

Grantee Information

ID	1483
Grantee Name	KXCV-FM
City	Maryville
State	MO
Licensee Type	University

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) 

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.**

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.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) 

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.

KXCV/KRNW serves a four-state region of northwest Missouri, southwest Iowa, northeast Kansas and southeast Nebraska with programming not available to listeners elsewhere. Our on air-signal covers a 32-county region not served by any other public radio station. KXCV/KRNW also provides training for Northwest Missouri State University students in the School of Communication and Mass Media. We actively seek input in identifying community issues important to our listeners. Quality healthcare in the rural area served by KXCV/KRNW continues to be a major issue...especially with the COVID-19 pandemic that has emerged in the past year. We collaborate the Nodaway County Health Department with monthly public service announcements informing our listeners on important health issues and this year focused on COVID-19 protocols and how minimize the risk of becoming infected. Other areas we've identified as important to our listeners include agriculture, economic development, government and education. Located in the Midwest, severe weather can strike at any time. We offer in-depth weather coverage with reports from our radar service, national weather service and local spotters. We are the only station in the region with a power generator enabling KXCV/KRNW to remain on the air and broadcast weather information during a power emergency. KXCV/KRNW provides 19 local newscast each day. We also air a program called Morning Conversation with our news director Jeremy Werner. The program focuses on local government, education, agriculture, the arts and healthcare including issues with COVID-19. We also air a locally produced Americana music program every morning from 9am to noon weekdays and evening classical and jazz music programs not offered by any other station in the region. We also partner with Maryville Public Safety, Fire and Rescue providing tower space free of charge. Our tower is the tallest in Nodaway County and allows for reliable communication for those entities over the entire county. Through a partnership with the District Lions Clubs in northwest Missouri and northeast Kansas we offer an audio reader program where they hear locally read newspapers and other requested magazines. We also work with Northwest Missouri State University in forming a five-station radio network for the broadcast and streaming of Northwest Bearcat football and basketball games to over 33,000 households in the region. In normal years, our Bearcat Coaches Show is broadcast live from a local business in the fall and winter giving listeners an opportunity to interact with the coaches and hosts in person. Over 2,400 on annual basis attend the event each year. With COVID-19 protocols this year, the program aired from the athletic department offices and available over air, on our website and facebook and twitter feeds. We actively reach new listeners through our Bearcat Rewind podcasts, web streaming and expanded use of our audio on facebook and twitter. Our over air listening audience includes 151 communities with fundraising efforts giving us sustaining members from 110 of those communities. In our mission to provide training for Northwest Missouri State University students, we have up to 29 student job opportunities including on-air, news staff and Bearcat Radio Network operations.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) 

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.

KXCV/KRNW continues to value partnerships it forms with other public media, commercial radio stations and non-profit organizations in the region. The sudden rise of the COVID-19 pandemic made it important to get out the most accurate and complete information on how to deal with the disease. In March, 2020, KXCV partnered with KCUR Public Media in Kansas City and their Up-to-Date daily one-hour program for an in-depth discussion each day on unique issues with the pandemic on residents in our 4-state listening area. We also partnered with the Nodaway County Health Department and local hospitals in our region. The partnership resulted in several public service announcements on the best mitigation efforts to avoid contracting COVID-19, the location and times of testing centers in the region and mask mandates implemented by communities in our listening area. Those messages were relayed on-air as well as on our website, facebook and twitter pages. We work with Second Harvest Food Bank in getting out vital information on food availability for those having trouble making ends meet during the pandemic. Information included dates and times for mobile food distribution sites in our communities. We partner with Maryville Public Safety, Fire and Rescue, giving tower space for their communication equipment which allows them to communicate with their personnel throughout Nodaway County. Due to this partnership, we received a back-up generator which enable KXCV to stay on the air during a power outage to continue to broadcast emergency information during severe weather and other natural disasters. We are the only station in the region with that capability. Fine Arts partnerships are another important collaboration. We work with Northwest Missouri State University and Missouri Western music departments, St. Joseph Performing Arts Association, St. Joseph Symphony, Wilson Performing Arts Center in Red Oak, IA and the Brownville Concert Series in Brownville, NE. This year those partnerships centered on how those organizations have been affected by COVID-19 and ways they are trying to offer entertainment through zoom concerts and other efforts. The Missouri Arts Council provides funding to assist in the cost of fine arts programs aired on KXCV/KRNW. Our partnership with the Corporation for Public Broadcasting is vital in helping fund KXCV and offer programming not available on other radio stations in the region. Our partnership with Protect Our Public Media assists us in promoting the need for continued federal funding for public radio with our U.S. Senators and congressmen. We also partner with Greater Public Media with fundraising and member development. We also partner with The Missouri Broadcasters Association partnership helps us keep current with issues affecting the broadcasting industry and is an important resource in placing broadcast students following graduation from Northwest Missouri State University. Associated Press. Our partnership with AP allows KXCV to offer additional regional and national news to our listeners. We partner with several area commercial radio stations including KMA in Shenandoah, IA and KFEQ in St. Joseph, MO. The partnership includes news sharing to help each other in covering important news stories in the region. KMA, KKWK Radio in Cameron, MO and KCWJ Radio in Blue Springs, MO are part of the Bearcat Radio Network. KXCV serves as the flagship station of the network, providing play-by-play coverage of Northwest Missouri State University football and basketball to listeners in the midwest. Joni and Michael Walker of Chillicothe, MO. Our partnership gives us tower space in Chillicothe for KRNW allowing for additional coverage of public radio in north-central Missouri. An area not served by any other public radio station.

