

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 2022. 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 2022 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's overall goal is to continue to serve the 4-State area of northwest Missouri, southwest Iowa, northeast Kansas and southeast Nebraska with quality programming not offered from any other media source in the region. With many commercial station's in the region drastically reducing the amount of local news coverage and other local programming, KXCV/KRNW is in many area's of the 32 counties we cover, listener's only local news source. News Director Jeremy Werner hosts a long-form interview program called "Morning Conversation" where he talks with guests from a wide range of topics of interest to our listeners from education, local government, agriculture, healthcare, economic development and the arts. Through our facebook, 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 daily covering issues of importance to the region. We are also the only station in the region with an emergency back up generator enable us to station on the air during with emergencies and continue to offer in depth coverage through the use of weather radar and our relationship with local weather spotters, county sheriff's offices and the National Weather Service. We continue to partner 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. Our KXCV tower continues to be the tallest tower in Nodaway County. KXCV/KRNW also produces a local Americana music program airing Monday-Friday from 9am to noon and evening classical and jazz programming not heard on any other station in our region KXCV/KRNW is licensed by the Board of Regents at Northwest Missouri State University and we also serve as an important training platform for the University's School of Communication and Mass Media. We also partner with Northwest Missouri State University's athletic department to form a three-station network to broadcast and stream the University's football and basketball games to over 33,000 households in the region. We also host a weekly coaches show broadcast from a local business that gives listeners a chance to interact with the Northwest Missouri State coaches on a weekly basis in the fall and winter. There are 151 communities in the KXCV/KRNW listening area, through our various fundraising efforts we have sustaining members from 117 of those communities. Our mobile app and social media efforts are also expanding our reach for fundraising with donations in the past year coming from online listeners from across the country and have a connection to our area. We also continue to offer 29 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.

Partnerships and collaborations with non-profit organizations and other media operations in the area continue to be important to KXCV/KRNW. In the past year, we have expanded a partnership with the Maryville School District. The partnership includes a monthly interview with the Superintendent of Schools and other school district administrators, instructors and students highlighting activities within the district and accomplishments of students not normally covered by media in the community. We partner with fine arts organizations in the region such as the St. Joseph 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 help get out information through our on-air signal, website, mobile app and social media for their upcoming events and they in turn help publicize KXCV/KRNW. We also partner with the Missouri Arts Council, which provides funding for KXCV/KRNW to purchase fine arts programming enjoyed by our listeners. Our partnership with the Corporation for Public Broadcasting is one of the most important partnerships we have, enabling KXCV/KRNW to fund programming not heard on any other radio station in our listening area. 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 Congressional representatives. We partner with the Missouri Broadcasters Association to keep up to date on the broadcasting industry and aid in placing graduates of the Mass Communication in the radio field. We continue partner with commercial radio stations KFEQ Radio in St. Joseph, MO and KMA Radio in Shenandoah, IA with a news sharing agreement helping each cover important stories in the region. KXCV serves as the flagship station of the Bearcat Radio Network, providing play-by-play of Northwest Missouri State football and basketball which includes commercial station KKWK in Cameron, MO. Our partnership with Maryville Public Safety Fire and Rescue allows for space on the KXCV tower in Maryville for their communication antenna in return for a back up generator enabling KXCV/KRNW to continue to broadcast during a power outage. A partnership with Joni and Michael Walker of Chillicothe allows for tower space for our KRNW tower in Chillicothe, which is an area in north-central Missouri not reached by any other public radio station

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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.

Partnerships with Healthcare organizations in the region continue to be an important focus of KXCV/KRNW. We work with county health offices and area hospitals on the latest Covid information and vaccine availabilities through our "Morning Conversation" interview program and 19 daily newscasts. Blood shortages at area blood banks was a major issue this year. We worked with the Community Blood Center of St. Joseph, which organizes blood donation events in our region, to get out the word on the massive need for blood donors. Our use of long-form interviews, daily newscasts and community event programming helped increase the awareness of the shortage and knowledge of how and where listeners can donate their blood. We also continued our partnership with "WeGotchya", a local organization supplying feminine products and monetary aid for young girls in Haiti who cannot go to school without those products. Our community events programming, on-air and social media efforts continues to help raise awareness and money for that project. We continue to work with area libraries on their events and youth programs aimed at increasing the literacy in the region. Our "Morning Conversation" interview program and daily newscasts also focused on new initiatives including computer access and computer classes for residents who cannot afford personal computer and those who need to learn how to use a computer.

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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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. 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 area libraries airing long-form interviews, news stories and community event programming on the libraries youth and adult programming reading skills. We also air interviews with the local Adult Education and Literacy director highlighting upcoming AEL classes for residents looking to improve their reading skills or obtain their GED. KXCV/KRNW also works with Northwest Missouri State University's Equity, Diversity and Inclusion department to publicize the organization's events. We work with organizers of the University's Ploghoft Diversity Diversity Lecture Series. The series brings in speakers to address students and the general public. Through our long-form interview program "Morning Conversation" we interview the speaker prior to their scheduled event as well as run stories in our newscasts and community event programming. Those interviews and news stories are also uploaded for on-demand listening on our website, social media and mobile app platforms. We also promote the University's Martin Luther King, Jr celebration and Black History Month activities. Holiday programming also features African-American music and composers. Those include "A Soulful Christmas", Christmas with Morehouse and Superman Glee Clubs" from Morehouse and Superman Colleges and "An Afro Christmas" featuring Howard University's vocal ensemble "Afro Blue". In the past year on a program we carry called "With Good Reason" we aired several episodes dealing issues affecting immigrants and minorities. February 14, 2023 "How immigrants adjust to a new life in the United State",...December 13, 2022: "How Africans and their descendants influenced present-day Mexican Music"....July 19, 2022: "New to this country students being asked to adapt and how their wellbeing is measured by their ability to speak English, how an art instructor gives students tools to let their art do their talking and how education has long been seen as tool of racial uplift."...July 5, 2022: "Travel experiences in Black Literature--are raw data about challenges to minorities mobility in America." Another program aired on KXCV/KRNW...Alt Latino, featuring new alternative Latin music and features latin events and culture.

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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 and the budget we receive from the University has been affected by cuts to higher education in the state of Missouri. For a rural station such as KXCV/KRNW, CPB funding is vital to the survival of the radio station. While we work hard to raise funds through our underwriting, on-air pledge drives and other fundraising events, those efforts are limited by our location in a rural area. The cost of offering programming listeners can't find anywhere else on radio in our region continues to rise while our income from local sources remains the same or decreases. Funds from CPB allow KXCV/KRNW to continue to offer non-biased in-depth news coverage, music and other cultural programming that makes a difference in the lives of our listeners. CPB also funds one full-time staff member at KXCV/KRNW which wouldn't be possible without that assistance. We offer a great service to residents in the four-state area of northwest Missouri, north-central Missouri, southwest Iowa, southeast Nebraska and northeast Kansas that listeners tell us they appreciate and we couldn't do it without the funding from CPB.

Comments

Question

Comment

No Comments for this section