Local Content and Services Report to the CPB 2013

The purpose of this section is to give you an opportunity to tell your community and us 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 2013. 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.

**Question 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.

KVSC continues its outreach into the growing Somali immigrant population in Central Minnesota. With funding from the Minnesota Arts and Cultural Heritage Legacy grant the station has successfully developed the 24-hour webstreaming station and website called *St. Cloud Somali Radio*. *St. Cloud Somali Radio* is created by and for the nearly 14,000 local Somali immigrant and naturalized residents. KVSC supports the content with training and a program director, an outreach and volunteer/language director and volunteers. *St. Cloud Somali Radio* launched in March 2013. The website includes video links on how to listen and what content you’ll find and podcasts of key interviews for the Somali community.

KVSC continues to broadcast a weekly program called Ritmos Latinos--or Latin Rhythms--every Saturday from 12-2:00 p.m. The program's host Lupe’ 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 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).

During the month of February we feature African American artists during our Featured Artist Spotlight as a tribute to the influence and impact on modern music. During the month of March we feature only female artists to recognize the impact of women artists in the music industry.
We also produce news features segments on GLBTA marriage and equality issues, in-depth features on women's issues and a crime victim recovery project, Holocaust survivor Eva Kor's story as well as Native American heritage pieces.

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 400 listeners.

**Question 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 is at the forefront of engagement with a number of community organizations, ranging from the arts and cultural scene to immigrant populations.

In 2013 KVSC developed and deployed St. Cloud Somali Radio, a webstreamed radio station originating from our studios and website to serve approximately 14,000 Somali immigrants in our community. We have supported an application for this streamed station to become a Low Power FM (LPFM) in 2014 with technological studies and application filing support with a local non-profit, the St. Cloud Area Somali Salvation Organization.

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. presents 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.

KVSC continues to have a positive program with local school district 742's Community Options Two Program (CO2). KVSC works with students who have Asperberger's syndrome (in the autism spectrum) with everything from
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 had a successful soft-launch in February 2013, then fully debuted in March 2013. The support staff included technical/engineering support to configure and build the station, a program coordinator who oversees studio training, setting of policies, develops music logs, schedules and trains volunteers and helps support promotions of St. Cloud Somali Radio. Additionally, a project developer assisted with volunteer recruitment, community relations, translation and promotion/marketing of St. Cloud Somali Radio. The web analytics show about 15-20 listeners streaming the content at any one time as well as search hits on the various pages from global locations. A new twice a week new feature is a newscast produced by a volunteer from the Bridge World Language Center.

St. Cloud Somali Radio has received tremendous media attention from the St. Cloud Times, University Chronicle, Minnesota Public Radio and St. Cloud State University with long-form feature articles printed and posted online. The next goal is to bring this online content to a Low Power FM (LPFM) station in our area. The Somali population in Central Minnesota has been accepted by many community members, but unfortunately many residents harbor negative feelings and actions toward the immigrants. This effort aims to educate immigrants and residents about cultural differences and similarities. The content is often bi-lingual with an effort at teaching common phrases and language for both Somali and English speaking people.

KVSC’s Granite City Radio Theatre paid 30 actors, musicians, stage technicians and writers a livable wage to produce their craft. The programs were an excellent mix of Central Minnesota talent with a blend of artists from the Minneapolis-St. Paul area. Three of the four performances sold out (one show had about 20 unsold seats) and received widespread positive publicity in the media including the St. Cloud Times, University Chronicle, WJON-Radio and St. Cloud State University internal/external communications. The mayor of St. Cloud participated in 3 of the 4 shows as part of the trivia challenge and is the defending champion. 6 student actors and writers were part of the performances, as well as radio students helping promote the shows, design marketing pieces and filling hosting roles. The season finale featured Minnesota musician Nicholas David, who is
nationally known for his performance on the television program “The Voice.” Lastly, the collaboration with the Pioneer Place on 5th Theatre was a smashing success. The partnership exemplifies a connection between KVSC funded projects and community outreach and engagement.

