

Grantee Information

ID	1481
Grantee Name	KCUR-FM
City	Kansas City
State	MO
Licensee Type	University

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1

Please enter the number of FULL-TIME RADIO employees in the grids below.  
The first grid includes all female employees, the second grid includes all male employees,  
and the last grid includes all persons with disabilities.

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1

Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000					1		1
Managers - 2000	1	1		0	3		5
Professionals - 3000	1	2		2	18	1	24
Technicians - 4000		0			0		0
Sales Workers - 4500							0
Office and Clerical - 5100					0		0
Craftspersons (Skilled) - 5200							0
Operatives (Semi- Skilled) - 5300						0	0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	2	3	0	2	22	1	30

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1

Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000							0
Managers - 2000	1				3		4
Professionals - 3000	3	4			9		16
Technicians - 4000					0		0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi- Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	4	4	0	0	12	0	20

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1

Major Job Category / Job Code / Joint Employee	Persons with Disabilities
Officials - 1000	
Managers - 2000	
Professionals - 3000	4
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-Skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	4

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1

Please enter the gender and ethnicity of each person with disabilities listed above (e.g. 1 African American female).

## 1.2 Major Programming Decision Makers

Jump to question: 1.2 ▼

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making major programming decisions. Include the station general manager if appropriate. Major programming decisions include decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should result in a double-counting of some full-time employees; employees having the responsibility for making major programming decisions should be included in the counts for this item and again, by job category above, in the full-time employee Question 1.1.

## 1.2 Major Programming Decision Makers

Jump to question: 1.2 ▼

Of the full-time employees reported in Question 1.1, how many, including the station general manager, have responsibility for making major programming decisions?

## 1.2 Major Programming Decision Makers

Jump to question: 1.2 ▼

	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Total
Female Major Programming Decision Makers	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2"/>	<input type="text"/>	<input type="text" value="2"/>
Male Major Programming Decision Makers	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="2"/>
Total	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="3"/>	<input type="text" value="0"/>	<input type="text" value="4"/>

## 1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3 ▼

Please enter the number of PART-TIME employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

## 1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3 ▼

Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Managers - 2000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Professionals - 3000	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="5"/>	<input type="text" value="1"/>	<input type="text" value="7"/>
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Office and Clerical - 5100	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Craftspersons (Skilled) - 5200	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Operatives (Semi-skilled) - 5300	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Service Workers - 5500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="5"/>	<input type="text" value="1"/>	<input type="text" value="7"/>

## 1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3 ▼

Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Managers - 2000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Professionals - 3000	<input type="text" value="3"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="6"/>	<input type="text"/>	<input type="text" value="10"/>
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Office and Clerical - 5100	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Craftspersons (Skilled) - 5200	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Operatives (Semi-skilled) - 5300	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Service Workers - 5500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="3"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="6"/>	<input type="text" value="0"/>	<input type="text" value="10"/>

## 1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3 ▼

Major Job Category / Job Code	Persons with Disabilities
Officials - 1000	<input type="text"/>
Managers - 2000	<input type="text"/>
Professionals - 3000	<input type="text" value="2"/>
Technicians - 4000	<input type="text"/>
Sales Workers - 4500	<input type="text"/>
Office and Clerical - 5100	<input type="text"/>
Craftspersons (Skilled) - 5200	<input type="text"/>

Operatives (Semi-skilled) - 5300

Laborers (Unskilled) - 5400

Service Workers - 5500

Total

2

1.4 Part-Time Employment

Jump to question: 1.4

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?

1.4 Part-Time Employment

Jump to question: 1.4

Number working less than 15 hours per week

5

1.4 Part-Time Employment

Jump to question: 1.4

Number working 15 or more hours per week

12

1.5 Full-Time Hiring

Jump to question: 1.5

Enter the number of full-time employees in each category hired during the fiscal year.  
(Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

1.5 Full-Time Hiring

Jump to question: 1.5

No full-time employees were hired (check here if applicable)

1.5 Full-Time Hiring

Jump to question: 1.5

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000					0
Managers - 2000		1			1
Professionals - 3000	2	7	3	2	14
Technicians - 4000				0	0
Sales Workers - 4500					0
Office / Service Workers - 5100-5500					0
Total	2	8	3	2	15

1.6 Full-Time and Part-Time Job Openings

Jump to question: 1.6

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occurred, please enter zero.

