

CPB Station Activity Survey 2021 – Local Content and Services Report

1. KUAF adopted the goal in 2021 to actively cover, cultivate and amplify voice and stories of minority communities. We approached this in our on-air programming through our locally-produced programs and segments. Our daily, hour-long news program, "Ozarks at Large," provides listeners with in-depth coverage of a variety of community issues through interviews and produced stories that focus on events as well as the culture of people and places in northwest and western Arkansas, twice every weekday at 12 p.m. and 7 p.m. and Sunday morning at 9 a.m. The full-time staff of five reporters had direct contact in 2021 with more than 1,000 newsmakers and other persons of interest to the station's listening audience. We implemented a system to track stories about, by and for BIPOC for "Ozarks at Large," as well as "Community Spotlight," a segment that features local non-profits and educational organizations. This three-minute segment highlights a community organization through interviews with leaders of the group as well as people who use and benefit from the services provided by the featured organization. Groups such as the Black Action Collective, CASA (Court appointed special advocates), the Magdalene Serenity House, Peace at Home Family Shelter and others have had information about their programs promoted through the series. "Community Spotlight," a regular feature on KUAF, broadcasts on weekday mornings during Morning Edition.

In addition to on-air content, we hired a Community Engagement Manager in 2021 to create a strategy for in-person engagement with the station and to further our diversity, equity and inclusion mission. We created a new podcast titled "Undisciplined" that explores any and all topics through the lens of African and African-American studies. We plan to host several events this year as a part of Black History Month, partnering with Undisciplined and local church groups, artists, business owners, politicians and more.

In addition to being heard on the air, all local segments and shows are posted on our website KUAF.com. We have three email newsletters that further promote the daily program Ozarks at Large, our music programming and station-wide news and events.

2. "Community Spotlight" described as above is one of the most important methods KUAF uses to connect community nonprofits to the station's audience. For our annual "Giving Tree" initiative in 2021, we raised awareness and collected material donations for two groups - the Magdalene Serenity House, which helps women recover their lives from substance abuse and addiction, and the Peace at Home family shelter, which helps women and their children escape domestic abuse.

KUAF produces a number of segments partnering with local educational entities to bring science, history and other informational programming to our audience. "Scratching the Surface," a weekly segment that was once dedicated to new discoveries in planetary research and produced by Caitlin Ahrens, "the Pluto Manager" and a fellow at NASA, now features research discoveries and projects across all sciences at the University of Arkansas.

KUAF continued to strengthen partnerships through other ways of engaging: with The Pryor Center for Oral and Visual History, who share archived moments of Arkansas History, and with Dr. Lia Uribe and The UA Department of Music, who explored diversity in classical music with "Sound Perimeter."

We created new partnerships as well with a new monthly concert series, set in the lobby of the radio station, called "The Lunch Hour." Each month's concert features an artist and a local restaurant in conversation about

building community through food, music and business and is released as a video podcast. The performance takes place in front of a live audience and lunch from the featured restaurant is served.

3. KUAF receives feedback from many of the organizations and events featured on "Community Spotlight" and "Ozarks at Large" about how happy they were with the turnout for their events or fundraisers, in the form of thank you notes, testimonials and public acknowledgments. KUAF has a phone line and a feature on our iPhone app called "KUAF Connects" that allows listeners to leave us messages of thanks, recognition and acknowledgement that we can then play on the air. We received more than 50 messages in 2021.

Local charities, like a group based in Carroll County called People Helping People, have seen increased participation from local partners after being highlighted on "Community Spotlight." Our "Giving Tree" initiative in 2021 helped bring dozens of Amazon wishlist items and gift cards to women building their lives back from addiction or domestic abuse. 2021 was the twelfth year the station has had the Giving Tree program.

During our fall on-air fundraiser in 2021, we offered a special incentive for donors - when we reached a certain number of donations each afternoon, we were able to send a local hospital a gift card for a local restaurant to feed 50 of their staff. We saw a tremendous response to this idea and plan to continue offering incentives of "mutual aid" in our spring fundraiser this year.

4. KUAF committed to a DEI mission in 2021 - to dismantle culture that normalizes systemic racism and inequities through programming, representation and engagement that reflects the diversity and richness of culture of our entire listening area. In addition to segments that highlight diversity in music and culture, such as "Sound Perimeter," we created a new podcast series that explores any and all topics through the lens of African and African-American studies, called "Undisciplined." We plan to host several events this year as a part of Black History Month, partnering with Undisciplined and local church groups, artists, business owners, politicians and more.

Our new monthly concert series is also an initiative of our DEI mission and is produced by our new Community Engagement Manager, who is the first African-American man to work at KUAF. Artists and restaurants who are featured are chosen from minority communities and the monthly podcast conversation highlights building community, especially in the BIPOC community, through creativity and business.

In 2022, KUAF will employ two Spanish-speaking part-time workers who will assist in the production of "Ozarks at Large" and will produce pieces for the show. Additionally, posts on KUAF.com and our social media pages will have Spanish translation for the first time ever.

5. Programs produced and distributed by NPR, WNYC and other national program producers have always been available to KUAF because of our CPB grant. Without those programs, we would not have much of an audience and at some point, KUAF would probably go back to being a student lab. In 2013, KUAF lost its designation as a rural station and lost roughly \$65,000 a year in CPB funding. In addition, CPB funding has not changed much since then while the cost of operating as well as buying programming from national producers increases annually. We've done a variety of things to make up for that loss of funding, including adding an additional on-air fundraiser to our calendar, but it has not been enough. In 2016, we dropped our affiliation with American Public Media. So our listeners no longer have access to Performance Today, news from the BBC and other shows distributed by APM. In 2018, we were on the verge of dropping our affiliation with PRI when they announced their move to PRX. As we continue to produce more local programming, the funds we receive from CPB allow us to hire the support staff we need and make our overall staff even stronger. We can only consider adding

programming when we have proportionate access to funding - this illustrates the importance of CPB funding. Without it, we cannot pay for national programming. Period.