

Grantee Information

ID	1494
Grantee Name	KZUM-FM
City	Lincoln
State	NE
Licensee Type	Community

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 2016. 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 2016 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.

Our partnership with the Human Services Federation of Lincoln/ Lancaster county allows us to be knowledgeable of the immediate needs that our undeserved and most vulnerable communities require. The Human Services Federation hosts a weekly show, communicating resources to our community and that, often serves as an introduction to new and emerging non-profit leaders in our community. Being able to provide access to media coverage and locally produced public service announcements is a daily priority for us, regardless of their marketing budget. We have several shows that run every day that focus on community matters from services to undeserved communities to support for our rapidly growing local economy. We often partner up on hosting with other non profits on events like Lincoln's Start City Pride, Earth Day and Lincoln Arts Festival and various Farmer's Markets, just to name a few.

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.

As of 2016, we have forged an exciting relationship with the Lincoln Arts Council. We were able to cover The Lincoln Arts Festival with photos and video on social media, as well as engage with the community during the festival at our booth. We have partnered up with The Bay, a non profit that serves our youth in a dramatically undeserved community with counseling, media and job training. We are working on show and broadcast training to do with the children that utilize this important facility as well as give them much needed marketing support. We have been hosting the Stransky park concert series for 3 years, now as a partnership with the Irvingdale neighborhood association and is free to all who attend. We have incorporated the non profit Art Reach 2016. Art Reach provided a hands on art project at every concert for all concert goers to participate in. 2016 also saw our first local gardening/ farming series with the Environmental Trust of Nebraska. We are able to host workshops on great environmental non profits. Because of this series and our environmental programming, we won the 2016 Environmental Leadership award from the City of Lincoln. We have partnered with the Lincoln Chamber of Commerce to air promos for many of the free events that happen in Lincoln.

6.1 Telling Public Radio's Story

Jump to question: 6.1 

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.

It is very hard for us to quantify impact for our non profit partners if they do not directly track their success and provide us with numbers. We don't receive numbers but feedback on how successful drives and events are, if non profits partner with us on events. We sponsored a holiday fundraiser for a local rec center that provides meals, every day to a undeserved neighborhood. We were able to feature the event on PSAs and on a community show. This year, they raised 3 times the amount that they ever have and its largely due to our assistance. We have listeners who are very vocal about how important their community programming is to them. We receive many phone calls to repeat information relayed on these shows. We decided to make recordings of the shows available online so they could be available to listen to 24 hours a day. Another indicator is from a recycling initiative that we sponsored, for the first time, in 2016. This was their 4th year and, this year they collected more recyclables than all of the previous years combined. We were able to post maps on our website and run PSAs for them and we believe that was the difference. Our listeners are passionate and involved in keeping our community healthy and safe and the response to our original community programming can be seen in the success of our partnerships.

6.1 Telling Public Radio's Story

Jump to question: 6.1



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 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. If you regularly broadcast in a language other than English, please note the language broadcast.

We broadcast in Vietnamese, Spanish and have increased out Native American programming from 2 hours, weekly to 5 hours weekly, in 2016. Our Native American shows focus on the rich culture and the services that serve this large community, in Lincoln. Since we have increased our programming hours, we have seen an increase in money raised by donors to those programs. We recently partnered up with a theatre to sponsor a musical rich in Native American history. Our Vietnamese community show was the second highest grossing program in 2016. This shows us how important our commitment to this community is. We also have 4 hours of weekly programming that focus on LGBTQ culture and news and have increased our visibility and involvement with the Lincoln Pride Festival. There is an additional Pride Festival happening in 2017 and we will be sponsoring that event, as well. We continue to promote events and services to our diverse communities and growing refugee population by airing PSAs and volunteer opportunities announcements, daily and in different languages.

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?

The CPB funding grant means more to us then just dollar signs. The CPB gives us the opportunity to thrive in our rapidly growing city. The funding from the CPB makes up about a third of our yearly budget. This represents over 50% of our staff's payroll. Because we are able to use funds from the CPB to support our staff, we can focus our efforts on supporting our community through events and also producing original programming that represents our diverse community. This really has become something that thousands of listeners depend on every day. If we didn't receive the funding, I would expect that 2 out of the 4 staff members would have to be let go. This would not allow our station to function in a way that would be helpful or supportive of our local economy or non-profit sector. We would be just functioning. Only being allowed to function is not what is important to us or our community. We serve a very diverse population by offering programming in 3 languages and, without our efforts, those communities would have no place to go for support. We serve a dramatically undeserved community by airing resources for everything from healthcare to meals and job training to mental health resources. Without our efforts, that community would have no place to go for support. We are the only radio station in our community and the surrounding communities that support our local arts as much as we do. We have 4 programs that are just focused on our local arts scene. We play more local music in one day than any other station for miles, plays all year. Without our efforts, the local arts community would have no place to go for support. Less staffing would mean less effort towards our local economy, arts and non-profits and that is not what Sunrise Communications is about. We are motivated by educating our community through broadcast media and on the streets. The CPB funding allows us to truly reach our goals. We are very appreciative of the funding and partnership with the CPB. Its invaluable.

Comments

Question

Comment

No Comments for this section