

KOPN 89.5 - Local Content & Services Report 2023

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.

KOPN's fundamental goals and approaches for serving the local community have been consistent since the beginning. The New Wave Corporation was incorporated in February of 1972 for the purpose of providing an educational, non-commercial radio service for and by citizens of our area that would stimulate the listeners' awareness and understanding of our community and world.

To accomplish this purpose, the New Wave Corporation launched KOPN community radio in March of 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.

By sourcing over 60% of our program content from local volunteers who adhere to the tenets of our mission, KOPN is able to be a highly effective soapbox for our community. We regularly recruit and train community members in production and broadcast techniques so they may share their interests with our audience. It is through this very design that we realize our mission, remain relevant to our community's needs, and engage with new and diverse audiences. KOPN recently purchased an accessible building with handicap parking, making the station much easier to visit and more inviting for everyone in our community.

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 have a community-sourced PSA service that is accessible via our website, where nonprofits and other community groups may submit PSA's to be read on the air. This is a convenient way for local groups to extend the reach of their public service events and programs at no cost to them.

KOPN 89.5 - Local Content & Services Report 2023

We received funding from the Columbia Office of Cultural Affairs to sponsor free live in-person and on-air music events which supported local musicians and provided unique opportunities for our community to come together.

We are members of the Columbia Chamber of Commerce, which provides a beneficial link to the area business community as well as to other nonprofits.

We are involved in many mutually beneficial sponsorship trades with local businesses and organizations such as the Chamber of Commerce, the Columbia Missourian newspaper, KMOS Public Television, local venues, and festivals. These relationships allow us to promote KOPN's offerings in diverse outlets and to increase the promotional reach for our partners.

KOPN continues to be a partner in the annual "One Read" community-wide reading program at the Daniel Boone Regional Library, co-promoting the event and live broadcasting author interviews and panels.

KOPN participates in the annual Columbia Area Earth Day celebration as the main stage sponsor and live broadcasts part of the event.

We periodically set up outreach tables at events such as Pride Fest, Columbia Area Earth Day, Odyssey Chamber Music Series concerts, and elsewhere.

KOPN is a Columbia Public Schools Partner in Education with Locust Street Expressive Arts Elementary School. In 2023 we conducted a participatory workshop for students about vinyl records during their annual Fall Festival.

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; and consistent interest in participation by individuals from a variety of backgrounds are our most common and continuing indicators of success.

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

In 2020, we initiated a capital campaign to raise money to move the station to an accessible space and finally be relieved of paying rent. The campaign has been very successful. We have

KOPN 89.5 - Local Content & Services Report 2023

raised ~\$600,000 so far, allowing the purchase of a free-standing, fully accessible building with handicap parking. 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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.

KOPN continues to broadcast 2 hours of Spanish language programming every Saturday morning. 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 "Jewish Spectrum"—a one hour weekly exploration of Jewish culture; and "Heart 2 Heart"—a weekly hour-long talk program covering issues from a black perspective. For part of 2023, KOPN also had a show called "She Also Served" hosted by a Hispanic woman veteran, exploring veteran issues from her unique perspective. All of these programs are produced by KOPN volunteer programmers.

For fiscal year 2024, we plan to continue our commitment to serving the underserved and underrepresented populations of our listening area by prioritizing new programming that broadens the diversity of our program schedule.

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 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.