

2020 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

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.

KUMD provides educational, informative, interesting and entertaining programs that benefit our community and meet the needs of unserved and underserved audiences in Northeastern Minnesota, specifically local indigenous Ojibwe people. KUMD has a long history of developing strong local programs that are responsive to community priorities from native health to sustainability. KUMD is a leading local media outlet in Duluth with live, daily broadcasts of current weather, news, arts and cultural reporting, interviews, and a wide variety of music programs plus live musical performances, live radio late-night, archived digital content, and live streaming dedicated to encouraging listeners to engage in the community.

KUMD also maintains a consistent and prominent presence in the community, on air, in person and on campus through support of local projects and events, community partnerships and daily reporting on art, music, theater and other locally important cultural events. We truly connect out in the community and link our listeners to what is happening locally.

We rely on unsolicited feedback, programming surveys to members and listeners, surveys shared through our website regarding special coverage and grant funded opportunities, web and social media analytics, carriage reports and a community advisory board to determine the success of topics and areas of focus. These avenues have served us well in identifying a spectrum of programming that seeks to serve all people in our community.

Short-form - KUMD produces 2-5 daily locally focused segments as a part of our community focused 3-hour morning program *Northland Morning*. We use this program to truly reflect the community through diverse local voices talking about critical community issues and the good work happening in our listening area. We focus on both critical news and information as well as celebrate the arts and culture unique to Minnesota and our region. Some of our regular programs include: *MN Reads*, *Green Visions*, *The Simple Plate*, *Backyard Almanac*, *Where's Art*, *Journey to Wellness in Indian Country*, *In the Spirit of Medicine* and so many more.

Weather - KUMD also shares live, current weather reports over 20 times/day, a critical service for this region where weather is regularly life-threatening and live local radio broadcasts are dwindling. We relay all and every severe weather warning and watch, which are regular occurrences all year round. Our consistent coverage and live broadcast has been critical in recent extreme weather events. On our harshest winter days we share warming house hours and the Homeless Outreach hotline # every day

the wind chill picks up. Weather reporting and information is critical public safety in our region.

Long Form Content - KUMD produces also a program that shares the music talent of the region called *Live from Studio A*, mixing interview segments with live music performances in a 30-minute program. During the pandemic, we have been able to continue to host these sessions virtually. We also produce a two-hour weekly program *The Local*, focusing on local and regional music which includes a community calendar to inform the public about upcoming music events as well as regular interviews with local musicians and music-related entities. At the start of the pandemic, we started a twice-weekly half-hour program to provide information and resources for the community.

Digital platforms - KUMD has a strong web, social media and podcast strategy created to reach and grow audiences, sharing the important news stories and information across our digital platform. We have systems that work to grow our reach in sharing and supporting the arts, music and cultural events in the community. Our live reports, interviews and in-house productions of local programs are distributed online with audio and written stories plus some specific programs are also podcasts. Our social media strategy is designed to reach as broad an audience as possible with multiple platforms, which target different audiences. We find that some digital content continues to draw a large audience even after the program is no longer produced; for example, we have a half-hour program, *Ojibwe Stories*, whose web posts include an English transcript of the Ojibwe language used in the program, and, although we have not produced a new episode in three years, those posts are used as a teaching tool by educators and continue to show up as some of our most-accessed web content in analytic reports.

In-person – Pre-pandemic, KUMD partnered with several organizations on events in the community, and we had informational tables set up at several of them. KUMD includes many college students as representatives in our outreach activities to create the passion for public radio in the next generation. These new audience connections are critical to our future success, maintaining independent media for the Northland. We look forward to more of these opportunities in the future as our state recovers from the pandemic.

Community Radio Training – We invite members of the community to be regular broadcasters on KUMD. We offer training, coaching, guidance and support to show hosts and contributors, creating great local radio from live broadcasts, produced content, interviews and podcasts. KUMD develops radio talent who are interested in bringing their knowledge and expertise to current and future audiences.

Internship Program – KUMD offers Academic and Summer Internships for News, Arts Producer, Radio Producer, Music writer, Photographer, Video, Underwriting and Graphic Design. Creating opportunities for youth in the beginning of their careers is great for the community but also helps KUMD grow our audience and connect to greater and more diverse audiences. With classes moving to remote learning at the start of the pandemic, we had fewer interns in the latter half of FY20, but we found ways to keep students engaged and involved in the station.

