



2015 COMMUNITY OUTREACH AND SERVICE PROGRAMS

REPORTED TO THE CORPORATION FOR PUBLIC BROADCASTING MARCH 2016

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.

As an all-classical radio station, KMFA's overall goals are 1) to provide exceptional 24/7 classical music and cultural programming to Central Texans; 2) to strengthen the local arts community by working with them to develop meaningful content and information via broadcast and online; 3) to enhance the quality of life in our community through engagement with classical music. In 2015, we extended and continued our well-received "Listen Local" broadcasts featuring local classical music concert broadcasts. This serves not only to expose more listeners to local arts resources, it also connects these resources to those who are housebound or unable to afford tickets.

We continued to expand and improve our digital content following the launch of a new web site just over a year ago. On the new site, we are now able to post longer-form radio interviews and special playlists. The community calendar feature of our web site now offers space for digital images as well as text about upcoming cultural events, and all cultural events from nonprofits are posted for free.

Another new web feature, "Behind the Spotlight," offers stories about Austin musicians who are breaking new ground in contemporary classical music, as well as features about unexpected aspects of classical music, such as the relationship between music and brain health.

We also sponsored again an annual musical instrument drive to meet the needs of underserved young musicians.

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.

In 2015, we launched or expanded the following key initiatives:

1) We continued our commitment to broadcasts of local classical music performances under the rubric "Listen Local." This is now a monthly series, featuring (at least) one broadcast each month that spotlights an Austin-based concert, live, live-to-tape, or in-studio.

The largest collaboration of "Listen Local" in 2015 was our live broadcast of the world premiere of "How Little You Are," by the outstanding young composer Nico Muhly. The performance was a collaboration by the University of Texas Performing Arts, Grammy-winning local choral group Conspirare, and the Classical Guitar Society of Austin. KMFA not only broadcast the premiere live, we also served as official media sponsor. We created a multi-platform celebration including a 24-hour "Muhly Stream" on our web site, and aired extensive informational and educational interviews leading up to the broadcast.

Other organizations with whom we collaborated on "Listen Local" include Austin Opera, Austin Chamber Music Center, Austin Classical Guitar, LaFollia Austin Baroque, Texas Early Music Project, the Butler School of Music/University of Texas, Texas Choral Consort, Texas Performing Arts, Golden Hornet Project, One-Ounce Opera, and Austin Youth Ambassadors.

2) We also partnered with our friends at KUT-FM, Austin's NPR affiliate, to co-produce a "Classical Cactus" series of informal guitar performances taped at the legendary Cactus Café on the UT campus.

3) We have identified a need for music instruments and lessons for underprivileged students as a key community issue, and accordingly, for the third year in a row, KMFA was media sponsor and co-producer of "Fall Into Music," an annual musical instrument drive organized by the Hispanic Alliance for the Performing Arts" to encourage community members to donate instruments they are no longer using. This effort has placed over 700 instruments in the hands of underserved students over the past three years.

This year, we were also able to partner with the Austin Chronicle, a local free community newspaper, to obtain print advertising to help make the instrument drive even more successful and expand community participation.

3) We are innovating ways to expose broader audiences to classical music by expanding our definition of the genre. In 2015, we collaborated with local Grammy-winning Conspirare member and singer Mela Dailey to launch a new program called "Icons of Broadway," one of the few classical radio programs in the country to feature regular selections from music theater. The program features recordings by established Broadway "icons" like Audra McDonald and Barbra Streisand; and it also features weekly live performances by local singers selected by Ms. Dailey. The show has helped to reduce the stereotype of classical music as stuffy and inaccessible, and further introduces young local talent to our audiences, and reinforces the contributions made by American composers to the musical stage.

4) A new partnership was formed with The Thinkery, Austin's children's museum whose exhibits and programs are developed around the STEAM learning areas of Science, Technology, Engineering, Arts, and Math. During The Thinkery's summer camps on "Music and Engineering," KMFA staff designed and hosted four half-day field trip visits from camp groups. The campers engaged in sound engineering experiments of recording, key modulation, and distortion with KMFA studio engineers and announcers. They also viewed animated film shorts illustrating the playful use of classical music in film cartoons such as the Bugs Bunny classic "What's Opera, Doc?", and toured the studios of KMFA to learn about the science of radio transmission.

4) We continued to introduce future generations to the radio field with our fifth annual "Kids Recording Kids" summer radio camp. This week-long experience for 8th-9th graders teaches introductory recording, copywriting, engineering and interviewing skills. The Austin Optimist Club, whose mission is to encourage the achievement of young people, funded our camp for the fourth consecutive year, evidencing its value to the community.