1.6 Full-Time and Part-Time Job Openings

Jump to question: 1.6

Number of full-time and part-time job openings

15

1.7 Hiring Contractors

Jump to question: 1.7

During the fiscal year, did you hire independent contractors to provide any of the following services?

1.7 Hiring Contractors

Jump to question: 1.7

Check all that apply

Underwriting solicitation related activities

Direct Mail

Telemarketing

Other development activities

Legal services

Human Resource services

Accounting/Payroll

Computer operations

Website design

Website content

Broadcasting engineering

Engineering

Program director activities

None of the above

Comments

Question

Comment

No Comments for this section

2.1 Corporate Management

Jump to question: 2.1

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer	1.00	\$ 165,600	3
Chief Executive Officer - Joint		\$	
Chief Operations Officer	1.00	\$ 101,200	1
Chief Operations Officer - Joint		\$	
Chief Financial Officer	1.00	\$ 71,008	5

Chief Financial Officer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Chief Digital Media Operations</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Chief Digital Media Operations - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

2.1 Corporate Management

Jump to question: 2.1 ▼

Please list the Other Job titles in this sub-category not listed above

2.2 Communication and Promotions

Jump to question: 2.2 ▼

<u>Publicity, Program Promotion Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Publicity, Program Promotion Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Communication and Public Relations, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Communication and Public Relations, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Head of Audience</u>	<input type="text" value="1.00"/>	\$ <input type="text" value="68,000"/>	<input type="text" value="6"/>
Head of Audience - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Social Media Specialist / Manager</u>	<input type="text" value="2.00"/>	\$ <input type="text" value="74,000"/>	<input type="text" value="3"/>
Social Media Specialist / Manager - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

2.2 Communication and Promotions

Jump to question: 2.2 ▼

Please list the Other Job titles in this sub-category not listed above

2.3 Programming and Productions

Jump to question: 2.3 ▼

<u>Programming Director</u>	<input type="text" value="2.00"/>	\$ <input type="text" value="85,142"/>	<input type="text" value="11"/>
Programming Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Production, Chief</u>	<input type="text"/>	\$ <input type="text" value="0"/>	<input type="text"/>
Production, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Executive Producer</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Executive Producer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Producer</u>	<input type="text" value="8.00"/>	\$ <input type="text" value="50,726"/>	<input type="text" value="3"/>
Producer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Digital Content Director</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Digital Content Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Digital Project Manager</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Digital Project Manager - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Managing Director, Audience Engagement</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Managing Director, Audience Engagement - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

2.3 Programming and Productions

Jump to question: 2.3 ▼

Please list the Other Job titles in this sub-category not listed above

2.4 Development and Fundraising

Jump to question: 2.4 ▼

<u>Development, Chief</u>	<input type="text" value="1.00"/>	\$ <input type="text" value="119,848"/>	<input type="text" value="8"/>
Development, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Member Services, Chief</u>	<input type="text" value="3.00"/>	\$ <input type="text" value="50,988"/>	<input type="text" value="11"/>
Member Services, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Membership Fundraising, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Membership Fundraising, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Major Giving Fundraising Chief</u>	<input type="text" value="2.00"/>	\$ <input type="text" value="73,000"/>	<input type="text" value="1"/>
Major Giving Fundraising Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>On-Air Fundraising, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
On-Air Fundraising, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Auction Fundraising, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Auction Fundraising, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

2.4 Development and Fundraising

Jump to question: 2.4 ▼

Please list the Other Job titles in this sub-category not listed above

2.5 Underwriting and Grant Solicitation

Jump to question: 2.5 ▼

<u>Underwriting, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Corporate Underwriting, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Corporate Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Foundation Underwriting, Chief</u>	<input type="text" value="1.00"/>	\$ <input type="text" value="78,867"/>	<input type="text" value="2"/>
Foundation Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Government Grants Solicitation, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

