

Corporation for Public Broadcasting (CPB)
FY 2020 Station Activities Survey (SAS)
Section 6. Local Content and Services Report; Telling Public Radio's Story

Submitted by KMUW to the CPB on 3/15/21
Approved by the CPB on 3/16/21

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 strives to be a place where listeners and the broader community will not only learn about the news and issues of the region but will gain a deeper understanding of them. FY20 was a year of responding quickly to the needs of the community, not allowing for much of our traditional planning and research. The end of 2019 revealed an abundance of political news and 2020 proved to be a most significant news year ever in the U.S. and the world. KMUW responded with engaging and relevant news coverage on the radio, online and mobile.

In late 2019, the KMUW project "Blueprint: the 2020 Election" was carefully planned with dozens of community partners in mind to ensure that people registered to vote at record rates, understood the process and comprehended the significance of casting a ballot. This evolved into even more in March of 2020 as KMUW shifted the project to include how to vote safely in a pandemic. Community partners included the Islamic Society of Wichita, Black Women Empowered in Wichita, Wichita Vietnamese Radio, Wichita Transit, Urban Professionals, The Kansas African American Museum and a dozen more organizations that helped KMUW access audiences that we would not normally reach. The community feedback reflected it to be a successful and appreciated collaboration among groups that had never joined forces.

KMUW also released a multiplatform, year-long exploration of women's history to recognize the centennial of women's suffrage in Kansas. The project, "Hindsight: Looking Back at 100 Years of Women's Suffrage", included six short on-air episodes, an online public conversation event and six in-depth podcasts with supporting historical documents and references, a digital interactive timeline intended to be useful and interesting to listeners and students in a scholarly manner. It was well-received by Wichitans and radio



stations around the state. It was cited in a California publication as an effective depiction of Women's Suffrage. It also won a statewide award for special projects.

KMUW's contributions Kansas News Service continued to expand through broadcast coverage, digital-only reporting and the project podcast My Fellow Kansans, a six-part podcast produced by the Kansas News Service. In early 2020, the focus was on issues unique to rural communities. Other issues that KMUW covered for the statewide distribution effort focused on energy, environment, and education.

The KMUW Korva Coleman Diversity in Journalism Internship was developed in collaboration with NPR newscaster Korva Coleman; helps train college students of color to be part of the next generation of public radio reporters and newscasters and is open to students and graduate students across the nation. The first recipient was a remarkable young woman who accomplished some extraordinary journalism projects during the internship. Even though it was held virtually, the student gained priceless experience and continues to benefit from the mentorship of Korva Coleman at NPR. The President of NPR interviewed the intern and our general manager to learn how this program could be applied elsewhere. The intern was well-into the program when George Floyd's murder brought the Black Lives Matter cause to the forefront, allowing the young lady from CUNY to get experience like no other.

KMUW continued to expand its student-internship program, a partnership with Wichita State University's Elliot School of Communication. In addition to our two news interns in the Newslab, we have Wichita State University Elliot School interns for Marketing and Engagement. The program continued virtually during the pandemic, with interns getting two semesters of experience to insure the full exposure.

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.

The 2020 Election Blueprint project brought together two dozen community partners and organizations committed to ensuring that people registered to vote at record rates, understood the process and comprehended the significance of casting a ballot. KMUW shifted the project in March 2020 to include how to vote safely in a pandemic. Community partners included the Islamic Society of Wichita, Black Women Empowered in Wichita, Wichita Vietnamese Radio, Wichita Transit, Urban Professionals, The Kansas African



American Museum and a dozen more organizations that helped KMUW access audiences that we would not normally reach. Partner organizations helped KMUW reach underserved communities in a way we never have before. Many lessons for future collaboratives were gained.

KMUW also participated in the Learning Across Kansas initiative with public television stations and the Kansas State Department of Education. It involved development of 18 half hour programs with teachers offering creative and fun lessons that all Kansans could access, regardless of whether they have internet or reside in rural areas. These were produced for elementary school level, middle school level and high school. The programs will be archived at the American Archive of Public Broadcasting and the Library of Congress as examples of how Kansas responded to the pandemic. This was specifically about public broadcasting partners responding to help educators and students.

