

KOPN 89.5 FM

Local Content and Services Report 2022

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.

We endeavor to serve our entire broadcast coverage area, not just the urban core, by developing connections in the smaller communities outside of Columbia. We have four active programmers from other towns in the region and we are cultivating more producers and seeking stories and collaborations in our greater broadcast area. We try to recruit members of our Community Advisory Committee and, when possible, Board members from throughout the listening area. We had been conducting more live remotes from these areas until the pandemic interfered but we have plans to return. 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.

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 recently moved to an accessible building with handicap parking that we were able to purchase, making the station much easier to visit and more inviting. We partnered this year with the Columbia Historical Preservation Commission to produce and air a series of brief stories about the early development and historical changes in the area. We recently received funding from the Missouri Humanities Council to publish a book in celebration of KOPN's 50th birthday this year. Through a mutually beneficial trade, we are able to share information about our events, programs, and other offerings on KMOS Public Television. We receive funding from the Columbia Office of Cultural Affairs to sponsor live in-person and on-air music events and support from the Missouri Arts Council. We have received a grant for membership to participate in the local Chamber of Commerce providing a beneficial link to the area business community as well as to other non-profits. KOPN continues to participate in the annual month long "One Read" community-wide reading program and 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 in many ways including live broadcast. Directors of the local United Way and a regional non-profit health care system host programs on KOPN.

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 many resources to formally assess the impact that KOPN has on our community. Positive written and verbal feedback; continuing solicitations for collaboration; continuing volunteer donations of time, talent, and treasure; consistent interest in participation by individuals from a variety of backgrounds; and the expectation that KOPN will be always be there are our common indicators of success. Our volunteer corps is a very diverse group in age, background, and interests who work well together to create community radio. We initiated a capital campaign in 2020 to raise money to move the station to accessible space and finally be relieved of paying rent. The campaign has been very successful. We raised \$600,000, allowing the purchase of a free-standing, fully accessible building with handicap parking. People donated money and offered to help us raise money. We take this support as an important index of the value the community places on KOPN.

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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

As it has for almost 4 decades, KOPN continues to broadcast (and now webcast) 2 hours of Spanish language programming every Saturday morning from 10AM to noon. This is one of our most popular programs according to webstream statistics. We are the only station in the area serving the Spanish-speaking community. Recently native Spanish-speaking faculty and students from the University of Missouri have begun producing the program. Each week they discuss recent news of interest to the local Spanish-speaking community and interview individuals from the community about social and educational services, opportunities in the arts, and other community opportunities and events. With music from Latin America, Spain, and the Spanish speaking diaspora sprinkled throughout, the program attracts listeners of all ages. KOPN also continues to broadcast and webcast "Jewish Spectrum" — a one hour weekly exploration of Jewish culture; "Heart 2 Heart" — a weekly hour-long program hosted by black women covering issues from a black female perspective. KOPN has a show called She Also Served hosted by a Hispanic woman veteran. All of these programs are produced by KOPN volunteer programmers.

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 has been instrumental in helping KOPN continue to meet its mission over the years to bring the community into the station and onto the air. This funding allows us to both represent and serve the under-represented communities in our area in ways that would not otherwise be possible. We are able to provide production and on-air training to individuals who

would not otherwise have the opportunity to participate in the greater community conversation. This funding helps provide the mid-Missouri region a space where diverse voices have equal access to the airwaves, local musicians and other artists can be heard, and where members of the community can come together to talk about what is important to them.