Government Grants Solicitation, Chief - Joint  \$

2.5 Underwriting and Grant Solicitation Jump to question: 2.5

Please list the Other Job titles in this sub-category not listed above

2.6 Broadcast Engineering and Information Technology Jump to question: 2.6

<u>Operations and Engineering, Chief</u>	<input type="text" value="1.00"/>	\$ <input type="text" value="85,000"/>	<input type="text" value="10"/>
Operations and Engineering, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Engineering Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Engineering Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Broadcast Engineer 1</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Engineer 1 - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Production Engineer</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Production Engineer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Facilities, Satellite and Tower Maintenance, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Facilities, Satellite and Tower Maintenance, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Technical Operations, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Technical Operations, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Information Technology, Director</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Information Technology, Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Web Administrator/Web Master</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Web Administrator/Web Master - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

2.6 Broadcast Engineering and Information Technology Jump to question: 2.6

Please list the Other Job titles in this sub-category not listed above

2.7 Journalists, Announcers, Broadcast and Traffic Jump to question: 2.7

<u>News / Current Affairs Director</u>	<input type="text" value="2.00"/>	\$ <input type="text" value="82,109"/>	<input type="text" value="9"/>
News / Current Affairs Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Music Director</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Music Librarian/Programmer</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Announcer / On-Air Talent</u>	<input type="text" value="3.00"/>	\$ <input type="text" value="48,228"/>	<input type="text" value="12"/>
Announcer / On-Air Talent - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Reporter</u>	<input type="text" value="24.00"/>	\$ <input type="text" value="83,689"/>	<input type="text" value="5"/>
Reporter - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Public Information Assistant</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Public Information Assistant - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Broadcast Supervisor</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Supervisor - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Director of Continuity / Traffic</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Director of Continuity / Traffic - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

2.7 Journalists, Announcers, Broadcast and Traffic Jump to question: 2.7

Please list the Other Job titles in this sub-category not listed above

2.8 Education and Community Engagement Jump to question: 2.8

<u>Education, Chief</u>	<input type="text" value="1.00"/>	\$ <input type="text" value="46,800"/>	<input type="text" value="1"/>
Education, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Volunteer Coordinator</u>	<input type="text" value="1.00"/>	\$ <input type="text" value="42,640"/>	<input type="text" value="1"/>
Volunteer Coordinator - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Events Coordinator</u>	<input type="text" value="1.00"/>	\$ <input type="text" value="50,000"/>	<input type="text" value="1"/>
Events Coordinator - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<b>Section 2. Average Salary Totals</b>	<input type="text" value="56.00"/>	\$ <input type="text" value="1,376,845"/>	<input type="text" value="93"/>

2.8 Education and Community Engagement Jump to question: 2.8

Please list the Other Job titles in this sub-category not listed above

Comments

Question  Comment

No Comments for this section

3.1 Governing Board Method of Selection Jump to question: 3.1

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

3.1 Governing Board Method of Selection Jump to question: 3.1

Ex-Officio (Automatic membership because of another office held)

3.1 Governing Board Method of Selection Jump to question: 3.1

appointed by government legislative body (including school board)  
or other government official (e.g. governor)

0

### 3.1 Governing Board Method of Selection

Jump to question: 3.1 ▼

Elected by community/membership

20

### 3.1 Governing Board Method of Selection

Jump to question: 3.1 ▼

Other (please specify below)

### 3.1 Governing Board Method of Selection

Jump to question: 3.1 ▼

### 3.1 Governing Board Method of Selection

Jump to question: 3.1 ▼

Elected by board of directors itself (self-perpetuating body)

0

### 3.1 Governing Board Method of Selection

Jump to question: 3.1 ▼

Total number of board members (Automatic total of the above)

23

### 3.2 Governing Board Members

Jump to question: 3.2 ▼

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

### 3.2 Governing Board Members

Jump to question: 3.2 ▼

For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

### 3.2 Governing Board Members

Jump to question: 3.2 ▼

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	More Than One Race	Total
Female Board Members	2	3		1	8		14
Male Board Members	2	1			6	0	9
Total	4	4	0	1	14	0	23

### 3.2 Governing Board Members

Jump to question: 3.2 ▼

Number of Vacant Positions

0

### 3.2 Governing Board Members

Jump to question: 3.2 ▼

Total Number of Board Members (Total should equal the total reported in Question 3.1.)

