

2022 Local Content and Service Report to the Community

Grantee Information:

ID	1572
Grantee Name	KUCO-FM
City	Edmond, OK
Licensee Type	University

KUCO Value:

KUCO, in addition to its repeater stations KBCW and KCSC, covers a large portion of Oklahoma providing performing arts music and informing our listeners of local events, performances, and issues by partnering with local non-profit organizations in our community.

Telling KUCO's Story

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.***

For over 50 years, KUCO has consistently provided programming designed to educate and entertain Oklahomans with classical and performing arts music, discuss community-based topics, and inform audiences of local events and performances. KUCO's continued mission is to be the voice of performing arts by engaging with regional arts organizations and other non-profits within the communities we serve. This is not only accomplished through frequent public service announcements, but also through established local programs that have won the Oklahoma Governor's Arts Award on multiple occasions, such as Performance Oklahoma, the station's produced music program of local performances and artists our listeners may not have the means to attend, and the station's live, weekly magazine show, Spotlight on the Arts, which features interviews with local arts artists, composers, and organizers. Both programs are in partnership with many regional arts organizations.

All programming on KUCO is simulcast on the station's web stream, mobile device app, and smart home devices. Future podcasts are in development for 2023 to provide audiences with local, on-demand content and information. Future programs in 2023 will include an increased awareness of community issues by interviewing and interacting with community leaders and members.

- 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.**

KUCO regularly collaborates with many local non-profits, educational institutions, and local businesses. As a public radio station, it is imperative we provide our listeners with music and local artistic information from organizations that may be overlooked by other media outlets in the communities we serve.

Continuous community partners include the Oklahoma City Philharmonic, the Oklahoma International Dance Festival, the Oklahoma Chamber Symphony, Enid Symphony Orchestra, the University of Science and Arts of Oklahoma Concert Band, the Painted Sky Opera, the Poteet Theater, Theatre Crude Fringe Festival, Oklahoma City Community College Performing Arts Series, Canterbury Voices, Oklahoma City Scissortail Park Authority, Brightmusic, Paseo Arts Association, Tactus Chamber Orchestra and Vocal Ensemble of Oklahoma City, Theatre Upon A Star Dance Swan, Oklahoma City Ballet, The Oklahoma Conservatory of Music, Southern Nazarene Choral, JRB Art at the Elms, Kemp Concert Series, OKC Symphonic Band, Oklahoma University Theatre, Armstrong Auditorium, and the Oklahoma Community College Orchestra, to name a few.

The station records and broadcasts concerts presented by many of the region's music groups and orchestras previously named.

Licensed by the University of Central Oklahoma, the station supports the activities and performances of faculty and students in the UCO College of Fine Arts and Design (CFAD) in the areas of dance, classical music, opera, jazz, and musical theatre in addition to other higher educational institutions in the region. KUCO also supports and presents the music of local artists and composers.

- 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.**

Partnering and providing a voice for the arts community is central to the mission of KUCO. It is through these partnerships that the station finds support and is able to

obtain feedback from our listeners. KUCO listens are extremely interactive and vocal in station programming through emails and phone calls. Additionally, the KCSC Classical Music Foundation, which consists of a board of advisors from different non-profit organizations from across the region, provides a level of awareness on the impact of KUCO's programming within the arts community.

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.***

KUCO broadcasts from the Oklahoma City metro area, with a population of 1,441,695 (as of 2020 U.S. Census Bureau data) and beyond to include small towns, rural areas, and farmland in central Oklahoma. Additionally, KUCO's repeater stations, KCSC and KBCW, serve Oklahoma the communities of McAlester and Woodward within and the surrounding rural areas around.

Oklahoma City is comprised of 49.5% White, 21.3% Hispanic or Latino, 13.8% African American, and 2.8% Native American.

McAlester, Oklahoma, with a city population of 18,171, is 74.72% White, 10.48% Native American, 8.68% African American, and 3.04% Hispanic or Latino.

Woodward, Oklahoma has a population of 12,133 with 91.98% White, 6.06% Hispanic or Latino, 1.96% Native American, 0.67% Asian, and 0.25% African American.

KUCO broadcasts weekly diverse performing arts programs including Concierto, Feminine Fusion, and The Sounds of 13 weekly, and is continually searching to include more.

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?***

The importance of CPB funding cannot be underestimated. KUCO is the only full-time performing arts station in Oklahoma and one of the few remaining non-commercial, full-time performing arts stations in the United States. The CSG grant provides a primary source of funds to maintain its network programming providing a broader scope of

music to our listeners and is vital to the operation and maintenance of three stations in central, eastern, and western Oklahoma. Weekly, local programs provide information and education to our listeners that would not exist in our served communities and rural areas if not for CPB support.

KUCO is licensed to and is a "community-supported" outreach program of the University of Central Oklahoma. It is staffed by four full-time employees and one part-time employee. The University of Central Oklahoma supports two of the staff salaries and provides the physical space for KUCO to operate. It does not provide direct financial support for programming or equipment purchases/upgrades. The CSG grant allows KUCO to purchase international news/information programming and arts/cultural programming.

Consequently, our listener contributions and underwriting support are not as large as other markets. Without CPB support, KUCO would not be able to maintain operations, leaving much of Oklahoma without a source of local information and entertainment not supported by other media outlets.