

KOPN 89.5 FM - Local Content and Services Report 2019

KOPN's fundamental goals and approaches for serving the local community have been consistent since the beginning. 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 around the world.

To accomplish this purpose, New Wave Corporation launched KOPN community radio in March 1973. Our mission is to educate and enrich the lives of our membership and the communities 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 their interests with our audience.

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

We do our best to serve our entire broadcast coverage area, not just the urban core, 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 improvements to our website, a new online stream player, additional podcasts, and new forms of social media such as Instagram.

KOPN hosted four B.A.S.H. (Business and Social Hour) events during 2019 at the Columbia Mall, which focused on supporting and uplifting minority owned small businesses. These were sponsored and supported by Shelter Insurance and Veterans United, among other organizations.

KOPN partnered with the local farmers' market, sponsoring the music for the first Saturday of each month. This is a great vehicle for outreach, increasing our visibility and connections with the community while supporting local music.

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 broadcasts and streams the annual Dr. Martin Luther King Jr. Memorial Celebration at the Second Baptist church in Columbia, MO.

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 is a Columbia Public Schools Partner in Education with Locust Street Expressive Arts Elementary School— <http://www.cpsk12.org/Page/11334>—conducting a participatory audio theater workshop for students during their annual Fall Festival, hosting live in-studio readings of original work, and other collaborative efforts.

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 provides opportunities for and benefits from interns from the University of Missouri (MU)'s Office of Service Learning and from MU's Asian Affairs Center: Missouri International Training Institute.

In 2019, KOPN worked with the Columbia Daily Tribune to organize and broadcast a local school board candidate forum.

KOPN is actively involved with a wide range of other community activities. A few more include the following:

- Local Fest, with their organizing committee,
- Food Bank Float Your Boat event, with the organizing committee
- Pride Fest, with the organizing committee
- Women's Day House Concerts, several local organizations

Farm & Fiddle Beard Contest

Our B.A.S.H. events provided a much needed platform for minority owned small businesses, increasing awareness of them in our community.

We do not have many resources 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.

In all cases, we were able to provide increased awareness with our communications over the airwaves, online, and with in-person communications. Our efforts provided increased knowledge about a range of issues, including diversity, the environment, women's issues, multicultural music, and world and national affairs.

With regard to our B.A.S.H. event on 4/9/2019, Brittany Ann (a small business owner at the event) said:

"Tonight was amazing, all the vendors did great! We mingled, we networked and we got some good collaborations in the works! S/O to BASH Brandi Rudd , Cory Crosby , the radio station for the good exposure The KOPN Columbia B.A.S.H and Columbia mall for allowing us to use them. Shout out to the town for the support of your locals and special shoutout to my team for never letting me down!"

KOPN continues to broadcast and webcast 3 hours of Spanish language programming every Saturday morning from 9AM to noon. This is one of our most popular programs according to webstream statistics and the amount of call-ins received. We hope to create an additional Spanish language webstream that will enable the host of this program to do an additional program on Sunday mornings. We are the only station in the area serving the Spanish speaking community.

KOPN also continues to broadcast and webcast "Jewish Spectrum"—a one hour weekly exploration of Jewish culture; "Straight Talk" —a weekly hour-long call-in discussion of issues starting from a black perspective; and "KOPN With Reality"— a weekly hour-long program hosted by black women covering issues from a black female perspective. All these programs are produced by KOPN volunteers.

KOPN collaborates with several the University of Missouri-Columbia Asian Affairs Center programs including internships in their English and Professional Immersion (EPI) and International Leadership, Excellence, and Professionalism (I-Leap) programs.

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

CPB funding has been instrumental in helping KOPN continue to thrive despite ups and downs over the years. This steady funding is critical to our stability and allows us to serve the under-served communities in our area in ways that would not otherwise be possible.