

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 2020. 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-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

The primary goal of Kansas Public Radio is to provide news, weather and entertainment to listeners in a largely commercial-free environment. We provide unique and diverse cultural programming to underserved populations in both rural and urban settings, presenting the kind of radio that commercial radio just doesn't typically provide. Since 1952, our programming has included in-depth state, national and international news, as well as classical and jazz music. KPR has also provided election coverage, panel discussions about state policy and politics, live music and other entertainment, like sketch comedies. In addition, KPR has a long history of providing the Kansas governor's annual State of the State address to our listeners and to other radio stations across the state. In addition to two streams of broadcast content on KPR and KPR-2, this radio station operates an active website and maintains an active presence on social media sites (Facebook and Twitter).

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 works hand-in-hand with other public radio stations and news networks in Kansas and Missouri. Our collaborations include partnerships with five public radio stations in Kansas and Missouri – KMWU 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 – KCLY and KFRM in Clay Center. These "KPR news affiliates" have helped KPR increase its Kansas news content. For more uniform branding among stations, we collectively operate under the name of the Kansas News Service. 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 a number of area non-profits to promote their events and raise awareness. In 2020, we selected the Lawrence Community Shelter and the Lawrence Humane Society for special attention, incorporating their activities into our own programming and fundraising efforts.

KPR's other longstanding 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, Douglas County CASA, Big Brother/Big Sisters 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 Kansas State University, specifically the school's Landon Lecture Series.

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. Because of the COVID-19 pandemic many of the in-person events KPR staff typically participate in were either canceled or hosted virtually. KPR staff still made efforts to participate in these events whenever possible. 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. The following activities are all long-term, ongoing events:

News Director J. Schafer serves as a volunteer Master of Ceremonies for Douglas County CASA and works with Kansas Big Brothers/Big Sisters as a mentor and video emcee and fundraiser.

Assistant News Director Laura Lorson emcees the Annual Kansas Fiddling and Picking Championships.

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.

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.

Kansas Public Radio provides underwriting support to the Kansas Audio-Reader Network, an organization based at the University of Kansas 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 as well as its various fundraisers. In 2020, several KPR staffers, including J. Schafer, Laura Lorson and Darrell Brogdon, took part in numerous Audio-Reader fundraising events that took place on Facebook Live.

During non-pandemic times, KPR often hosts groups of young people like scout troops, Boys & Girls club members, journalism students, and engineering students in the station for tours and Q&A sessions

December 2019; KPR partnered with community shelters (Lawrence Community Shelter, Topeka Rescue Mission, Emporia Rescue Mission, and the Manhattan Emergency Shelter) during its winter membership drive to collect and donate socks to the shelters in its listening areas.

February 16, 2020; KPR Presents host and reporter, Kaye McIntyre, served as a community judge at the Lawrence High School Showtime auditions.

February 29, 2020; KPR's ATC host and reporter, Laura Lorson, served as a judge at the state finals of the National Endowment for the Arts and The Poetry Foundation Poetry Out Loud competition at Salina South High School in Salina, KS. She spoke to participants and crowd about storytelling and poetry. Judged 8 contestants and helped select the winner and runners-up.

March 18, 2020; KPR's Kaye McIntyre served as a guest lecturer for a University of Kansas broadcast journalism class.

May 2020-January 2021; KPR's Kaye McIntyre produced and aired "Quarantine Stories" in partnership with the Kansas State Historical Society, Watkins Museum of History, and the Lawrence Arts Center.

June 20, 2020; KPR's Laura Lorson participated in Lawrence Public Library's Party in Place, a Zoom event featuring area residents and high-profile business owners, performers and journalists. She talked about music and the importance of finding something enjoyable and artistic to keep one's spirits up during lockdown and quarantine.

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.

Measuring the impact of KPR's various collaborations is difficult to do, at least in any meaningful way. As far as truly measurable impacts, we can report that one of our collaborations - with the Lawrence Community Shelter - resulted in hundreds of pairs of warm socks being donated to area homeless shelters in the Kansas cities of Lawrence, Topeka, Emporia and Manhattan. Another KPR event benefited a local animal shelter by boosting contributions of pet food, blankets and money. While these on-air efforts represent tangible successes, the success of other efforts are harder to quantify. Still, our community initiatives undeniably increase awareness of KPR, its programming and its people. And that's always a good thing.

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 has produced numerous stories related to racial disparities, particularly disparities in health care. During the coronavirus pandemic which erupted in Kansas in the spring of 2020, KPR news reported on how the virus was taking a heavier (proportionate) toll on minority communities. Other reports discussed equity issues regarding COVID-19 vaccine distribution efforts in Kansas.

KPR's sister organization, Audio-Reader, serves an under-served population 24 hours a 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.

KPR's Retro Cocktail Hour hosts Cinema Nights monthly at Lawrence's historic Liberty Hall theater. Most movies are in Spanish and of Latin origin. Because of the pandemic, KPR pivoted to virtual movie nights each month which serve its Spanish-speaking audience and provide another opportunity for community engagement.

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 not be able to provide NPR or BBC programming. Period. Such national and international news and information is vital to Kansans. More than 100,000 listeners rely on KPR to help them stay connected to the world. The CPB grant enables KPR to provide vital information and entertainment to underserved listeners in urban, rural and even "frontier" areas of Kansas. Thank you.