23

### 3.2 Governing Board Members

Jump to question: 3.2 ▼

Number of Board Members with disabilities

0

Comments

Question Comment

No Comments for this section

### 4.1 Community Outreach Activities

Jump to question: 4.1 ▼

Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific, formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?

### 4.1 Community Outreach Activities

Jump to question: 4.1 ▼

	Yes/No
Produce public service announcements?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the educational community?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Produce/distribute informational materials based on local or national programming?	Yes
Did the informational programming materials have a specific, formal component designed to be of special service to the educational community?	No
Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Host community events (e.g. benefit concerts, neighborhood festivals)?	Yes
Did the community events have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Provide locally created content for your own or another community-based computer network/web site?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the educational community?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Partner with other community agencies or organizations (e.g., local commercial TV station, Red Cross, Urban League, school district)?	Yes
Did the partnership have a specific, formal component designed to be of special service to the educational community?	Yes
Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes

Comments

Question Comment

No Comments for this section

### 5.1 Radio Programming and Production

Jump to question: 5.1 ▼

Instructions and Definitions:

5.1 Radio Programming and Production

Jump to question: 5.1

About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)

	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recording)		832	832
Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)		203	203
News and Public Affairs (includes regular coverage of news events, such as that produced by a newsroom, and public issues-driven listener participation, interview and discussion programs)		325	325
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)		7	7
All Other (incl. sports and religious — Do NOT include fundraising)		0	0
Total	0	1,367	1,367

5.1 Radio Programming and Production

Jump to question: 5.1

Out of all these hours of station production during the year for about how many was a minority ethnic or racial group member in principal charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)

5.1 Radio Programming and Production

Jump to question: 5.1

Approx Number of Original Program Hours

429

Comments

Question	Comment
No Comments for this section	

6.1 Telling Public Radio's Story

Jump to question: 6.1

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 2022. 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 2022 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.**

6.1 Telling Public Radio's Story

Jump to question: 6.1

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.

The mission of KCUR is to serve the needs and aspirations of the Greater Kansas City region with an accurate, credible, and unbiased media service that educates, engages, entertains, and enriches both individuals and our diverse community. KCUR strives to bring national issues and stories to Kansas City, and to take Kansas City's issues and stories to the nation. KCUR has a dedicated community engagement team that regularly hosts community listening sessions with various neighborhoods to better understand the kinds of things its residents are interested in. KCUR's Audience Development team helps us understand our audience better through identifying the kinds of stories our readers and listeners are interested in, developing platform-specific tools and guidelines. Through all of this work the Audience Development team is expanding KCUR's reach in the market. We have a daily one-hour talk show, Up To Date, that invites guests who provide expertise, insight, stories, and a wide range of perspectives, while also engaging our audience through call-in segments. Up To Date focuses on pressing issues and topics that have an impact on the Greater Kansas City region. KCUR's young friends' group, Generation Listen KC, seeks to engage and meet younger audiences by hosting an annual series of events and activities. This group is led by a volunteer, leadership council who advises KCUR on the kinds of events and content that are of interest to a younger demographic. In addition to daily reporting, KCUR delivers a daily news email, The Early Bird, that reports on local, regional and national news. KCUR also produces a weekly email, Creative Adventure, giving Kansas City-focused, topically themed exploration tips. Finally, KCUR creates and distributes podcasts on an array of topics of interest to our market, including a daily news podcast, Kansas City Today. The podcast gets listeners in-the-mix of the day's top stories with conversationally designed audio storytelling. The audience of this podcast are young, primarily local, and diverse. They are people seeking information and ways to engage but perhaps not regular radio listeners. This podcast audience are also loyal listeners and subscribers are growing month over month. Please visit our website [www.kcur.org](http://www.kcur.org) for an overview of the range and depth of KCUR's reporting and community engagement.

6.1 Telling Public Radio's Story

Jump to question: 6.1

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.

