

KVSC's Local Content and Services Report to the CPB 2019

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 vast amount of community organizations, ranging from the arts and cultural scene to immigrant populations and educational groups.

KVSC's multiplatform experiences for our listeners includes locally produced podcasts of the *Untold Stories of Central Minnesota*, *Granite City Radio Theatre*, *News Features and Music Features*. The *Untold Stories of Central Minnesota* is a series long form, multi-sourced segments on arts, history and culture representing KVSC's primary service area. 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 October 2019, the station has 5,675 followers on Facebook, 3,349 Twitter Followers on KVSC881FM, 1,664 KVSCNews Twitter followers, 4,264 KVSC Sports followers on Twitter. The station also has 807 Instagram followers.

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* (1,800 competitors, more than 200 volunteers) and our annual concert series. In May 2019 KVSC hosted a local Americana concert with Tina Schlieske (of the Tina and the B-Sides) and Farewell Milwaukee. The station also hosted hip hop artist Brother Ali, with supporting act Kaleem the Dream in September 2019.

The station also participated in local summer parades (St. Cloud, Foley, Little Falls) promoting the station and the university; hosted four remotes at a local musical festival called *Summertime by George*, provided music at the Juneteenth festival and broadcast live from the first day of Minnesota State Fair for 12 hours. At the state fair we interviewed educators, researchers, musicians, environmentalists, entertainers, an archivist, politicians and others who are part of the event that attracts more than 100,000 people daily.

KVSC's public affairs programming is one of the only in-depth services of content for our community. Commercial broadcasters offer short form interview segments and web stories. KVSC provides 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, Somali Independence Day, Fred Yiran African Drumming Day 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 thrives with and outwardly engages in community connections. The station develops programs with a number of community organizations, ranging from the arts and cultural scene to immigrant populations.

In 2019 KVSC continued 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. The station is also streamed live and serves approximately 15,000 Somali immigrants in our community.

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.

KVSC partnered with GREAT Theatre (Great River Educational Arts Theatre) to produce a live radio drama in front of a live audience. In October 2018 we co-produced *Night of the Living Dead*. More than 100 people attended the show at the Helgeson Learning Lab, operated by GREAT—and many, many more listened. The show featured about 15 community actors of many ages/ethnicities, a foley sound effects artist and was live on the air. It was our second production – in 2017 we produced *War of the Worlds* as written for radio by Orson Welles.

The KVSC news department produces 7 daily newscasts of which the news hour at 12 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 some of non-profit and community organizations KVSC engaged with for *Untold Stories of Central Minnesota* programming in fiscal year 2019 (July 1, 2018 to June 30, 2019):

Arts and Culture Producer Jeff Carmack produced more than 30 long form programs.

<u>Project</u>	<u>Partner</u>
Granite City Radio Theatre	partnered with the Pioneer Place Theatre Company
MN Music Concert Series	partnered with the Pioneer Place Theatre Company

Untold Stories of Central Minnesota partnered with/produced content about:

Great River Regional Library-St. Cloud branch

Meire Grove Community Band (135 years old)

GREAT Theatre Helgeson Learning Lab

Stearns History Museum

St. Cloud State University Archives

St. Cloud State University Department of Theatre and Film Studies

Paramount Center for the Arts

Cedar Cultural Center

Martin Luther King Community Celebration

St. Cloud State University's Center for Holocaust and Genocide Studies

St. Cloud State University College of Liberal Arts-English, Music, Ethnic Studies Depts

Jacob Wetterling Foundation

Pathways for (Homeless) Youth

St. Cloud PRIDE

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.

We are not able to determine radio listeners—but anecdotally—we've been told St. Cloud Somali Radio station 105.1FM (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 October 2019 has 2,646 likes.

Approximately 645 people attended KVSC's program Granite City Radio Theatre in person (including 59 season ticket holders). Three out of four shows were sold out; the first show sold 77% of available tickets.

Approximately 28 actors, writers, musicians, technical directors, stage directors, promotions specialists participated with each Granite City Radio Theatre. Of which, 6 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 30 programs in fiscal year 2019, of which several were shared and broadcast on other stations in Minnesota.

USCM had just over 400 podcast downloads in FY19 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 makes 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.

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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

KVSC forged a partnership with KMOJ in Minneapolis in October 2017. It's a market about 65-miles southwest of St. Cloud. KVSC's signal and content is broadcast on KMOJ's 89.9 HD3 channel. This was an effort to bring our content to a new audience in a metropolitan area. KVSC's content is richly diverse in cultural music on the weekends and during some specialty programs on weekdays. It also allows our long form news segments and sports to be heard in a larger market, that has many more cultures and immigrants living within it.

KVSC station manager Jo McMullen Boyer has maintained a 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.

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. Ultimately, the goal is to end islamophobia and increase tolerance. 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.

The grant, over a 30-month timeframe, supported residencies for artists from Somalia, Kenya and other Eastern African nations in area schools-as well as interviews and live performances on KVSC and St. Cloud Somali Radio. The third year of the residency, called Midnimo (which translates to *unity* in Somali), included two visiting international groups, Aar Maanta and Faarrow. Aar Maanta was interviewed on KVSC in October 2018 as part of his residency and concert. Faarrow, and their backing band Astralblack, were interviewed, rehearsed in our studio and joined a live interview on the Urban Invasion show at KVSC in April 2019.

This is an important 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 difficulties of immigrant acceptance in our conservative community for many years.

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 every June.

KVSC also programs four weekly shows: *National Native News* weekday segment, *Voices from the Circle*, *Indegifi: Modern Indigenous Music* and *Soul Deluxe*. 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 programming dedicated to the life and legacy of Dr. Martin Luther King on his nationally recognized holiday. This programming day 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 400 listeners.

KVSC will continue to support the above efforts going forward 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 is integral to KVSC's ability to impact 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 2019 with the support of CPB grant funding the station continued to purchase programs from Native Voice One, PRX, and Public Radio International, National Radio Project-*Making Contact*, Ken Mills Agency (American Routes), StarDate and Counterspin. The funding also supported reaching new audiences in Minneapolis on KMOJ-HD3.

If KVSC had not received support from the CPB the aforementioned content and technology support would have been limited, and some content eliminated. CPB funding is combined with the funds the station raises from business 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 station's listeners.

Finally, the funding supported contracted specialists who helped refine the music department mission, playlist and policies and to a consultant to help program the traffic system and train students to help grow the station's audience and professionalism.