

Corporation for Public Broadcasting (CPB)
Fiscal Year 2023 Station Activities Survey (SAS)
Section 6. Local Content and Services Report; Telling Public Radio's Story

Submitted by KMUW to the CPB on 3/15/24
Approved by the CPB on 3/20/24

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 mission is to promote insightful discussion and understanding of the issues and people that shape Wichita and our world. We do this through our in-depth local news coverage and through music programming which blends national and local artists and is curated by our knowledgeable hosts who provide context and background along with the music selections. KMUW has several projects that help us engage with communities throughout south-central Kansas, many of whom are underserved and underrepresented. These help us interact with groups that we might not ever reach and provides important feedback for our news department. Our media sponsorships highlight many of these communities. Our lead DEI officer, the Director of Organizational Culture, is involved in all major station functions, planning, hiring committees and staff training. We have a weekly Spanish-language news podcast. KMUW also trains multiple interns year-round and has a summer news internship program that is the only one of its kind in the country, the Korva Coleman Diversity in Journalism Internship for a Person of Color that is now in its 5th year and attracts applicants from across the U.S. and abroad.

In the past year, we have developed a project that brings KMUW staff and volunteers into the community. We gather audio at community events that become on-air audio portraits, we seek feedback from attendees about local issues and concerns which helps inform our news department. We also record people reading our local top-of-the-hour FCC required ID – which brings more diversity into our on-air sound. Meeting people face-to-face has allowed for deeper conversations and a chance to learn more about diverse communities and the issues that concern them. KMUW's monthly book club, Literary Feast, now has a Facebook companion group that has greatly expanded our reach.

KMUW's primary focus is in-depth local news and information, covering complex issues, business news, arts, and culture. KMUW has five reporters, four cultural feature reporter/producers, and a Director of News and Public Affairs. We have 12 daily newscasts and regular long-form features. In fiscal 2023, KMUW added a weekday news podcast, Wichita's Early Edition, a roundup of KMUW's news of the day in 15 minutes. Our weekly program, The



Range, shares “stories about where we live and the people who live here.” The Range was developed with consultant Jim Russell, Marketplace creator, to best represent our community within a structured format. It’s now in its 5th year.

KMWU programming is available on-air, through streaming and on-demand.

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.

KMWU continues to be a lead partner in the statewide reporting program, the Kansas News Service which provides free content for all public and commercial broadcasters as well as print and online publications. This helps provide Kansas news to communities that don’t have local news organizations. KMWU provides newscast material and in-depth features on topics of concern to all Kansans, whichever part of the state they live in.

We continue to partner with the Wichita Public Library regularly. “WichiTalks” is an annual public event for community members to share their stories – and perspectives – around this year’s theme of “Generational Stories” which is part of the city’s Big Read event. The event gives a voice to people who often don’t have a way to share their insights through other avenues and gives the audience a deeper understanding of diverse communities. It is free to the public to attend and it is in partnership with READ ICT, a community-wide reading program that KMWU helps lead to encourage reading for all ages.

KMWU’s biweekly commentary Mental Health Matters features relevant and timely. It is related to our partnership with the Wichita Journalism Collaborative. This partnership with the Sedgwick County Mental Health Association has received positive feedback from listeners who agree that mental health should be discussed more openly.

KMWU continues to be the lead station for the Kansas Public Media Preservation Project which preserves the history of Kansas by saving the public broadcasts of content through digitization from the past 50 years. This year, we created an educational exhibit at the public library with plans for it to travel to libraries and schools throughout the state.

KMWU’s partnership with the national show 1A continued. As part of the Remaking America Project, KMWU hosted the 1A staff, including host Jenn White, for an in-person event where members of the community came together to discuss the issue of “Fake and Misleading News”, addressing how to confirm facts, truth and opinion, while examining the perception of the media and today’s overall media landscape.



KMWU takes its community service mission and leadership role in the state very seriously. We continuously seek partnerships with public, private, government and media organizations across all departments and services, specifically seeking out partnerships with underserved communities.

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.

KMWU partnered with the Kansas Journalism Collaborative to raise awareness about suicide prevention. This included a reception with the group Suspenders 4 Hope and our multiple media partners from the Wichita area. The event shared relevant materials and encouraged attendees to share information with family and friends.