From Muggsy Lauer-Music Director: My experience with the Granite City Radio Theater was fantastic. As a community member and former volunteer at KVSC it was great to see young people from the university taking part in a project that was probably pretty far outside their previous experiences. Radio shows are "old school" and are completely different from the reality TV world that many of them grew up in. I'm sure they learned a lot about not only the mechanics of how a show like this gets produced, but also how a show like this can be a boon to the local community.

As a listener it was fun to hear local talent come up to the mic and deliver a show that was fun to listen to. From the comic-drama of "Shades Brigade" to the original music, each show was more fun and entertaining than the last.

As the Music Director Muggsy Lauer wrote he was thrilled to be able to work with some very talented local people who brought the audience their own original music, as well as unique treatments of old classics. Each of the musicians we worked with were professional, kind, talented people, true examples of what it means to be an artist.

The Community Options Two (CO2) program is in conjunction with local school district 742. The partnership is now more than six years old and is creating successful experiences with high functioning high school students with Asperberger's syndrome. KVSC is a site where students are placed to experience hands-on job skills and meet real world expectations relating to time management, communication and experienced learning. Most students have successfully worked with our engineering and news departments depending upon their strengths. The program is showcased as a unique partnership between special education and higher education.

**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 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.

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webstreaming station and website called St. Cloud Somali Radio. St. Cloud Somali Radio is created by and for the nearly 14,000 local Somali immigrant and naturalized residents. KVSC supports the content with training and a program director, an outreach and volunteer/language director and volunteers. St. Cloud Somali Radio launched in March 2013. The website includes video links on how to listen and what content you’ll find and podcasts of key interviews for the Somali community.

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KVSC News Department produces long form feature interviews and podcasts on subjects such as EEOC and worker rights with Maria Flores, historical analysis with the author of Northern Slave Black Dakota, bi-lingual interview with indigenous Mapuche (Chile) tribal leaders visiting the university and feature interviews with the St. Cloud police chief on his policies and priorities. He is the first African American police chief in the city's history. These are just a few select examples of diversity outreach and news/public affairs programming produced by KVSC.

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In 2014 KVSC is working to bring St. Cloud Somali Radio from just an online radio service to a Low Power FM (LPFM). We have collaborated and assisted the St. Cloud Somali Salvation Organization in the application to the FCC and will
provide studio and production space in a letter of understanding with this non-profit organization.

**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?**

KVSC continues to use grant funds to professionalize the station’s resources and content. Grant funds have been used to purchase new content from Native Voice One (NV1) including Voices from the Circle and Earthsongs. Additionally, KVSC is a new affiliate of American Routes from Public Radio Exchange (PRX) to compliment content such as To the Best of Our Knowledge and Afropop Worldwide from Public Radio International (PRI). The nationally syndicated programs are blended with our local originating content.

In 2013 KVSC replaced its ailing and aging digital storage and playback system with ENCO Systems, a common digital system used by public broadcasters.

If we had not received the support from the CPB the aforementioned content and technology upgrades would not have happened. CPB funding rounds out the money we raise from underwriters and listeners--KVSC’s content both on the air and on KVSC.org has been immensely enriched. It simply would not have happened without a sharing of costs with CPB grant funds and our locally raised resources.

CPB funds also supported costs to broadcast 8 live hours of the world-class Winnipeg Folk Festival in July 2013. Three hosts/producers and Comrex technology presented LIVE behind the stage interviews with dozens of artists ranging from folk to world and bluegrass musicians.

Additionally CPB funding has allowed KVSC to contract a professional consultant to review the station’s overall sound and support more focused training for fundraising on the air and announcer critiques. The consultant helped research new programs to add to our broadcast line-up and has surveyed listeners, volunteers, community advisory board members to gather data to support growth and positive change at the station.