

2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

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.

KUMD provides educational, informative, interesting and entertaining programs that benefit our community and meet the needs of unserved and underserved audiences in Northeastern Minnesota specifically local indigenous Anishinaabe and Ojibwe people. KUMD has a long history of developing strong, local programs that are responsive to community priorities from native health to water security. KUMD is a leading local media outlet in Duluth with live, daily broadcasts of current weather, news, arts and cultural reporting, interviews, and a wide variety of music programs plus live musical performances, live radio late-night, archived digital content, and live streaming dedicated to encouraging listeners to engage in the community.

KUMD also maintains a consistent and prominent presence in the community, on air, in person and on campus through support of local projects and events, community partnerships and daily reporting on art, music, theater and other locally important cultural events. We truly connect out in the community and connect our listeners to what is happening locally.

We rely on unsolicited feedback, programming surveys to members and listeners, surveys shared through our website regarding special coverage and grant funded opportunities, web and social media analytics, carriage reports and a community advisory board to determine the success of topics and areas of focus. These avenues have served us well in identifying a spectrum of programming that seeks to serve all people in our community.

Short-form - KUMD produces 2-5 daily locally focused segments as a part of our community focused 3-hour morning drive time *Northland Morning*. We use this program to truly reflect the community through diverse local voices talking about critical community issues and the good work happening in our listening area. We focus on both critical news and information as well as celebrate the arts and culture unique to Minnesota and the Northland. Some of our regular program include: *Radio Gallery*, *MN Reads*, *Green Visions*, *The Sea Grant Files*, *Backyard Almanac*, *League of Women Voters*, *Journey to Wellness in Indian Country*, *In the Spirit of Medicine* and so many more. We also have a news team who work beats or specialize to produce specific programs, producing live guest interviews paralleling the community concerns and the issues that have risen to import.

Weather - KUMD also shares live, current weather reports over 20 times/day, a critical service for this region where weather is regularly life-threatening and live local radio broadcasts are very few. We relay all and every severe weather warning and watch, which are regular occurrences all year round. Our consistent coverage and live broadcast has been critical in recent extreme weather events. KUMD was a central source of information during the wind shear storm of 2016 when residents lost power for up to 8 days. With over 30 days of below zero temperatures in winter 2019 we have shared warming house hours and the Homeless Outreach hotline # every day the wind chill picks up. Weather reporting and information is critical public safety up here.

Long Form Content - KUMD produces also produce *Alworth Institute Lecture Series* and a program that shares the music talent of the region called "*Live from Studio A*" mixing interview segments with live music performances in a 30 minute, weekly program. We also produce a one hour weekly program "*The Local*" about local music, a thriving scene in Duluth.

Digital platforms - KUMD has a strong web, social media and podcast strategy created to reach and grow audiences, sharing the important news stories and information across our digital platform. We have systems that work to grow our reach in sharing and supporting the arts, music and cultural events in the community. Our live reports, interviews and in-house productions of local programs are distributed online with audio and written stories plus some specific programs are also podcasts. Our social media strategy is designed to reach as broad an audience as possible with multiple platforms, which target different audiences.

In-person - KUMD is dedicated to interactive, in person activities. Being the second largest metro area in the state, Duluth is a central hub for a large rural region, our listening area. KUMD capitalizes on opportunities to connect our audiences by being out in the community on a regular basis, talking, listening and spreading the energy of community.

Events – KUMD partners with over 60 area music and cultural events each year, keeping listeners informed and encouraged to participate. KUMD includes many college students as representatives in our outreach activities to

create the passion for public radio in the next generation. These new audience connections are critical to our future success, maintaining independent media for the Northland.

Community Radio Training – We invite members of the community to be regular broadcasters on KUMD. We offer training, coaching, guidance and support to show hosts and contributors, creating great local radio from live broadcasts, produced content, interviews and podcasts. KUMD develops radio talent who are interested in bringing their knowledge and expertise to current and future audiences.

Internship Program – KUMD offers Academic and Summer Internships for News, Arts Producer, Radio Producer, Music writer, Photographer, Video, Underwriting and Graphic Design. Creating opportunities for youth in the beginning of their careers is great for the community but also helps KUMD grow our audience and connect to greater and more diverse audiences.

Education services – KUMD has an open door policy, welcoming volunteers and offering free training to members of the community and to college students at local higher-ed institutions including the University of Minnesota, University of Wisconsin, College of St. Scholastica and Lake Superior College. We train volunteers to host live programs and to join critical KUMD committees including News, Promotions and Music. These offerings help us grow our younger audiences reaching them on-air and online and in person. We have a responsive and involved community at KUMD.

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.

