

Corporation for Public Broadcasting (CPB)
FY 2019 Station Activities Survey (SAS)
Section 6. Local Content and Services Report; Telling Public Radio's Story

Submitted by KMUW to the CPB on 2/14/20
Approved by the CPB on 2/19/20

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

KMUW strives to be a place where listeners and the broader community will not only learn about the news and issues of the region but will gain a deeper understanding of them. To that end, we have worked to expand our content in several areas. FY19 was a year of diligent planning and research as well as expansion for KMUW. The station put several of these projects in motion.

KMUW began a yearlong programming strategic plan to add a local issues program to our schedule. We learned that our listeners wanted more local business news and more stories that highlighted Wichita's emerging sense of place. Planning included a workshop with a national producer, Jim Russell, who helped us focus and craft the final product. It was designed to include a weekly business segment and monthly signature segments that focus on, respectively, the arts, public transportation, little-or-unknown places across the state and the cultural diversity of South-Central Kansas. We understood from listeners that it was important to hear more diverse voices. Jim Russell did an amazing job of walking the entire KMUW staff through the process, along with some loyal and honest long-time listeners from the community. "The Program Doctor" kept us humble and on track. The final plan did not come out at all as we initially expected, but that is precisely why we sought professional industry guidance.

KMUW also began planning a multiplatform, yearlong exploration of women's history to recognize the centennial of women's suffrage in Kansas, 2020. The project, Highsight: Looking Back at 100 Years of Women's Suffrage, will consist of ten short on-air episodes, at least one public conversation event and six in-depth podcasts with supporting historical documents and references, a digital interactive timeline intended to be useful and interesting to listeners and students in a scholarly manner.



KMUW developed a podcast on language titled You're Saying it Wrong, a look at the oddities and pitfalls in the English language. It features KMUW host Fletcher Powell and authors Kathryn Petras and Ross Petras. This is serving as an effective tool for listening events with donors and will be the focus of public events in the future.

KMUW's contributions to the statewide Regional Journalism Collaboration called Kansas News Service continued to grow through broadcast coverage, digital-only reporting and the project podcast My Fellow Kansans, a six-part podcast produced by the Kansas News Service. In 2018, the focus was on the gubernatorial election. Other issues that KMUW covered for the statewide distribution effort focused on energy, environment, and education.

KMUW began the process of adding a new summer internship program. The KMUW Korva Coleman Diversity in Journalism Internship was developed in collaboration with NPR newscaster Korva Coleman; it will help train college students of color to be part of the next generation of public radio reporters and newscasters and is open to students and graduate students across the nation. KMUW has also expanded its student-internship program, a partnership with Wichita State University's Elliot School of Communication. In addition to our two news interns in a project we call NewsLab, we have Wichita State University Elliot School interns for Marketing and Engagement. The Elliot School of Communication is helping fund this program. All four intern positions rotate through fall, spring and summer semesters, allowing for up to 12 per year.

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.

KMUW has focused on expanding several key collaborations in the past fiscal year, with a view to insure a greater impact on the people who intersect through those partnerships. Among these efforts was KMUW's work with Girl Scouts of Kansas Heartland. KMUW hosted a "Surfing the Soundwaves" program for junior girl scouts, where they learn about public radio, work on a production project, and record in professional radio studios for a special production that we broadcast on Thanksgiving Day. KMUW expanded this partnership in the spring of 2019 by including another one of these popular sessions. With this one, our radio project with the girls focused on Independence Day traditions, and we were able to broadcast their featurette on the 4th of July. What is so special about this



program is that it not only inspires a new generation of young people, but it also educates the parents and troop leaders in attendance.

Another outreach initiative is KMWU's ongoing monthly Literary Feast book club. This year, we focused on books that could increase awareness of world views of our participants, with selections like Fatima Farheen Mirza's *A Place for Us*, *Fruit of the Drunken Tree* by Ingrid Rojas Contreras, *The Heartbeat of Wounded Knee* by David Treuer, and *Washington Black* by Esi Edugyan. In addition, the station partnered with the Wichita Public Library's Big Read program by selecting *Station Eleven* by Emily St. John Mandel for the October discussion. This national program encourages millions of people to read some of the most celebrated books of our time.

