

KSUI: FY20 Annual Local Content and Services Report

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.

KSUI, a member station of the statewide network of Iowa Public Radio, has identified five community issues, needs and interests, which directly relate to the core part of its mission statement, "enriching the civic and cultural life in Iowa through high quality news and cultural programming." These five topics reflect the needs of both KSUI's immediate community and its expanded community, which is the state of Iowa. These topics, which guide KSUI's reporting and cultural coverage, are politics & government, health & education, arts & culture, agriculture & environment, and research & science.

KSUI's News and Digital staff meets daily to review breaking, ongoing, and upcoming news and cultural stories. During this meeting, news reporting assignments and decisions are made based on the five community issues, including how the information is best communicated to listeners. The staff provides content both on-air and online, which provides at a minimum the information shared on-air. They provide photos and video footage online as well.

KSUI's Music staff meets regularly to discuss and determine coverage for upcoming performances and cultural activities. Some of this coverage is provided on-air, including live broadcasts, while some is provided exclusively online, encouraging development of a diverse audience through both radio and online interaction.

These efforts result in greater exposure to a more diverse audience. Diversity of this audience includes ethnicity, age, political affiliation, gender, religious beliefs, and sexual orientation. Though it is not always possible to measure audience diversity quantitatively, it can be measured qualitatively.

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.

KSUI and its member stations of Iowa Public Radio are the only public radio stations in many parts of the state providing service to both urban and rural audiences. The educational and cultural services provided by KSUI are essential and valued by those who listen. In order to ensure it upholds its mission and properly serves the public, KSUI has established several initiatives with multiple community partners. Some of these initiatives and partnerships include:

- Continuing our partnership with *The Gazette* in Cedar Rapids to host *Pints and Politics*, a regular forum in which a live audience can participate in conversations of importance to Iowans;

- Continuing our partnership with Harvest Public Media, sharing the stories of our reporter and those of our partner stations, both on-air and online, on agricultural issues impacting Iowa and surrounding states;
- Continuing to partner with regional public radio news organizations, sharing the stories of our reporters and News staff with those partner stations, both on-air and online, on a variety of issues impacting Iowa and surrounding states;
- Hosting local experts on our talk shows, including horticulture experts, wellness experts, home improvement, political, and wildlife experts to inform and educate listeners on these topics, which are of interest to all Iowans;
- Continuing to dedicate on-air time to discussing political and policy issues that affect Iowans. In particular, hosting “Politics Wednesday,” which is an hour-long conversation every week that focuses on current political events locally and nationally. Additionally, during Iowa’s legislative session, we host a weekly “Legislative Day” episode live from the Statehouse that covers policy issues currently in debate or consideration by the Iowa legislature that could or would be important and impactful to Iowans;
- Providing a weekly podcast to digital listeners titled *Under the Golden Dome*, which provides context, depth and a better understanding of the Iowa legislative session and the process of creating policy and law;
- Providing a podcast to digital listeners titled *Caucus Land* following the 2020 Iowa Democratic caucuses. *Caucus Land* takes listeners through the nomination process as the road to the White House begins;
- Produced a talk show project called “Home State View,” interviewing reporters from the home states of each of the democratic presidential candidates in hopes of learning about their leadership prior to running for the presidency;
- Chosen to be one of the four lead stations creating a new Midwest News Hub in collaboration with NPR to focus on investigative journalism in the Midwest region;
- Broadcasting *Symphonies of Iowa* and *At the Opera with IPR* which extend the reach of Iowa’s premier symphony orchestras and operas;
- Created a new piano series called The Steinway Café, with performances by pianists from Iowa and beyond to celebrate the refurbishment of our 1918 Steinway Model B grand piano;
- Partnered with a local music venue to continue the Studio One Underground series, presenting live performances of local and regional musicians;
- Created a weekly series called “House Calls,” in which a Classical music host phones an Iowa musician at home to discuss their work and asks them to play “DJ”;
- Providing perspective and well-researched information during news reports, talk shows, roundtable discussions, and other community conversations by continuing to expand relationships with the broader educational community, including K-12 teachers and administrators as well as university professors and administration;
- Showcasing student performances and local musicians in our Music programs, including *Gas Money*, through continued relationship development and collaboration among the public

universities, private colleges, performance artists and bands, and student organizations & individuals;

- Continuing efforts to increase public radio's involvement and visibility in the state by serving in leadership capacities on committees and boards. As an example, our Executive Director continues to serve as a tri-chair of the Cultural Capital committee of the Des Moines Capital Crossroads effort. Two major goals of the committee are to promote "everyday, everywhere" art to strengthen the creative economy in Central Iowa and to work with leaders in the music community to support the local music economy. On a regional level, the Executive Director continues to serve on the board of Public Radio in Mid-America, a regional public radio organization; and
- Collaborations with community non-profits, offering opportunities for these organizations to share their stories and initiatives either through event sponsorships or through news stories and other programs.

