamafilm
- A Taste of Jazz in the Garden - Wichita Jazz Festival - Donna Tucker
- Bartlett Arboretum Concert: Dale Watson
- MINI MS: Trivia night at mamafilm
- KLC Journal Launch
- CMATB: German and Spanish Romantics
- MINI MS: Trivia night at mamafilm
- NAACP: SummerFest
- Bike MS: Flinthills (Spots will run early - 8/8-8/29 so please feature during these dates)
- MINI MS: Trivia night at mamafilm
- Bartlett Arboretum Concert: Brave Combo
- MTW: Golden
- Friends Richard Crowson Gallery Opening
- Stop Suicide ICT Party for Prevention
- ICT S.O.S. Race 4 Freedom



- MTW: Grease
- Autumn & Art
- CASA: Garden Party on the Prairie
- Heartland Black Chamber of Commerce Awards Festival
- Avenue Art Days Mural Crawl
- Mark Arts: Crave
- Wichita Regional Chamber of Commerce Business Expo
- Red Hot Chili Pepper 5K
- Harvey County United Way Chili Cookoff
- WSU Community Engagement: Good Neighbor Week
- Friends Priscilla Brown Gallery Opening
- Know Your Worth Conference
- Economic Outlook Conference
- Fall Prairie Fire Marathon
- Prairie Window Concert Series
- The Community Voice: Black Book A Fair
- KLC Journal Launch
- Tallgrass Film Fest
- A Taste of Jazz at WAM
- Wichita Asian Festival
- The Arts Council Awards
- Friends David Quick Gallery Opening
- TKAAM Trailblazer's Gala
- Prairie Window Concert Series
- Bartlett Arboretum Concert: Treefest
- MTW: Twelfth Night
- Wichita Alternative Gift Market
- Chamber Music Society of Wichita: Carpe Diem
- Grumpy Old Men: Carmen Bradford Concert
- Timer Guys: Turkey Trot
- Prairie Window Concert Series
- WSU Candlelight Concert
- HumanKind Ministries: Operation Holiday
- WCT: The Christmas Spirit
- Crown Uptown: Inverno: The Great Holiday Circus

