## Grantee Information

| ID | 1616 |
| :--- | :--- |
| Grantee Name | KUT -FM |
| City | Austin |
| State | TX |
| Licensee Type | University |

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1 v
Please enter the number of FULL-TIME RADIO employees in the grids below.
The first grid includes all female employees, the second grid includes all male employees, the first grid includes all emale employees, the seco
1.1 Employment of Full-Time Radio Employees


## Print Survey

| Joint Employee | Males | Males | Males | Males | Males | Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Officials - 1000 |  |  |  |  | 1 | 1 |
| Managers - 2000 |  | 1 |  |  | 7 | 8 |
| Professionals - 3000 | 1 | 1 |  |  | $13$ | 15 |
| Technicians - 4000 |  | 1 |  |  | $2$ | 3 |
| Sales Workers - 4500 |  |  |  |  |  | 0 |
| Office and Clerical - $5100$ |  |  |  |  |  | 0 |
| Craftspersons (Skilled) -5200 |  |  |  |  |  | 0 |
| Operatives (SemiSkilled) - 5300 |  |  |  |  |  | 0 |
| Laborers (Unskilled) - 5400 |  |  |  |  |  | 0 |
| Service Workers - 5500 |  |  |  |  |  | 0 |
| Total | $1$ | 3 | 0 | 0 | $23$ | 27 |
| 1.1 Employment of F | Radio Em |  |  |  | Jump to question: 1.1 v |  |
| Major Job Category / Job Code / Joint Employee |  |  |  |  | Persons with Disabilities |  |
| Officials - 1000 |  |  |  |  |  |  |
| Managers - 2000 |  |  |  |  |  |  |
| Professionals - 3000 |  |  |  |  |  |  |
| Technicians - 4000 |  |  |  |  |  |  |
| Sales Workers - 4500 |  |  |  |  |  |  |
| Office and Clerical - 510 |  |  |  |  |  |  |
| Craftspersons (Skilled) |  |  |  |  |  |  |
| Operatives (Semi-Skilled |  |  |  |  |  |  |
| Laborers (Unskilled) - 5 |  |  |  |  |  |  |
| Service Workers - 5500 |  |  |  |  |  |  |
| Total |  |  |  |  | 0 |  |
| 1.1 Employment of F | Radio Em |  |  |  | Jump to question: 1.1 * |  |

Please enter the gender and ethnicity of each
person with disabilities listed above (e.g. 1 African American female)

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making
major programming decisions. Include the station general manager if appropriate. Major programming decisions include decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should result in a double-counting of some full-time employees; employees having the responsibility for making major programming decisions should be included in the counts for this item and again,
by job category above, in the full-time employee Question 1.1.
1.2 Major Programming Decision Makers

Jump to question
Of the full-time employees reported in Question 1.1, how many, including the station general manager have responsibility for making major programming decisions?

| 1.2 Major Pr | ming Decis |  |  |  | Jump to | 1.2 v |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | African American | Hispanic | Native American | Asian/Pacific | White, Non-Hispanic | Total |
| Female |  | 1 |  |  | 1 | 2 |
| Programming |  |  |  |  |  |  |
| Decision |  |  |  |  |  |  |
| Makers |  |  |  |  |  |  |
| Male Major |  | 1 |  |  | 4 | 5 |
| Programming |  |  |  |  |  |  |
| Decision |  |  |  |  |  |  |
| Makers |  |  |  |  |  |  |
| Total | 0 | 2 | 0 | 0 | 5 | 7 |

1.3 Employment of Part-Time Radio Employees

Jump to question:
Please enter the number of PART-TIME employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.