KCUR is licensed to the University of Missouri and located on the Kansas City campus (UMKC). Two KCUR employees also serve on UMKC's faculty. The host of the daily talk show Up To Date is an associate teaching professor of journalism, and a frequent guest on KC PBS. The host and producer of the weekend music show Fish Fry is director of the Marr Sound Archives of the UMKC Library, and teaches at the Kansas City Art Institute. Several other KCUR employees are adjunct faculty leading courses in digital editing for radio, writing for the media, and communications studies. KCUR is the lead station of NPR's Midwest Newsroom (Hub). The Hub is a partnership between KCUR, St. Louis Public Radio, Iowa Public Radio, Nebraska Public Media News, and NPR to provide investigative journalism and in-depth reporting with a focus on Kansas, Missouri, Iowa and Nebraska. KCUR created and leads Harvest Public Media, a collaborative public media project that reports on important agriculture issues in the Midwest in three major clusters: food, fuel, and field. KCUR manages the work of reporters at four other public radio stations in other states and shares content with seven additional stations. Harvest content is regularly aired on NPR and other public radio and television stations and is picked up by newspapers and digital news sites throughout the region. KCUR also leads the Kansas News Service, a public media reporting collaborative between four stations that covers health, politics and education across the state of Kansas. The scope of this work dramatically enhanced the public media footprint and extended it into local newspapers and radio stations across the state of Kansas. Additionally, KCUR is a lead station in the Kansas City Media Collective (KCMC), a collaborative of public media nonprofit organizations. KCMC members include KCUR, Kansas City PBS/Flatland, The Beacon, Startland News and Missouri Business Alert, with American Public Square as a journalism-adjacent member. Trust, access and sustainability are the core values of the KCMC, with all work available as open-source and free to access. The Collective works to proactively identify solutions to address barriers to accessing local news through the creation, curation and distribution of trustworthy news and information. Members frequently co-create content, and all content is shared widely by the partners.

6.1 Telling Public Radio's Story

Jump to question: 6.1

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.

KCUR sets goals and measures progress for all aspects of our work. Through services that analyze Arbitron data, Google analytics, and social media analytics, KCUR demonstrates a steady broadcast audience and a growing digital audience. We continue to develop metrics that are appropriate for a public media organization. KCUR's work as part of the Kansas City Media Collective resulted in new, \$1+ million three-year grant from the Ewing Marion Kauffman Foundation to extend that work and efforts to understand and grow audiences for collaborative, nonprofit journalism. In 2022, KCUR and the NPR Midwest Newsroom launched a years-in-the-making new investigative podcast, Overlooked, which dug deeply into police corruption in the City of Kansas City, Kansas. This story has now attracted national and international attention and the police officer at the center of it is now facing federal indictments for rape and sex trafficking. Work is underway to create an engagement event around the podcast to strengthen conversations with and among the communities affected. KCUR has hired a full-time community engagement producer to assist in its efforts to deepen and diversify our content-based events across the 2-million+ population of the metro area. KCUR hosts an annual fundraising gala, RadioActive, that has regularly seen a sellout of 1000+ friends of KCUR and public

media. It is anticipated that event will draw up to 1200 attendees this year – the highest in the event's history. KCUR's three annual membership drives (Fall, Winter and Spring) regularly surpass their fundraising goals and brings in hundreds of comments from supporters who are grateful for the work KCUR does. We believe that these are strong indicators of KCUR's impact and the willingness of the community to support our continued work.

#### 6.1 Telling Public Radio's Story

Jump to question: 6.1 ▼

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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

From the start of our coverage of the pandemic through the vaccine roll-out and related social, economic and health issues, KCUR, Harvest Public Media, the NPR Midwest Newsroom and the Kansas News Service continue to ensure that underreported communities in Kansas City and in surrounding rural regions are well-represented in our coverage. We have continued to increase the Spanish-language translations of many of our digital stories across both services and now offer Spanish-language posts on social media platforms. Reporting by KCUR and our journalism partners provides vital perspectives of those often left out of reporting by other outlets. The team's fact-based, in-depth reporting reflects the voices of the people living those stories and helps inform and engage a broad and diverse listening audience.

