

Grantee Information

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

6.1 Telling Public Radio's Story

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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 2024. 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 2024 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.

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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 32 rural counties across northwest Missouri, southwest Iowa, northeast Kansas, and southeast Nebraska, reaching 151 communities with unique, high-quality news and cultural programming not available from other media outlets. As many commercial stations cut back on or eliminate local news and place content behind paywalls, we remain a vital, free daily source of news for our listeners. Our News Director, Jeremy Werner, hosts Morning Conversation, a long-form interview program focused on topics like education, local government, agriculture, healthcare, economic development, and the arts. These interviews are broadcast live and also made available on-demand via our social media channels, website, and mobile app. We broadcast 19 local newscasts daily, covering breaking news and important regional stories. As the only station in the area with an emergency backup generator, we stay on-air during power outages, ensuring our community remains informed during emergencies. Our comprehensive weather coverage, including radar updates and partnerships with local weather spotters, county sheriff's offices, and the National Weather Service, is essential in a region where severe weather such as tornadoes, blizzards, and ice storms can develop rapidly. We also support local emergency services by providing space on our tower for Maryville Public Safety, Fire, and Rescue's antenna, ensuring they have reliable communication during crises. The KXCV tower is the tallest in Nodaway County. Our programming includes a locally-produced Americana music show weekdays from 9 a.m. to noon, along with classical and jazz programming in the evening—music not offered by any other local media. Licensed by the Board of Regents of Northwest Missouri State University, we provide hands-on training for students from the University's School of Communication and Mass Media. Through our partnership with the University's athletic department, we've established a three-station network that broadcasts football and basketball games to approximately 33,000 households. We also host a weekly program at a local business, giving listeners the chance to interact with Northwest Missouri State coaches and student-athletes throughout the year. Our fundraising efforts have garnered sustaining members from 115 communities across the region, and our mobile app and social media presence have expanded our fundraising reach, allowing us to receive donations from listeners across the country who appreciate our programming. Additionally, we offer part-time job opportunities for Northwest students in roles such as on-air talent, news, and Bearcat Radio Network operations.

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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.

At KXCV/KRNW, we actively engage with a diverse range of partners across our community, from educational institutions and government agencies to local businesses and nonprofit organizations. These collaborations are key to our mission of serving our rural listening area with quality programming and community support. One of our most important partnerships is with Northwest Missouri State University. We work closely with various departments such as the School of Communication and Mass Media, Political Science and History, Theatre, Music and Athletics. Our collaboration with the School of Communication and Mass Media helps students receive hands-on training opportunities in news reporting, on-air announcing and live sports coverage. We air long-form interviews with instructors from the Political Science and History Departments on current events and how history plays a role in today's society. We work with the theatre and music departments promoting cultural events on campus that are open to the community. We also collaborate with the athletic department in promoting their activities on campus. We also maintain strong ties with the Maryville School District and other school districts in our coverage area promoting student achievements and other issues in their districts. We are involved with local arts organizations such as the St. Joseph Fine Arts Association, the St. Joseph Symphony, Chillicothe Fine Arts, the Brownville, NE Concert Series, the Rose Theater in Maryville and Downtown Maryville in promoting their events through news stories, long-form interviews and on-air and on-line community calendars. KXCV/KRNW regularly partners with local government agencies like Maryville Public Safety, Fire and Rescue and the National Weather Service. That partnership helps ensure the safety of our listeners during weather and other emergencies in the region. We also work with health organizations in the region such as Mosaic Medical Center, Nodaway County Health Department and the Community Blood Center to share health-related information and promote well-being through our newscasts and long-form interview programs. KXCV/KRNW has a longstanding collaboration with other media outlets, including KMA Radio in Shenandoah, Iowa, KFEQ Radio in St. Joseph, MO and KKWK Radio in Cameron, MO with a news-sharing agreement which increases our coverage of important news stories in the region. We work with local Chambers of Commerce to cover stories of local interest on economic development in the region. Additionally, we partner with Maryville School District and a local organization called Stockings of Hope to promote exercise and mental health in the region. Through these collaborations, KXCV/KRNW is deeply integrated into the fabric of the community, working alongside local institutions, agencies and organizations to support and enrich the lives of those we serve.

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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.

Healthcare in our region continues to be an important for our listeners. We have established partnerships with Mosaic Medical Center in Maryville, St. Joseph and Albany, MO and Clarinda, IA Regional Health Center highlighting treatment including cancer, diabetes, heart disease and other chronic health problems available as well as mental health services. Our coverage includes long-form interviews during Morning Conversation and stories in our local newscasts. Our collaboration on the Fit/Family 5K Challenge which includes the Eugene Field Elementary School's 5K and Ben's Stockings of Hope 5K has significantly raised awareness and increased participation in the events, ultimately generating more funds for these causes. The 5k for Eugene Field Elementary supports the schools purchase of physical education and playground equipment, while Ben's Stockings of Hope 5K helps fund the purchase and filling of Christmas stockings for children in need across Nodaway County. We continue to work with the Community Blood Center of St. Joseph to raise awareness about the critical need for blood donations in the region. Through our Morning Conversation program, news coverage during our newscasts and community event announcements, we highlight upcoming blood drives and times when the blood supply in the region is low.