KMWU also continued to be a foundational partner in Wichita's Open Streets event, by participating in the second year of this four-mile, day-long event. Open Streets shuts down a large section of our main thoroughfare, Douglas Avenue, and encourages people to get out and enjoy it by walking, bicycling, and stopping at the many booths, shops, and activities throughout the space. KMWU was one of the participants at an important intersection in Old Town, where we engaged community members with sidewalk chalk activities, station information, games, and giveaways. This event is so exciting, because it brings people of all ages to KMWU in an organized place making setting.

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

In Fiscal Year 2019, KMWU worked hard to expand several key initiatives and community partnerships, from Engage ICT: Democracy on Tap to Media Circus, our first ever large-scale fundraising event in support of diverse internships and the future of journalists.

With our ongoing community conversation series, Engage ICT: Democracy on Tap, KMWU created a noticeable impact through the environment mini-series, which saw discussions about waste, climate change, and the economics of environmentalism. Among other notable panelists was Nobel Prize winner Dr. Chuck Rice, from K-State. We also discussed effective ways to reach out to elected officials, with a built-in engagement opportunity to write a note on a postcard to each attendee's representative of choice. In our discussion of Education Funding, Lieutenant Governor Lynn Rogers was among our panelists. This event



has reached nearly a thousand in-person attendees this year, with many hundreds more watching the events online. One event that drew a huge, standing-room only crowd, and community interactions was our discussion about the fate of an iconic Wichita building, Century II. We also discussed ways to make a difference with social media, with the #Activism conversation, and how to have productive conversations with our Political Philosophy discussion.

Many attendees of Engage ICT have spoken with staff about the impact the events have on their understanding of their community and what they can do to make the world a better place. We also hear from listeners during our pledge drives, who share stories about how KMWU's engagement efforts have bettered their lives.

In fiscal 2019, we had several successful partnerships. In the fall of 2018, we partnered with Legacy Bank to send donations to the Kansas Food Bank's Food 4 Kids program...providing nearly 800 meals for children in need. We also partnered to provide 128 meals to seniors in need through the Meals on Wheels at Senior Services of Wichita, along with 900 Smile Kits from Delta Dental, for every senior in the program. During our spring 2019 on-air campaign, we partnered with Hillside Nursery to provide 200 trees to Tree City USA, an Arbor Day Foundation program, to mitigate the canopy loss in our community.

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

KMWU has made it a priority to cover news and issues that reflect the diversity of the community. In early 2018 the station 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 KMWU news team that addressed diverse audience needs. The increase in diversity stories is significantly increased due to having a reporter focus on this area.

- Kansas Resettlement Agency Working to Increase Next Year's Cap On Refugee Admissions (7/9/2018, Nadya Faulx)
- Real Men Real Heroes Celebrates 10 Years of Mentorship (7/26/2018, Carla Eckels)
- Hope for The Future: The Dockum Sit-In, Sixty Years On (8/10/2018, Carla Eckels)



