

KVSC's Local Content and Services Report to the CPB 2016

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.

KVSC engages with a number of community organizations, ranging from the arts and cultural scene to immigrant populations and educational groups.

KVSC continues to expand its multiplatform experiences for our listeners. This includes locally produced podcasts of *The Untold Stories of Central Minnesota*. This is a series long form, multi-sourced segments on arts, history and culture representing KVSC's primary service area. KVSC also posts music podcasts and various news and sports segments on its podcast pages. The news and sports departments also produced short and long form interviews ranging from university professors, community newsmakers and city/government leaders to player and coach interviews of the university's football, hockey, basketball, baseball and softball programs. Other Tier 2 sports receive reporting coverage as well.

Additionally, the station has a very active social media presence with Facebook, Twitter and Instagram. As of January 2017 the station has 5,102 likes on Facebook, 3,087 Twitter Followers on KVSC881FM, 1,473 KVSCNews Twitter followers, 3,802 KVSC Sports followers on Twitter.

KVSC engages with its audience in person with events such as *Granite City Radio Theatre* (four live productions at a community theatre annually), *Trivia Weekend* (2,000 competitors, more than 200 volunteers), and our annual spring concert series. In 2016 KVSC hosted 2 large concerts at a local theatre and nightclub, featuring 6 bands and more than 500 attendees.

Also in September 2016 KVSC presented a "Live and Local" concert on the university campus for free—with a focus on locally sourced food, art, literature. More than 750 people attended the concert which featured the band Cloud Cult and local vendors sharing their food and organic gardening options. The event was tied to the university's *Common Reading* program which featured the innovative community gardening-community building book "The Good Food Revolution" by Will Allen. He later visited KVSC and campus for an interview an auditorium presentation.

The station also participated in local summer parades; hosted four remotes at a local musical festival called *Summertime by George*, provided music at the Juneteenth festival, Somali Independence Day celebration locally and broadcast live from the Minnesota State Fair.

KVSC's public affairs programming is one of the only in-depth services of content for our community. Commercial broadcasters offer short form interviews and web stories. KVSC continues to provide radio and online access to underserved communities such as the Somali immigrant population and spotlights community events and issues with interviews and presence at community events such as Juneteenth and summer music festivals.

Lastly, the KVSC Community Advisory Board meets twice a year to give direct advisory feedback to station management on programming, outreach and fundraising efforts. The board is comprised of a mix of listeners in terms of age, gender, education and profession.

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.

KVSC excels in the strength of community connections. The station engages and develops programs with a number of community organizations, ranging from the arts and cultural scene to immigrant populations.

In 2016 KVSC continued to support St. Cloud Somali Radio, a webstreamed radio station originating from our studios and website to serve approximately 14,000 Somali immigrants in our community.

KVSC continues to support St. Cloud Somali Radio, a low power FM station with pro bono studio space and technology and training support when asked by its leadership. KZYS-LP went on the air in August 2015.

In September 2016 KVSC organized and co-hosted a major campus and community event called "Live and Local." The goal was to spotlight local music, locally grown food and reading. The station partnered with the university's Common Reading program which was promoting the acclaimed book *The Good Food Revolution* by Will Allen.

New students are reading the book at the university and the event featured food and products from the SCSU Community Garden, several community gardeners/organic farmers and a free concert with the eco-aware national band Cloud Cult and Minnesota band Little Fevers. More than 750 people attended the event which featured St. Cloud's mayor and two professors speaking in-between artists about the need for building and engaging local community. It was a huge success!

Finally, Will Allen, author of the *Good Food Revolution* was interviewed in October 2016 and podcast on KVSC's website as part of his presentation on campus.

KVSC continues to work with the area arts and cultural venues including producing content in collaboration with the Pioneer Place on 5th Theatre. KVSC broadcasts and produces a live radio series called *Granite City Radio Theatre* four times per year in a live audience and live radio simulcast. A Minnesota Arts and Cultural Heritage Legacy grant funds support the production from; this is a grant KVSC secured and administers. More than 25 actors, writers and musicians are part of the quarterly productions. Every live show is also posted as a podcast for download.

