

**Corporation for Public Broadcasting (CPB)**  
FY 2018 Station Activities Survey (SAS)  
Section 6. Local Content and Services Report; Telling Public Radio's Story

*Submitted by KMUW to the CPB on 2/15/19*  
*Approved by the CPB on 2/19/19*

**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 – NPR for Wichita continues to increase news coverage and engagement that remains unique to the greater Wichita area. In Fiscal Year 2018, KMUW developed more in-depth local news coverage, on-air and online. Daily news coverage of the Wichita area grew even more with award-winning local features and newscasts during Morning Edition and All Things Considered. Plus, the addition of midday news casts for a total now of 12 per weekday. Engagement grew through several projects that promote community conversations.

In FY18, KMUW recruited one of the most experienced and respected journalists and news editors to serve as leader of the station's News & Public Affairs programming, adding a new level of community respect and relevance to the award-winning team. He led KMUW coverage of politics, education, health, energy, environment and business. These stories are on our website, with supplemental materials, such as multimedia pieces that include not only the audio story, but also photos and videos. These provide a valuable archive for the Wichita community, as they are often linked by other organizations in local newsletters and informational materials. KMUW's social media strategies continue to develop with a focus on interactive ways to promote civic conversations and circles.

The news and management initiatives to work with stations around the state of Kansas grew as part of a CPB regional journalism collaboration that was organized and prepared in FY17, and got off the ground with new reporters and expanded coverage in FY18.

**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.**

During this fiscal year, KMUW launched the development of a program with the Wichita Community Foundation called the Hubhub, a grassroots organizational platform to improve our city. In a related program, KMUW has served to help launch a program called GroWichita, a downtown composting initiative. Following several years of collaborations, KMUW also participated in programming for the Wichita Public Library's Big Read by featuring the selected book in our Literary Feast event series. Other partnerships the station has continued this year included hosting a community station on Douglas Avenue during Open Streets (which encouraged more than 20,000 locals to get outside and explore Wichita), and inviting junior Girl Scouts to the station for a day of programming experience. In addition to these partnerships, Project Wichita is a huge collaborative effort that KMUW has provided resources for (both in braintrust and in promotional capacities), in an effort to learn the needs of our city by hearing from diverse voices and then to provide a vision for the future.

In the news sector, KMUW continued its participation with the Regional Journalism Collaboration statewide project. This CPB funded project is increasing coverage of the state of Kansas in the areas of politics, energy and environment, health, and education. These partners include KCUR, KPR, KHCC, KRPS and HPPR. KMUW also remained an Associate Member of the Harvest Public Media project. It includes public broadcasting in Kansas and adjoining states related to farming, fuel, and food, with online content from all stations involved in the project.

KMUW served as media sponsor for many performances, festivals, cultural events, and educational and community gatherings hosted by not-for-profit organizations in Fiscal Year 2018. Each of these served as opportunities for community-building, cultural empowerment, and education. They also showcased a variety of local and regional talent. KMUW continues to raise awareness of our 501(c)3 colleagues by providing valuable, customized on-air messaging, online promotion, and ticket giveaways.

**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.**



During FY18, KMUW benefited many local non-profit organizations. One example is our relationship with ICTrees, a non-profit that helps plant trees in areas lacking natural canopy or previously hurt by a freeze that killed many local species of trees. The ongoing KMUW project raises awareness and funding for trees and resulted in hundreds more newly planted trees in Wichita this year. Trees were planted in schoolyards, medians, parks and other public spaces as a result of this impactful partnership.

Another ongoing relationship KMUW has is with Meals on Wheels and Senior Services of Wichita. In the fall of 2017, Senior Services of Wichita donated one meal to Meals on Wheels for every early contribution made to the station, greatly helping to feed homebound seniors in our community. Then, in the spring of 2018, for every early pledge to KMUW, Skyward Credit Union covered the cost of a doctor visit to Guadalupe Clinic, helping those who need a safety net for quality medical care in our community. In both cases, KMUW facilitated the assistance of hundreds of people in at-risk populations via these partnerships.

The impact of KMUW has only increased over the last year, and that impact is highlighted by the community, our listeners, and leaders. This symbiosis is completed when those same listeners donate more to KMUW in support of all that the station is able to do, and it continues in full force.

**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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.**

KMUW has made it a priority to cover news and issues that reflect the diversity of the community. The station has created the position “Director of Cultural Diversity for News and Engagement.” This position guides diversity elements of station outreach on and off the air. Here are some of the stories by the KMUW news team that addressed diverse audience needs.