- Transform the Present: Remembering the Story of Emmett Till (8/24/2018, Carla Eckels)
- Lower Refugee Cap Could Impact Kansas Businesses, Resettlement Agencies (9/19/2018, Stephan Bisaha)
- Leaders of "Poor People's Campaign" make a Wichita stop (10/8/2018, Carla Eckels)
- Wichita's Spanish Speakers Getting Out the Vote (10/11/2018, Carla Eckels)
- Wichita's Rudy Love & The Love Family 'Funkumentary' Comes to Tallgrass (10/19/2018, Carla Eckels)
- Multicultural Prayer Service (10/25/2018, Carla Eckels)
- Quarter of Sedgwick County Voters Cast Ballots Ahead of Election Day (11/5/2018, Nadya Faulx)
- Voter Suppression Concerns in Kansas Motivate College Student to Vote (11/6/2018, Carla Eckels)
- Kansas Population Growth (11/8/2018, Stephan Bisaha)
- Wichita's ARISE Ensemble Celebrates 30 Years (11/16/2018, Carla Eckels)
- Wichita-based Youth Employment Project Looking to Increase Participants, Employers (11/29/2018, Deborah Shaar)
- Dennis Family Christmas Concert Celebrates 35 Years of Song and Charity (11/30/2018, Carla Eckels)
- The 6888th: Black Military Women Honored with Monument (12/6/2018, Carla Eckels)
- Seven Principles of Kwanzaa to be Highlighted at Wichita Celebration (12/26/2018, Carla Eckels)
- Historically black neighborhoods - Evergreen Library (1/2/2019, Celia Llopis Jepsen)
- Local Events Celebrate the Life of MLK (1/16/2019, Hugo Phan)
- Pastor and Grammy Winner Marvin Winans To Speak in Wichita at MLK Event (1/18/2019, Carla Eckels)
- Frustration Over Shutdown Fuels Third Wichita Women's March (1/18/2019, Ascha Lee)
- Detroit Pastor Marvin Winans Reflects on MLK Legacy, Unity (1/21/2019, Carla Eckels)
- MLK Day closures (1/21/2019, Nadya Faulx)
- National Day of Racial Healing (1/22/2019, Carla Eckels)
- Bonita Gooch (Editor-in-Chief of 'The Community Voice') (1/24/2019, Tom Shine)
- To Paint A Mural: Horizontes Project Helps North Wichitans See in Color (1/25/2019, Ascha Lee)
- Southwest Kansas is Seeing Fewer Refugees, And A Shift in The Agencies Supporting Them (1/31/2019, Corinne Boyer)
- New program at Newman University (1/31/2019, Tom Shine)
- Gospel Artist Jonathan McReynolds Brings Acoustic Flow to Kansas (2/8/2019, Carla Eckels)
- New Scholarship at WSU Will Aid Children of Immigrants (2/15/2019, Audrey Korte)
- Wichita Muslims Peace Gathering (3/20/2019, Carla Eckels)



- Immigrants and Mental Health: Do They Have Access to Resources In Wichita? (4/22/2019, Carla Eckels)
- Wichita nun's experience with asylum seekers (4/25/2019, Nadya Faulx)
- NoMar Plaza open streets event (5/3/2019, Nadya Faulx)
- Event at Islamic Society of Wichita (5/16/2019, Tom Shine)
- Do It Well: Eugene Canidy Offers to Help Men With 'The Look' (5/30/2019, Carla Eckels)
- Motivated to Inspire: Gospel Artist Yolanda Adams to Perform at Riverfest (6/3/2019, Carla Eckels)
- Gospel Artist Donnie McClurkin (6/12/2019, Carla Eckels)
- It's All in the Writing': NPR's Korva Coleman on Diversity, Punctuality and 'That' Newscast (6/16/2019, Carla Eckels)
- Juneteenth ICT Celebration Continues to Grow in Wichita (6/20/2019, Kevin Benavides)

In addition to KMW's news coverage of diversity matters, KMW produces several music shows that celebrate cultural diversity and reach 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 more than 400 stations in the program distribution. Global Village exposes audiences to music of cultures from around the world that listeners would not otherwise have access to on radio or digital, especially in the professionally educated and experienced manner presented on Global Village by our music curator Chris Heim.

KMW's Director of Cultural Diversity for News and Engagement produces a soul and gospel program called Soulsations which has a strong following, particularly in the African American community. The program celebrated 10 years in this fiscal period and a hosted event recognizing the show and host included several African American performers and 200 attendees at the free outdoor event.

KMW 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.

KMW continues to seek ways to put more diverse voices on the air. In FY19, the station continued to record and broadcast community members reading the legal ID once an hour, purposefully seeking a culturally diverse representation.

