

Local Content and Services Report

For the Corporation for Public Broadcasting—January, 2016

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 growth of northwest Arkansas over the past 20 years has resulted in turning what has always been a collection of small towns, into a metro area. Regionalism has become an important concept to many leaders of the area including local governments, chambers of commerce and The Northwest Arkansas Council. KUAF is one of the few media outlets in the area that provides service to the entire northwest Arkansas region. Partnering with large organizations like The Walton Arts Center, the University of Arkansas, Crystal Bridges Museum of American Art and the NWA Council, KUAF has become an important resource for these organizations to get the word out about their activities through co-sponsorships with area organizations, public service announcements and perhaps most importantly, the stations' daily news magazine "Ozarks at Large." We focus mostly on stories that are of interest to or impact the entire region. The stories are broadcast on KUAF, then are available at our website.

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.

Collaborating with a large music & arts festival in Fayetteville, and Crystal Bridges Museum of American Art, KUAF produced a live broadcast of a concert of the Artosphere Orchestra at the museum. This is the 3rd year KUAF has broadcast this performance and the Orchestra is becoming nationally known through repeated broadcasts on Performance Today. The live broadcast has cemented a developing relationship between KUAF and the two largest and most important cultural organizations in the region. This relationship also demonstrates a successful attempt to continue fostering regionalism as the Orchestra--part of the Walton Arts Center, located in Fayetteville at the southern end of our metro area and the Museum is located in Bentonville, the northern end of the area.

Another collaboration was with a local, multi-day music festival, the Fayetteville Roots Festival. KUAF hosted the opening concert as part of the station's daily news magazine "Ozarks at Large." The program was a live, 2-hour broadcast and a public event at the Fayetteville Public Library followed by a community ice cream social at the radio station which is located across the street from the library in downtown Fayetteville.

Collaborating with the University of Arkansas Department of Music and the Northwest Arkansas Jazz Society, KUAF produces two summer music series. The KUAF/Fulbright Chamber Music Festival and the KUAF Summer Jazz Series bring professional musicians to our area. KUAF is the only media sponsor of both programs, responsible for packing the houses of each event.

In 2015, KUAF started a program that highlights a local organization for an entire month through the production of short (2 minute) segments that are broadcast 5 times a day with a different segment every day--Monday thru Friday. Included in the program in 2015 were a local homeless shelter featuring segments about homelessness in our region; a local center for abused women and children which featured a variety of community leaders talking about domestic violence in our community; and, a month each devoted to poetry, water quality and archeological sites in Arkansas. In 2016, we plan to produce monthly programs about 10 to 12 community organizations.

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.

The station continued to partner with the Fayetteville Public Library on several community events. The Library reports much better than usual attendance at those events. More are being scheduled as a result. Every year, many local non-profit groups ask the station to be a co-sponsor for an event. We do it, then following up discover the group credits KUAF with the success of the event. In many cases, the following year, in addition to asking the station to be a co-sponsor, the organization also purchases several paid PSAs to provide additional promotion for their event. Many non-profit groups have found KUAF to be their most valuable tool in getting word out about their organization and events. We hear that on a regular basis.

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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

There is a relatively new group of immigrants residing in northwest Arkansas that KUAF has introduced our audience to with several stories about their culture and life in the U.S. The Hmong community has developed relatively quickly and KUAF is one of the few local media to cover their activities.

Hispanic and Marshall Island natives continue to grow and develop their presence in northwest Arkansas and KUAF produces regular stories about these communities.

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?

We spend our CPB grant on national programming that is some of the most important and most listened to programming KUAF offers. Without Morning Edition and All Things Considered, KUAF's audience would drop to the extent that the station might not be able to continue as a professional public radio station. CPB funding is critical to all we do at KUAF.