

# LOCAL CONTENT AND SERVICES REPORT

## ***Section 6 - Station Activities Survey***

**As completed and submitted to the Corporation for Public Broadcasting (ISIS) on February 22, 2024.**

### **Grantee Information:**

ID: 1572  
Grantee Name: KUCO  
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 fifty years, KUCO has devoted itself to enriching the lives of Oklahomans through the transcendent power of classical and performing arts music, while simultaneously tackling pressing community issues and ensuring our audience stays informed about local events. Our primary aim is to serve as a vibrant cultural center, actively partnering with regional arts organizations and community groups.

This dedication is evident not only through regular public service announcements but also through our thoughtfully curated programs. 'Performance Oklahoma' showcases local talent and performances, providing our listeners with access to cultural experiences they might otherwise miss. Similarly, 'Spotlight on the Arts,' our weekly hour-long magazine show, features insightful interviews with local artists, scholars, event organizers, and community leaders, offering a preview of upcoming cultural endeavors and deepening our connection with our audience. Both programs are developed in collaboration with a variety of regional arts organizations.

All of KUCO's programming is available through our website, mobile app, and smart home devices, ensuring accessibility across a range of platforms. Additionally, KUCO offers an extended podcast version of 'Spotlight on the Arts' for on-demand listening.

KUCO remains steadfast in its commitment to delivering uniquely valuable local content and services to our audience, filling a niche not found elsewhere in our broadcast region. We are constantly striving to innovate and adapt to better serve the interests of 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.**

KUCO is dedicated to fostering robust connections across our community through regular KUCO consistently forges partnerships with numerous local nonprofits, educational institutions, and businesses to bolster our community. As a dedicated public radio station, we recognize the importance of amplifying the voices of organizations often overlooked by mainstream media, thereby enriching our community with diverse musical and artistic offerings.

These collaborations serve to inform and engage a wide-ranging audience across both metropolitan and rural areas while fostering connections with community stakeholders, educational institutions, and nonprofit organizations in the arts sector.

Furthermore, KUCO broadcasts recordings of concerts presented by many of the region's esteemed music groups and orchestras, providing a platform for their performances to reach a wider audience and allow access to such a format for listeners who are home-bound or not able to attend. This initiative not only extends the reach of these performances but also ensures inclusivity by enabling individuals who may face mobility challenges or other limitations to experience the richness of live music.

Our ongoing partnerships include esteemed organizations such as the Oklahoma City Philharmonic, Oklahoma International Dance Festival, Oklahoma Chamber Symphony, Enid Symphony Orchestra, University of Science and Arts of Oklahoma Concert Band, Painted Sky Opera, 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 Oklahoma Community College Orchestra, among others.

As a licensee of the University of Central Oklahoma, the station actively supports the activities and performances of faculty and students within the UCO College of Fine Arts and Design (CFAD),

spanning disciplines such as dance, classical music, opera, jazz, and musical theatre, while also extending collaboration to other institutions of higher education in the region.

These collaborations underscore KUCO's dedication to being a vibrant hub for the arts, connecting with various entities to create a rich tapestry of cultural engagement for our listeners.

**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.**

At the core of KUCO's mission is our dedication to partnering with and championing the arts community. Through these collaborative endeavors, we not only cultivate support but also glean valuable insights from our engaged listeners. Our audience demonstrates remarkable interactivity, regularly offering input on station programming through various channels such as emails, social media platforms, phone calls, website messages, programming ballots, and even handwritten letters. Each week, we meticulously assess the impact of our initiatives by monitoring fluctuations in positive and negative feedback/responses from listeners, particularly regarding topics pertinent to our local communities.

The KCSC Classical Music Foundation, featuring a board of advisors drawn from diverse nonprofit organizations across the region, serves as an invaluable conduit for understanding the impact of KUCO's programming within the arts community.

