

Corporation for Public Broadcasting (CPB)
Fiscal Year 2022 Station Activities Survey (SAS)
Section 6. Local Content and Services Report; Telling Public Radio's Story

Submitted by KMUW to the CPB on 3/15/23
Approved by the CPB on 3/22/23

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 news, music and engagement events that reflect our community – all of which are presented with depth and context. In the past two years, we have increased our coverage and service to under-represented communities in several ways; our lead DEI officer, the Director of Organizational Culture is involved in all major station functions including panel selections, hiring committees and staff training, we have created a Spanish-language news podcast, our media sponsorships highlight underserved communities and our Korva Coleman Diversity in Journalism Internship is now in its 3rd year and has gotten nationwide attention.

Our programming is available on-air, via streaming and on-demand. KMUW's outreach programs include Engage ICT, a monthly public panel discussion that explores issues of concern to our audience and the community at large, involvement in local events from arts to health to culture. We are developing a small group of Community Action Leaders to help shape and lead these civic engagement initiatives in partnership with the KMUW Engagement Team. This team has also developed weekly Facebook Live conversations that are just ten minutes long and a conversation with one local individual about a topic of interest. For example, Women's History Month featured all women leaders and Black History Month featured local Black leaders. All Engage ICT events remain available in video on the KMUW website and are shared via social media. In FY2022, KMUW acquired a golf cart to allow interaction at festivals and help gather voices of the community for our top-of-the-hour IDs. These hourly recordings are intended to ensure that at some point each listener hears someone who sounds like them, or represents their community in some way. This is an ongoing project that has received positive feedback for many years.



Local news and issues remain the primary focus at KMUW. The news team has six reporters, a Director of News and Public Affairs and three feature producers with expertise from other departments. Daily newscasts and features are a priority. KMUW is known in the community as a trusted source for stories about people and issues, not daily crime and vehicle accidents. The weekly program, “[The Range](#): Stories about where we live and the people who live here” is a prime example of this commitment. It was developed with consultant Jim Russell, Marketplace creator, to best represent our community within a structured format.

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 state of Kansas broadened in FY22. We did continue to lead 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 in order to ensure widespread reach. Many Kansas communities don’t have access to news about their state without KNS content.

The station found a collaborative way to expand access to information about mental health through an event partnership called Mind Fest in July of 2021. It brought hundreds of people to a local venue where they enjoyed music, food, and dozens of booths organized by community groups and media partners with fun and information all relating to mental health.

A new partnership between KMUW and the Wichita Public Library resulted in a sold-out KMUW Wichitalks event at a local theater, in which the station elevated the voices of members of community who often don’t have a platform, to discuss the concept of “home” as part of the Big Read event in the spring of 2021. Themes of immigration, family, and belonging made the night a very special success.

KMUW continues to be 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 also participated in the Remaking America project, in partnership with the national show 1A, in July of 2022. With host Jenn White, we brought members of the community together to talk about facts, truth, and opinion in an age where it's hard to tell these three things apart.

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 2022, KMUW reinvented its role in the Story Corps' One Small Step program, which brings people together to help close the political divide in America. Several cities across the country participated in One Small Step, but Wichita continued to be a shining example of how the country can come together through these facilitated conversations. There was not a formula for how a city could continue, with its public radio station, to lead in this effort after having the initial partnership; but by partnering with other local organizations, the project expanded its reach, and even landed on The Today Show, with the recording occurring at the very end of the fiscal year, and airing in early July:

<https://www.today.com/video/how-conversations-with-strangers-are-helping-bridge-a-divide-144055877519>

KMUW also participated in the second Kansas Beats the Virus campaign with the Kansas Leadership Center and our Director of Engagement facilitated a series of virtual meetings with Kansans to discuss local ways to help lower the numbers of COVID cases. Conversations centered on raising awareness and developing projects that empower people to address the needs of specific populations.

KMUW's monthly panel discussion Engage ICT continued virtually throughout fiscal 2022. Topics effecting Kansans included: Book bans, social anxiety, homelessness, democracy and COVID-19 updates among many other topics. Examples:

<https://www.kmuw.org/2021-10-26/democracy-on-tap-trust-in-our-democracy>



<https://www.kmuw.org/2022-05-18/banned-books>

<https://www.kmuw.org/2022-02-16/engage-ict-panelists-discuss-homelessness-and-mental-health-in-wichita>

In addition, in FY22, KMUW began a new series, Engage ICT Mini, in which one member of the community is interviewed each week on an ever wider range of subjects. This event series helps inform the community in a similar way to Engage ICT panel discussions, but it enables the station to be more agile and respond to breaking news as well as cultural trends.