KUMD is extremely connected to the community through our key initiatives supporting the arts in Duluth, honoring the Ojibwe people and culture, contributing to a legacy of dynamic civic engagement, and being of social service. Collaborations are key to KUMD using its resources in the best way to grow our audiences, reach a wide part of the community and grow the community culture through programming partnerships and local events.

Music and Art - Our focus on supporting independent artists, and musicians and to uphold the vibrant arts and culture community in Duluth takes a family of partners. We support this community by partnering and presenting local concerts at Bayfront Park, NorShor Theater and a long list of important local music venues and theaters. We partner with local arts non-profit organizations like the Duluth Art Institute, UMD Tweed Museum of Art, Minnesota Music Resource Center, Glensheen Historic Estate, Sacred Heart Music Center, Duluth Dylan Fest, Park Point Community Club and Duluth Homegrown Music Festival Committee, to plan, support or promote exciting events, concerts and festivals in Duluth.

"I just wanted to thank you for the beautiful and eloquent tribute to Warren Mackenzie on Radio Gallery and yes, I had tears in my eyes toward the end of the broadcast. You are such a wonderful advocate for the arts and especially clay." ~ Liz James UMD Ceramics Professor, Duluth

Civic Engagement - KUMD partners with non-partisan organizations which help us share government initiatives and opportunities. KUMD partners with the Duluth League of Women Voters to keep Duluth voters informed. They join us for a monthly on-air segment and connect us with debates, panels, forums and other opportunities for listeners to get involved in government. KUMD also partners with the City of Duluth, sharing city planning, civic engagement opportunities as well as critical city alerts impacting travel, access, power and more. The city keeps us abreast of all civic opportunities for public input, hearings and public meetings which we share on air and we air the Duluth City Council meeting every other Monday all year long. We also partner with PACT TV (Public Access Television) in City Hall.

Susan of Duluth says: "Keep up the good work! We truly appreciate your independent approach to news coverage. We love Community radio."

Sustainable Living - With climate change upon us and energy, food, transportation and housing issues a prime concern in our community, KUMD reports on sustainability issues with the help of multiple partners through news stories and features like *The Sea Grant Files* and *Green Visions*. Research and advocacy groups include Minnesota Sea Grant, UMD Sustainability Office, Minnesota Power, The Sierra Club of Minnesota, Friends of the Boundary Waters and more.

Social Service Commitment - KUMD regularly spotlights the community initiatives that support the underserved and unserved populations on issues such as of mental health, equity, equality, social justice, incarceration, homelessness, education parity, access to health care and disability services. We also produce an end of the year

series called *Caring & Sharing* about local charities who are often under the radar but help hundreds or thousands of folks each year. KUMD partners with charitable organizations which focus on helping people like: CHUM who runs the largest homeless shelter and fight for homeless rights, Animal Allies, a no kill rescue shelter in Duluth, UMD Commission for Women, PAVSA (Program to Aid Victims of Sexual Assault), Woodland Hills Boys Home, Men as Peacemakers, UMD Women's Resource and Action Center, Local Solutions to Poverty and more.

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.

KUMD has enormous impact in our community as the only public radio station in town that is staffed, produced and broadcasting live from Duluth. We are uniquely positioned to raise awareness in our community with time and space to dedicate to tough issues, a spectrum of voices and a diversity of issues. With a broad community of voices on our airwaves and an online platform that is accessible to all, our reach is exponential. Stories may air once but their reach is multiplied by our web stories and audio archives and the social media reach of our key initiatives. We garner measurable outcomes through listenership, web traffic, social media interactivity as well as feedback from our partners.

Our web analytics show a 20-30% growth in traffic over the past two years. And our social media reach consistently grows 30+% each year garnering over 13,000 followers across our social media platforms. We continue to be delighted in how our Ojibwe language and cultural programs we produce at KUMD are shared far and wide, always leading our reach. Single posts reach thousands and thousands of people.

Each year KUMD partners with the John Beargrease Sled Dog Marathon in Duluth to share the history and report live from the trail throughout the race in this, the longest sled dog race in the lower 48, run in honor of the Native American mailman John Beargrease. Our five days of John Beargrease coverage had an organic reach of over 27,000 people just on Facebook with additional traffic on other sites. Being at the forefront of prominent local events like this helps us spread the word about less exciting issues critical to the community.

"You guys did a fantastic job covering Beargrease, I couldn't wait for 8am every day for the reports." ~ Cynthia "Rab" Smallwood from Finland, Minnesota.

KUMD partnering with music events in our area relate directly to participation and attendance at local arts festivals and concerts in every variety and genre. Key partnerships with local music festivals garner particularly positive feedback including the Duluth Homegrown Music Festival and Duluth Dylan Days. KUMD creates interesting, live and topical programming surrounding these cultural events and the response is great each year we partner. These are vital community events and KUMD is a prominent community partner year after year.

