

Grantee Information

ID	1483
Grantee Name	KXCV-FM
City	Maryville
State	MO
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 2023. 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 2023 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.

KXCV/KRNW serves 32 rural counties in the four-state area of northwest Missouri, southwest Iowa, northeast Kansas and southeast Nebraska. Our goal is to serve the region, which includes 151 communities, with quality news and cultural programming not offered by any other media source. We continue to be a major free daily source for news. Many commercial media outlets have greatly reduced or eliminated local news coverage and have put much of their coverage behind a paywall. KXCV/KRNW News Director Jeremy Werner hosts a long-form interview program called "Morning Conversation". The program features interviews with guests focusing on issues from education, local government, agriculture, healthcare, economic development and the arts. Through our Facebook, X (formerly twitter), Instagram accounts, mobile app and website, we make those interviews available on-demand as well as heard live over KXCV/KRNW. We also air 19 local newscasts each day covering major issues and breaking news of the day. We continue to be the only station in the region with an emergency back-up generator enabling us to remain on the air during emergencies when power may out for many in our listening area. We offer in-depth weather coverage through the use of weather radar and our relationship with local weather spotters, county sheriff offices and the National Weather Service. Something that is especially important in a region where life-threatening weather such as tornadoes, severe thunderstorms, ice storms and blizzards can crop up on short notice. Our partnership continues with Maryville Public Safety, Fire and Rescue to provide space free of charge on our tower for their antenna, giving them reliable coverage for their communication efforts during emergencies. The KXCV tower is the tallest tower in Nodaway County. Our programming includes a locally produced Americana music program Monday through Friday from 9am-noon and classical and jazz programming in the evening not available from any other media source in the region. KXCV/KRNW is licensed by the Board of Regents of Northwest Missouri State University, where we serve as an important training platform for the University's School of Communication and Mass Media. We partner with the school's athletic department to form a three-station network to broadcast and stream football and basketball games to approximately 33,000 households in the region. We also host a weekly program broadcast from a local business that gives listeners a chance to interact with Northwest Missouri State coaches and student-athletes on a weekly basis in the fall, winter and spring. Through our various fundraising efforts, we have sustaining members from 115 of the communities we serve in the region. Our mobile app and social media efforts have also expanded our reach for fundraising. We have received donations from online listeners from across the country who appreciate our programming that enables them to continue to connect with the community. We also offer part-time opportunities for employment to Northwest students for on-air, news and Bearcat Radio Network operations.

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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.

We view our partnerships and collaborations with other public media operations, other non-profit organizations and educational institutions as being an important part of what we do at KXCV/KRNW. We hold an annual virtual fundraising event call the 5K-xcv/krnw Run for Radio...an opportunity for our listeners from the region and around the country to run or walk a 5K in support of KXCV/KRNW in the month of April. This past year we partnered with Eugene Field Elementary School also offers an event in April. The partnership promotes both events in social media offers incentives for residents take part in both fundraisers. We also partner with the Maryville, Missouri school district. The partnership includes a monthly interview with the Superintendent of Schools and other school district administrators, instructors and students highlighting activities with the district not covered by media in the community. Our partnership with the Missouri Arts Council provides funding for KXCV/KRNW to purchase fine arts programming appreciated by our listeners. Our Corporation for Public Broadcasting partnership is extremely important for the financial viability of the station, without it we would not be able to fund vital programming not available to our listeners on any other station in our region. We partner with Protect Our Public Media to promote the need for continued federal funding for public radio with our U.S. Senators and Congressional representatives. We also partner with the Missouri Broadcasters Association, which helps us stay current on the broadcasting industry and aids in placing graduates of the Northwest Mass Communications department in jobs following graduation. We work with commercial radio stations KFEQ in St. Joseph, MO and KMA in Shenandoah, IA in a news sharing agreement which assists each in covering important stories in the region. We partner with the Northwest Missouri State athletic department in promoting the school's athletic teams. KXCV is the flagship station of the Bearcat Radio Network, providing play-by-play of Northwest football along with men's and women's basketball on KXCV/KRNW and commercial station KKWK in Cameron, MO. Our partnership with Joni and Michael Walker of Chillicothe allows for tower space for our KRNW tower in Chillicothe, covering north-central Missouri and area not reached by any other public radio station. We also work with fine arts groups in the region including the St. Joseph, MO Performing Arts Association, St. Joseph Symphony, Wilson Performing Arts Center in Red Oak, Iowa, the Brownville Concert Series in Brownville, Nebraska and the Chillicothe, Missouri Area Arts Council. Those partnerships provide information on-air and through our website, social media and mobile app concerning their upcoming events and they help publicize programming offered on KXCV/KRNW. We also work with Northwest Missouri State University's Office of Diversity and Inclusion to promote upcoming events and programs designed to increase understanding of diversity issues affecting listeners in the region.