1.3 Employment of Part-Time Radio Employees

Major Job Category I
Job Code
Officials - 1000
Managers - 2000
Professionals - 3000
Technicians - 4000
Sales Workers - 4500
Office and Clerical - 5100
Craftspersons (Skilled) - 5200
Operatives (Semi-skilled) - 5300
Laborers (Unskilled) - 5400
Service Workers - 5500

1.4 Part-Time Employment

Jump to question: $\square$
Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?
1.4 Part-Time Employment

Number working less than 15 hours per week
ump to question: 1.4 ล
$\square$
1.4 Part-Time Employment

Number working 15 or more hours per week
Jump to question: 1.4 v
1.5 Full-Time Hiring

22

Enter the number of full-time employees in each category hired during the fiscal year.
(Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

| 1.5 Full-Time Hiring |  |  |  | Jump to question: | 1.5 ล |
| :---: | :---: | :---: | :---: | :---: | :---: |
| No full-time employees were hired (check here if applicable) $\square$ |  |  |  |  |  |
| 1.5 Full-Time Hiring |  |  |  |  | Jump to | 1.5 v |
| Major Job Category / Job Code | Minority Female | Non-Minority Female | Minority Male | Non-Minority Male | Tota |
|  |  |  |  |  |  |
| Managers - 2000 $\quad \square \quad \square$ |  |  |  |  |  |
| Professionals - 3000 | 1 | 4 | 0 | 2 | 7 |
|  |  |  |  |  |  |
| Sales Workers - 4500 Q |  |  |  |  |  |
| Office / Service <br> Workers - 5100-5500 |  |  |  |  | 0 |
| Total | 1 | 4 | 0 | 2 | 7 |

1.6 Full-Time and Part-Time Job Openings

Jump to question: 1.6
Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in
previously filled positions and newly created positions. Include all positions that became available during the fiscal year,
regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promoted position to be filled). If no full-time or part-time jo pure no vacancy or
1.6 Full-Time and Part-Time Job Openings


Number of full-time and part-time job openings
1.7 Hiring Contractors

Jump to question: 1.7

## During the fiscal year, did you hire independent contractors to provide any of the following services?

| 1.7 Hiring Contractors |  |  | Jump | estion: | 1.7 \% |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Check all that apply |  |  |  |
| Underwritting solicitation related activities |  |  |  |  | - |
| Direct Mail |  |  |  |  | (7) |
| Telemarketing |  |  |  |  | ( |
| Other development activities |  |  |  |  | ( |
| Legal services |  |  |  |  | ( |
| Human Resource services |  |  |  |  | $\square$ |
| Accounting/Payroll |  |  |  |  | $\square$ |
| Computer operations |  |  |  |  | ( |
| Website design |  |  |  |  | ( |
| Website content |  |  |  |  | ( |
| Broadcasting engineering |  |  |  |  | (8) |
| Engineering |  |  |  |  | $\square$ |
| Program director activities |  |  |  |  | $\square$ |
| None of the above |  |  |  |  | $\square$ |
| Comments |  |  |  |  |  |
| Question Comment |  |  |  |  |  |
| No Comments for this section |  |  |  |  |  |
| 2.1 Average Salaries FULL TIME EMPLOYEES ONLY |  | Jump to question: |  |  | 2.1 ) |
|  | \# of Employees | Avg. | ual Salary | Averas | ge Tenure |
| Chief Executive Officer | 1.00 | \$ | 211,500 |  | 15 |
| Chief Executive Officer - Joint |  | \$ |  |  |  |
| Chief Operations Officer | 1.00 | \$ | 120,106 |  | 14 |
| Chief Operations Officer - Joint |  | \$ |  |  |  |
| Chief Financial Officer | 1.00 | \$ | 78,724 |  | 11 |
| Chief Financial Officer - Joint |  | \$ |  |  |  |
| Publicity, Program Promotion Chief |  | \$ |  |  |  |
| Publicity, Program Promotion Chief - Joint |  | \$ |  |  |  |
| Communication and Public Relations, Chief |  | \$ |  |  |  |