KMUW was intentional with reaching out to organizations that offered any free services during the pandemic. This information was included in the KMUW COVID-19 Resource Center on our website and announced on air. All departments of KMUW, outside of news reporting, were reassigned for a month to develop this community service. It was used by many organizations to provide their constituents much-needed guidance in fearful times.

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 2020, KMUW created several key community partnerships, particularly through the Election Blueprint project and the COVID-19 Resource Center. The dozens of partners helped provide access to communities that might not otherwise trust or be familiar with KMUW. We were deliberate to not brand much of the content, so partners could make it their own. Wichitans registered to vote in record numbers. Closer to the election, KMUW provided masks with the word "VOTE" on them in 11 languages. This was following three educational animated videos to guide the community through the process in English, Spanish, Vietnamese and Farsi. These videos were shared directly through our partners, so the interactions could not be measured, although feedback from partners was quite positive, including recognition that no other organization here had attempted an educational project of such magnitude and inclusivity before.



Another partnership that does have measurable metrics is the new Wichita Journalism Collaborative. KMUW is among a dozen participants that include media organizations, non-profit organizations and the public library. It was established as part of a Solutions Journalism project to focus news stories on mental health. News related to the pandemic moved to the forefront and became the issue of focus for which the participants shared research and materials. This primarily digital story-sharing is the first of its kind in this community and is expected to continue to grow, as we move past the pandemic and find focus in mental health needs again.

KMUW's ongoing community conversation series, Engage ICT: Democracy on Tap, became Digital Democracy on Tap with a smooth pivot to provide useful pandemic related assistance for parents and the many others looking for answers in the early days of the pandemic. KMUW was uniquely prepared to provide the community what others could not, purely by our ongoing mission and use of technology to accomplish it. The audience for these events grew from 100 in person to 500 online and more.

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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

KMUW has made it a priority to find ways to better provide services for underserved populations, people of color and minorities of all walks of life. This is evident through news, internships, engagement music programming and engineering.

In fiscal 2020, KMUW focused its internship efforts on prioritizing students of color. This program employs 4 interns per semester in news, engagement, marketing, and fundraising. It normally results in 12 individual internships per year, but the pandemic forced some of them to be held remotely, and for those students, KMUW offered two semesters back-to-back to ensure a fair, hands-on experience. FY 2020 saw the official debut of the Korva Coleman Diversity in Journalism Internship for a Person of Color. This effort has been a great experience for student applicants, the selected candidate, the KMUW Newsroom, Wichita State University, the public radio system and Korva Coleman herself. Ms. Coleman is the newscast anchor for NPR's Morning Edition and has agreed to mentor any student selected for the program with her name. Her part in the effort has gone above-and-beyond developing relationships with young people that will have lasting effects. The success of the program was recognized by the president of NPR who interviewed KMUW's general



manager, as well as the intern who experienced the ten-week program. The diversity internship was held remotely and worked remarkably well, despite the pandemic challenges. KMUW looks forward to continuation of this program.

On the engagement front, KMUW began hosting difficult conversations as part of the Story Corps One Small Step project. KMUW was among six stations in the country selected to enlist people of different backgrounds, political beliefs, ages, races and more, to have a facilitated and open conversation with someone considered their opposite. The selections were based on political affiliation but traversed other areas in a powerful and productive manner. It was more successful than imagined.

At the close of the fiscal year, KMUW hosted a Digital Democracy on Tap about policing in Wichita during the height of the racial injustice rallies brought about by the killing of George Floyd by a Minneapolis police officer. Wichita's police chief is from that area and familiar with the racial injustice issues at hand, providing rare insight. Also, on the panel, NFL Denver Broncos player Davontae Harris of Wichita who attracted participants who might not normally have joined the conversation. Plus, the president of the Kansas NAACP and a professor from the Law Enforcement Training Center specializing in racial profiling. This hour-long conversation helped make public some of the uncomfortable topics necessary to address as part of improving the racial injustices evident on some level in all parts of the U.S.

