



# Welcome to KXCV-KRNW Public Radio

# Content overview

- ▶ Welcome to KXCV and Northwest Missouri State University
- ▶ What this presentation covers:
  - ▶ Why public radio is different
  - ▶ Official emergency communications
  - ▶ How KXCV-KRNW serves the public
  - ▶ Overview of broadcasting capabilities
  - ▶ Programming
  - ▶ Opportunities for student broadcasters
  - ▶ Facilities and technology

# What is public radio?

- ▶ Radio with the primary mission of public service
- ▶ In many countries public radio is funded by the government
  - ▶ Usually by annual fees charged on receivers
- ▶ In the U.S. most public radio stations are not-for-profit corporations

# Public vs. commercial radio

## Public Radio

- ▶ No commercial or political influence
- ▶ Supported by grants, underwriting and listener contributions
- ▶ Unbiased reporting (editorial “fire wall”)

## Commercial Radio

- ▶ May take political positions
- ▶ Financed by paid advertising
- ▶ May temper reporting based on business or other relationships

# What listeners expect from public radio

- ▶ Unbiased reporting
- ▶ Intelligent programming
- ▶ Accurate and timely weather information
- ▶ Free of commercial or political influence
- ▶ Official communication in case of emergencies

# Official communication in case of emergency

- ▶ FEMA (Federal Emergency Management Agency) is responsible for official emergency communications
- ▶ IPAWS (Integrated Public Alert and Warning System)
  - ▶ Introduced in 2006 to modernize and integrate the U.S. alert and warning infrastructure
  - ▶ CAP (Common Alerting Protocol) is a digital format for exchanging emergency alerts simultaneously across many different communication systems
    - ▶ Can issue alerts in multiple languages
  - ▶ EAS (Emergency Alert System)
    - ▶ Enables president to speak to American people within 10 minutes of a disaster
    - ▶ Uses broadcast, cable, satellite and wireline communication pathways

# KXCV-KRNW's public service mission

1. Offer educational and cultural opportunities for listeners
2. Provide “real world” training for students of Northwest Missouri State University

# How KXCV-KRNW is managed

- ▶ Licensed to the Board of Regents of Northwest Missouri State University
- ▶ General Manager: Rodney Harris
- ▶ Programming Director: Patty Holley
- ▶ News and Sports Director: John Coffey
- ▶ Chief Engineer: Darren Perkins
- ▶ Underwriting Sales Executive: Sam Mason
- ▶ Membership Development/Events Coordinator: Venus Brown



# How KXCV-KRNW is funded

- ▶ Northwest Missouri State University
- ▶ Grants:
  - ▶ Corporation for Public Broadcasting
  - ▶ Missouri Arts Council
- ▶ Underwriting
- ▶ Membership contributions

# How KXCV-KRNW serves its listeners

- ▶ Available 24/365
- ▶ Broadcasts to the “Midwest 4-corners region”
  - ▶ Missouri
  - ▶ Iowa
  - ▶ Nebraska
  - ▶ Kansas
- ▶ Provides alternative programming
  - ▶ In-depth local, regional and national news
  - ▶ Local weather
  - ▶ A variety of music and entertainment
  - ▶ Bearcat sports

# KXCV-KRNW background

## ▶ KXCV

- ▶ 1971–signed on the air in Maryville
- ▶ 100,00 watts (maximum power allowed by FCC)
- ▶ First full-power public radio station in Missouri
- ▶ All programming originates from this location

## ▶ KRNW

- ▶ 1993 – signed on the air in Chillicothe
- ▶ 38,000 watts
- ▶ Extends broadcast area across most of north Missouri
- ▶ Rebroadcasts all of KXCV's programming

# KXCV-KRNW programs

- ▶ Syndicated
  - ▶ NPR (National Public Radio)
  - ▶ American Public Radio
  - ▶ PRI (Public Radio International)
  - ▶ Window to the World Communication
  - ▶ Other radio stations
- ▶ Locally produced
  - ▶ All Things Northwest with President John Jasinski
  - ▶ Spotlight on Industry with Sam Mason
  - ▶ Bearcat Radio Network (Bearcat Sports) with John Coffey
  - ▶ Music - Rhythm 'n' Roots, Nightlite
- ▶ Audio Reader
  - ▶ KANU radio at Kansas University in Lawrence

# KXCV-KRNW prepares future broadcasters

- ▶ Broadcast students obtain professional experience
  - ▶ Rotate through departments for training
  - ▶ Write, produce and read news stories
  - ▶ Announce music
  - ▶ Bearcat Radio Network sideline reporting and engineering
  - ▶ Develop technical skills
- ▶ Graduates are employed in a variety of positions
  - ▶ On-air announcers
  - ▶ Reporters and news directors
  - ▶ Program directors and producers
  - ▶ Engineers
  - ▶ Account Executives and marketers

# KXCV-KRNW facilities and technology

- ▶ Newsroom with 2 sound booths
- ▶ Broadcast studio
- ▶ Bearcat Radio Network studio
- ▶ Studios for student use
- ▶ 2 towers – north of campus and in Chillicothe
- ▶ Power plant
- ▶ Satellite dish
- ▶ WireReady

# Presentation summary

- ▶ Public radio's mission is public service
- ▶ Public radio is a reliable source of official emergency communications
- ▶ KXCV-KRNW provides an alternative to commercial radio
- ▶ KXCV-KRNW broadcasts from Maryville and Chillicothe
- ▶ KXCV-KRNW offers an eclectic mix of news, weather, music, entertainment and Bearcat sports
- ▶ Student broadcasters obtain “real world” experience
- ▶ KXCV's newsroom and up-to-date broadcast booths enable students to serve listeners with exceptional programming

# Q & A

- ▶ Do you have questions about this presentation?
- ▶ Is there anything else you would like to know?

Thank you for your interest in KXCV-KRNW Public Radio.

