

## Grantee Information

ID	1407
Grantee Name	KRPS-FM
City	Pittsburg
State	KS
Licensee Type	University

### 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 2015. 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 2015 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.

KRPS has a very small staff, with just five full-time employees. But that fact doesn't hinder KRPS' commitment to serving our community. KRPS promotes community information via public service announcements and a broadcasted calendar of events regularly. The small staff size has prevented the production of local features, though it is a goal to return to producing and airing two to three local features per week. In 2015, KRPS staff had several opportunities to engage people of all ages throughout the region KRPS serves. The opportunities included presenting a program to a Rotary group in the station's listening area in a neighboring state, hosting a Boy Scout troop for a tour which enabled the scouts to receive a badge, hosting a college class that explores career options for a station tour, as well as hosting a college-age student group whose focus is to develop leadership skills for a station tour.

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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.

KRPS staff engage with various audiences, particularly the local unified school district. As a station, KRPS participates in career and community fairs, as well as speaking to classes of high school and college students, participating in events that prep high school students for life, including mock interview days and Reality U, a program aimed at preparing high school freshman for an employable future and adulthood. KRPS also collaborates with the other four public radio stations in the state of Kansas to offer underwriting opportunities to businesses statewide.

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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.

The best indicator of success KRPS has is listener response. KRPS receives on average two to three calls from listeners each week, requesting to be connected to resources they have learned about on KRPS via public service announcements or the KRPS Calendar of Events. Also, when people contact the station to make a contribution they have the opportunity to state their favorite programs/programming elements. When resources allow, KRPS offers current contributors a couple of opportunities to express their thoughts regarding KRPS. One such opportunity is to take a survey regarding station activities. They are also offered the opportunity to explain in their own words what they appreciate on KRPS. Those messages are produced and played on-air. The majority of respondents indicate through these venues that they listen to and appreciate the local broadcast content. Perhaps an even more important indicator is realized through listeners who take the time to jot down a note and send it to the radio station. Some comments received in 2015, include; "I am very blessed, very involved and very grateful for KRPS," "Just want you to know we are still enjoying your music. Thanks again for your good station." "Thank you for your station. It is greatly appreciated." "We are so fortunate to have this station. We listen every day." "Thank you for KRPS. Keep up the good work." "Thanks for all you do to bring us great listening." "Thank you for all your hard work to keep this station going." "Thanks for the programs, news and weather, good music, interesting information."

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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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

KRPS does not have many opportunities to focus programming and production so narrowly. However, we do take the opportunity when we can to broadcast special programming for MLK Jr. Day, Veterans Day, Black History Month, as well as broadcasting the State of the Union Address and State of the States Addresses when able, to bring information to the masses they otherwise may not receive. KRPS also serves as the conduit to enable print-impaired listeners to hear the reading service, Audio Reader, on a sub-carrier.

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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?

KRPS continues to use CPB funding to acquire national programming. Without CPB funding KRPS would not be able to purchase much of that programming.

#### Comments

##### Question

##### Comment

**Question**

**Comment**

No Comments for this section