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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.

Through our partnership with the Maryville School District we've been able to air long-form interviews with school district officials on issues affecting elementary and secondary education that aren't covered as in-depth by other media outlets in the community. Issues include student success programs at the elementary, middle and high schools and a major bond issue sought by the school district to upgrade current facilities and increase student safety at those facilities. Our Fit/Family 5K Challenge partnership with the Eugene Field Elementary School 5K and Ben's Stockings of Hope 5K has increased awareness and participation in those events, raising more money for those causes. The 5K for the elementary school helps the school raise funds for physical education and playground gear. Ben's Stockings of Hope 5K raises funds to make. Purchase and fill Christmas Stockings for children in need in Nodaway County. We continue to partner with the Community Blood Center of St. Joseph to raise awareness the need for blood donations in the region. We air long form interviews with our Morning Conversation program, news stories during our newscasts and community event mentions when blood drives are conducted in the region and the levels of blood needed during their drives.

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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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.

KXCV/KRNW is licensed to the Board of Regents of Northwest Missouri State University in Maryville, Missouri. We partner with the University's Office of Diversity and Inclusion to publicize the organization's events. We also partner with organizers of the University's Ploghoft Diversity Lecture Series. The series brings in speakers to address students and the general public. We interview speakers brought in for the series on our long-form interview program "Morning Conversation" as well as run stories in our newscasts and community event programming. Those interviews and stories are also available on-line on our website, mobile app and social media platforms. We also promote the University's Martin Luther King, Jr celebration and Black History Month activities through those same platforms. We also air programs obtained from our national programming sources focusing on minority and diverse issues and celebrations. Programming includes "Melodies of Freedom" exploring the power of music bringing people together, Israelis and Palestinians, Christians, Muslims and Jewish faith for the cause of peace in the Middle East. "Cinco de Mayo: Viva Mexico" the history of Cinco de Mayo through the music of Mexican and Chicano composers from the past and present that celebrates Mexican national pride and heritage. "True Colors: Sounds from the Heart" a celebration of Pride Month with five LGBTQIA+ artists from the operatic world who share their story on how their pride impacts their musical identity. "Juneteenth: Remembrance and Celebration" music featuring Black composers, honors the memory of enslaved people, the tragedy of their condition and the tragedy of racism today. Holiday specials include "Hanukkah Lights" and "Candles Burning Brightly" celebrating the Jewish faith. "Festivo AltLatino with Cantigas" highlighting Latino holiday music. "An Afro Blue Christmas" a holiday concert with the Howard University vocal ensemble Afro Blue highlighting African American spirituals, jazz and pop tunes and classical music. "Christmas with Morehouse and Spelman College Glee Clubs" a mixture of spirituals and carols.

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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?

. KXCV/KRNW is licensed to the Board of Regents of Northwest Missouri State University. We continue to work to overcome budget cuts to higher education in the state of Missouri. KXCV/KRNW serves a rural area of northwest and north-central Missouri, southwest Iowa, southeast Nebraska and northeast Kansas. We work hard to meet our financial needs through underwriting, on-air fund drives and other creative ways to raise funds. Those efforts are limited due serving a rural area. CPB funding is essential in being able to provide quality non-biased news and cultural programming to our region not served by any other public radio station. One full-time staff position is also funded through money received from CPB. If funding from CPB is reduced or cut KXCV/KRNW would be forced to reduce our full-time staff and make several tough decisions on programming that listeners tell us makes a difference in their lives, whether it's the long-form news programming, classical and jazz programs or weekend entertainment programs. CPB funding is the single most important source of revenue KXCV/KRNW receives.

Comments

Question

Comment

No Comments for this section