

KUAR
Telling Public Radio's Story
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.

KUAR's strategic goals include creating and delivering high quality content for its radio broadcasts and other media services, and increasing community outreach. Within these goals KUAR pursues the following activities:

- Producing 14 local newscasts each weekday, which cover breaking news and issues of importance to the community.
- Producing at least two longform reports each week that treat a subject with more depth.
- Posting locally-generated news reports and information updates to the station website and social media resources.
- Partnering with educational organizations to produce informational features about aging, anthropology, art, communication, history, literature, and nature.
- Partnering with other news agencies to bring listeners news about business news and politics.

According to Nielsen Audio research, KUAR reaches more than 66,000 people each week through its broadcast service. An additional 14,000 listeners tune in to KUAR's sister station KLRE each week. Approx. 6.2% of metro listeners identify themselves as black. Approx. 24% of the total listeners to the two stations are 65 or older.

KUAR.org has nearly 17,000 users each month and more than 46,000 page views per month. KUAR's Facebook page has more than 2,400 Likes, and @kuarpublicradio has more than 1,800 Twitter followers.

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.

KUAR partners with the following organizations:

- UALR History Department to produce Arkansas Moments, a one-minute feature broadcast each day that presents historical information about Arkansas.
- UALR English Department to produce Facts about Fiction, a one-minute feature broadcast each day that presents information about writers and

- writing and to produce Arts and Letters, a half-hour program that highlights the arts and humanities.
- UALR Anthropology Program to produce Being Human, a one-minute feature broadcast each day that presents anthropological research.
 - UALR Gerontology Program to produce Aging in Arkansas, a one-minute feature broadcast each that presents important information about issues in aging, specific to local audiences.
 - Arkansas Civil War Sesquicentennial Commission to produce a series of one-minute features about the 150th anniversary of the Civil War in Arkansas, which looks at what was happening each month 150 years earlier. Series ended in May 2015.
 - UALR Art Gallery to produce Picture This, a one-minute feature broadcast each day about art exhibits in Arkansas.
 - UALR Speech Communication Department to produce Communication Matters, a one-minute feature broadcast each day that presents research about communication.
 - UAMS to broadcast Here's to Your Health, a two-minute feature broadcast each weekday about health information and medical advice.
 - Arkansas Museum of Discovery to produce Speaking Science, a 30-second feature broadcast each day about science.
 - Pinnacle Mountain State Park to produce Pinnacle Points, a one-minute feature broadcast each day about the park.
 - Clinton School of Public Service to produce Clinton School Presents, a weekly interview show featuring visiting speakers to the Clinton School.
 - Arkansas Secretary of State to produce Capitol Snapshots, a one-minute feature broadcast each day that presents background on Arkansas's State Capitol, written and voiced by the state historian.
 - Talk Business Arkansas to produce and broadcast two weekly business reports, a 4-minute report and a half-hour report, both focusing on Arkansas business and politics. Talk Business Arkansas also provides reporting support to the KUAR newsroom.
 - Central Arkansas Library System to serve as media sponsor for the Arkansas Literary Festival and the Arkansas Sounds Music Festival.

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.

- An average of 2,600 people tune to "Clinton School Presents" each week.
- An average of 5,200 people tune to Talk Business's Friday report and 3,800 tune to Talk Business's Monday report.
- An average of 32,000 people hear "Here's to Your Health" each week.

- An average of 4,800 people hear one of our one-minute features produced by one of our content partners each time it airs between 6 a.m. and 7 p.m.

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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.

- KUAR broadcasts “Latino USA” each week, a newsmagazine covering issues of interest to the Latino community.
- KUAR broadcasts “The Tavis Smiley Show,” which focuses on issues of importance to the African American community.
- KUAR broadcasts “Arkansas Moment,” historical features about the civil rights struggle in Arkansas.
- KUAR broadcasts “Arts and Letters,” which included two programs of special interest:
 - “Civil Rights Brothers: The Journey of Albert Porter and Allan Ward” about the friendship between two men – one black and one white – throughout the civil rights movement.
 - “Daniel Black, Arkansas Author” about the African American novelist and his focus on home, history and identity in Arkansas.
- KUAR hosted a Readers Review on “Mourner’s Bench,” a new novel by Sanderia Faye, which fictionalizes early civil rights activities in a small Arkansas town. KUAR partnered with the UALR Institute on Race and Ethnicity to organize a book signing and reading with the author; posted the interview and reading as a podcast; and hosted a book club at the Central Arkansas Library System.

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?

Since KUAR uses CPB funding to pay for national programs, the station's locally-generated revenue is freed up to produce local programming. As described earlier, KUAR produces 14 local newscasts each weekday and in-depth reports on issues of interest to Arkansans. The station also uses locally-generated funds to support the production of programs that highlight local arts and culture as described above. Because national programs are so important to building audience, KUAR must broadcast shows like “Morning Edition,” “All Things Considered,” and “Here and Now.” The CPB funds that help pay for these programs allow KUAR to focus its local resources on local programming.