- 9/8/2017: DACA Comm Meeting, Nadya Faulx
- 9/15/2017: Black Women Photographers, Carla Eckels
- 8/11/2017: Westboro Baptist Church Ruling Reaction, Aileen LeBlanc
- 9/20/2017: Council on American-Islamic Relations – response, Nadya Faulx



- 10/23/2017: Dockum Memorial Design, Carla Eckels
- 11/25/2017: Racial Diversity at Kansas Universities, Heather Eden
- 10/9/2017: Racial Healing – National League of Cities, Nadya Faulx
- 1/15/2018: King Celebration at WSU, Carla Eckels
- 2/22/2018: Immigration Bill – Sen. Roberts, Nadya Faulx
- 1/29/2018: Citizenship Feature, Nadya Faulx
- 2/5/2018: Immigration Divide, Nadya Faulx
- 2/19/2018: GOP Transgender Policy, Nadya Faulx
- 1/18/2018: MLK Unity Walk, Carla Eckels
- 3/9/2018: Spanish Radio, Carla Eckels

KMUW produces several music shows that celebrate cultural diversity – and reaches diverse audiences.

Global Village is a nationally distributed show that is heard around the world. In the past year, more stations have picked it up; we now have 400 in station 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.

The station produces a soul and gospel program called Soulsations which is hosted by Carla Eckels. Soulsations addresses diverse African American audiences, has a strong following and will be developed for national distribution in the coming year.

KMUW produces eight hours a week of jazz and two hours of blues. Both of these genres have their roots in the African American culture and include global sub-genres that are regularly highlighted on the station's jazz and blues programming.

KMUW made plans to air The Gospel Roots of Rock and Soul to celebrate Black History Month. This four-hour documentary series explores the influences of Gospel and African American culture on rock, pop and R&B. KMUW will promote this series heavily on-air, online and through social media.

KMUW continues to seek ways to put more diverse voices on the air. In FY18, the station recorded and broadcast our listeners reading the legal ID once an hour, purposefully seeking a culturally diverse representation of our listenership. KMUW plans to increase the number of voices on the air by asking listeners during station events that attract diverse attendees.



KMUW offers at a discounted rate its SCA subcarrier to the Vietnamese American Radio Network, which distributes a full-time signal in Vietnamese, including daily local content. KMUW also provides engineering expertise to this group at no charge in an effort to keep this important community service on the air.

KMUW's other subcarrier broadcasts the Wichita Radio Reading Service that includes content from across the state of Kansas. 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?**

FY 2018 CPB funding accounted for approximately seven percent of KMUW's annual budget. The amount covers most of the KMUW expenditure on community engagement projects within the station's Community Engagement Department, including the Cultural Diversity elements for a newly created position. Diverse outreach and engagement are key to the mission of KMUW and Wichita State University. Thanks to CPB funding we have been able to host more public events each year with and for nonprofit organizations.

The project EngageICT: Democracy on Tap that was initiated with a grant from the Knight Foundation in 2016 continues with monthly gatherings to make deep dives into relevant matters, such as education funding, transportation and health care. It will continue in 2018 and 2019 leading up to the next presidential election and through the next Kansas legislative session.

KMUW continued many media sponsorships of non profit community events and presentations in FY 2018 including:

- 2018 Tallgrass Film Festival
- Headin' for Home 5k (benefit youth sports in Harvey County)
- Friends University Jazz Festival
- Music Theatre Wichita Season
- Wichita Brewing Company relay marathon (benefits Kansas Food Bank)
- Wichita Blues Society 2018 Blues Festival
- Titan 10k (benefits South High Sports programs)
- Kansas 811 Run (benefits Kansas Food Bank)
- 2018 Grub & Groove Fest ("Wichita's Largest Urban Festival")
- Working Well Conference (Health & Wellness Coalition of Wichita)
- Douglas Design District's Avenue Art Days





- 2018 Open Streets ICT
- Positive Directions AIDS Walk
- Wichita Public Library's Big Read
- Bartlett Arboretum's Treehouse Concert Series
- Wichita Symphony Orchestra Season
- Assistance League's Day of Authors
- 2018 Wichita Alternative Gift Market
- Exploration Place's EP21 Events
- Vibrant ICT's Eugene Friesen Concert
- The Kansas African American Museum's Trailblazers Gala
- Botanica's Latin Concert Series
- 2018 Wild and Scenic Film Festival (KS Alliance for Wetlands & Streams)
- 2018 Autumn & Art Festival (Wichita Festivals, Inc.)

We are proud to provide quality programs to Wichitans from NPR, PRX, WNYC, and APM. Our annual CPB Community Service Grant provides the majority of funding for these programs, thus allowing KMUW to invest in our community outreach and cultural diversity projects that have become an integral part of our local image and purpose.

The CPB funding has become even more crucial to KMUW's public service mission because the facility move to Old Town Wichita has increased monthly costs to the station and eliminated a revenue stream from a cellular tower that was on our previous property. KMUW is developing new revenue streams that, once mature, will cover the difference.