KMWU's Engage ICT Mini – a weekly online version of the monthly in-person panel discussion – continued with short, engaging episodes on timely topics and issues. The weekly online format helped KMWU react to current events in a timelier manner. The shorter duration made it easier for people to check out the information during lunch breaks, commutes or even coffee breaks.

KMWU has five book-related projects that continue to grow in membership and engagement. Literary Feast is a monthly book club that discusses a new work featured on NPR. It now has a Facebook page that allows us to engage with more people that are unable to attend in person. Our ReadICT program – an annual book challenge – has more than 8000 participants online. KMWU weekly book reviews continue to be one of the more popular two-minute feature segments. Marginalia, an author interview podcast, now includes a seven-minute, weekly, on-air in-depth feature. Books and Whatnot, a monthly review of new and classic titles, is partnering with the Wichita Public Library for live events.

KMWU serves as a collection site for a winter coat and clothing drive which focused on underprivileged children. This includes on-air announcements inviting donations and explaining the community need.

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.

Our Spanish language news podcast, *Radio Real*, has completed one year. We have acquired a sponsor for the coming year to help pay for future publicity and marketing. We have hired bilingual intern to help with the project and have reached out to the Spanish-speaking community to publicize. KMUW and *Radio Real* participate in Wichita's annual LatinFest, as well as the Latino Day at the annual Riverfest.

KMUW's monthly feature "In the MIX" is in its 5th year. It highlights diverse populations including High School students helping students of color feel more welcome, the popularity of new mariachi music, increasing visibility for LGBTQ+ businesses, and minority owned businesses in Wichita. One of the more prominent episodes was a feature on a documentary that uncovers the neglect felt by black families following the 1965 Piatt Street plane crash, <https://www.kmuw.org/podcast/in-the-mix/2023-04-14/new-documentary-uncovers-the-neglect-felt-by-black-families-following-the-piatt-street-plane-crash>.

KMUW broadcasts the Vietnamese Public Radio station on one of its subcarrier channels. The Chief Engineer at KMUW regularly assists with equipment repairs and technical matters. This is a strong and critical relationship for this community. The Vietnamese station spends two hours in the middle of each day discussing local issues of interest from the local media. KMUW's other subcarrier channel is dedicated to the Reading for the Blind Service for Kansas.

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 2023 CPB Community Service Grant funding accounted for approximately 6% of KMUW's annual budget. The amount makes KMUW's community engagement efforts possible, 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 public events that include the Read-ICT program, the Fake and Misleading News panel discussion that was broadcast nationally on 1A, and a panel in a nearby rural community about the need for internet infrastructure. The stations also partnered with the State of Kansas Commerce Department to get critical surveys conducted on the subject.

KMUW's Media Sponsorships Program offers on air announcements, mostly for organizations that otherwise could not afford them, including spots that would otherwise be sold as underwriting. More than 100 local non-profits benefit from it. The Community Engagement Department's outreach efforts are included in what is made possible by the CSG. In FY23 KMUW sponsored or hosted many events open to the public:



- July 12, 2022 – ICT Democracy on Tap with NPR’s 1A, Sorting Out Facts, Truth and Opinion
- As part of the Across America partnership with NPR’s 1A, KMUW hosted an event in which 1A host Jenn White moderated a conversation on navigating the diverse media landscape.
- July 20, 2022 – Literary Feast: Trust by Hernan Diaz Attendees discussed narrator reliability and the various literary forms as part of the novel, Trust by Hernan Diaz.
- August 9, 2022 – Engage ICT: Learning Loss and the Teacher Shortage. Panelists discussed the most pressing issues facing USD259 students and teachers this upcoming school year.
- August 17, 2022 – Literary Feast: River of the Gods by Candace Millard. Attendees discussed the nonfiction account of the discovery of the source of the Nile River.
- September 2, 2022 – First Friday Art Reception for featured artist Hannah Scott. Guests viewed works by featured artist Hannah Scott at this public reception hosted by KMUW.
- September 13, 2022 – Engage ICT Democracy on Tap: The Problem with Prisons. Panelists discussed the issues of incarceration in our community, as part of a month-long focus on the state of incarceration.
- September 15, 2022 – Live Books and Whatnot Podcast. KMUW’s Beth Golay and Suzanne Perez hosted the first in-person recording of the Books and Whatnot podcast, allowing opportunities for audience interaction and questions.
- September 21, 2022 – Literary Feast: The Last White Man by Mohsin Hamid. Attendees discussed racism and magical realism at the September Literary Feast.
- October 11, 2022 – Engage ICT Democracy on Tap: Midterm Election Rundown. Local journalists gave attendees a rundown of the candidates and issues on the ballot in the upcoming election.
- October 19, 2022 – Literary Feast: How Not to Drown in a Glass of Water by Angie Cruz. Attendees discussed the challenges of immigration and cultural differences explored in this short novel.
- November 16, 2022 – Literary Feast, How Civil Wars Start and How to Stop Them by Barbara F. Walter. Attendees discussed the threat of losing democracy in the United States and compared the state of politics to that of other countries.
- December 21, 2022 – Literary Feast, Our Missing Hearts by Celeste Ng. Attendees discussed dystopian fiction and the power of art at the final literary feast of 2022.
- January 5, 2023 – Books and Whatnot/Read. Return. Repeat. Live podcast Recording. KMUW’s Books and Whatnot podcast recorded a crossover with the Wichita Public Library’s Read. Return. Repeat. podcast in honor of a new year of the Read ICT challenge. It was free and open to the public.
- January 10, 2023 – Engage ICT Democracy On Tap: Policing Wichita. KMUW welcomed Joe Sullivan, the new chief of the Wichita Police Department to share his vision and speak about some of the challenges facing the department.



- January 25, 2023 – Literary Feast, Now is Not the Time to Panic by Kevin Wilson. Attendees discussed Kevin Wilson’s new novel, which touched on themes including secrecy, art, and friendship.
- February 7, 2023 – Engage ICT Democracy On Tap, Living Well in the Age of Tech. Attendees learned about best practices for maintaining physical and mental health when technology surrounds us.
- February 15, 2023 – Literary Feast, The Survivalists by Kashana Cauley. Attendees discussed the survivalist movement as explored by debut novelist Kashana Cauley.
- March 14, 2023 - Engage ICT Democracy On Tap, Education and Taxes. A panel discussed the challenges facing educators, parents, and students as they relate to governmental policy.
- March 15, 2023 – Literary Feast, I Have Some Questions for You by Rebecca Makkai. Attendees discussed the trend of “true crime” media and the author’s unique writing structure.
- April 2, 2023– WichiTalks: Big Read Edition. Speakers discussed the themes of aging and death at this in-person event at Roxy’s Downtown. It was part of a partnership between KMUW and the Wichita Public Library to celebrate Big Read Wichita.
- April 11, 2023 – Digital Engage ICT Democracy on Tap, Internet for All. KMUW's Engage ICT convened via zoom to discuss the importance of reliable internet access for all Kansans.
- April 19, 2023 – Literary Feast, Pineapple Street by Jenny Jackson. Attendees discussed this month’s Literary Feast book, which follows a wealthy family living in New York City.
- April 24, 2023 – Engage Kansas, Internet for All. KMUW took its Engage ICT event on the road this month to collect feedback from Kansans in Hutchinson about how they feel funds from the bipartisan “Internet for All” initiative should be spent.
- May 9, 2023 – Engage ICT Democracy on Tap with NPR’s 1A, The Future of Higher Education. NPR show 1A returned to Wichita for the Across America partnership and hosted a discussion on the funding, enrollment numbers, and future of higher education institutions.
- May 17, 2023 – Literary Feast, The Last Animal by Ramona Ausubel. Attendees discussed the themes of familial bonds, scientific discoveries and extinction at this Literary Feast.
- June 13, 2023 – Engage ICT Democracy on Tap, The Future of Water in Kansas. At this virtual event, panelists discussed water resources in Kansas, including conservation, access and drinking sources.
- June 21, 2023 – Literary Feast, Symphony of Secrets by Brendan Slocumb. Attendees discussed appropriation and plagiarism within the music industry at the final Literary Feast event of the fiscal year.