"KUMD provided excellent coverage recapping the [Duluth] Homegrown Music festival each day and have done so better and better each year. Your presentation of the festival through photography, write-ups, and video shorts have made you the go-to place to see what I may have missed or to relive what I did see through-out the festival. " ~ Rick McLean of Nisswa, MN

Partnerships in areas of social services have had a direct impact on their success. KUMD social service reporting is regarded highly by partners as well, creating avenues for access and raising awareness of needs in our community. Over the past two years, KUMD has partnered The Mixtape Project working with incarcerated youth at Woodland Hills who created poetry and hip hop about their experience in the system. Sharing this on air and online had a direct impact in their lives and the feedback from listeners was also positive.

"Thanks for the amazing opportunity you gave the boys to share their story! It will go a long way for us all, especially for them." ~ Daniel Oluwaseyi Oyinloye, The MixTape Project

KUMD covers real life stories and share critical resources on air which are followed up by a web story with links. Our website traffic analytics are a constant reminder of our success. Single stories and longtime issues stand out for audiences like the profile of the local stuttering society and the incredible support they received to local stories of sex trafficking where women share their real life experiences. We know we are raising awareness of both the social issues that we should all care about, as well as the resources available. Putting a human face on the work that so many people do to create a safe and vibrant community for all people is an important part of our local coverage.

KUMD also continues to reach new heights in individual support through sustaining memberships and bi-annual drives. Comments from members indicate they greatly appreciate the local coverage of events and public interest interviews that improve the quality of life in Northern Minnesota.

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.

KUMD invests in reaching minority audiences and to talking about diversity, equality and inclusion. Broadcasting in a metro area that is 95% white, we bear the weight of bringing diverse cultural programming to the airwaves in the Northland.

Here at KUMD, we continue to grow our focus on Ojibwe and Native American topics and issues. This past year we debuted a new local program is "*In the Spirit of Medicine*" with Dr. Arne Vainio an enrolled member of Mille Lacs Band of Ojibwe and a family practice doctor on the Fond du Lac reservation in Cloquet. It is a local favorite already.

We also produce a bi-weekly interview series "*Journey to Wellness in Indian Country*," dedicated to Native Health. For this program KUMD collaborates with the UMD Medical School Center of American Indian and Minority Health and the UMD American Indian Learning Resource Center, AICHO, Mending the Sacred Hoop, local partner tribal stations and other community resources that support Native American people in our community.

Also supporting this mission, we collaborate and share programming with tribal stations in Minnesota through our AMPERS network including stations KKWE, KBFT and KOJB, to encourage greater understanding of native culture and to serve Native Americans living in the Twin Ports. KUMD airs Minnesota Native News, National Native News and other programming from Native Voice 1.

KUMD also airs a number of programs that share minority culture with a focus on African American and the African diaspora on music programs including "Caribbean Roots," "Hip-Hop Hotdish" "Soul Village," Blues Alley," as well as international programs like "The Latin Alternative" and the "Putumayo World Music Hour."

Our daily programming includes an hour-long international news program "Democracy Now." and we produce the *Alworth Institute Lecture Series* with academic speakers covering a wide range of international issues from Yemen to Syria, China and beyond.

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?

CPB funding is absolutely critical to KUMD 103.3 FM, a true public community radio. It allows us to continue providing diverse and non-commercial programming and to create more local and varied content that matters specifically to our area audiences. It directly supports our news and community engagement work. CPB is the lifeblood of our community engagement and raises the quality of our work every day. It drives us to be of great community service which adds up to better radio, translating to increased local business and member support. It is CPB that helps us bring important diverse national programming to our airwaves.

Due to local funding cuts in the past two years, our staff of five full-time staff and some part-time employees are now doing the work of eight full-time people. Our staff is committed to meeting the needs of our audience on-air and online despite the staff changes. Without the CPB grant, we would be forced to cut even more staff, eliminate programs and would lose our ability to produce the wide array and important community service programs and air many of the local and national and news programs listeners rely on.

With the current CPB grant we are able to have enough staff to continue creating new meaningful community partnerships and programming, which in the end results in stronger, healthier community. Our competent staff offers quality training to volunteer programmers, so all programmers are aware of community needs, can be proactive during severe weather and be responsive to the dangers of weather aftermath, a critical resource in today's internet dependent society and climate impacts.

CPB funding allows for a consistent, LIVE, real-time broadcast, with a large community of people creating programming, which is unique in our area and in this day and age. KUMD continues to be the kind of radio station that truly broadcasts in public interest and we simply could not continue doing this without the CPB grant.