

Grantee Information

ID	1404
Grantee Name	KANU-FM
City	Lawrence
State	KS
Licensee Type	University

6.1 Telling Public Radio's Story

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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 2021. 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 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.**

Joint licensee Grantees that have filed a 2021 Local Content and Services Report as part of meeting the requirement for TV CSG funding 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.

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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.

At Kansas Public Radio, our primary goal is to provide news, weather, information and entertainment programming to listeners in a mostly commercial-free environment. We provide civic and cultural programming to underserved populations in both rural and urban settings, presenting an alternative to commercial radio. Since we first began broadcasting in September 1952, our programming has included in-depth state, national and international news. KPR has also provided classical, jazz and Americana music. KPR has also provided campaign and election coverage, interviews with newsmakers and panel discussions about state policy and issues. Our non-news fare includes live music, unusual and off-beat music programs and even sketch comedy. 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. We offer two streams of broadcast content on KPR and KPR-2 and operate an active website. And yes, we even provide content on certain social media platforms, primarily Facebook and Twitter.

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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 other public radio stations and news networks in Kansas and Missouri. Primarily, our collaborations include partnerships with five public radio stations in Kansas and Missouri (KMUW-Wichita, KCUR-Kansas City, High Plains Public Radio-Garden

City, Radio Kansas-Hutchinson, KRPS-Pittsburg and even two commercial radio stations – KCLY and KFRM in Clay Center). These news partner stations have helped KPR increase and broaden its Kansas news content. We belong to a content-sharing consortium known as the Kansas News Service. KPR's other major news partner is Harvest Public Media, which covers agriculture and other issues affecting the rural Midwest. KPR partners with several area non-profits to promote their events and raise awareness for their causes. In 2021, some of the organizations included the Lawrence Community Shelter, Topeka Rescue Mission and similar shelters in Emporia, Kansas City and Manhattan. KPR also coordinated promotional events that helped the Kansas Audio-Reader Network and the Lawrence Humane Society. KPR has longstanding partnerships with 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 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 public. While these efforts were affected by the pandemic, they were not eliminated. KPR's on-air personnel, especially its news staffers, have participated in several 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. News Director J. Schafer serves as a perennial Master of Ceremonies for several non-profit agencies, including Douglas County CASA, Big Brothers/Big Sisters of Kansas and in 2021, the Kansas Audio-Reader Network's 50th anniversary celebration. 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. Assistant News Director, Laura Lorson, served as one of the Kansas state judges for the annual Poetry Out Loud competition National Endowment for the Arts and The Poetry Foundation. This involved watching, critiquing, and scoring entries from Kansas high-school students, and submitting a video discussing her rationale for the scores she gave, along with a brief discussion of the importance of poetry as a creative means of expression. The judging took approximately 8 hours; the video production took another 2. The scores and video were submitted on March 4, 2021. She was identified as a Kansas Public Radio host and arts content editor. 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 others. His program also profiles works of fiction and non-fiction by interviewing book authors. The KPR Development team hosted a booth at the Lawrence Farmer's Market 2021 Holiday Market where they interacted with listeners from eastern Kansas and promoted KPR programming and events. 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. Throughout 2021, Kansas Public Radio, the Kansas Humanities Council and Prairie Hollow Productions teamed up to produce a monthly series of reports commemorating the 200th anniversary of the Santa Fe Trail. These radio segments were tied in with a larger video documentary called The Road to Santa Fe, broadcast on public TV stations in Kansas, Missouri and New Mexico. The continuing pandemic curtailed many of our in-person events and activities, but nothing stopped the on-air and online content produced by our dedicated staff.

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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 true impact of KPR's various collaborations is always difficult. Most of it is anecdotal. However, one very tangible measure of success that is fundraising. Despite large cuts to the KPR budget during year two of the pandemic, listeners responded to our call for more contributions. Perhaps more impressively, KPR now has more "sustaining members" than ever before. Steady and growing listener-support, during a pandemic no less, is perhaps the greatest testament to our enduring success as a community-funded radio station. KPR also successfully completed a large capital campaign to replace its four aging transmitters during a pandemic.


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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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

As part of its regular news coverage, KPR has produced numerous stories related to racial disparities, especially those concerning health and health care. Some of these ongoing issues, particularly health care access and health outcomes, were magnified by the pandemic and we did our best to tell those stories. 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. In addition, numerous KPR staffers help with Audio-Reader fundraising activities and outreach efforts.

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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 CPB funding, KPR would not be able to provide NPR or BBC programming. Such national and international news is important to Kansans. We know this because approximately 100,000 Kansans tune in to KPR each week (according to Nielsen). The CPB grant enables KPR to provide information and entertainment to underserved listeners in urban, rural and even "frontier" areas of Kansas. With a number of frequencies and powerful transmitters, KPR's broadcast footprint stretches across the eastern third of Kansas.

Comments

Question

Comment

No Comments for this section