Moreover, our community partners play an indispensable role in furnishing feedback to KUCO, particularly concerning event attendance and awareness of relevant issues. This feedback loop ensures that our programming remains attuned to the evolving needs and interests of our community.

Through these collaborative initiatives, KUCO has witnessed tangible impacts in our community. These include heightened awareness and appreciation for local arts and cultural events, strengthened bonds across diverse neighborhoods, and improved access to resources for our listeners. Additionally, our partners have reported an increase in requests for related resources, underscoring the efficacy of our collaborative efforts in addressing community needs.

Direct feedback from both our partners and the individuals we serve further underscores the positive impact of KUCO's initiatives. Partners express gratitude for the platform we provide and commend our role in amplifying their voices and fostering cultural enrichment in our community. Such feedback reaffirms our steadfast commitment to serving as a vital hub for arts and cultural dialogue in the regions we serve.

**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.**

Throughout Fiscal Year 2023, KUCO has undertaken various initiatives to cater to the needs of minority and diverse audiences in the Oklahoma City metro area and beyond, including small towns, rural areas, and farmland in central Oklahoma. With a population of 1,441,695 in the Oklahoma City metro area alone (as of 2020 U.S. Census Bureau data), comprising 49.5% White, 21.3% Hispanic or Latino, 13.8% African American, and 2.8% Native American, KUCO recognizes the diverse demographics of our audience.

To address these demographics, KUCO has implemented bilingual programming focused on the arts, serving both rural and metro audiences for whom Spanish is a primary language or English is a second language. Additionally, the station has curated performing arts programming throughout the week with specific focus on topics relevant to women and African-American communities. Our commitment to diversity extends beyond programming to engagement activities aimed at fostering inclusivity and representation. We are continually seeking opportunities to expand and diversify our content offerings to better reflect the rich tapestry of our community.

Programs, such as the bilingual program 'Concierto,' hosted by Frank Dominguez, exemplifies our dedication to serving diverse audiences and offering an eclectic fusion of classical compositions in both English and Spanish, showcasing masterpieces by renowned composers from Spain and Latin America.

Through these efforts, KUCO endeavors to create an inclusive and welcoming space for all members of our community, while amplifying diverse voices and fostering cultural appreciation and understanding. KUCO's primary signal covers 25 Oklahoma counties that house 46.63% of the entire population of the State of Oklahoma.

**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 significance of CPB funding for KUCO cannot be overstated. As the sole full-time performing arts station in Oklahoma and one of the few remaining non-commercial, full-time performing arts stations in the United States, CPB's Community Service Grant (CSG) is indispensable to our operations. The grant serves as a primary source of funding, enabling us to sustain our network programming, which offers a diverse range of music to our listeners. This funding is particularly crucial for the operation and maintenance of our three stations located in central, eastern, and western Oklahoma.

Our weekly local programs play a vital role in providing information and education to our listeners, especially in underserved communities and rural areas. Without the support of CPB, many of these programs would cease to exist, leaving a significant gap in local information and entertainment across Oklahoma.

As a 'community-supported' outreach program of the University of Central Oklahoma, KUCO operates with a lean staff of four full-time employees and one part-time employee. While the university provides physical space for our operations and supports two staff salaries, it does not offer direct financial assistance for programming or equipment purchases/upgrades. The CPB CSG grant fills this critical gap, allowing us to acquire international news/information programming and arts/cultural programming essential to our diverse audience.

Given the comparatively modest listener contributions and underwriting support in our market, CPB funding is instrumental in sustaining our operations. Without it, KUCO would be unable to maintain its essential services, leaving a significant portion of Oklahoma without access to locally-driven information and entertainment not supported by other media outlets.

In summary, CPB funding empowers KUCO to fulfill its mission of enriching the cultural landscape of Oklahoma and providing essential local programming to communities across the state. It ensures that we can continue to serve as a valuable resource for our listeners, fostering a deeper sense of connection and engagement within our diverse communities.