The KVSC news department produces 8 daily newscasts of which the news hour at 12:00 p.m. presenting long-form interviews on key subjects affecting our community and students at the university. This ranges from economic leaders to political discussions to health care and social media impact.

Below is a list of non-profit and community organizations KVSC engaged with for *Untold Stories of Central Minnesota* programming in 2016:

Arts and Culture Producer Jeff Carmack produced 28 long form programs called *Untold Stories of Central Minnesota* in fiscal year 2016. The subject matter of USCM continues to exemplify the voices and stories of our community and ranged from the Orphan Trains that came through Central Minnesota in the 1920s and 1930s to a grassroots organization called *Unite Cloud* and their efforts to build connections between the Somali/Muslim members of St. Cloud and the rest of the community...to stories about the healing power of art after a major factory closed and the ghost towns of Stearns and Morrison counties.

Question 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.

St. Cloud Somali Radio has been a webstream radio service since February 2013 and a low-power FM station since August 2015. KVSC is home to this webstream and offers pro bono studio space for the radio service. The number of streaming listeners varies by the time of day, ranging from 15-30 streams.

We are not able to determine radio listeners—but anecdotally—we've been told the station (KZYS-LP) is very popular in the Somali community. The program director features community leaders and discussions on topics ranging from health care access and support to musicians as well as broadcasting segments about candidates for local political races. A Facebook page was built for St. Cloud Somali Radio and as of January 2016 has 2,225 likes. Video segments of program clips, community event photographs and announcements are uploaded frequently.

More than 650 people attended KVSC's program Granite City Radio Theatre in person (including 59 season ticket holders, an 8% increase in season ticket sales from the previous year). Three out of four shows were completely sold out; the first show sold 85% of available tickets.

Approximately 28 actors, writers, musicians, technical directors, stage directors, promotions specialists participated with each Granite City Radio Theatre. Of which, 5 were students assisting with sound engineering, announcing the program live on stage, studio hosts, web/social media and design of promotional materials. This meets the measurable outcome of increasing professional and student exposure and engagement with the community.

The collaboration with the Pioneer Place on 5th Theatre continues to be very successful. The partnership exemplifies a connection between KVSC funded projects and community outreach and engagement.

Jeff Carmack, producer of *Untold Stories of Central Minnesota* produced 28 programs in fiscal year 2016, of which several were shared and broadcast on other stations in Minnesota.

USCM had 195 new podcast subscribers in FY16 based on analytics. Some specific programs and the web link to their podcast were shared by partner organizations as well. Also, at any one time KVSC has between 20-65 live streaming listeners. We are able to reach audience via live radio, on demand podcasts as well as cross promoting USCM via social media with direct links and outreach to the organizations that are having their story told.

Regarding a goal for increased social media and digital promotion of USCM, the station's director of social media/web made a concerted effort to pre-promote features on Facebook, post-promote podcasts on Facebook as well as web page on KVSC's main page promoting the entire series and how to listen and download stories on demand.

The subjects of USCM ranged from ranged from the Orphan Trains that came through Central Minnesota in the 1920s and 1930s to a grassroots organization called *Unite Cloud* and their efforts to build connections between the Somali/Muslim members of St. Cloud and the rest of the community...to stories about the healing power of art after a major factory closed and the ghost towns of Stearns and Morrison counties.

Question 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 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

Beginning in the fall of 2015, KVSC station manager Jo McMullen Boyer began a dialogue and relationship with the Cedar Cultural Center in Minneapolis. This was in an effort to bring Somali/East African musicians to the community for a residency program.

Throughout the spring and summer of 2016 the relationship expanded to include the Paramount Center for the Arts in St. Cloud. After months of planning and data collection with a large group of community organizations (area schools, Boys and Girls Club, city of St. Cloud, etc.) a \$500,000 competitive grant was secured from the *Association of Performing Arts Presenters*, called ***Building Bridges: Arts, Culture and Identity***, a component of the Doris Duke Charitable Foundation and Doris Duke Foundation for Islamic Art.

The intent of the grant is to increase awareness and understanding of Muslim culture, especially in millennials, through the performing arts.