| Communication and Public Relations, Chief - Joint |  | \$ |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Programming Director | 1.00 | \$ | 72,450 | 6 |
| Programming Director - Joint |  | \$ |  |  |
| Production, Chief |  | \$ |  |  |
| Production, Chief - Joint |  | \$ |  |  |
| Executive Producer | 1.00 | \$ | 90,723 | 9 |
| Executive Producer - Joint |  | \$ |  |  |
| Producer | 8.00 | \$ | 47,838 | 5 |
| Producer - Joint |  | \$ |  |  |
| Development, Chief | 1.00 | \$ | 109,000 | 13 |
| Development, Chief - Joint |  | \$ |  |  |
| Member Services, Chief | 1.00 | \$ | 65,703 | 8 |
| Member Services, Chief - Joint |  | \$ |  |  |
| Membership Fundraising, Chief |  | \$ |  |  |
| Membership Fundraising, Chief - Joint |  | \$ |  |  |
| On-Air Fundraising, Chief |  | \$ |  |  |
| On-Air Fundraising, Chief - Joint |  | \$ |  |  |
| Auction Fundraising, Chief |  | \$ |  |  |
| Auction Fundraising, Chief - Joint |  | \$ |  |  |
| Underwriting, Chief |  | \$ |  |  |
| Underwriting, Chief - Joint |  | \$ |  |  |
| Corporate Underwriting, Chief |  | \$ |  |  |
| Corporate Underwriting, Chief - Joint |  | \$ |  |  |
| Foundation Underwriting, Chief |  | \$ |  |  |
| Foundation Underwriting, Chief - Joint |  | \$ |  |  |
| Government Grants Solicitation, Chief |  | \$ |  |  |
| Government Grants Solicitation, Chief - Joint |  | \$ |  |  |
| Operations and Engineering, Chief |  | \$ |  |  |

Operations and Engineering, Chief - Joint
Engineering Chief
Engineering Chief - Joint
Broadcast Engineer 1
Broadcast Engineer 1 - Joint
Production Engineer
Production Engineer - Joint

Facilities, Satellite and Tower Maintenance, Chief
Facilities, Satellite and Tower Maintenance, Chief - Joint
Technical Operations, Chief
Technical Operations, Chief - Joint
Education, Chief
Education, Chief - Joint
Information Technology, Director
Information Technology, Director - Joint
Volunteer Coordinator
Volunteer Coordinator - Joint
News / Current Affairs Director
News / Current Affairs Director - Joint

Music Director
Music Librarian/Programmer
Announcer / On-Air Talent
Announcer / On-Air Talent - Joint

Reporter
Reporter - Joint
Public Information Assistant
Public Information Assistant - Joint



## Print Survey



## Comments

Question
No Comments for this section
3.1 Governing Board Method of Selection

Jump to question: 3.1 v
er the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods
3.1 Governing Board Method of Selection

Ex-Officio (Automatic membership because of another office held)
3.1 Governing Board Method of Selection

Appointed by government legislative body (including school board) or other government official (e.g. governor)
3.1 Governing Board Method of Selection

Elected by community/membership
3.1 Governing Board Method of Selection

Other (please specify below)
3.1 Governing Board Method of Selection

https://isis.cpb.org/Survey/Printing.aspx?sabssas=2\&secnum=1000

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the Please report the racial or ethnic group of the member
number of governing board members with a disability.
3.2 Governing Board Members
Jump to question:3.2

For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

3.2 Governing Board Members

Number of Vacant Positions


Number of Board Members with disabilities

## Comments

Question Comment
No Comments for this section
Jump to question: 4.1 =
4.1 Community Outreach Activities

Jump to question. 4.1
Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a speeic
formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?
 educational community?

## Did the informational programming materials have a specific, formal component designed to be of special service to the minority

Host community events (e.g. benefit concerts, neighborhood festivals)?
Did the community events have a specific, formal component designed to be of special service to the educational community? Yes
Did the community events have a specific, formal component designed to be of special service to the minority community and/or Yes diverse audiences?