In addition to these primary partnerships that directly support the fulfillment of its key initiatives, KSUI has other related partnerships that assist in communicating its mission and value. These include participation in career fairs, serving on student and community panels, guest lecturing, moderating presentations, and attending other community festivals and events.

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.

KSUI and its member stations of Iowa Public Radio regularly witness the impact of its key initiatives and partnerships. As an example, potential listeners are exposed to the programming provided by KSUI through its collaborations with community non-profits and participation in other events. Additionally, when KSUI is present at a community event, long-time listeners as well as new listeners share that they value the diversity of programming – both in programming type and broadcast and in story-telling provided by our reporters – or that they first heard about the station through a similar event. By cultivating our existing partnerships and seeking new ones, we have been able to provide the following resources to our listeners:

- Continued our partnership with Mid-Iowa Health Foundation which assisted us in hiring a health reporter increasing our health reporting coverage across the state. This reporter participates in *Side Effects*, a Midwest health reporting partnership, allowing us to share her reporting regionally, and bringing regional reporting to our listeners.
- Our new partnership with Report for America assisted us in hiring a reporter to focus on Iowa's LatinX/Latino populations and communities.

Additionally, the public and private universities frequently communicate how much they appreciate partnering with us – both in our news and arts and culture programming. They feel it is a valuable outreach effort on their part, one that pays off by greater exposure to the parents of potential and current students, and appreciate being able to share the wisdom and inspiration of their faculty and staff. Here are some comments provided by listeners to KSUI, which can be considered tangible results:

- I love IPR because the programs are diverse and interesting and I always learn something when I listen. The programs are well written. The radio personalities are intelligent. Thank you for making my life better.
- Iowa Public Radio is integral to our family's culture: classical music, opera, jazz, and accurate, un-inflamed news are part of the fabric of our lives. Support of the arts, now more than ever, is crucial to the future of our society. Thank you, IPR, for not only enriching our lives, but for being a valued "member" of our family.
- I've been listening to public radio for as long as it has existed, and while I value being an informed citizen at all times, I am especially grateful for good reporting from around my state, around the country, and around the world in times of crisis. Although much of my radio listening has shifted online, as a single working parent, I also value radio because it lets you learn things while you also get stuff done – it's hard to read the paper while you do the dishes!
- The news I hear on IPR is reliable and delivered with integrity. I feel well-informed and many times enlightened through my constant listening. It's the best way to start my day and the only news I know that I can truly trust. Thank you!!!
- Thank you to all the IPR team for being a calm and consistent voice during this difficult time. I am now in week 2 of unemployment due to Covid-19 and all that remains of my previous routine is listening to IPR. What you do matters on so many different levels. Thank you.

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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

Over the past year, KSUI and its member stations of Iowa Public Radio have maintained and built upon its initiatives to expand and better serve multiple minority and diverse audiences by facilitating the following:

- Broadcasting a weekly bilingual Classical program, *Concierto*, targeting Spanish speakers. Listener response to this program continues to be positive, and Iowa Public Radio plans to continue broadcasting the program;
- Continuing our weekly arts segment called *Iowa Arts Showcase*, which highlights the efforts and activities of non-profit arts and culture organizations throughout Iowa. This program continues to be received positively, with cultural and arts organizations considering this a beneficial service program for their organizations and the state;

- Participated in the Americans for the Arts Diversity In Arts Leadership (DIAL) internship program. Our intern lead a market research endeavor focused on determining the feasibility and interest of a statewide, inclusive, digital arts and culture magazine;
- Posting and sharing our content digitally, which is our most diverse audience. In the last year, we have expanded our digital efforts by providing more digital content to consumers across several digital platforms;
- Enhanced our digital offerings as the COVID-19 pandemic started in March, 2020. New digital offerings include the Daily Digest, which is both a daily newsblog of the latest news in Iowa, and a daily weekday newsletter of the latest IPR News, NPR News and other feel good content;
- Participated in America Amplified, which is a grant-funded organization supporting community engagement journalism efforts, in order to reach out to new audience in new ways to provide new reporting around the pandemic, election process, and other issues of importance to underserved audience; and
- In early fiscal year 2021, our Report for America reporter started translating online stories to Spanish.

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 continues to be an essential part of our funding resources. The CPB funding we receive is used exclusively to pay for national programming, allowing other funding resources to be used for locally produced programming and other initiatives that are important to the communities we serve.

If we did not receive CPB funding, it would be difficult to maintain the staffing resources required to provide the level of service our listeners and communities expect from us.