

6. Local Content & Services Report

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 2019. 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 2019 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 need that we see more than anything is a lack of access to media outlets for the average person. Second only to the lack of information that is relevant to the average person 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, international, hip-hop, reggae, and experimental music and produces music and public affairs events in the community. It is the reason we can stay connected to our community. We are telling the stories for the people who live here and those stories are produced by the people who love here.</p> <p>Our goal of serving the underserved and providing the continuing education for our listeners is achieved through our open door policy. We have had over 400 organizations represented on the air just in 2019. 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>KKFI maintains and curates a community podcast platform and provides free podcast production training along side the broadcast training we have provided at no cost for over 32 years.</p> <p>To better connect with the region's nonprofit organizations and to share information with our volunteers, staff and listeners, the station has created a PSA Submission form on its website (kkfi.org/psa).</p> <p>See sections 3. and 4. for additional discussion.</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>The Crossroads Music Festival - an annual music event in September in collaboration with the Midwest Music Foundation. In 2019 CMF showcased 35 local and regional bands on 8 stages in the Crossroads Arts District in a combination of free day parties (including 'City of Drums' with The Marching Cobras and the Marching Pythons in their first combined performance) and ticketed evening events.</p> <p>As part of the festival, the MixMaster Music Conference (in partnership with Silly Goose Records and Nick Carswell) offered musicians' workshops and panel discussions (including a Community Radio Panel) on (1) how to present themselves to festivals and the music industry (2) income streams, (3) the validity, differences, and benefit analysis of record labels and (4) music collectives. This is the only local professional development conference we are aware of focusing specifically on musicians involved in live performance..</p> <p>The KU RockDocs of the Free Musicians Health Care Clinic(in partnership with the Midwest Music Foundation) provided consultations for uninsured artists with free checkups and referrals for medical issues. A massage therapist and mental health professional were on hand.</p> <p>KKFI Collaborations at the Folly - presented a unique series of rolling collaborative duo musical performances (a duo performed two pieces; one of the duo exited the stage, another artist joined the one remaining, the newly configured duo performed two pieces, the formerly remainder artist left the stage a new musician joined and so on). This Project supported new works by local artists with a focus on cultural, racial, and gender diversity to build new connections and alliances. Shug Easy performed Hip Hop and break-dancing. The Traditional Music Society collaborated with Kelly Hunt to tell the story of the African origin of the banjo and how it made its way to the Eastern Mountain music of the United States.</p> <p>In the arena of public affairs, KKFI presented seminars and book signings by Richard Wolff and Medea Benjamin and offered Quarterly Public Ascertainment Forums with invited guests.</p> <p>KKFI offered free community podcast and on-air broadcast training. In 2020, the Community Podcast platform invited</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 the radio 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>(1) KKFI Community Ascertainment Forums are quarterly events offered through 2019. Over 85 community organizations were invited in to the station to share with KKFI Hosts and Producers what they do and the services they provide. These events result in networking, cross pollination and sharing of resources between the organizations including interviews on KKFI.</p> <p>(2) KKFI Partnership with Future Jazz KC. Youth Jazz ensemble performing at Crossroads Music Fest in 2019. "Crossroads Music Festival, is a fantastic showcase of music in Kansas City! The programming is diverse, and has something in there for everyone. My kids in Future Jazz KC were so happy to be afforded the opportunity to play for a crowd. They really enjoyed walking around and getting to see so many wonderful bands in one place. Kudos, Crossroads Music Fest, may you continue to shine a bright light on music and culture here in KC!" Marcus Lewis, Artistic/Executive Director, Future Jazz KC.</p> <p>(3) Listener Comment about our general programming on Google Review from Thomas Ballew "Among the best community radio stations in the country. KKFI offers superb music programming, featuring lots of locally-grown music, as well as plenty of other music you won't ordinarily hear on commercial radio. The news programming is first-rate, examining issues from a perspective that you probably won't get in the mainstream media, yet seems fair and accurate."</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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.</p>	<p>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, international, hip-hop, reggae, and experimental music and produces music and public affairs events in the community.</p> <p>Local Public Affairs shows Compartiendo en Familia and Compartiendo en Noche are broadcast in Spanish; Taste of Tejano is Spanish/bi-lingual.</p> <p>We plan to continue with a substantially similar mix of programming throughout 2020, and expect to add radio plays through a partnership with a local theater company.</p> <p>Following the completion of KKFI's 2019 strategic planning refresh, we established an outreach committee to be composed of Board members, Active Members, and community volunteers. Committee activities have been adjusted as needed due to the COVID 19 pandemic.</p> <p>New in 2019, 'Community Voices' is a collection of over 50 segments ranging from one to slightly less than 5 minutes recorded by volunteers and activists from our community, giving a "shout out" to good works happening in our community. These CV spots add programming diversity and illustrate how we are a "community" radio station.</p> <p>In 2020, KKFI partnered with ArtsKCGo to boost community live stream events supporting artists, activists and organizations. 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.</p> <p>In 2020, KKFI 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>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 three areas:</p> <p>(1) 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>(2) 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>(3) 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 funding</p>