FY20 is when KMUW debuted the monthly program In the MIX, hosted by Carla Eckels KMUW Director of Diversity. This program introduces listeners to topics that may help different communities understand one another on some of the most basic levels. Topics have ranged from African American hair styles to a Muslim sorority to pandemic specifics for both Hispanic and African American Wichitans.

The KMUW music program Soulsations began broadcasting beyond Wichita. The eleven-year-old program is hosted by Carla Eckels and highlights what are considered historically African American music genres, R&B and gospel. It began airing in Kansas City, adding a huge new audience for the music and interviews for an hour each week. The program was carried in part by several other station via PRX distribution. At the same time, KMUW expanded the show's carriage to twice 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. KMWU news reporters continued to cover issues important to diverse communities, including the following stories:

- Shawnee Mission LGBTQ 9/17/19 Tom Shine;
- WSU diversity grant 8/22/19 Tom Shine;
- Immigration Raids 7/12/19 Nadya Faulx;
- Moran On Immigration 7/3/19 Brian Grimmett;
- Latino Commission 9/23/19 Suzette Sponsel;
- Refugee Resettlement Update 7/11/19 Nadya Faulx;
- Pride Rally 9/23/19 Nadya Faulx;
- Young Authors Story 7/12/19 Carla Eckels;
- Donnie McClurkin's Story 10/13/19 Carla Eckels;
- Claude McKnight Profile 11/17/19 Carla Eckels;
- KS Black Farmers Feature 11/21/19 Carla Eckels;
- Rudy Love Feature 11/24/19 Carla Eckels;
- K-State Title IX Update 11/26/19 Stephan Bisaha;
- David Cooksey Profile 12/15/19 Carla Eckels;
- Karla Burns & Ernest Alexander 12/22/19 Carla Eckels;
- Crystal Johnson Turner Profile 12/22/19 Carla Eckels;
- District 259's LGBTQ Nondiscrimination 12/23/19 Stephan Bisaha;
- The Learning Tree 50 Years Later 12/24/19 Carla Eckels;
- MLK Breakfast Event 1/20/20 Carla Eckels;
- New Immigrant Restrictions 2/7/20 Corinne Boyer;
- Blind Student App 2/18/20 Stephan Bisaha;
- LGBTQ in the NFL 2/19/20 Greg Echlin;
- Hair Discrimination Feature 2/24/20 Michelle Tyrene Johnson;
- The State of Latino Graduates 2/25/20 Stephan Bisaha;
- Black Teacher HOF 2/28/20 Carla Eckels;
- Hesston Synagogue Event 2/28/20 Carla Eckels;
- Textron Aviation Diversity 3/6/20 Carla Eckels;
- Haskell's New President 5/13/20 Tom Shine;
- Ramsay on Minneapolis Death 5/28/20 Tom Shine;
- KLC Racism Discussion 6/3/20 Hafsa Quraishi;
- Latino Alliance Message 6/4/20 Nadya Faulx;
- Wichita Rally Update 6/8/20 Carla Eckels;
- Campus And Race 6/10/20 Stephan Bisaha;



- Women of Color Exhibit 6/12/20 Carla Eckels;
- The Death of Carl Brewer 6/12/20 Nadya Faulx;
- Carl Brewer Remembered 6/12/20 Nadya Faulx;
- Brewer Memorial Services 6/15/20 Tom Shine;
- LGBTQ Protections in Legislation 6/15/20 Stephen Koranda;
- River Cameras Concern 6/16/20 Nadya Faulx;
- Juneteenth Mental Health 6/17/20 Hafsa Quraishi;
- Police Reform Meeting 6/18/20 Nadya Faulx;
- Reconciliation Memorial 6/23/20 Nadya Faulx;
- Civil Rights Board News 6/24/20 Tom Shine;
- Chief Ramsay and Wichita Police 6/25/20 Tom Shine;
- The Urban League's New Director 6/29/20 Carla Eckels;
- Lawrence Protest Update 6/29/20 Stephen Koranda;
- Say Her Name Rally Coverage 6/30/20 Carla Eckels

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 2020 CPB Community Service Grant funding accounted for approximately 5.5% of KMUW's annual budget. The amount continues to cover KMUW's annual expenditure on community engagement efforts within the station's Community Engagement Department, including the cultural diversity 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. The station continued to help local nonprofits as much as possible after the pandemic forced event cancellations and venue closures. KMUW provided these announcements at no cost to the outlet.