One viewer, Cindy Kelly, wrote: “Thank you for sharing this important information.”

<https://www.facebook.com/KMUW89/videos/1738928063133412/>

Mike Rader: “Fantastic interview. Very informative and relevant. Thanks to you both.”

<https://www.facebook.com/KMUW89/videos/492375445915443/>

KMUW continued its series of mental health commentaries as part of its 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. It is in collaboration with the Mental Health Association of Southcentral Kansas. Examples:

<https://www.kmuw.org/podcast/mental-health-matters/2022-06-17/its-important-to-look-for-signs-of-self-harm>

<https://www.kmuw.org/podcast/mental-health-matters/2022-04-08/add-a-mental-health-screening-to-your-annual-checkup>

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 Developed and debuted a Spanish-language weekly newscast called, *Radio Real: Las Noticias en Espanol*. This is curated by the Director of News and Public Affairs and translated by a former Telemundo host, Marco Alcocer who has strong ties in this critical local community.



Hispanic communities make up the largest and fastest growing ethnic group in Wichita. This service is a critical public service not provided by any other outlet. It is available each Friday on-demand with news of the week, family-friendly events for the weekend, and the weather forecast.

KMUW has a monthly feature called In the Mix that highlights thoughtful stories about race and culture in the southcentral Kansas community.

KMUW also broadcasts the Vietnamese Public Radio station on a subcarrier. The Chief Engineer at KMUW is regularly assisting with equipment repairs and outages. This is a strong and critical relationship for this community. The station spends two hours in the middle of each day discussing local issues of interest from the local media.

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 2022 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 owned or managed by a minority. The program was intended to assist smaller minority-owned businesses get off the ground and obtain name recognition. We received positive feedback from all participants.

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. In FY22, KMUW adjusted this program to assist underserved communities, such as minority non-profits, elder care, women-led efforts and many more, primarily determined on a case-by-case basis. The full list is below:

- 7/1/2021: A Taste of Jazz in the Garden - Wichita Jazz Festival - Celebrity Jazz Band
- 7/8/2021: Trivia night at mamafilm
- 7/8/2021: A Taste of Jazz in the Garden - Wichita Jazz Festival - Donna Tucker
- 7/11/2021: Bartlett Arboretum Concert: Dale Watson



- 7/22/2021: Trivia night at mamafilm
- 7/27/2021: KLC Journal Launch
- 7/28-7/30: Chamber Music at the Barn: German and Spanish Romantics
- 8/5/2021: Trivia night at mamafilm
- 8/7/2021: NAACP: SummerFest
- 9/11/2021: Bike MS: Flinthills
- 8/19/2021: Trivia night at mamafilm
- 8/22/2021: Bartlett Arboretum Concert: Brave Combo
- 8/25/21-8/29/21: Music Theatre Wichita: Golden
- 9/3/2021: Friends Richard Crowson Gallery Opening
- 9/9/2021: Stop Suicide ICT Party for Prevention
- 9/11/2021: ICT S.O.S. Race 4 Freedom
- 9/15/21-9/19/21: Music Theatre Wichita: Grease
- 9/17-9/19: Wichita Festivals Autumn & Art
- 9/18/2021: CASA: Garden Party on the Prairie
- 9/18/2021: Heartland Black Chamber of Commerce Awards Festival
- 9/19/2021: Avenue Art Days Mural Crawl
- 9/21-9/25: Mark Arts: Crave
- 9/23/2021: Wichita Regional Chamber of Commerce Business Expo
- 9/25/2021: Red Hot Chili Pepper 5K
- 9/25/2021: Harvey County United Way Chili Cookoff
- 9/29-10/4: WSU Community Engagement: Good Neighbor Week
- 9/30-10/3: RiverFest Part 2
- 10/1/2021: Friends Priscilla Brown Gallery Opening
- 10/1/2021: Know Your Worth Conference
- 10/7/2021: Economic Outlook Conference
- 10/10/2021: Fall Prairie Fire Marathon
- 10/17/2021: Prairie Window Concert Series
- 10/17/2021: The Community Voice: Black Book A Fair
- 10/19/2021: KLC Journal Launch
- 10/20-10/29: Tallgrass Film Fest
- 10/23/2021: A Taste of Jazz at WAM
- 10/23/2021: Wichita Asian Festival
- 11/4/2021: The Arts Council Awards
- 11/5/2021: Friends David Quick Gallery Opening
- 11/6/2021: TKAAM Trailblazer's Gala
- 11/7/2021: Prairie Window Concert Series
- 11/7/2021: Bartlett Arboretum Concert: Treefest
- 11/10/21-11/14/21: Music Theatre Wichita: Twelfth Night



