



2021 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY



"We are fortunate to have KKFI in our community. We believe it offers not only a diverse program schedule, but also a mix of authentic voices, not found anywhere else on KC's airwaves."

- Peter Browne, President, Kissick Construction Organization

KKFI 90.1 FM is the Kansas City area's independent, noncommercial community radio station. We seek to stimulate, educate, and entertain our audience. We aim to reflect the diversity of the local and global community.



KKFI 90.1 FM is a valuable part of the Kansas City region's advancement.

KKFI provides a channel for underrepresented or marginalized groups to present issues and music that may be overlooked, sidelined, or suppressed by other media. KKFI serves a broad and exceptionally diverse audience, building a community of listeners from all walks of life to enrich the cultural fabric of Kansas City.

In 2021, KKFI 90.1 FM provided these services to the community:

- Social justice, equality, ecology, feminism, racial justice, LGBTQA+ issues, labor relations, and local arts scene programming.
- Multi-genre music programming
- Free broadcasting training
- Free podcast training
- Blues, jazz, open mike calendars

KKFI 90.1 FM's local services had deep impact in the Kansas City area.

KKFI helped connect the city with the Health Forward Foundation's vaccinate KC program. It coordinated the Mixmaster Music Conference, a series of free in-person and virtual workshops focused on performing artist and management professional development topics. KKFI hosted podcasts from the community on issues important to them.



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KKFI 90.1 FM produces multi-genre music programming and covers public affairs, news, and arts programming.

Public affairs, news, and arts programs make up 1/3 of our schedule, and 75% are produced locally. This programming includes several BIPOC programs, including several bi-lingual programs. It covers local, national, and international topics including social justice, equality, ecology, feminism, racial justice, LGBT, labor relations issues, and the local arts scene. KKFI also manages locally produced radio plays. Two newer programs, "Stand Up!" and "Ebony's Bones", were born out of KKFI's 2021 Racial Justice Initiative. KKFI is an important venue for arts organizations that do not have the budgets for elaborate marketing campaigns. KKFI has welcomed over 150 arts organizations on-air, each year.

KKFI's music programming is 95% locally produced and features many regional artists. Several of our volunteer music programmers are also working musicians. Our diverse programming schedule offers blues, jazz, classical, folk, R&B, Hip Hop/electronica, Reggae, world, Latinx, K-Pop, and a Local Showcase. KKFI is home to 'Native Spirit', the region's only programming for Native music. 'Rockabilly Mood Swing' has a strong following among the incarcerated population.

In addition, KKFI offers the opportunity for marginalized groups to develop and present radio programs for their communities through our free broadcasting training. KKFI provides a platform for community-developed podcasts through our free podcast training.

KKFI is most proud of our continuing commitment to our mission, and how the mission is reflected in our programming, programmers, staff, board, and volunteers.

A multi-award-winning station, KKFI has received recognition from the International Labor Communications Association, Peaceworks KC, KC Freedom Project, Folk Alliance International, and the Johnson County NAACP, among others.

Just last year, the Alliance for Community Media Foundation's Hometown Media Awards voted the 'TransTalk' segment of KKFI's LGBTQIA+ 'Tenth Voice' 'Best of Underserved Voices - Community Radio'. KKFI's homegrown radio play series 'Shots in the Night' series placed in two categories in the 9th Annual Hear Now Audio Fiction and Arts Festival. KKFI's collaboration with KCAT on Kansas City Actors Radio Theater won in two categories in the 2022 Alliance for Community Media Foundation's Hometown Media Awards.

KKFI was named one of the "Top 10 Community Radio Stations in the U.S." by SonicBids, is listed at number three on Yelp's "10 Best Radio Stations in Kansas City", was pronounced one of "10 Public Radio Stations You Wish Were in Your Town" by the national publication Paste Magazine and was voted "Radio Station Who Best Supports the Kansas City Music Scene" in the 2019 Kansas City People's Choice Awards.



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KKFI's unique organizational structure has served the station well for over 30 years. The station is owned by the Active Members. Anyone who contributes the required number of volunteer hours to the station and is nominated by two Active Members in good standing can become an Active Member. KKFI's Board is elected by the Active Members, and a minimum of four Board members must be Active Members. The Active Members also appoint individuals to the Standing Committees and approve changes in KKFI's bylaws. The additional two Board members are elected by the station's Programmers and must be Programmers themselves. The Executive Committee of the Board hires the staff and confirms the volunteer Station Manager who oversees a cadre of volunteer Assistant Day Managers. Over 200 active volunteers help make KKFI unique by building a community of listeners from all walks of life and enriching the cultural fabric of Kansas City.