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.

The community conversations, EngageICT: Democracy on Tap shifted to Digital Democracy on Tap in the pandemic. These conversations were most critical, not only due to the pandemic, but also in a presidential election year, an economic crisis, and racial injustice crisis. The digital version actually increased the reach from FaceBook Live viewers to new on-demand viewers of the Zoom version. Viewership went up five-fold in this period, as the program reached broader audiences.

The KMUW media sponsorship program uses 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:

- Positive Directions AIDS Walk
- Headin 4 Home 5K
- Chamber Music at the Barn Concert 3
- mamafilm Showing
- Exploration Place's EP21
- The New Cool art exhibit at MarkArts
- Exploration Place Moon Walk Event
- Darrell Scott
- Chamber Music at the Barn Concert 4
- MTW: Chicago
- UrbanICT
- MTW: In the Heights
- mamafilm
- Kansas 811 Run
- Grub and Groove Fest
- KLC Journal Launch
- Tallgrass: Dudegrass
- Access the Edge
- Friends Gallery Opening
- Heartland Black Chamber of Commerce Heartland Classic
- Bike MS: Flint Hills
- ICTSOS: Race 4 Freedom
- Wichita Sessions 10 year Celebration



- Augusta Theatre: A Shot in the Dark
- Wichita Festivals Autumn & Art
- mamafilm: One Child Nation
- Woodland Wolf Run
- Bartlett Arboretum: Driven
- Map Musik Soundwalk
- Douglas Design District's Avenue Art Days
- Andover Rotary's Haus of Brews
- National Drive Electric Week
- Open Streets ICT
- Wild and Scenic Film Festival
- Holes 4 Hope
- Prairie Window Concert Series: Mark Erelli
- Economic Outlook Conference
- Friends Gallery Opening
- Exploration Place's EP21
- ICT Native Gala
- 11th Annual Cowtown Mosey
- mamafilm Frances Ferguson
- Day of Authors
- Prairie Fire Fall Marathon
- Kansas Leadership Center Journal Magazine Launch
- Tallgrass Film Fest
- Let's Move, Kansas 5K
- The Steel Wheels: Dyck Arb
- Big Read Keynote Speaker
- WSO: Symphonic Tales
- Friends Gallery Opening
- Spay Neuter Kansas: Who Let the Dogs Out 5K
- Alternative Gifts Market
- 8th Annual Kansas Education Conference on Dementia
- WSO: Magic of Mexico
- Stage 9: Picasso at the...
- Adventures in Social Media Marketing - AMA Wichita
- HumanKind Ministries: Operation Holiday
- WSU Candlelight Concert
- Turkey Trot
- Prairie Window Concert Series
- Wichita Old Town Association: Holidays in Old Town



- HBPA: The Swingles
- Friends Gallery Opening
- Art and Music Fair
- Prairie Window Concert Series
- Ballet Wichita's The Nutcracker Ballet
- Augusta Theatre: Driving Miss Daisy
- Hangover Half Marathon and 5k
- Neuf Memorial Run
- Kansas African American MLK Day
- ICT Soup
- HBPA: Queen's Cartoonist
- Friends Gallery Opening
- Girls on the Run: LunaFest
- WSO: Revolution
- Friends Jazz Festival
- American Heart Association's Heart Ball
- Flagship Romance Prairie Window Concert Series
- The Richard Greene Speaker series with Leonard Pitts
- Friends Gallery Opening
- Wichita Brewing Company Marathon
- HBPA: Goitse
- Do the Du 5K
- El Dorado Half Marathon - VIRTUAL
- Easter Sun Run - VIRTUAL
- Prairie Fire Spring Half Marathon - VIRTUAL
- Nonprofit Chamber of Service: Cause Collaborations
- Juneteenth ICT - Virtual

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

