Local Content and Services Report

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2015. Responses 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 the CPB. CPB recommends placing the report in an “About” or similar section on your website.

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-presence engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

   The overall goal of Kansas Public Radio is to provide news, weather, music, information, and entertainment to listeners in a largely commercial-free environment. We provide unique and diverse cultural programming to underserved populations, presenting the kind of radio that commercial radio just doesn’t typically provide - whether it's classical and jazz music or an hour-long panel discussion on state policy and politics. We even provide live, statewide coverage of the Kansas Governor's State of the State address (and have for more than 25 years).

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.

   The KPR news department has long collaborated with other public radio stations and non-profit news media outlets in Kansas and Missouri. Our collaborations include partnerships with five public radio stations in Kansas and Missouri – KMUW in Wichita, KCUR in Kansas City, High Plains Public Radio in Garden City (Kansas), KRPS in Pittsburg, Radio Kansas in Hutchinson, and two commercial radio stations – KGLY and KFRR in Clay Center. These “KPR news affiliates” have helped KPR increase its Kansas news content. For better branding, we now operate under a collective name – the Kansas News Service, but continue to share news reporting resources just like before. Indeed, more reporters and editors were hired by the new partnership (Kansas News Service). As a result, we are doing a better job covering more issues from more areas of the state. The KPR news department also belongs to the Harvest Public Media network, which is dedicated to covering agriculture and other issues affecting the rural Midwest.

   KPR provides college students in our listening area with internships in programming, news and development. These internships provide students with professional development opportunities. Most internships are filled with University of Kansas students, but we have worked with students from other universities too, including Kansas State University in Manhattan and Baker University in Baldwin City. KPR also contributes annually to the Kansas Association of Broadcasters’ scholarship fund.

   KPR partners with non-profits to promote their events and raise awareness. These partnerships include the Kansas Audio-Reader Network, the Lied Center of Kansas, the Folk Alliance International in Kansas City, the Sunflower Music Festival in Topeka, the Topeka Jazz Festival, the Kansas Silent Film Festival, and many others. KPR has other ongoing partnerships with the University of Kansas Dole Institute of Politics, KU’s Hall Center for the Humanities, and the Kansas State University Landon Lecture Series to share featured lectures, panels, and keynote speakers to the KPR audience.

   KPR routinely profiles musicians on the air from our live performance studio to bring classical, jazz, and Americana/folk music to our listeners. In many cases, KPR is the only broadcast outlet to bring these musicians and this kind of rich and culturally diverse music to the general public. KPR’s on-air personnel, especially its news staffers, have participated in a number of community outreach events. Our staff routinely makes presentations to civic groups, like the Optimists, Rotarians, and Lions clubs. They also participate in more casual and social community events, like KPR’s free annual ice cream social. Here are a few other ways we interact and connect with the community we serve.

   February 2000-Present
   KPR News Director J. Schafer has given numerous presentations about Kansas and Kansas Public Radio to area civic groups, including groups outside of Lawrence. Most recently, he gave presentations in Wamego, Ottawa, Kansas City, Kansas, Topeka and Lawrence. Later this month (Feb, 2020), he will speak to a women’s club in Lawrence.

   May 2017 – Present
   KPR General Manager Dan Skinner, produces a weekly interview program called Conversations, in which he discusses the local arts scene with community members from a variety of places in our area, including the Lawrence Arts Center, the Lied Center, Johnson County Community College’s Carlsen Center, and other venues. This program also includes interviews with various book authors.

   August 2012-Present
   KPR Assistant News Director, Laura Lorson, regularly emcees at the Annual Kansas Fiddling and Picking Championships held in South Park in Lawrence, Kansas. She introduces contests, concerts, and provides continuity and crowd banter. She also promotes KPR programming at the public event.

   September/October 2005-Present
   KPR News Director J. Schafer serves as the Co-Master of Ceremonies and as a volunteer auctioneer for CASAblanca, an annual fundraiser for Douglas County CASA, Court Appointed Special Advocates. CASA helps represent foster children in court.

   October 2014-Present
   Production Manager Jason Slote serves on the University of Kansas’ student-run radio station, KJHK’s advisory board.
September 2017-Present
Kaye McIntyre, the host of KPR’s public affairs program, KPR Presents, represents the radio station at the annual Kansas Book Festival. She also interviews Kansas Notable Book authors to air on her show.

October 2017-Present
KPR News Director, J. Schafer periodically teaches a 3-day class about Kansas and KPR to local community retirees for the Osher Institute of Lifelong Learning at the University of Kansas.

September 2005 – Present & Ongoing: Kansas Public Radio provides underwriting support to the University of Kansas’ Audio-Reader Network, an organization that serves over 7,000 blind, visually-impaired and print-disabled listeners in Kansas, Missouri and across the United States. Underwriting support has been provided for Audio-Reader’s two annual fundraisers, For Your Ears Only (FYEO) and their annual golf classic, as well as a general message describing their services. A sizeable portion of Audio-Reader’s general operating budget comes from both FYEO and the golf tournament.

May 19, 2019
KPR Program Director Darrell Brogdon gave a presentation about KPR for the Unitarian Universalist Congregation of Lawrence.

November 13, 2019
KPR Program Director Darrell Brogdon gave a presentation at KPR at The Windsor of Lawrence Senior Care.

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.

It can be quite challenging to try to measure the impact and overall effect of our various collaborations. However, such efforts invariably increase awareness of KPR and its quality programming. One such endeavor that seems to receive positive feedback around the state is KPR’s live, statewide coverage of the Kansas Legislature and the governor’s annual State of the State address, which is provided for free to all of our radio affiliates and other broadcast partners. In addition, KPR’s weekly Kansas Trivia contest, most Fridays at 9 am, helps promote the state, its people, and its achievements to the public. The contest gives us a chance to highlight state history and a chance to “brag about” various Kansas communities, people and events in different parts of the state.

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 are regularly broadcast in a language other than English, please note the language broadcast.

The KPR news department continues to highlight the views of area writers and scholars (both men and women) who express themselves on a number of topics (education, race, politics, etc.) through a series of local commentaries produced by KPR. KPR’s sister organization, Audio-Reader, serves an under-served population every hour of every day by providing vital information to blind and visually-impaired listeners – everything from local newspapers (more than 100 of them) to magazines, books, and more. KPR helps make Audio-Reader’s programming available in its coverage area via subcarrier.

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?

Without the funding from the CPB, KPR would be unable to provide programming from National Public Radio and the BBC. This national and international information is the primary and immediate source of news for thousands of Kansans. Through the efforts of KPR, NPR, and the BBC, we help listeners stay connected with the world. The CPB enables us to provide this vital information to our listeners in our rural – and in some areas “frontier” state. Thank you.