



2022 Community Outreach and Service Programs

Narrative from Annual Report to the Corporation for Public Broadcasting

The following questions and answers were part of a full grantee report submitted online. Because the CPB's online form is difficult to export in an easily readable format, we are providing the material in this more user-friendly document.

Telling Public Radio's Story

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 2022. Responses may be shared with Congress or the public.

- 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.**

2022 was a banner year for KMFA: It marked the first full post-pandemic year in which we could engage with the public in our new building. It also marked the approval by the Board of Directors of a new strategic plan to guide the next 5 years of growth and service. We engaged in extensive community outreach to formulate the new plan, including a planning committee of both governing board and CAB members; focus groups with staff and volunteers, and external facilitation by Seven Bridges, a national leader in strategic planning for public media. The new Plan defines 4 priority areas:

1. Grow revenues
2. Increase audience in size and diversity to represent the greater Austin demographic
3. Increase community presence and relevance as convener and cultural influencer
4. Create an inspiring and engaging place to work and volunteer

The Plan resulted in several immediate actions:

- (A) We hired our first full-time Manager of Education and Outreach who is increasing service to schools and the community through station tours,

schoolteacher outreach, and broadcasts featuring young and old discussing music together.

- (B) We conducted an in-depth market survey with Jacobs Media, a respected national radio consultant, in order to establish baseline measures of our market and listener demographics and lifestyles.
- (C) We doubled the size of our underwriting team with a goal of tripling underwriting revenue in 3 years.
- (D) We launched a composer-in-residence program to commission new music for radio by under-represented composers; our first composer was the rising Black composer Quinn Mason.

We continue to challenge the notion that classical music is elitist by offering programs that are free, fun and accessible. We look for organizations with whom we have not partnered before to see if we can expand our community alliances.

We began holding more live activities in our new home, completed in 2020 but not open for public events until late 2021. It was designed for community engagement and participation. The new facility, located in one of the most economically and demographically diverse sections of Austin, features the Draylen Mason Music Studio, a 130-seat recording, broadcast and live performance space. The space honors the memory of a young Black musician, killed in 2018 by the Austin package bomber.

One of the major issues facing arts and nonprofits in Austin is the rising cost of rent. Many community arts organizations have lost their leases, and community groups have lost free meeting space with the closing of several public library branches. KMFA's new facility enables us to help fill this important community need, which tends to affect small and minority groups disproportionately. Arts and educational groups use our new spaces for performances and recordings. Public meeting and gathering rooms are also available for community use, providing a much-needed resource which has helped introduce us to new organizations, and vice versa.

In addition to providing studio space, we also continue with our regular weekly program, "Classical Austin," showcasing upcoming performances, and featuring interviews with local artists and educators about upcoming programs and topics of interest such as music and healing. We also continue our weekly news feature, "Staccato," reporting on music and arts stories in Austin and nationally.

We broadcast our well-received "Listen Local" series, showcasing local classical music concert broadcasts. This broadens community access and awareness of local arts organizations, and makes live music available to those who are housebound or unable to afford tickets.

Continued, for the 10th straight year, our sponsorship of "Fall Into Music," an annual musical instrument drive to meet the needs of underserved young music students. This has become a signature event in partnership with Austin Soundwaves, a youth orchestra serving minority and economically challenged students. Our partnership has resulted in over 1,000 instruments being donated for schools across the Austin area.

Our community has been media outlets for coverage of arts and entertainment. The daily American-Statesman laid off its cultural editor several years ago. Last year, the City of Austin dropped its sponsorship of a local online cultural calendar. Our weekly e-newsletter, "Five Offbeat Things," lists upcoming events in the Austin area. To meet the community's needs, we have shifted the editorial emphasis from all-classical to include other types of community events our listeners might enjoy, including family programs, events held in diverse areas of the community, and activities in outlying areas. Our web site also offers free listings for arts and nonprofit events.

We have expanded our CAB to include representatives from the immediately surrounding neighborhood, including the block captain from a historically Hispanic residential area flanking our station. She is making us aware of ongoing community needs, especially among young people and seniors in our area.

- 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.**

Important new collaborations in 2022 included:

AALI, the African American Leadership Institute, a group that promotes leadership in Austin's Black community. AALI held a monthly cohort event at KMFA focusing on Arts and Culture. The President and GM of KMFA led one of the panels, describing how KMFA is seeking to increase its outreach to diverse audiences.

HAAM, the Health Alliance for Austin Musicians, a nonprofit that makes free health care available to Austin's large population of independent musicians. "HAAM Day" is an annual event featuring music performances in numerous city venues, to raise awareness of the need for coordinated health care for freelance artists. KMFA hosted the first-ever Classical showcase for HAAM Day, which has previously centered around pop and rock venues. This drew attention to the large number of classical musicians in the city who also need support. The event drew several hundred visitors to KMFA for the first time. We also hosted a health fair for HAAM, at which musicians were able to have hearing tests and learn how to protect their hearing, a serious need for anyone in the music industry.

East Cesar Chavez Neighborhood Association. By building our new home in an underserved area of the city (East Austin), KMFA is able to provide resources for our new neighbors. Our local neighborhood association lost its meeting space at an area library branch that was closed. It now holds regular meetings in our conference room. Our Manager of Education and Outreach attends the meetings and is able to report on additional community needs we may be able to fill.

Haskell Street Block Party. A new CAB member made us aware of a 40-year-old traditional Halloween Party for kids in an adjacent Hispanic neighborhood. KMFA set up a table giving out information about our family tours and events. We also donated wrapped candy for area homes to distribute safely to the kids.

