

## Local Content & Services Report 2018 KCCU-FM

*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 KCCU, our overall goal of striving to provide the best content and services to our listeners and communities continues. 2018 marks the first year since 2015 that we have not had to make budgetary adjustments due to state revenue shortfalls affecting our license holder, Cameron University. Additional duties to each staff member have been assimilated smoothly after losing a full-time employee due to state revenue failure in 2017.

Since we are an institution in the area, having been on the air almost 30 years, people call us or email us all the time informing us of needs or ideas. Since our now-smaller staff does not have a webmaster and our news department is one person, we make every effort to put news stories on the air, on the web and submit to NPR One whenever possible.

Our entire staff serves on boards of directors and committees across our service area. We are constantly approached by others with news of happenings, needs and desires of local non-profits or diverse populations. We also maintain an online 'Events' calendar where members of the community can submit their own events to appear on our website.

KCCU is now in the fourth year of offering programming specific to the local Native American population. We air PSAs specific to events and projects put on by several Native American tribes and/or Nations in the region. We have Native American guests on our public affairs program, *Community Focus* to promote events such as the Medicine Park Native American Flute Festival.

*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.*

2018 was an active year in collaboration among public media entities in Oklahoma. The Oklahoma Public Media Exchange (KCCU, KGOU, KOSU & KWGS) sought and obtained grants to bolster the StateImpact Oklahoma collaborative news organization. The Oklahoma Public Media Exchange is the parent organization of *SIOK*. A Memorandum of Understanding among the various universities governs the *OPME* organization. Station general managers comprise the board of directors of the *OPME*.

The grants enabled *SIOK* to promote long-time reporter to editor status and also enabled *SIOK* to hire an additional reporter. As a result, *OPME* and *SIOK* will be able to produce unparalleled statewide coverage of the 2018 elections across the state in audio, print and digital formats. The coverage is branded 'Oklahoma Engaged.'

(2 cont.) A separate grant enabled SIOK to commission a statewide poll across various media formats to direct the organization in the direction it needs to go to cover the issues most important to Oklahomans. Additionally, SIOK will hold a 'Launch' event in October that involves the reporters of SIOK, staff from various stations, stakeholders from the universities, major donors to the universities and members of the public who are interested.

Oklahoma Engaged will also generate 24 weekly reports that will air on partner stations. The various report contents will be dictated by results of the statewide polling effort.

The final phase of Oklahoma Engaged will be a 'Watch Party' that will feature a panel discussion that will be available to all partner stations on election night.

KCCU continued to work closely with area symphony orchestras. Members of the Lawton Philharmonic and the Wichita Falls Symphony Orchestra were on our weekly public affairs program, *Community Focus*. Additionally, KCCU ran numerous PSAs for both organizations.

KCCU sponsored three arts related festivals in 2018: The Wichita Falls Arts Alive Home and Garden Show, the Lawton Arts for All Festival and the Lawton International Festival.

*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.*

KCCU worked with many different not-for-profit organizations in 2018. Here are some of the organizations we worked closely with to increase their visibility: AMBUCS, Armed Services YMCA, Chisholm Trail Arts Council, Kemp Center for the Arts, Lawton Philharmonic Orchestra, Wichita Falls Area Community Foundation (Texoma Gives) and the Wichita Falls Symphony Orchestra.

Each February, the Cameron University Department of Career Services hosts the Red River Career Fair. The career fair matches employers looking for full-and part-time employment. The target audience is members of the public, Cameron University graduates and current students.

KCCU actively assists Career Services by providing PSA's, an interview on our community service program *Community Focus* and a link on our web page. Here is what Career Services Coordinator; Paula Merrifield said about KCCU, "*KCCU enables us to reach our target audience by attending the Red River Career Expo annually, which connects vendors to the local community. In addition, KCCU assists us with our goal of collaborating with campus and community organizations and leaders to provide opportunities to increase awareness and education about inclusion and diversity issues.*"

*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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.*

KCCU routinely airs PSAs for the Chickasaw Nation and the Chickasaw Cultural Center in Ada, Oklahoma. The Chickasaw Nation holds events throughout the Eastern portion of our network in communities such as Ardmore, Madill, and Tishomingo. Ada itself is not in our broadcast area, but we also publicize events held there because they may be of interest to people listening to us.

KCCU is in the fourth year of airing Native American programming from ‘Native Voice 1’. KCCU airs ‘National Native News’ each weekday. We also air a rebroadcast of ‘Native America Calling’ on Sunday afternoons. These were the original programs we began airing in 2014.

Because of the positive feedback of listeners and with the backing of the Cameron University administration, we added ‘American Indian Living’ from NV1 in 2016. Lawton is the home of the ‘Lawton Indian Hospital’ which is part of the Indian Health Service, which is under the US Department of Health and Human Services. ‘American Indian Living’ is a one-hour show focusing on health issues in Indian Country of which our broadcast area is definitely a part.

KCCU will continue our outreach to diverse and minority audiences through public service announcements and our weekly public affairs program, Community Focus.

*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?*

The Community Service Grant from the Corporation for Public Broadcasting is vital to KCCU’s survival as a broadcast entity. The grant from the CPB enables KCCU to provide programming for our listeners from NPR, PRI and APM. It enables us to deliver programming to the communities of Altus, Ardmore and Lawton, Oklahoma and Wichita Falls, Texas, as well as scores of smaller communities in the area.

Without help from the CPB, KCCU would be forced to eliminate nationally syndicated programs from NPR, APM and PRI. As a small market station with a small staff, KCCU’s margin is very thin. We do not serve any large metropolitan areas. We serve several small cities and a large rural area. We have no large university or medical community in our listening area. We have more acres of cotton, wind turbines and head of cattle than people.

Funding from the CPB is so vital; we would probably have to go off-the-air without it. We would not be able to afford programs people want to listen to.

Without CPB funding, there would be no public radio in Southwest Oklahoma and large areas of western North Texas.