6.1 Telling Public Radio's Story

Jump to 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.

Like the rest of country, COVID-19 was one of the major health issues affecting the region. KXCV/KRNW's ongoing partnership with the Nodaway County Health Center enabled the station to quickly air public service announcements on mitigation efforts. We were able to assist the City of Maryville in publicizing the city's mask-mandate ordinance and the city's mask-give away events for those in need. We also worked with Second Harvest Food Bank using our newscasts and community events programming to get the word out of food distribution centers in the region for those in need of food because of the pandemic. All entities expressed gratitude for our efforts. We also received a good response from listeners over our partnership with KCUR Radio on a daily program in March and April dedicated to COVID-19's impact on the region. We continue to partner with a local organization called WeGotchya which supplies feminine products and monetary aid for young girls in Haiti who cannot go to school without those products. Organizers of the group tells our community events programming on-air and online help raise awareness of their program and events. Our partnership with Maryville Public Safety, Fire and Rescue allows the organization to use space on our tower for their communications services in the county. We received a back-up generator allowing us to continue to broadcast during severe weather coverage during a power outage. The partnership has been beneficial to both entities and we continue receive positive feedback on our severe weather coverage.

6.1 Telling Public Radio's Story

Jump to 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 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.

KXCV/KRNW is licensed to the Board of Regents of Northwest Missouri State University with studios located on the Northwest campus in Maryville, MO. We work with the University's Equity Diversity and Inclusion department to publicize the many events they hold throughout the year. 2020 brought several important issues concern race and diversity nationwide that also became local issues. We aired long-form interviews with Dr. Justin Mallett, Associate Provost of Diversity and Inclusion at Northwest on the University's efforts to improve diversity on campus and understanding of racial issues on campus. In addition we aired interviews with Dr. Mallett and Maryville city officials on their efforts to improve diversity culture within the community. Other programming we aired during 2020 included a documentary called "Black at Mizzou" Confronting Race on Campus. The program delved into race issues at the University of Missouri and how students and administrators are working toward change on the college campus. We also continued to promote the University's Martin Luther King, Jr. celebration and Black History Month events. We use our long-form interview program Morning Conversation, newscasts, community events and social media to promote those events. We also actively promote the University's Ploghoft Diversity Lecture Series that brings in speakers to address students and the general public on diversity issues. In 2020 we added a program called Alt.Latino to our Saturday morning lineup. The program introduces listeners to new alternative Latin music and features interviews on Latin events and culture. We also air holiday programming such as "A Soulful Christmas" which features Black music and composers, "Christmas with Morehouse and Spelman Glee Clubs" featuring the choirs of Morehouse and Spelman Colleges-two of the most prestigious historically black institutions in the nation and "An Afro Christmas" featuring Howard University's vocal ensemble Afro Blue. We also look to continue a partnership with the Northwest Missouri Adult and Basic Education program based in Maryville which provides GED and Literacy programs to residents in the region. We also work with area Libraries in our listening area promoting various reading programs they offer through the year.

6.1 Telling Public Radio's Story

Jump to question: 6.1 

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 vital to the operation of KXCV/KRNW. The money we receive from CPB enables us to pay for programming that listeners can't find anywhere else on radio in our region. CPB also funds one full-time employee at the station that we wouldn't be able to afford otherwise. COVID-19 had a huge impact on the budget of the radio station as our underwriting took a huge hit with many of our clients unable to afford to underwrite due to strains on their budget. KXCV/KRNW is licensed to the Board of Regents at Northwest Missouri State University, cuts to higher education due to COVID-19 also meant cuts to the KXCV/KRNW budget. Grant money from the Missouri Arts Council also received a huge cut reducing the amount of funding the radio station received in the past year. We are located in rural northwest Missouri and while we work hard on fundraising efforts to increase our sustaining member base the population we work with is less than many other areas in the country. We are proud of the service we provide our listeners with cultural programming and non-biased news coverage that in times of COVID-19 is even more important. Feedback from our listeners tell us they appreciate everything we do to inform and entertain them on a daily basis. The lifeline we receive from CPB for funding our efforts has always been important to the success of the station but takes on a greater role during the COVID-19 pandemic. We couldn't do what we do without the aid from CPB.

Comments

Question

Comment

No Comments for this section