


Grantee Information

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


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 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.

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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.

Our goals for 2020 included further building relationships with communities in Lincoln who do not have representation in media. Also, we wanted to set the guidelines and ethics to produce more community news on our broadcast and online. The long term goal is to hire a full time News Director. We had to shift a lot of focus to securing the station due to pandemic. Because of the pandemic, we partnered with organizations to broadcast up to date information about the health and vital services in our community. We were able to serve many communities in Lincoln due to our diverse broadcast schedule and community partnerships. In addition to strengthening our ethics code of journalism, we have participated in a cohort, developed by the National Federation of Community Broadcasters to educate our organization about Diversity, Equity and Inclusion. This has impacted us greatly, when it comes to approaching our program schedule and building community relationships. We feel that this work will strengthen our commitment to our community and better serve our listeners. As a result of

this experience, we have been partnering on short, educational pieces about minority community issues in Lincoln to broadcast on air. This cohort has also helped our station to determine the focus of our developing journalism program. One new development is a partnership with Lincoln Public Schools on a podcast club and summer camp. This will allow KZUM to develop content with our community's young creatives and journalists.

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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.

We were lucky to be a part of the National Federation of Community Broadcasters Community Counts Initiative in 2019. This helped our station fill in the gaps of our efforts to support all voices in our community. We were able to create a robust podcast program and learned how to develop supportive relationships between our organization and many community partners. It was a wonderful way for us to learn how to support others in creating content that is timely, authentic and engaging. 2020 saw an increase in community programming, despite the COVID 19 pandemic. We worked with over 70 local non profits on public service announcements. Many of these PSAs were updated and read live as operations for local vital services changed to accommodate the pandemic and safety protocols. We are very much looking forward to sponsoring more events, once our community opens back up. A new partnership developed with our statewide NPR affiliate. We shared content that was focused on vital services and wellness for our websites and social media. Recently, we were approached by the Lincoln/ Lancaster County Commission for Human Rights to develop programming on human rights and health and wellness in several different languages. We are starting with 2 Kurdish languages and this will be followed by more. New partnerships in content also include the statewide Nebraska Sports Council and Lincoln Public Schools.


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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.

Our involvement with the NFCB's Community Counts initiative has helped us to develop a diverse lineup of local podcasts that focus on cultural awareness, wellness and entertainment that broadcast in various languages. We currently have several in development with important partnerships from local institutions. These organizations include the Lincoln Lancaster COUnty Commission for Human Rights, The Malone Center (a center that supports Lincoln's black community), The Nebraska Sports Council and Lincoln Public Schools through a podcast club. This podcast club produces programming in partnership with our community's young creatives and journalists. All of these allow us to be more connected to different parts of the community. As we release these podcasts and air some of this content on our daily broadcast, we have received applications for podcasts on various subjects and in various languages. Additionally, we have been approached by more community organizations who are interested in partnering on content. The interest is there because our community is growing and the need for content for various communities is real. 2020 saw an increase in donations during our fundraisers from non English speaking listeners and local foundational support.

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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 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.

We have 2 languages that we broadcast in: English, Spanish and Vietnamese. We have podcasts in Spanish and English. We have additional

programming that supports women in music, world music, the LGBTQIA2+ communities, our Native Community. We have launched podcasts African American music and culture, this year. We are currently developing podcasts in 2 different Kurish languages that focus on health and wellness and 2 on air talk programs produced by Lincoln's black community.

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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?

Because of our CSG grant, we are able to supply access to media for communities that otherwise would not have a place to amplify their voices. Without it, we would not be able to have a content/ multimedia Full Time staff member to train volunteer producers, edit content or run the website or an underwriting person to gain and manage important business relationships. Our operation would just be about minimum on air programming and keeping the lights on. The CSG grant really supports our engagement efforts in person and behind the mic. KZUM is the only community station in Lincoln. We have 2 other non commercial stations in Lincoln but they only do a fraction of local engagement on air or in person that we do. It also allows staff to not focus solely on fundraising and content producing but participate in professional training including Diversity, Equity and Inclusion education. As a non commercial station in a mostly white area, this education is necessary to the function of our station and well being of our community. Without KZUM and our content, so many perspectives would be left out of the conversation. We need to be able to support people regardless of their ability to donate. Almost 20% of our budget is the CSG grant. We are so thankful to receive it.

Comments

Question

Comment

No Comments for this section