

Telling Public Radio's Story:

From New Wave Corporation / KOPN's Corporation for Public Broadcast 2013 Radio Station Activity Survey:

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.

The New Wave Corporation was incorporated, February 18, 1972, for the purpose of providing an educational, non-commercial communication service for and by citizens of our area that would stimulate the listeners' awareness of our community and world, and promote a better understanding of our neighbors—next door and across the oceans.

To accomplish this purpose the New Wave Corporation started KOPN in March 1973. Our mission is to educate and enrich the lives of our membership and the communities that we serve, especially those otherwise under-represented in the commercial or other non-profit media sectors.

We do this by remaining free from direct constraints of commercial, political, or religious interests; by encouraging participation by all segments of the community; by training individuals in radio production and giving access to our facilities and airwaves for the local production of quality radio programs; by providing a diversity of viewpoints and musical genres through programs that enhance the quality of life of our membership and the community at large; by providing a neutral forum for the discussion of issues important to our membership and the community at large; by fostering democracy and social justice; and by archiving selected recorded materials acquired or produced by KOPN.

We continue to recruit and train volunteers to assist with established out-reach projects and programs, so as to enhance our existing outreach programs. We continue to train in production and broadcast techniques, community members wanting to share interests with our audience.

We continue in our effort to build a large pool of able advocate volunteers capable of communicating the purpose, mission and programs of KOPN to new audience. Success will be measured by the acquisition of new additional volunteer activity resulting in increased presence out in the community; increased local program production and distribution; increased listener based; and increased donor support.

We are continuing to expand our self-educational collaborative service efforts to more of our broadcast coverage area, by developing more out-of-studio presence in the smaller communities outside of Columbia. We are recruiting from our donor base, community contacts through whom we can create more information booth presence at public events; we are conducting more live remotes from these areas. And we are cultivating more producers and seeking stories and collaborations in our greater broadcast area.

We continue to develop our online presence through our website, our stream, our podcasts, and through social media.

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.

KOPN continues to participate in the annual month long “One Read” community-wide reading program coordinated by the Daniel Boone Regional Library—<http://oneread.dbrl.org/task-force/>. KOPN aired the reading of the featured book and broadcast numerous tie-in programs by our volunteer programmers.

KOPN participates in quarterly Artrageous Gallery Crawls—<http://www.artrageousfridays.com/>—through promotion of the event and by hosting the display of the work of local artists includes art by students.

KOPN also participates in the annual Art in the Park sponsored by the Columbia Art League—<http://artinthepark.missouri.org/>.

KOPN broadcasts and streams the annual Dr. Martin Luther King Jr. Memorial Celebration live on location.

KOPN collaborates with the League of Women Voters’ forums—<http://lww.columbia.missouri.org/>.

KOPN participates in annual Earth Day celebrations—<http://www.columbiaearthday.org/members.html>—in the planning process; in logistics; in promotions; and through live broadcast.

KOPN collaborates with the local cable access video channel, CATV—<http://columbiaaccess.tv/>.

KOPN continues to sponsor and have a presence at the annual Roots, Blues and Barbeque Festival in Columbia—<http://www.rootsnbluesnbbq.com>.

KOPN continues to inform our community about nutrition and the provisioning of food, fiber and fuel with locally produced regular weekly and special programs featuring authors, scholars, practitioners as individual guests, in panel discussions and as broadcast lectures. KOPN has partnered with the local farmers’ markets, community gardens, and urban agricultural projects.

KOPN provides opportunities for and benefits from interns from the University of Missouri’s Office of Service Learning.

Once a month, University of Missouri Extension Community Development Specialist Larry Dickerson interviews guests featuring local area activities and organizations.

KOPN has a presence at many other public events and does many other live remotes.

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 do not have resources sufficient to formally assess the impact that KOPN has on our community. Anecdotal responses; continuing solicitations for collaboration; continuing volunteer donations of time, talent and treasure; and the expectation that KOPN will be there, are our most common and continuing indicators of success.

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 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.

New Wave Corporation continues to broadcast and webcast 3 hours of Spanish language programming every Saturday morning from 9AM to noon.

KOPN also continues to broadcast and webcast “Jewish Spectrum”—a one hour weekly exploration of Jewish culture; “Arab Culture, Arab Music”—a one hour weekly exploration of Arab culture; “Straight Talk”—a weekly hour-long call-in discussion of issues starting from a black perspective. All these programs are produced by KOPN volunteers.

KOPN’s call-in talk show “Straight Talk” has been serving our listening audience for decades, with discussions about—but not limited to—issues of special concern to the African-American community.

KOPN collaborates with several the University of Missouri-Columbia Asian Affairs Center programs including internships in their English and Professional Immersion (EPI) program.

KOPN's volunteer programmers, producers, out-reach personnel and support staff range in age from elementary school students to retirees. We believe that the participation by the whole generational spectrum of our community best enables us to fulfill our mission.

KOPN broadcasts live readings by elementary school children of their original work every Tuesday at 3PM during the school year. KOPN is a “Partner in Education” with Lee Expressive Arts Elementary School—<http://service.columbia.k12.mo.us/lee>—collaborating on special projects during the school year.

A weekly local program, Penguin Tracks—co-hosted by a junior high school student, frequently features live performances of original compositions by local teens.

KOPN has from our conception embraced gender equality. Participation in all aspects of the New Wave Corporation / KOPN by women is actively encouraged. Programming specifically for, by and about women always has and always will be a basic and integral part of KOPN.

We welcome the participation of anyone regardless of their sexual orientation. KOPN broadcasts informational and educational programming regarding issues concerning sexual orientation.

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 essential to our community service. It enables KOPN to provide national and international programming, as well as train and support our community volunteers who produce our excellent local programs.