Provide locally created content for your own or another community-based computer network/web site? Ye
Did the locally created web content have a specific, formal component designed to be of special service to the educational community?

Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?
Partner with other community agencies or organizations (e.g., local commerical TV station, Red Cross, Urban League, school district)?

Did the partnership have a specific, formal component designed to be of special service to the educational community? Ye
Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse Y audiences?
Comments
Question Comment
No Comments for this section
5.1 Radio Programming and Production

Jump to question
Instructions and Definitions:
5.1 Radio Programming and Production

Jump to question
About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)
5.1 Radio Programming and Production
For National Distribution

$$
\begin{aligned}
& \text { Jump to qu } \\
& \text { For Local Distribution/All Other }
\end{aligned}
$$

Total

Music (announcer in studio playing principally a

Arts and Cultural (includes live or narrated
performances, interviews, and discussions, in the
form of extended coverage and broadcast time
devote to artistic and/or cultural subject matter)
News and Public Affairs (includes regular coverage of news events, such as that produced by a newsroom, and public issues-driven listener participation, interview and discussion programs)
Documentary (includes highly produced longform stand alone or series of programs, principally stand alone or series of programs, principally
devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)
All Other (incl. sports and religious - Do NOT Anclude fundraising) $\qquad$
Total
136

5.1 Radio Programming and Production

Out of all these hours of station production during the year for about how many was a minority ethnic or racial group member in principal charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)
5.1 Radio Programming and Production

Jump to question: 5.1
Approx Number of Original Program Hours
900
Comments
Question Comment
No Comments for this section
6.1 Telling Public Radio's Story

The purpose of this section is to give you an opportunity to tell us and you community about the activities you have engaged in to address community needs services. Please report on activities that occured in Fiscal Year 2014 . Resp may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

Jump to question: 6.1 Joint licensee Grantees that have filed a 2014
Local Content and Services Report as part of Local Content and Services Report as part of may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with
the TV Grantee ID under which it was submitted.
6.1 Telling Public Radio's Story

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.

