

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 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.

2021 saw KXCV/KRNW celebrate 50 years of providing programming not available elsewhere to the four-state region of northwest and north-central Missouri, southwest Iowa, northeast Kansas and southeast Nebraska. Our coverage area serves a 32-county region not served by any other public radio station. KXCV/KRNW is licensed to the Board of Regents of Northwest Missouri State University and the station provides training of the University's students in the School of Communication and Mass Media. We continue to actively seek input in identifying community issues important to our listeners. With COVID-19 continuing to spread through the country, accessible rural healthcare is once again a major concern for our listeners. We continue to work with the Nodaway County Health and local hospitals in the region through public service announcements, news stories and long-form interviews with public health officials on the latest recommendations on how to reduce the spread of COVID-19. Education, agriculture, economic development and local government are also areas identified as important to our

listeners. Volatile changing weather conditions in the midwest make our in-depth weather coverage important to our listeners. We keep on top of the weather through use of our radar service, national weather service and local spotters. We continue to be the only station in the region with a power generator enabling KXCV/KRNW to remain on the air and broadcast weather information during a power emergency. We partner with Maryville Public Safety, Fire and Rescue providing tower space free of charge. Our tower is the tallest in Nodaway County and allows for reliable communication for those entities throughout the entire county. We air a long-form interview program called "Morning Conversation" with news director Jeremy Werner. The program focuses on local government, education, agriculture, the arts and healthcare. The program is also available on-demand on our website and new mobile app. We also air 19 local daily newscasts. We produce a local Americana music program from 9am to noon Monday through Friday and evening classical and jazz music programs not heard on any other station in the region. We continue to partner with District Lion's Clubs in northwest Missouri and northeast Kansas to offer an audio reader program for the sight-impaired to listen to locally read newspapers and other requested magazines. We partner with Northwest Missouri State University's athletic department to form a four-station network for the broadcast and streaming of Northwest Bearcat football and basketball games to well over 33,000 households in the region. We also broadcast Bearcat Coaches Show live from a local business in the fall and winter giving listeners the opportunity to interact with coaches and hosts in person. Approximately 2,000 persons on an annual basis attend the event each year. KXCV/KRNW's over air listening audience includes 151 communities with fundraising efforts giving us sustaining members from 115 of those communities. We are also reaching new listeners through our new mobile app, where listeners can listen to our live stream or specific programs and podcasts on-demand. We continue to make use of facebook and twitter for on-demand and information about programming on KXCV/KRNW. We also provide training for Northwest Missouri State University students with 29 part-time opportunities including on-air, news staff 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.

KXCV/KRNW continues to value the partnerships we have formed with non-profit organizations, other public media organizations and commercial radio stations in the region. Once again this past year, healthcare partnerships remain important. We continue to work with area county health departments and hospitals to get out the most current information on COVID-19. Vaccine availability, how and when vaccines would be offered other key information was broadcast over-air, placed on our website, mobile app, facebook and twitter feeds to help get the information out to the general population. We partner with several fine arts organizations in the region including Northwest Missouri State and Missouri Western music departments, St. Joseph Performing Arts Association, St. Joseph Symphony, Wilson Performing Arts Center in Red Oak, Iowa and the Brownville Concert Series in Brownville, Nebraska. We worked with those organizations to get out information about their events as they slowly came back this year and precautions in place to ensure the safety of patrons as well as the performers. We partner with the Missouri Arts Council which provides funding to assist in the purchase of fine arts programming aired on KXCV/KRNW. Our partnership with the Corporation for Public Broadcasting is one of the most important we have in funding KXCV/KRNW in our effort to provide programming not available elsewhere on the radio dial in the region. We partner with Greater Public Media to assist in our fundraising and membership development. We also partner with Protect Our Public Media to promote the need for continued federal funding for public radio with our U.S. Senators and Congressmen. Our partnership with the Missouri Broadcasters Association is an important resource to keep us up to date on issues affecting the broadcasting industry and also aids us in helping place students upon graduation from Northwest Missouri State University. We also partner with several commercial radio stations in the region. We work with KMA Radio in Shenandoah, Iowa and KFEQ in St. Joseph, Missouri sharing news stories helping each cover important events in the region. Through the Bearcat Radio Network, KXCV serves as the flagship and provides play-by-play coverage of Bearcat football and basketball to KKWK in Cameron, Missouri, KMA in Shenandoah, Iowa and KCWJ in Blue Springs, Missouri. Our partnership with Maryville Public Safety and Fire Rescue allows for space on our tower for their communication equipment, enabling communication with their personnel throughout Nodaway County. In return, we received a back-up generator enabling KXCV to continue broadcasting emergency information during a power outage. Our partnership with Joni and Michael Walker of Chillicothe, Missouri gives us tower space in Chillicothe for KRNW allowing for additional coverage of public radio in north-central Missouri. Also, an area not served by any other public radio station. We continue to partner with Second Harvest Food Bank on locations of mobile food distribution sites in our communities and how residents can contribute to the food bank. We also work with area public libraries on their summer reading programs and other events of interest throughout the year.