KMW 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 second subcarrier SCA airs 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 2019 CPB funding accounted for approximately seven percent of KMUW's annual budget. The amount continues to cover most of the KMUW expenditure on community engagement projects within the station's Community Engagement Department, including the Cultural Diversity elements for the newly created position. Diverse outreach and engagement are key to the mission of KMUW and Wichita State University. CPB funding has allowed KMUW to host more public events each year with and for nonprofit organizations with missions aligned with the station.

The community conversations called EngageICT: Democracy on Tap continued in this statewide election year offering attendees and FaceBook Live viewers information about relevant matters, such as education funding, transportation and health care. It is intended to provide the "how" for issues that affect peoples' lives and what they can do to make a difference.

KMUW also continued media sponsorships of generous blocks of airtime spots that would otherwise be sold as underwriting. This program is part of the Community Engagement Department and outreach for non-profit organizations, including:

- Music Theatre Wichita's Summer Series
- Kansas 811 Run
- Grub and Groove Festival
- The Working Well Conference
- Douglas Design District's Avenue Art Days
- Botanica's Latin Concert Series
- ICT SOS's Race 4 Freedom 5K
- Ripcor Film Fest
- Wichita Festivals' Autumn & Art Festival
- Know Your Worth Conference
- The Kansas Alliance for Wetlands and Stream's Wild and Scenic Film Festival



- South High School's Hornet Hustle
- The City of Wichita's Open Streets ICT
- Wichita State University's 2018 Musical and Play
- Wichita Public Library's Big Read
- Positive Directions' AIDS Walk
- Bartlett Arboretum's Treehouse Concert Series
- The Wichita Symphony Orchestra Series
- WSU's Economic Outlook Conference
- The Kansas African American Museum's Trailblazers Gala
- Assistance League of Wichita's Day of Authors
- The Prairie Window Concert Series
- The Prairie Fire Marathon Series
- Tallgrass Film Association's Tallgrass Film Fest
- WSU Elliott School of Communication's Comm Week Speaker
- Orie's Garlic Festival
- Friends University's Art Gallery Openings
- The Air Capital Half Marathon
- The Mental Health Association's Bell Bash
- The Wichita Alternative Gift Market
- The Wichita Blues Society Blues Ball
- Exploration Place's EP21 Series
- Vibrant ICT Music Performances
- The Hesston Bethel Concert Series
- Ballet Wichita's The Nutcracker
- Timer Guys 5Ks and Marathons
- The Kansas African American Museum's Martin Luther King Jr. Day Celebration
- The American Heart Association's Heart Ball
- The Augusta Theatre's Film Series
- Map Musik's Soundwalks
- The Wichita Jazz Festival
- The Chisholm Trail Marathon
- The Wichita Art Museum's George O'Keefe Gallery
- Stage 9 Theatre Productions
- Girls on the Run Kansas Heartland's Lunafest
- Great Plains Nature Center's Passport to Nature
- Girl Scouts of Kansas Heartland' Juliette's Pearls Luncheon
- Society of Professional Journalists' Gridiron
- First Unitarian Universalist Church's Ecofest
- Wichita Area Sexual Assault Center's SALSA





- Wichita Art Museum's Art & Book Fair
- The Girls Rock Summer Camp
- Starkey's Amber Waves Event
- The Kansas Leadership Center's Journal Magazine Launches
- Wichita Festival's River Fest and River Run
- Wichita Children's Home For the Kids
- The mamafilm Series
- Juneteenth ICT
- The Chamber Music at the Barn Series
- The Ulrich Museum's SculpTour

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

The CPB funding is still more critical than ever, to our public service mission because the facility move to Old Town Wichita in 2016 increased monthly costs to the station by more than \$7,000 per month by moving away from campus services to relocate into a more accessible location downtown. KMUW is working harder than ever to build new revenue streams, such as events and grants, and realizing these take a few years to become effective or dependable.