Diversity continues to be a core part of KUT News' role in our community. In this reporting period, KUT News has engaged in community events, featured series on underreported communities in our listening area, added programming with diverse voices as well as other activities. Programmatically, KUT expanded its service in January 2013 to broadcasting news and information programs 24 hours per day. We also launched a music service, KUTX 98.9 that is devoted to the Austin music experience and is described below. KUT introduced new national programs that focus on increasing the diversity of voices and perspectives. We have continued our commitment to national shows that looks at issues that impact the African-American and other minority communities in the United States and beyond. In late 2014 we added a repeat airing of the program on Tuesday evenings. We continue to be strong supporters of Latino USA. Launched in 1993 at KUT, it is the radio journal of news and culture and is the only national English-language radio program produced from a Latino perspective. For almost 18 years LUSA was produced with the idea that KUT would provide diverse audiences with multiple perspectives on issues affecting Latinos while fostering cross-cultural understanding. Midway through fiscal year 2010 KUT turned over full-time production of the show to the program's host Maria Hinojosa and her production company Futuro Media. KUT continues to work with the program and their producers, Futuro Media, whenever they need production assistance here in Austin and KUT continues to air the program in a prime Sunday early
evening timeslot. The show is aired in its full one-hour format. We also to continue to air In Black America. For more than 40 years now KU has produced In Black America-IBA, IBA, hosted by John L. Hanson Jr is a weekly half-hour program that examines thought-provoking stories about the African-American experience in the United States. Distributed nationally by CD the production of IBA is supported with CPB CSG funds. The program is heard on more than 20 stations nationwide including on two stations here in Austin and available as a podcast through KUT.org. Last year the show was moved to a better timeslot on Tuesday evenings and is regularly featured on our website. In addition, the host of the program John L. Hanson Jr., hosts a four hour Friday afternoon funk and soul music program on all-music KUTX that plays music not heard elsewhere in Austin, except on KAZI the African-American station, but features African-American centric community regularly reports on issues of importance to minorities and other diverse communities in Austin. Our education reporting focused on issues importance to the growing non-English speaking population in Austin - issues ranging from school performance and testing to increased fiscal requirements causing budget ramifications as well as overcrowding, Board representation and the implications of the city's changing demographics. KUT has also reported deeply on Austin efforts to successfully launch geographic representation on the City Council and the issues for deeper minority engagement regarding our city's challenges and opportunities. We produced a series of in-district city council candidate forums in partnership with other media organizations, including Univision 62, a Spanish-language broadcast TV outlet in Austin. Our series reached into all parts of the community, including traditionally-underserved areas that have lacked direct engagement from media and
government alike. We attracted more than 1,000 participants in our forum series, with strong showings in minority communities, thanks in part to our collaboration with non-English media and direct engagement with community leaders. Online, KUT News has continued to utilize a variety of platforms to engage with diverse communities. In addition to our news blog, we utilize Twitter and Facebook to initiate conversations. KUT continues to partner with the online Texas Tribune to expand our coverage of public policy and government issues from the Texas Legislative session that affect all Texans. We've also launched and deepened a partnership with an online city hall reporting nonprofit called the Austin Monitor to expand our offering of city government coverage, which touches every neighborhood in Austin, often more directly than any other aspect of government. KUT will provide significant coverage of the Texas State Legislature's 84th session, which begins in January 2015. Reports on health care with the implementation of the Affordable Healthcare Act, abortion legislation and its impact
on women in primarily minority areas of the state, education, immigration and other topics will be closely followed. KUT is continuing a program segment with a specific focus on the Legislature called "Agenda Texas." This four minute weekly segment during the session KUT to highlight many state issues that have a significant local impact on the whole community and to break down the intricacies of how state
government functions. In 2014, KUT concluded a year-long series of reports on the Dove Springs neighborhood, a predominately minority area of Austin with a large immigrant population whose voice is underrepresented. The focus was to look at this neighborhood from an area of Austin with a large immigrant population whose voice is underrepresented. The focus was to look at this neighborhood from an stakeholders. Our reports started a dialogue about how our community will move forward in the years ahead. The series started in August 2013 and concluded in May 2014 with a 30 -minute documentary special that aired in primetime on KUT and was accompanied by a multimedia website. KUT is also beginning the plans to present a weekday, one-hour program that will talk about the issues that affect the citizens of the area, which will include the inclusion of those diverse voices of the communities that are underserved. Launch is expected in June 2014. "Views and Brews: Conversations at the Cactus Cafe" has continued to be a growing part of community outreach. The Cactus examined the history of Klezmer, took a close look at issues of race during WWI, we examined Texas politics and its impact on race and diversity in the state, along with cultural topics through the lens of Jazz, Native American Music, Pop Culture, and more. Whether our guest is a Nobel laureate or a local author the goal with Views and Brews is to engage with the community to share thoughts, inspire new perspectives, and develop compelling multimedia content all while involving Austin in the discussion. Not only has this live discussion program hhrived as a live event, we launched a regular podcast and select programs are heard on KUT as well as offered to the public radio system
through PRX. KUT continues to produce the weekly program segment, "Two Guys On Your Head." Hosted by Professors Art Markman and through PRX. KUT continues to produce the weekly program segment, "Two Guys On Your Head." Hosted by Professors Art Markman and
Robert Duke of UT Austin, this weekly segment explores how the human mind deals with issues like the adolescence, stress, music and emotions along with other areas of human behavior and thinking. This program speaks to all communities as the issues are not limited to one grouping of people, but the entire population. This popular program aired its first hour-long special this year and became our most popular podcast. We also did two live shows with the "Two Guys". All music KUTX continues to explore a variety of musical genres with specialty programming in the genres of Funk/Soul, Native American, Latin, and World Music. In addi
6.1 Telling Public Radio's Story

Jump to question: 6.1
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.