#### 6.1 Telling Public Radio's Story

Jump to question: 6.1 ▼

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?

CPB funding provides critical support for KCUR's journalism and is a compelling advantage to leverage as we seek to attract new funders to support our work. Funding from the CPB provides a steady base for KCUR to grow its community engagement work, enhance partnerships and collaborations, and advance its efforts to serve and support underserved audiences.

#### Comments

Question

Comment

No Comments for this section

#### 7.1 Journalists

Jump to question: 7.1 ▼

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

#### 7.1 Journalists

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	White, Non-Hispanic	
News Director	1				1		1				
Assistant News Director	0										
Managing Editor	2			1	1	1				1	
Senior Editor	0										
Editor	6			3	3		1			5	
Executive Producer	1			1						1	
Senior Producer	2			2						2	
Producer	5			2	3	1	1			2	
Associate Producer	1			1		1					
Reporter/Producer	2				2		1			1	
Host/Reporter	2			1	1				1	1	
Reporter	7			3	4	1	2			4	
Beat Reporter	7			4	3	1	2		1	3	
Anchor/Reporter	0										
Anchor/Host	0										
Videographer	0										
Video Editor	0									0	
Other positions not already accounted for	0										
<b>Total</b>	<b>36</b>	<b>0</b>	<b>0</b>	<b>18</b>	<b>18</b>	<b>5</b>	<b>8</b>	<b>0</b>	<b>2</b>	<b>20</b>	

#### Comments

Question

Comment

No Comments for this section

#### 8.1 Which Content Management System (CMS) is your station using?

Jump to question: 8.1 ▼

CMS is a platform that facilitates creating, editing, organizing, publishing web and mobile content.

#### 8.1 Which Content Management System (CMS) is your station using?

Jump to question: 8.1 ▼

Check all that apply

Grove	<input checked="" type="checkbox"/>
Bento	<input type="checkbox"/>
WordPress	<input type="checkbox"/>
Drupal	<input type="checkbox"/>
Arc	<input type="checkbox"/>
None	<input type="checkbox"/>

#### 8.1 Which Content Management System (CMS) is your station using?

Jump to question: 8.1 ▼

Other

#### 8.2 Which Customer Relationship Management (CRM) System is your station using?

Jump to question: 8.2 ▼

CRM is a platform for planning and tracking direct marketing and fundraising programs and lead campaigns; managing and tracking communications with prospective and current donors/members; and serves as a database for storing user, donor and/or member data to build profiles.



8.2 Which Customer Relationship Management (CRM) System is your station using?

Jump to question: 8.2

Check all that apply

CDP

Salesforce

Blackbaud

Carl Bloom

Roi Solutions

Hubspot

Adobe

SAP

None

8.2 Which Customer Relationship Management (CRM) System is your station using?

Jump to question: 8.2

Other

Allegiance

8.3 Which Email Service Provider (ESP) is your station using?

Jump to question: 8.3

ESP is a platform that provides services and templates for developing, launching, tracking email campaigns and email marketing activities.

8.3 Which Email Service Provider (ESP) is your station using?

Jump to question: 8.3

Check all that apply

Mailchimp

Hubspot

Constant Contact

GoDaddy

None

8.3 Which Email Service Provider (ESP) is your station using?

Jump to question: 8.3

Other

Emma

8.4 Which Marketing Automation Platform is your station using?

Jump to question: 8.4

Marketing Automation Platform is a platform to automate marketing actions or tasks, streamline marketing workflows, and measure the outcomes of marketing campaigns. These tools provide a central marketing database for all marketing information and interactions, create segmented, personalized, and timely marketing experiences for donors and members. They also provide automation features across multiple aspects of marketing including email, social media, lead generation, direct mail, digital advertising, and more.

8.4 Which Marketing Automation Platform is your station using?

Jump to question: 8.4

Check all that apply

Mailchimp Marketing Platform

Hubspot Marketing Hub

Active Campaign

Adobe

Piano.io

None

8.4 Which Marketing Automation Platform is your station using?

Jump to question: 8.4

Other

Comments

Question

Comment

No Comments for this section