Education services – Pre-pandemic, KUMD had an open door policy, welcoming volunteers and offering free training to members of the community and to college students at local higher-ed institutions including the University of Minnesota, University of Wisconsin, College of St. Scholastica and Lake Superior College. We trained volunteers to host live programs and to join critical KUMD committees including News, Promotions and Music. These offerings helped us grow our younger audiences reaching them on-air and online and in person. We have cautiously begun to train individual announcers with social distancing protocols in place, so, although training opportunities have temporarily been reduced, we are still offering them

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.

KUMD is extremely connected to the community through our key initiatives supporting the arts in Duluth, honoring the Ojibwe people and culture, contributing to a legacy of dynamic civic engagement, and being of social service. Collaborations are key to KUMD using its resources in the best way to grow our audiences, reach a wide part of the community and grow the community culture through programming partnerships and local events.

Pandemic response –Within two weeks of the COVID-19 pandemic shutdowns in our state, we created a new half-hour program called *Neighbors* to connect the community with local resources and experts. This program aired from March 24 through June 30, 2020, airing twice weekly for two months and once weekly for its final month.

Racial Justice Response-As a Minnesota-based station just two-and-a-half hours from Minneapolis, the killing of George Floyd hit close to home in our community. We covered a local protest and aired several interviews touching on racial justice in response to that event.

Music and Art - Our focus on supporting independent artists, and musicians and to uphold the vibrant arts and culture community in Duluth takes a family of partners. We support this community by partnering and presenting local concerts at Bayfront Park, NorShor Theater and a long list of important local music venues and theaters. We partner with local arts non-profit organizations like the Duluth Art Institute, UMD Tweed Museum of Art, Minnesota Music Resource Center, Glensheen Historic Estate, Sacred Heart Music Center, Duluth Dylan Fest, Park Point Community Club and Duluth Homegrown Music Festival Committee, to plan, support or promote exciting events, concerts and festivals in Duluth.

Civic Engagement - KUMD partners with non-partisan organizations which help us share government initiatives and opportunities. KUMD partners with the City of Duluth, sharing city planning, civic engagement opportunities as well as critical city alerts impacting travel, access, power and more. The city keeps us abreast of all civic

opportunities for public input, hearings and public meetings which we share on air and we air the Duluth City Council meeting every other Monday all year long. We also partner with PACT TV (Public Access Television) in City Hall.

Sustainable Living - With climate change upon us and energy, food, transportation and housing issues a prime concern in our community, KUMD reports on sustainability issues with the help of multiple partners through news stories and features like *The Simple Plate* and *Green Visions*. Research and advocacy groups include Minnesota Sea Grant, UMD Sustainability Office, Minnesota Power, The Sierra Club of Minnesota, Friends of the Boundary Waters and more.

Social Service Commitment - KUMD regularly spotlights the community initiatives that support the underserved and unserved populations on issues such as of mental health, equity, equality, social justice, incarceration, homelessness, education parity, access to health care and disability services. KUMD partners with charitable organizations which focus on helping people like: CHUM who runs the largest homeless shelter and fight for homeless rights, Animal Allies, a no kill rescue shelter in Duluth, UMD Commission for Women, PAVSA (Program to Aid Victims of Sexual Assault), Woodland Hills Boys Home, Men as Peacemakers, UMD Women's Resource and Action Center, Local Solutions to Poverty and more. We postponed our spring 2020 membership drive due to the uncertainty of the pandemic and instead spotlighted local non-profits, including a local food bank.

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.

KUMD has enormous impact in our community as the only public radio station in town that is completely staffed, produced and broadcasting live from Duluth. We are uniquely positioned to raise awareness in our community with time and space to dedicate to tough issues, a spectrum of voices and a diversity of issues. With a broad community of voices on our airwaves and an online platform that is accessible to all, our reach is exponential. Stories may air once but their reach is multiplied by our web stories and audio archives and the social media reach of our key initiatives. We garner measurable outcomes through listenership, web traffic, social media interactivity as well as feedback from our partners.

Each year KUMD partners with the John Beargrease Sled Dog Marathon in Duluth to share the history and report live from the trail throughout the race in this, the longest sled dog race in the lower 48, run in honor of the Native American mailman John Beargrease. Our five days of John Beargrease coverage reaches a broad audience on air, on our website, and on social media. Being at the forefront of prominent local events like this helps us spread the word about less exciting issues critical to the community.