Our ongoing partnership with I Live Here I Give Here in Austin continues to extend the reach of Get Involved. During the first week of every month KUT and KUTX profile a local nonprofit organization that relies on volunteers to help accomplish their mission. KUT (and now KUTX) has been doing this for over 9 years now and in that time has profiled more than 115 local non-profit volunteer-powered organizations. The two minute audio profile becomes the primary on-air feature during the week and listeners are directed to the Get Involved section of our website at http://kut.org/getinvolved. With close to 60 airings of the feature over the course of the week, we are able to expose these often
underfunded non-profits to close to 300,000 weekly listeners on our two stations. We also have added a video component to this effort to better showcase these non-profits that are powered by local volunteers. Listeners are able to visit the Get Involved section of our website to find information about all profiled organizations; while nonprofit organizations are encouraged to send in their volunteer needs and program Food Bank, Hand to Hold, Prevent Child Abuse Texas, Nobelity Project, American Heart Association Texas, Manos de Cristo, Foundation for he Homeless and more. KUT partners with I Live Here I Give Here Austin in our Get Involved efforts. KUT also partnered with I Live Here I Give Here to get the word out for a one day online fundraiser, Amplify Austin, which ended up benefitting hundreds of non-profits in the area. This activity raised more than $\$ 6$ million for these non-profits. We will continue to participate in this activity in the coming year. KUT continued our ongoing Sonic ID project where hundreds of diverse and ordinary people tell the stories that chronicle everyday life in Central Texas. There are nearly 1,000 of the short audio vignettes that the Austin American Statesman called "...one of the largest oral history projects in Central Texas. These short stories spotight what makes our community special while giving voice to what it means to live in Austin and
Central Texas. These spots air daily throughout the schedule on KUT. Our annual Holiday Sing-Along at the State Capitol grounds attracted close to 10,000 people again this year and helped raise awareness, money and foodstuffs for the Capitol Area Food Bank. KUT's partnership with KUHF, Houston on the Statelmpact project continued to look at the energy and environment and its impact on the state and wrapped up in 2014. Our mission was to engage communities so they could better understand how government policy affected them. This included continuing coverage on drought and water issues in areas of the state that are comprised of predominantly Hispanic majority communities. Another area that received more focus was the rise of hydraulic fracturing or "fracking" in the fossil fuel energy community and its impact on the economy through jobs and growth and environmentally with the rise of seismic events in areas where "fracking" has taken place. KUT wil team engaged audiences and created community so diverse it included industry leaders, environmentalists, politicians, landowners and activists. KUT created conversation around the topic in a way that fundamentally transformed our approach to how we approach the idea meeting our mission overall. KUT and the Austin American Statesman continued its partnership with weekly broadcasts of "Politifact" which analyzes the accuracy of statements made by elected officials on the local, state and national stage. This program will continue into 2015 as the focus turns to the election of state and local officials. We are also forming a reporting partnership on health and the many ways federal, state and local legislation impacts the health options for minority communities. KUTX has continued to work on making the Austin Music Map a regular part of our service to the community. Funded in part by CPB through the Localore project with AIR, the AMM is an evolving portrait air, as well as appearing online. Our interactive website features stories produced at KUTX with images, sounds, and video contributed by citizens. The unique design of the site allows all of this material to be tagged, sorted, and navigated in a variety of ways. The goal is to creat an ever-growing audiovisual jukebox that allows users to "Play the City." We're open to telling stories about Austin's most iconic venues of course but are really interested in documenting informal, underground and DIY spaces where music happens at a more grassroots level. Ne're especially excited to engage with diverse musical communities that KUT/X hasn't interacted with much in the past. The mission of the Austin Music Map is to document the city's vibrant musical heritage, to use storytelling as a way to expand the reach of the station into a deep archive of community-sourced materials. Our work on the AMM led us to putting together a one day music festival called Map Jam. 2014 was year two of this event The festival was a moving festival that visited over the course of the day 5 venues on the east side of Aus It was an overwhelming artistic and community success that has led to Map Jam III which happens February 21st, 2015. Once again we will be reaching out to a more diverse group of artists and community members than KUT was able to reach in the past.
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.
Although we have no specific analytics with respect to the outcomes of these projects, KUT has heard from our partner organizations that our participation in promoting and reporting on these topics did have a positive impact in the number of people that attended the events that were our Get Involved series because of the past success stories organizations we've featured have shared with others in that community. We also hear anecdotal evidence from members of the community and officials that our reports with our partners have been heard and are part of the discussion in the halls of government and community organizations and have been recognized by several local blogs and the Austin Chronicle for our efforts in these areas. The Austin Chronicle named KUT and KUTX the stations of the year in Austin for the role they both play in making Austin the greatest city in America. Our online presence surrounding these types of project has been responsible for an increase in overall traffic for KUT's website and we have shared all of our work with our partners so they can take advantage of the online content we've produced. We will continue to work on ways to more accurately reflect impact and to increase measurement abilities to provide funders and of musical
6.1 Telling Public Radio's Story

