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.

KSMU’s mission is to “encourage the exploration of ideas and their application to citizenship”. We seek to engage our listeners in civil dialogue around public affairs and the arts. We do this through community partnerships, in-person events, and a robust schedule of broadcast programming.

*Engaging the Community* addresses national and global issues as they pertain to Missouri State University and the broader community. Listeners are encouraged to submit topic ideas for this monthly program.

Our multi-part quarterly series *Sense of Community* takes a deep dive into matters of importance to our local community. FY19 series included: *Becoming American*, profiles of Ozarks residents becoming U.S. citizens; *Impact of Poverty and Education*, an exploration of the many ways poverty impacts local students; *Mysteries from the Hollers*, a collection of folk stories retrieved from the vaults and attics of local storytellers; and *The Race to Jeff City*, an in-depth look at the candidates vying for statewide offices.

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.

KSMU’s ongoing community partnerships are critical to the station’s mission to serve our audience. These partnerships support and expand the impact of the station’s work. A few of our key partnerships and programs include:

- **Making a Difference** – Through a long-running partnership with Community Foundation of the Ozarks, this bi-monthly series draws upon the personal stories and voices of Ozarks residents to highlight key issues impacting our community, such as poverty, addiction, and mental health.

- **Making Democracy Work** – KSMU partners with the League of Women voters to produce this weekly series covering topics related to democracy in the Ozarks.

- **STEM Spots** and *Engaging the Community* – KSMU is able to leverage our resources as both a public broadcaster, as well as a member of the campus community, to bring listeners a variety of public affairs programming from Missouri State University. A couple of examples are *STEM Spots*, a weekly science program hosted by Dr. David Cornelison of the Physics, Astronomy and Materials Science Department, and *Engaging the Community*, a monthly program with Missouri State University President Clif Smart that looks at national and international events through a local lens.

- **Studio Live Social Hour** – Through a partnership with Tie & Timber Beer Co. in Springfield, *Studio Live Social Hour* is an extension of KSMU’s popular monthly music program, *Studio Live*. The programs showcase local musicians over the airwaves, and provides an opportunity for the KSMU community to connect in person.
Notable in FY19:

- **Beyond the Ballot** – KSMU News collaborated with three other Missouri public radio stations for this statewide reporting project that looked at the motivations and desires of local voters leading up to the November 2018 midterm elections.

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.

We hear frequently from listeners expressing gratitude for the programming and information shared on KSMU. We received a great amount of positive feedback for our FY19 election coverage, with listeners expressing deep appreciation for the civil, respectful tone of both our local and national reporting.

Additionally, KSMU received tremendous feedback about our FY19 *Making a Difference* partnership with the Community Foundation of the Ozarks. The project, entitled *Let’s Talk About It: Normalizing Mental Health Conversations*, was a series of intimate interviews with local citizens, sharing their journeys with mental health. These were powerful pieces that sought to connect our community and begin long-overdue conversations about a subject that affects us all.

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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

KSMU is proud to provide a variety of services and programming to help meet the needs of minority and other diverse audiences.

We are part of the Audio-Reader Network, a reading and information service for individuals who are blind or print-disabled. The service is available free-of-charge and offers daily readings of newspapers, magazines, and books.

*Missouri State Journal*, an ongoing weekly series produced in partnership with Missouri State University, informs our community of events, discussions, and academic research taking place across campus. Episodes during FY19 highlighted Native American artwork; Bear POWER, Missouri State University’s inclusivity program for students with intellectual and developmental disabilities; Missouri State University’s Collaborative Diversity Conference; Missouri State University events hosted in celebration of Asian Heritage Month; speech recovery for victims of stroke and brain injury; the evolution of gender studies; and an interview with researchers who examined changes in religious practice among college students.

*Becoming American* was a 10-part *Sense of Community* series that profiled Ozarks residents sharing and reflecting on their journeys to obtain U.S. citizenship.
In addition, KSMU offers special holiday programming that celebrates the traditions of Chanukah and Kwanzaa. We look forward to continuing to leverage our relationships within the university and the local community to bring more programming in FY20 that serves minority audiences.

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?

The grant funding that KSMU receives from CPB helps pay our NPR programming expenses, as well as broadcasting expenses for the entirety of our schedule. Nearly 40,000 listeners tune to KSMU for national, regional, and local news and cultural programming of all types. We are the only NPR station serving our region. The CPB grant is key to helping KSMU maintain a strong and diverse funding portfolio and enables us to serve our community with a robust schedule of news, arts and culture programming.