

6. Local Content & Services Report	
6.1 Telling Public Radio's Story	
<p>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 2020. 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.</p>	<p>Joint licensee Grantees that have filed a 2020 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.</p>
<p>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.</p>	<p>The issue that we see more than anything is a lack of access to media outlets for the average person, second only to the lack of programming that's relevant to the diversity of the population living in our area.</p> <p>Seventy-five percent of KKFI's program schedule is developed and produced right on the corner of 39th & Main in Kansas City, Missouri by over 90 community volunteer programmers. Programs serve the Cultural Arts, Latinx, women, LGBTQ, African-American, Kansas City Blues, Jazz, Indigenous, and organized labor communities. KKFI provides progressive news and local public affairs programs, airs alternative, world, hip-hop, reggae, and experimental music and produces music and public affairs events in the community. We stay connected to our community through telling the stories of the people who live here produced by the people who live here.</p> <p>Our goal of serving the underserved and providing continuing education for our listeners is achieved through our open door policy. We have had over 400 organizations represented on the air just in 2020. Most of these are long form interviews to share information that is overlooked or suppressed in other forms of media.</p> <p>We have been recognized as one of the "Top 10 community radio stations in the U.S." by SonicBids; one of the "10 public radio stations you wish were in your town" by Paste magazine; and one of Yelp's "10 Best Radio Stations in Kansas City. For over 30 years, KKFI 90.1 FM is 100,000 watts of independent listener-supported community radio, broadcasting/podcasting 24 hours a day reaching an 80-mile radius around Kansas City.</p>
<p>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.</p>	<p>In March of 2020, KKFI reached out to our fellow nonprofits and community partners and donated over \$40,000 in underwriting spots. That same March we partnered with ArtsKCGo to initiate a Live Stream Community Boost, a free promotion service to help artists, activists, organizations and makers of all kinds increase the reach of their live stream events.</p> <p>In late 2019, KKFI partnered with Kansas City Actors Theater to present the only professional radio theater program in the region, which, in 2021, won a regional 'Pivoting Pioneer' award.</p> <p>In September KKFI pivoted the Crossroads Music Festival - normally an annual live music event with 35 local and regional bands on 8 stages - to a virtual event including 8 diverse bands via livestream and live broadcast from studios and music venues. We continued our partnership with Silly Goose Records and Nick Carswell on the MixMaster Music Conference - the only local professional development conference we are aware of focusing specifically on musicians involved in live performance - but switched to a series of three weekly virtual events, rather than a 5-hour one day live event.</p> <p>KKFI partnered ACLU of KS and Jobs with Justice to present a virtual movie night and panel discussion about the movie Rigged: The Voter Suppression Playbook.</p> <p>KKFI partnered with the Metro KC Census Fund and the Greater Kansas City Community Foundation to increase census participation by providing information and direction from a trusted source whose mission is to educate and provide a voice to those ignored or under-served by mainstream corporate media</p> <p>And in 2020 we launched the Community Podcast platform invited existing podcasts to be hosted on our website. We are now supporting over 20 regional podcasts. We also continued our programming exchange partnership with One KC Radio.</p>
<p>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.</p>	<p>Partnerships and sharing radio access with our community is what we do at KKFI. We are the place in KC with an open door to welcome people and stories to the airwaves</p> <p>In 2020 we established a regularly updated Covid 19 web page offering CDC and Regional Covid 19 information with links to community resources</p> <p>in 2020 we saw our streaming numbers increase by 25% from January to December.</p>

<p>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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.</p>	<p>KKFI provides airs world music, alternative, international, hip-hop, reggae, and experimental music and produces music and public affairs events in the community. Local Public Affairs shows Compartiendo en Familia and Compartiendo en Noche are broadcast in Spanish; Taste of Tejano is Spanish/bilingual. We plan to continue with a substantially similar mix of programming throughout 2021.</p> <p>KKFI also established 'Stand In Unity', a collection of radio programs through KKFI's Radio Active Magazine, podcasts, and solidarity events against racial violence and injustice.</p> <p>KKFI seeks to serve as a community resource for unpacking and addressing systemic racism while also ensuring that KKFI operates with highest attention and adherence to the best practices in diversity, equity and inclusion. "Stand In Unity" was continued and expanded in 2021 with the launch of an Outreach committee and KKFI's Racial Justice Initiative, a creative collaborative resource for challenging the status quo and elevating Black and allied voices to propel change, including 'Stand Up!' a monthly call-in radio show and 'Ebony's Bones', "a weekly kitchen table radio program/podcast conversation that explores the souls of black folk, as we decolonize and question everything that we've been told to believe", as well as a web page with links to regional and national resources.</p> <p>In 2021 KKFI also established a monthly series of educational PSAs in collaboration with a collection of community partners so far covering one to two minute educational segments for Black History Month, Women's History Month, Sexual Assault Awareness Month, Mental Health Awareness Month, and AAPI Heritage month and set to continue through the end of the year.</p> <p>In 2020, KKFI partnered with ArtsKCGo to support artists, activists and organizations throughboosting community live stream events. Upon completion and submission of a form on KKFI's website, KKFI shares community live streams and adds arts events to the ArtsKCGo events calendar. Many of the events were specifically focused on the social justice movements that gained traction in 2020 and to immigrant communities in our area</p>
<p>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?</p>	<p>KKFI has not received CPB funding since 2008. The CSG will enable us to maintain our current staffing level and expand our outreach efforts to more of the underserved communities that need unfiltered media. We wish to expand in the following five areas:</p> <p>(1a) Increased staffing in the areas of General Manager/Executive Director will better allow us to focus each existing departments efforts. We know that there are missed opportunities to support our community now because we are splitting leadership among the current staff.</p> <p>(1b) Increased staffing by adding an Events Coordinator back to our staff. Our events fundraising and community outreach has declined in the years since we have been able to keep a coordinator on staff. This staff member would lead out outreach efforts as well as increase overall fundraising.</p> <p>(2) Podcasting. We will be able to become even more of a regional broadcast source; the destination with no barrier to entry. We want to continue to be able to offer all of our broadcast and podcast training for free.</p> <p>(3) Community Nonprofit Marketing Fund -a mechanism for businesses/grantors/sponsors/funders to underwrite KKFI programming through marketing their favorite non-profit organizations. This initiative takes hours of labor that we can not presently allocate.</p> <p>(4) Community Media Literacy & Youth Broadcasting in our middle and high schools. We have developed a course with local educators to teach the skills to evaluate information through the process of learning to create your own content. We would also apply for additional funding from the regions foundations.</p> <p>(5) Ratings Data to better track our progress and reach. We know that if we can tell who is listening, then we can better serve those communities. We will also be able to tell who is not listening and better focus our outreach efforts to those underserved communities.</p>