5) Finally, in an innovative business partnership, we created a "Classical Yoga" playlist that was used in yoga classes by Modo Yoga, a new, locally owned yoga studio that is owned by a young professional woman under 40. Her clientele are primarily under 40 as well, and through use of the Classical Yoga playlist we were able to introduce her constituents to classical music in an innovative way that emphasized both its beauty and its health benefits. We also made the playlists available on our web site, and made announcements about the program over the air. This project introduced younger listeners to KMFA.

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 have successfully placed over 700 musical instruments in the hands of underserved young music students. In addition, following the 2015 annual fall instrument drive, we have been experiencing an increase in calls and visits to our station throughout the year from individuals wishing to bring in donations. This suggests to us that the awareness of the need is growing beyond an event that happens a few days a year, to one that people are thinking about year-

round. We believe our consistent sponsorship over three years is building an ongoing and strong partnership for this vital service.

Our partners at the Hispanic Alliance for the Performing Arts agree. Patrick Slevin, executive director, writes: KMFA Classical 89.5 has been an integral partner with the Hispanic Alliance in this project. It's amazing to realize that "Fall Into Music" has provided over 700 instruments and accessories to schools and non-profits in Central Texas, including not only Austin Soundwaves, but also Blackshear Fine Arts Academy, SWAN (Scaling Walls a Note at a

Time); KIPP Austin, Wayside Schools, Mendez Middle School, Pleasant Hill Elementary School, Creative Action, Kids in a New Groove, Groundwork Music and Anthropos Arts. We could not have done it without KMFA. Your radio announcements, interviews, social media, e-blasts and signage spread the word throughout Austin and beyond. Additionally, by serving as the community's central instrument drop-off location, you made it possible for the staff to devote more of its time to connecting instruments to individuals and advancing our educational mission."

At the same time, we generate strong impact for outstanding Austin musical organizations whose mission is to present lesser-known classical works. Keith Womer, artistic director of La Follia, an Austin early music ensemble, provided the following feedback: "La Follia Austin Baroque depends on KMFA to create an environment where Austin residents, as well as out of town guests, become familiar with, and grow to love, the type of music we perform. More directly, we depend on KMFA to advise listeners regarding the programs we will be performing, on programs such as Dianne Donovan's Classical Austin. In both of these roles, KMFA performs admirably. I can't think of a better arts partner. I want to voice particular support for KMFA's Listen Local initiative, through which KMFA airs live or specially produced concert broadcasts of performances by Austin's wonderful classical music organizations. La Follia has benefited directly from such broadcasts."

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.

Classical music has long been considered the domain of "dead white European males," and in the past year KMFA has devoted significant efforts to dispelling this stereotype, with the result that our non-white audience has increased in the past year from 20% to 29% of our total listening audience. This is a very strong showing for a classical station.

Here are major initiatives that we have put into place:

KMFA devoted extensive programming to Black History Month in February 2015. Works by Black composers, performances by leading musicians, vocalists and conductors, and music influenced by African and African American culture were featured throughout the month.

For the second consecutive year, we have broadcast the weekly show "Concierto," a bilingual, nationally syndicated program spotlighting the contributions of artists of Hispanic descent to the world of classical music. We also believe that our three-year partnership with the Hispanic Alliance for the Performing Arts has helped to grow our Hispanic audience.

In March, KMFA honored the role of women in classical music during "Women's History Month," featuring compositions by female composers throughout the month, a Sunday public affairs program on women musicians in Austin, and a piano program devoted to women composers.

In 2015, we provided a speaker to the local Jewish Community Center for a "Tapestry Of Jewish Learning" day. Our speaker presented a lecture and music by leading Jewish American composers. The program was KMFA's first effort to reach out specifically to the Jewish community and we were invited back for 2016.

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?

Without our CPB Community Service Grant, KMFA's service initiatives would be severely limited. We are an independent community licensee with no larger parent organization. The grant enables us to retain an adequate number of staff to serve core functions. This means we have been able to engage in more outreach initiatives with our new web site, our summer radio camp for kids, and hosting and producing the instrument drive for needy music students.

Our "Listen Local" broadcasts that specifically increase exposure for local music organizations would also have to be severely curtailed because of the time involved in planning, pre0 and post-production.

Additionally, CPB funding makes possible our airing of national programs such as the bilingual "Concierto" which is key to our Hispanic outreach, as well as "Performance Today," which is of great value to the educational institutions of Austin such as the Butler School of Music and Armstrong Community Music School. The CPB grant gives us the increased capacity needed to deliver these programs and services -- making KMFA much more than a service that just plays classical music . It makes us a true community and cultural partner for all of Central Texas.