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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.

COVID-19 continued to be the number one health issue in the region this past year. KXCV/KRNW worked with local health departments and area hospitals to inform area residents on the latest news concerning the pandemic. Through our long-form interviews, newscasts and news stories placed on our website, mobile app, facebook and twitter we publicized the rollout of vaccines, the mass inoculation centers, who is eligible for the vaccine and how to sign up to receive the vaccine. Feedback from healthcare organizations and listeners was positive on our efforts to get the word out. Our partnership with Second Harvest continues to be important to the region in giving listeners information on the location and time of mobile food distribution sites each month. With many people not back in the work force, they rely on the distribution sites to receive needed food each month. KXCV/KRNW continues to partner with WeGotchYa, a local organization that supplies feminine products and monetary aid for young girls in Haiti who cannot go to school without those products. We use our community events programming, on-air and on-line space to raise awareness of their program and events. Our partnership with Maryville Public Safety and Fire and Rescue continues to be positive for all involved. Their use of our tower enables needed communication between their offices and emergency personnel in the field and with the use of a back-up generator allows KXCV/KRNW to continue to broadcast important information during a power outage.

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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.

KXCV/KRNW is licensed to the Board of Regents of Northwest Missouri State University. Our studios are located on the Northwest campus in Maryville, Missouri. We continue to work with the University's Equity, Diversity and Inclusion department in publicizing the organization's events. We work with the organizers of the University's Ploghoft Diversity Lecture Series. The series brings in speakers to address students and the general public. We air long-form interviews with the lecturers on our "Morning Conversation" program and news stories from those interviews in our local newscasts as well as include information on those events on our community events announcements, website, mobile app, facebook and twitter pages. We also promote the University's Martin Luther King, Jr celebration and Black History Month events in a similar fashion. Our holiday programming continues to include programming spotlight African-American music and composers. Those include "A Soulful Christmas", "Christmas with Morehouse and Spelman Glee Clubs", featuring the choirs from Morehouse and Spelman Colleges and "An Afro-Christmas" featuring Howard University's vocal ensemble "Afro Blue". Our Saturday morning line-up includes a program called "Alt Latino" The program features new alternative Latin music and features Latin events and culture. We also highlight work being done at area libraries and Adult and Basic Education programs to increase literacy levels in the region.

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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?

CPB support is always important to KXCV/KRNW but has been huge to the radio station's operation the past two years due to continued hits to the economy because of COVID-19. Underwriting revenue while gradually coming back is still below pre-COVID levels. Cuts to higher education budgets also affect KXCV/KRNW as we are licensed to the Board of Directors of Northwest Missouri State University. Funding from CPB is used to pay for programming that listeners can't find anywhere else on radio in our region. CPB also funds one full-time position at KXCV/KRNW that we wouldn't be able to afford in any other way. We work hard to increase our sustaining members through our many fundraising events during the year but our location in a predominately rural area limits those efforts. We take great pride in the programming we offer to our listeners whether it's the national news and music programs from our public radio partners or our local programming unique to the region. With many commercial stations in our region eliminating or reducing the news coverage they offer...our non-biased news coverage both locally and nationally is even more important to this region. Without CPB funding KXCV/KRNW would struggle to offer

programming that has become so important to our four-state region of northwest and north-central Missouri, southwest Iowa, northeast Kansas and southeast Nebraska.

Comments

Question

Comment

No Comments for this section