KKFI has seen a significant rise in donors and donations, as well as a small rise in volunteer applications and program applications that we attribute to the focus on our strategic plan. Our goals include:

- Ensure KKFI's program schedule remains aligned with our mission
- Continue and expand outreach to underserved communities
- Ensure a broad demographic for new volunteer recruitment
- Clearly share our story and values
- Regularly assess our programming for broadcast quality

KKFI 90.1 FM is a member of the National Federation of Community Broadcasters and the Grassroots Radio Association and has collaborations or partnerships with the MOCSA Story Share, Health Forward Foundation (vaccinate KC), ArtsKC (incorporating their ArtsKC GO calendar), Radio One (program exchange), Kansas City Actors Theatre (Kansas City Actors Radio Theatre), The Folly Theater ('Live in the Lounge' series), and the Heartland Music Network (sponsoring their Folk Alliance international Conference Showcase). KKFI also offers community blues, jazz, and open mike & jams calendars.



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KKFI's Racial Justice Initiative

The RJI is KKFI's creative collaborative resource for challenging the status quo and elevating Black and allied voices to propel change. We seek 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. KKFI offers links to resources, podcasts and two specifically RJI programs: Stand Up! – the RJI's monthly radio show- and Ebony's Bones.



Darnell Hunt

The Hosts of Stand Up!



Richard Mabion



Catina Taylor

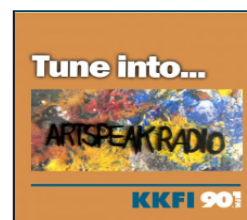
Native Spirit Radio

Native Spirit Radio is sponsored by the Heart of America Indian Center and hosted by Rhonda LeValdo, faculty at Haskell Indian Nations University and President of the Native American Journalists Association (NAJA). Native Spirit Radio serves up Native American music from across the country and offers a weekly program segment called "Native News". Native people are producing a lot of music and KKFI is the only area station to offer it. KKFI is one of the few stations to showcase native music nationwide.



Support for the Arts

Artists and venues both have had a hard time getting through COVID-19. KKFI has stepped up to support the Arts with two dedicated talk shows/podcasts, the ArtsKC Go Calendar and "Live in the Lounge," through a partnership with the Folly Theater. KKFI is an important venue for arts organizations without the budgets for elaborate marketing campaigns. Each year, KKFI welcomes over 150 arts organizations on-air.





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TransTalk – One Story

The Tenth Voice is the Kansas City area's only weekly broadcast created by and for LGBTQIA people throughout the KC metro region. Each week, our team of hosts and producers present interviews, information, music, news and features especially important to Lesbians, Gay Men, Bisexuals, Transgender and Allied collective communities.

The Tenth Voice crew recognized a need for a program, hosted by a transgender individual that would specifically address the issues of Kansas City's Transgender community, where callers could talk with experts in the community. TransTalk was born.

TransTalk is a segment of The Tenth Voice that can be heard monthly on Saturday afternoons and is available as a KKFI podcast.

The community reach is small, but the impact is mighty. To date, three listeners have called in to report that they were seriously considering suicide before they found TransTalk on KKFI.

The Alliance for Community Media Foundation's Hometown Media Awards voted the 'TransTalk' segment of KKFI's LGBTQIA+ 'Tenth Voice' 'Best of Underserved Voices - Community Radio' in 2021.



“KKFI literally saved my life.”

- Anonymous listener





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On air since 1988, KKFI is the Kansas City area's independent, noncommercial community radio station. Through broadcasting, streaming, and podcasting, we provide a channel for individuals and groups, issues and music that have been overlooked, suppressed or under-represented by other media.

Over 70 locally produced shows build awareness and address this need.

"KKFI is my default setting on my radio for the great music, progressive news, and talk programs. And the fact that it was started and continues with the efforts of simple individuals from the community with a burning desire to do radio right makes me want to be part of it."

– Stephen Chronister, listener, and Champion



The KKFI 90.1 FM family – over 200 community volunteers dedicated to the station's mission.

KKFI promises the community access to overlooked and under-represented issues and music. We offer the opportunity to support KKFI to anyone who wants to become involved.