KVSC is a named partner in the aforementioned grant, due in part, to our development, ongoing relationships and continued support of St. Cloud Somali Radio. It began as a web stream, but is now also a low per FM station, KZYS-LP, 105.1FM. The station features programming to the more than 10,000 Somali immigrants estimated to be living in the central Minnesota area.

The grant, over a 30-month timeframe, will support residencies for artists from Somali, Kenya and other Eastern African nations in area schools-as well as interviews and live performances on KVSC and St. Cloud Somali Radio. The first residency and culminating concert, called Midnimo (which translates to *unity* in Somali) was held from October 25 – November 4, 2016.

KVSC hosted the Somali hip-hop band Waayaha Cusub with a live on the air performance on October 31, a pre-recorded in-studio interview on October 26 and connected the artists/performers to St. Cloud Somali Radio programmer Ahmed Abdi. The band performed to more than 400 people at the historic Paramount Theatre in St. Cloud on November 4.

This is an important and exciting time to be part of a performing artists grant that aims to build the gap between the Somalian diaspora immigrants in our community and millennials. There have been struggles in our conservative community over the last several years.

In late June 2016 KVSC promoted and provided music content/entertainment and technical support for St. Cloud's second annual Somali Independence Day. This community engagement event was held at a large outdoor park and lake in the center of the community. KVSC helped promote the event to a variety of listeners via on air and social media promotion.

KVSC also participated with the annual Juneteenth Festival in St. Cloud, providing pre-event promotions (on the air and social media) and music entertainment at the event. This community event brings vendors, Central Minnesota non-profits together with a family friendly barbeque and celebration.

The station broadcasts a weekly program called *Ritmos Latinos*--or Latin Rhythms--every Saturday from 12-2:00 p.m. The program's host Lupe' Saucedo presents community updates and music in bilingual format (Spanish) and focuses on music of Latin America. It is the only program of its kind in Central Minnesota; the region continues to experience a growing Latino population.

KVSC also programs two weekly shows: *Voices from the Circle* and *Earthsongs*. We receive the programming from Native Voice One. The programs promote Native American content on the radio station and is our effort to recognize the 11 Tribes in Minnesota, with the Mille Lacs Band of Ojibwe being within our listening contour.

KVSC features a day entirely dedicated to the life and legacy of Dr. Martin Luther King on his nationally recognized holiday. This programming day includes only music from African American artists and includes a variety of Dr. King's speeches and those who worked with the peace leader as well as special program segments from the Public Radio Exchange (PRX).

KVSC is the home to Central Minnesota Audio Newspapers. In cooperation with Minnesota's State Services For the Blind a large group of community volunteers (many retirees) read daily newspapers live from our studios for more than 400 visually impaired listeners in our service area. This is done through a digital telephone system and link to Minnesota Public Radio in Collegeville, MN. KVSC supports technical recruitment and communication needs of this important service reaching at least 500 listeners.

KVSC will continue to support the above efforts in 2017 as well as working to support new requests for publicity, promotion and support of key events. The Native American pow wow season in Minnesota is active in spring and fall and we will work to further promote the celebrations and ceremonies that help bridge cultural gaps.

Question 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 funding has a direct impact on KVSC's ability to enrich its content on the air, on the Internet, engage directly with the community via events and invest in its staff. Grant funds support broadcasting diverse and nationally syndicated programming, market the radio station to new and varied audiences and support technology to deliver the content.

In 2016 with the support of CPB grant funding the station continued to purchase programs from Native Voice One, PRX, and Public Radio International. The funding

also supported a major studio renovation of a failing and aged primary and production studio.

If KVSC had not received support from the CPB the aforementioned content and technology support would have been limited significantly. CPB funding augments the funds the station raises from underwriters, listener members and state grants. The content broadcast on the air, the increase events to engage with the community and more content on KVSC.org are further examples of the impact of CPB funding. It is the leveraged power of diverse financial sources that has dramatically and positively impacted KVSC.

The CPB funds supported research on KVSC's audience and listening habits. This information has been very important to help the station connect with business underwriters as well as to better understand the program priorities and interests of the stations listeners.