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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 2024, and any plans you have made to meet the needs of these audiences during Fiscal Year 2025. If you regularly broadcast in a language other than English, please note the language broadcast.

During Fiscal Year 2024, KXCV/KRNW made a concerted effort to serve and engage minority and diverse audiences. We continue to partner with area libraries promoting programs designed to increase reading skills of young children and interest in reading in older adults. We work closely with Northwest Missouri State University officials to promote events aimed at engaging diverse groups. The University's Ploghoft Diversity Lecture Series brings in speakers from various backgrounds to address students and the broader community. We feature these speakers in interviews on our long-form program Morning Conversation and also include them in our newscasts and community event programming. These interviews are made available on-air as well as through our website, mobile app and social media platforms, ensuring accessibility for a wide audience. Throughout the year, we also highlighted significant cultural celebrations, such as the University's Martin Luther King, Jr. Day events and Black History Month activities, through our broadcast and digital channels. In addition, We air national programming that focuses on diverse issues and communities. For example: Witness History: Black History Month. An hour-long edition of Witness History from the BBC WORLD Service, bringing together some incredible interviews looking at the African-American experience. Told by people who were there, we hear stories that are fascinating, harrowing and inspiring. Witness History: Women's History Month. A special hour-long edition of Witness History from the BBC World Service. Remarkable stories of women's history, told by the women who were there. Selected from the BBC's Witness History program, we hear moving, inspiring and even outrageous stories about a few of the most important women in living memory. I Hear America Singing: The view of one's life's work has taken on different meanings in societies and eras across the world. From servant and slavery systems of old, to the industrial revolution, to labor unions and the gig economy. The music group Cantus provided an examination of the role work has played in our lives in years past and how work might evolve into the future. The Homelessness Crisis and Mental Health. People living homeless have higher rates of untreated mental illnesses and substance use disorders than the general population. This program investigated how it can make it difficult to find a permanent place to live and how experts say the best mental health care for people living homeless is no-strings-attached housing. The Burden of Being: Black women and girls experience discrimination, micro aggressions and stereotypes every day. The program looked into daily racism and its impact on the mental health burdens of Black women and girls in the United States. It also explored how care systems can shift to better help Black women thrive.

Incarcerated with Mental Illness: Nearly half of incarcerated Americans have a history of mental illness. The program talked with mental health providers calling for increased mental health care in prisons and jails and legal experts pioneering new systems. Schizophrenia: Finding Hope on a Hard Road: Schizophrenia affects about 24 million people worldwide. The program highlighted research showing new interventions making it possible to live well with the illness. Birth & Depressions: The Unspoken Conversation: Depression, anxiety and other mental health issues are the most common complications during and after pregnancy. The program discussed studies showing 75 percent of postpartum problems go untreated and the challenge of treatment. We also air holiday specials that reflect a broad range of cultural traditions, such as: Hanaukka Lights and Candles Burning Brightly, which celebrate Jewish traditions and stories. Festivo AllLatino and Cantigas, highlighting Latino holiday music. An Afro Blue Christmas and Christmas with the Morehouse and Superman College Glee Clubs, celebrating African American spirituals and holiday music. Looking forward to Fiscal Year 2025, we plan to continue these efforts and expand our outreach. We will maintain our focus on providing programming that highlights minority voices and cultural events, ensuring we continue to serve diverse and underrepresented communities.

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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?

KXCV/KRNW, licensed to the Board of Regents of Northwest Missouri State University, serves a wide rural area that spans northwest and north-central Missouri, southwest Iowa, southeast Nebraska, and northeast Kansas. As we continue to navigate budget cuts to higher education in Missouri, we strive to meet our financial needs through underwriting, on-air fund drives, and other creative fundraising methods. However, these efforts are limited by the challenges of serving a rural population. CPB funding is vital in allowing us to provide high-quality, unbiased news and cultural programming to an underserved region, with no other public radio stations offering similar content. Additionally, CPB funding helps support a full-time staff position, which is essential to our operations. If this funding were reduced or eliminated, KXCV/KRNW would face difficult decisions, including staff reductions and potential cuts to programming that our listeners value, such as long-form news, classical and jazz music, and weekend entertainment shows. Ultimately, CPB funding remains the most significant source of revenue for KXCV/KRNW, ensuring that we can continue offering the programs that are crucial to the communities we serve.

Comments

Question

Comment

No Comments for this section