University of Texas College of Fine Arts (COFA). KMFA partnered with COFA to host a student career fair for music and music education majors from the University of Texas. Representatives of other arts and music organizations were invited to set up information tables. Over 100 students networked and learned about job opportunities in radio and related arts and music organizations.

Girls Rock, a non-profit empowering girls, trans and gender non-conforming youth through music education, mentorship and self-care. KMFA hosted a weekly summer camp for songwriting and performance. In addition to learning musical technique, the girls held a DEI class at which they learned the story of Draylen Mason and how KMFA's live music studio seeks to honor his memory and legacy.

Collaborative broadcast with KUTX. Our friends at Austin's AAA public radio station KUTX used the Draylen Mason Studio for a live broadcast of a program featuring alt-classical collaborations between US and Mexican composers and musicians. KUTX aired the live broadcast, and both of our stations made video of the event available. This provided an opportunity for both of our stations to discuss the ways in which music is crossing both geographic and musical boundaries.

KMFA Day, a free Open House -- held for the first time in our new home. Over 400 visitors of all ages and demographics took tours and heard free musical performances, some of which were broadcast live. This will become an annual event. For 2023 we will ask visitors to bring a gift of food which we will share with the food pantry at our neighboring Rebekah Baines Johnson and Ladybird Senior Community Apartments.

Two new concert series. "Midday Music" - free monthly noontime concerts open to the public. Performers are student ensembles from the Butler School of Music at the University of Texas. The series gives students needed performance experience as well as giving the community free music. "Offbeat Series" features new music by minority local classical artists and bands, using a split-ticket revenue model which provides

income to the artists as well as providing valuable on-air exposure and a world-class performing room. This is also drawing younger audiences 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.**

With our tours, live music concerts and broadcasts, student and community events, we achieved visitation of more than 8,000 to our new station last year. Many of these were experiencing a radio station for the first time. In our old space we were able to welcome <1,000 per year.

Our performance space and our on-air and online arts information are making low-cost or free programming available to local arts groups who might otherwise not be able to perform or afford advertising.

We are gratified by the growing strength of our partnerships with the Black community of Austin. Through word of mouth, Black organizations such as the African American Leadership Institute, Jack & Jill, and Austin Women in Jazz have held events and programs in our studios.

We are receiving repeat requests to hold more tours and visits to the station. In 2022 we partnered with Artly World, a nonprofit providing cultural experiences to underserved families in the greater Austin area. We hosted a tour and musical performance for one of their groups, and based on its success we will partner with them several times in 2023. Their program director, Myranda Harris, wrote: "Our community members recently benefitted from KMFA's outreach endeavors to welcome local residents into the physical studio space, explore its state-of-the-art facilities, and enjoy music performed in the beautiful Draylen Mason Music Studio. These types of outreach endeavors are incredibly important in supporting the development of new audiences and patrons who might not otherwise experience classical music in such real and tangible ways. I applaud KMFA's efforts and genuine commitment to making classical music more accessible and relevant to kids, families, and residents in our local community."

Density 512, a local new music artists' collective which explores contemporary social issues in its programming, has used KMFA several times for streaming, recording and performing. Its executive director, Dr. Ciyadh Wells, wrote: "Without a doubt, KMFA 89.5 is the cultural epicenter of classical and contemporary music in Austin. Not only is it through their diverse programming on the radio daily that supports this, but it is

their continued commitment to creating a space for musicians in Austin to thrive and produce exemplary musical performances. Without their support for small and start-up arts organizations, many organizations like Density512 would be without rehearsal and performance space due to the rising music production costs."

- 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.**

Across the country, public radio stations, particularly those playing classical music, have been seeking ways to increase the amount, quality and frequency of music by underrepresented composers available for broadcast. Our signature response to this need is our composer-in-residence program, commissioning work by minority and other underserved composers for radio. We launched this in 2022 with three new works by Black composer Draylen Mason, which we will soon distribute to stations nationwide. In 2023 we will appoint Latina composer Clarice Assad, who identifies as lesbian, to be our composer in residence. She will write a new work for radio and will also teach in Austin for a week, working with young music students.

We have also initiated a diversity emphasis in our playlists, highlighting music by Black, Hispanic, Asian and women composers with a goal of including a work in each hour of programming. In a recent audience survey conducted by Jacobs Research, 87% percent of our core listeners agreed with the statement that "KMFA makes a clear effort to include diverse composers." We will continue to improve this number as we reach out to new listeners.

The 2023 Offbeat music series will include performances by a Latinx composer, a Black R&B composer, an all-female singing group, and a multi-cultural chamber group. These will be recorded for future broadcast and streaming. We believe that bringing diversity to classical performances enables us to reach a more diverse audience and we will track this diversity in our 2023 series.

We continue to broadcast "Concierto," a weekly program of music from Hispanic cultures that is announced bilingually (English/Spanish).

- 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?**

KMFA 2022 Community Service Report to the Corporation for Public Broadcasting

Since opening our new building, with the pandemic ended, KMFA has been dramatically increasing its community outreach. Without our CPB grant, we would not be able to distribute our composer-in-residence programming to a national audience. We would not be able to syndicate the long-running "Early Music Now," bringing KMFA's expertise in this overlooked musical form to multiple markets across the U.S. Our Manager of Outreach and Education position would not be sustainable without CPB funding. The CPB grant is the foundation of our community engagement and outreach.