- 11/13/2021: Alternative Gift Market
- 11/14/2021: Chamber Music Society of Wichita: Carpe Diem
- 11/17/2021: WSU Office of Diversity and Inclusion Lecture
- 11/20/2021: Grumpy Old Men: Carmen Bradford Concert
- 11/20/2021: Timer Guys: Turkey Trot
- 11/21/2021: Prairie Window Concert Series
- 11/28-11/30: WSU Candlelight Concert
- 12/1/2021: HumanKind Ministries: Operation Holiday
- 12/2-12/12: WCT: The Christmas Spirit
- 12/3-12/19: Crown Uptown: The Great Holiday Circus
- 12/5/2021: Friends of WAM Holiday Open House
- 12/10/2021: Ballet Wichita's The Nutcracker Ballet
- 12/12/2021: Stan Kenton Christmas Brass
- 12/21/2021: Holidays in Old Town
- 12/31/21-1/1/22: Timer Guys: Hangover Half
- 1/8/2022: Run the Neuf
- 1/17/2022: Greater Wichita Ministerial League MLK Celebration
- 2/4/2022: Art That Touches Your Heart Gallery at City Arts
- 2/4/2022: Friends Art of Teaching Gallery Opening
- 2/1 – 5/31/2022 (on air spots run 2/6-2/19): Wichita Public Library: Big Read Wichita
- 2/12-2/19: Friends Jazz Festival
- 2/22/2022: Sunflower Performing Arts: VOCES8
- 2/27/2022: Prairie Window Concert Series
- 3/4/2022: Friends Hugo Zelada-Romero Gallery Opening
- 3/4-3/5: Mamafilm The Big Read film shorts
- 3/13/2022: Prairie Window Concert Series
- 3/13/2022: Society of Professional Journalists - Gridiron
- 3/25-3/26: Women Empowered Market at the Child Advocacy Center
- 3/27/2022: Prairie Window Concert Series
- 4/1/2022: TKAAM Caanan. Arican American Museum
- 4/1/2022: Shower Up Wichita, services for homeless
- 4/2/2022: Ainsley's Angels Rolling on the Prairie 5k
- 4/8/2022: Exploration Place: Heart Inside Out Exhibit opening
- 4/10/2022: Prairie Window Concert Series
- 4/16/2022: Youth Horizons Easter Sun Run
- 4/20/2022: Wichita Jazz Festival
- 4/24/2022: Prairie Window Concert Series
- 4/29/2022: HumanKind Sleep Out. homeless support program
- 4/30-5/1: Friends of WAM Spring Book Fair



- 5/6/2022: Friends Student and Faculty Gallery Opening
- 5/7/2022: Arkansas River Clean Up
- 5/7/2022: Girls on the Run 5K
- 5/13/2022: Wichita Symphony Orchestra at Botanica
- 5/14/2022: Women's Conference - St. James Church
- 5/23-6/4: Friendship Fields program thru Friends University
- 5/28/2022: Asian Night Market (NAAAP and Wichita Asian Association)
- 6/2/2022: Wichita Arts Council Sculpture Walkabout
- 6/3/22-6/11/22: Riverfest
- 6/4/2022: Riverfest River Run
- 6/9/2022: Kansas Leadership Journal Launch event
- 6/9-6/19: Wichita Community Theater: The Ladies Foursome
- 6/17-6/19: 34th Annual Kansas Veterans and Family Reunion
- 6/16-6/20: Juneteenth ICT
- 6/18/2022: Palette to Palate - KETCH
- 6/25/2022: Cowtown Stampede 5K
- 6/25/2022: River City Roll
- 6/25/2022: Wichita Pride Unity March and Picnic
- 6/26/2022: Wichita Big Gay Market

We are proud to provide quality programs to Wichitans from NPR, PRX, WNYC, and APM. Our annual CPB Community Service Grant goes directly to KMUW program fees for NPR, thus allowing KMUW to invest in our community outreach efforts and cultural diversity projects that have become an integral part of our local sense of place.