Jump to question: 6.1
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.
Much of this is answered above in the first section of question six but to reiterate KUT News has focused a great deal of effort on the issues of the diverse and underserved communities throughout this year. As the number of people who move to the Austin area increase from other primary language. We have and continue to present news stories and features about the issues for minority and diverse audiences and look for partnerships that align with our goals to better serve those communities. Austin is changing demographically very rapidly and we are eenly aware of the growing Hispanic presence in Central Texas and will continue to work to better serve their needs. Thanks to recent hires in the newsroom KUT has truly become a bi-lingual newsroom which has given us access to a range of stories we could not really get to before. Our series on Dove Springs and the new City Council alignment are both targeted directly at issues that affect these communities and we will continue to work in these areas. All music KUTX will continue to explore a variety of musical genres with specialty programming su
as Funk/Soul, Native American, Latin, and World Music. Over the last year we have expanded our partnership with NPR Music to include more local presence on our HD3 signal that broadcasts an Alternative Latino music format 24 hours a day Our Alt Latino programming on KUT3 is presented in a mix of English and Spanish and we are continuing to expand our efforts there as another way KUT and KUTX can reach new and diverse audiences in our community. This is the kind of programming that cannot sustain itself with underwriting, that the CPB grant enables us to engage in.
6.1 Telling Public Radio's Story

Jump to question: 6.1
6.1 v
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 support continues to be an important source of funds that enables us to fulfill our programming mission. With this money we were able to purchase national programs from distributors presenting diverse viewpoints of issues like The Tavis Smiley Show, Latino USA and others. Part for the first time. We will be able to cover the ongoing implementation of the change and how it affects diverse and currently underserved segments of our population. It gave us the ability to spend a year in the Dove Springs area of Austin, to report on the success and challenges in that part of our city that has been so under-reported on. That coverage continues thanks to the generosity of CPB and we will continue to tell stories that matter in the "new" Austin. KUT has been able to continue its efforts to deliver news digitally to audiences who might otherwise platform. KUTX will continue to work on and improve its commitment to the Austin Music Experience with thanks to CPB funding. We are committed to expanding our current website to feature and even more diverse group of local musicians and the vibrant community we live in with the world. And as mentioned above we continue to expand our Spanish language programming on KUT HD3 and on KUTX with our Alt Latino format. These efforts are possible, in part, because of the funding provided by the CPB. As has been the case for many years, without CPB funding KUT and KUTX would be faced with some really difficult decisions about which of projects we could and could not continue.

## Comments

Question
No Comments for this section
7.1 Journalists

Jump to question: 7.1This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional
full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training
in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each for these positions but may not match position descriptions at your organization exactly. Please
professional journalist in your organization. Please do not count student or volunteer journalists.