KUMD partnering with music events in our area relate directly to participation and attendance at local arts festivals and concerts in every variety and genre. Key partnerships with local music festivals garner particularly positive feedback including the Duluth Homegrown Music Festival. Although that event was canceled in FY20, many local artists chose to perform livestreamed shows during the week, and KUMD provided daily coverage via a blog on our website. We also used social media to share our in-studio performances from local artists who had been scheduled to perform. It was our intent to provide a boost to the local music scene at a difficult time, and we received positive feedback on social media about our efforts:

“Good times! Thank you KUMD 103.3 FM for keeping the homegrown vibes flowing!” –Nick Hanson of local band Nudecolors

“Thank you for posting this and keeping us connected!”-Kate Isles, local musician

KUMD covers real life stories and share critical resources on air which are followed up by a web story with links. Our website traffic analytics are a constant reminder of our success. Single stories and longtime issues stand out for audiences like the story about the opening of new warming shelters for the homeless. We know we are raising awareness of both the social issues that we should all care about, as well as the resources available. Putting a human face on the work that so many people do to create a safe and vibrant community for all people is an important part of our local coverage.

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.

KUMD invests in reaching minority audiences and to talking about diversity, equality and inclusion. Broadcasting in a metro area that is 95% white, we bear the weight of bringing diverse cultural programming to the airwaves in the Northland.

Here at KUMD, we continue to grow our focus on Ojibwe and Native American topics and issues. Our local program is “In the Spirit of Medicine” features the essays of Dr. Arne Vainio, an enrolled member of Mille Lacs Band of Ojibwe and a family practice doctor on the Fond du Lac reservation in Cloquet. We surveyed listeners about the program and here are some of their comments about the impact of the program:

“KUMD Radio must continue bringing local, Indigenous, BIPOC, LGBTQ and diverse stories , music and interviews. Every time a story from these communities is shared it brings power and healing to these same communities and cultural education to non-diverse folx. My hope is that you will secure funding to allow these stories to continue. “

“Hearing more from indigenous people is very important to me, and KUMD does a great job amplifying their voices.”

“This is a insightful and important program, promoting cultural understanding.”

“Hearing Native voices is important for everyone. That his is a Native voice and a Medicine voice is doubly important. “

We also produce a bi-weekly interview series “Journey to Wellness in Indian Country,” dedicated to Native Health. For this program KUMD collaborates with the UMD Medical School Center of American Indian and Minority Health and the UMD American Indian Learning Resource Center, AICHO, Mending the Sacred Hoop, local partner tribal stations and other community resources that support Native American people in our community.

In addition to those segments specifically focused on our Indigenous community, we regularly include Indigenous authors, musicians, and other guests on other programs and segments like our book feature, *MN Reads*.

Also supporting this mission, we collaborate and share programming with tribal stations in Minnesota through our AMPERS network including stations KKWE, KBFT and KOJB, to encourage greater understanding of native culture and to serve Native Americans living in the Twin Ports. KUMD airs “Minnesota Native News,” “National Native News” and other programming from Native Voice 1.

KUMD also airs a number of programs that share minority culture with a focus on African American and the African diaspora on music programs including *Caribbean Roots*, *Hip-Hop Hotdish*, *Soul Village*, *Blues Alley*, as well as international programs like *The Latin Alternative* and the *Putumayo World Music Hour*, the last two are directly funded by our CPB grant.

Our daily programming includes an hour-long international news program *Democracy Now*.

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 has been more essential than ever during the pandemic, when other sources of funding have been reduced. It has enabled us to step up to better meet our community's needs with programming in response to the pandemic as well as the conversation surrounding policing and racial justice. It allows us to continue providing diverse and non-commercial programming and to create more local and varied content that matters specifically to our area audiences. It directly supports our news and community engagement work. It drives us to be of great community service which adds up to better radio, translating to increased local business and member support. It is CPB that helps us bring important diverse national programming to our airwaves.

KUMD has been in a time of transition for the past two years, as our licensee prepares to transfer ownership to the local public television station. This process was slowed by the pandemic. Our full-time staffing has been greatly reduced, and CPB funding has been crucial to allowing us to hire part-time staff to fill the gaps. It has allowed us to engage contract engineering services after our engineer retired and was not replaced. Without the CPB grant, we would be forced to eliminate programs and would lose our ability to produce the wide array and important community service programs and air many of the local and national and news programs listeners rely on.

With the current CPB grant we are able to have enough staff to continue creating new meaningful community partnerships and programming, which in the end results in stronger, healthier community. Our competent staff offers quality training to volunteer programmers, so all programmers are aware of community needs, can be proactive during severe weather and be responsive to the dangers of weather aftermath, a critical resource in today's internet dependent society and climate impacts.

CPB funding allows for a consistent, LIVE, real-time broadcast, with a large community of people creating programming, which is unique in our area and in this day and age. KUMD continues to be the kind of radio station that truly broadcasts in public interest and we simply could not continue doing this without the CPB grant.