

Grantee Information

ID	1477
Grantee Name	KRCU-FM
City	Cape Girardeau
State	MO
Licensee Type	University

6.1 Telling Public Radio's Story

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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 occurred in Fiscal Year 2023. 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.**

Joint licensee Grantees that have filed a 2023 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.

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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.

Our overall goals are to provide information related to university and higher education issues that impact the community as well as issues involving the broader region that will impact residents. The station continues to air a very generous amount of public service announcements for area nonprofits informing listeners of educational as well as other cultural opportunities available to them. These non-profits have very limited budgets to pay for advertising so offering them an opportunity to share information about their organization and their events at no charge is important. Depending on the event or topic, we will sometimes invite the non-profit to come in to be interviewed for our website or on-air. All of the information we air is also available on our website. We also held our "Music on the River" event in late April 2023. It has allowed us to attract community members that don't typically listen to public radio. We use the event to highlight our programming and services to the community. We partnered with area businesses to support the event and we hope to grow it into our largest fundraising event beyond our on-air drives.

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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.

We served as a media sponsor with Cape Girardeau Zonta where local women are recognized for their accomplishments as well as the Dr. Martin Luther King Celebration Dinner held every January at Southeast Missouri State University. In addition, the station sits on an annual media panel that is hosted by the Cape Girardeau Area Chamber of Commerce. The panel answers questions from the "Leadership Cape" attendees and educates them about the commercial and non-commercial media that are available in the area. In addition, we produce a weekly program in partnership with our area Chamber of Commerce called "Let's Talk Business." We also air two programs that are produced in association with Southeast Missouri State University. The first is called "To Your Health." We also air the "Two-Minute Drill" which is produced in association with the Department of Athletics. The program highlights the achievements of student-athletes. We also collaborate with the Cape Girardeau Conservation Nature Center and the Missouri Department of Conservation in the production of "Discover Nature." We also partner with the local office of Better Business Bureau to share consumer tips in a program called "Consumer Handbook." In addition, we were a media sponsor for Old Town Cape's "Tunes at Twilight" music series held in Downtown Cape Girardeau. Old Town Cape is Cape Girardeau's downtown revitalization organization. Plus, we work with the Department of Mass Media at SEMO to record a television program that highlights education events and issues at Southeast Missouri State University. The program features faculty and staff from the institution. KRCU uses the audio from the TV Tapings on the air. We also partner with the American Red Cross to host blood drives in our service area. One of our recent additions is being a media partner with the Safe House of Southeast Missouri who hosts an event called "Vintage Now." The event is a fundraiser to raise money to enable the organization to provide for people that are the victims of abuse.

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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.

The biggest impact from our partnerships has helped us increase awareness about issues and opportunities. On many topics, we receive comments on our Facebook page. Partnering with area organizations has helped increase the general community's awareness of public radio and the programs provided by KRCU. It also has helped us to highlight issues in our community as well as services available to those in need.

As a public radio station, we seek to help help our listeners stay informed on issues that affect them. We always seek opportunities to help other community organizations. Helping them helps the station.

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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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.

KRCU at Southeast Missouri State University strives to provide a diverse programming schedule to the residents of a region that is not particularly diverse. KRCU's music and informational programming is the only noncommercial public radio signal available in a region of more than 328,000 people. The station broadcasts national and local public affairs programming as well as classical, folk, bluegrass, blues and independent music. KRCU strives to ascertain the program concerns and issues of its listeners through use of its Community Advisory Board (a group made up of 10-15 community members who represent the region to the radio station). The station also promotes many music events throughout the year. Many of these are held on the campus of Southeast Missouri State University. In addition area musicians are interviewed in our studios when possible. KRCU maintains strong relations with community organizations. KRCU makes available several methods for listeners to contact the station with their programming concerns including an electronic mail address and a web site. The main studios are located in the community of license and are easily accessible during regular business hours. KRCU will continue to provide a diverse program lineup in the coming year and seek additional methods of meeting the cultural needs of its listeners. The station continues to reach out to community organizations to work to meet the needs of our communities.

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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?

KRCU received \$130,880 from the CPB Community Service Grant Program in FY23. KRCU is the only public radio station providing city grade service to its three service regions (KRCU in Cape Girardeau and KSEF in Farmington and KDMC in Van Buren) and provides an invaluable programming service to residents. This money is used to help pay for high quality national programming from NPR, APM, WFMT and PRX. It is also used to produce equally important local programming. Through KRCU's broadcast of national programming the station is able to provide access to thoughts, views, music and ideas from around the nation and around the world. In most cases KRCU is the only broadcast source for cultural programming in the region. If KRCU did not receive any CPB funding or was hit with significant cuts in CPB funding it could not maintain affiliations with these networks. A loss of any affiliation would result in a decrease in the variety and quality of the programming offered by KRCU. It would also devastate the station's ability to generate local funding support from both individuals and businesses. CPB funding is critical to the day to day operation of KRCU.

Comments

Question

Comment

No Comments for this section