

- 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.**

UA Little Rock Public Radio strives to inform and enrich the lives of the citizens of the Little Rock area with the highest quality radio and online news and cultural content on KUAR-FM 89.1 and classical music on KLRE-FM 90.5.

Programming aired on KUAR-FM and KLRE-FM is simulcast on KUAR-HD1 and KLRE-HD1 radio channels, KLRE’s classical music programming is simulcast on KUAR’s HD-2 channel to provide classical music to a larger geographical area (KLRE-FM is a 40,000-watt station and KUAR is effectively a 100,000-watt station). Both KUAR-FM and KLRE-FM are simulcast on web streams via KUAR.org and KLRE.org. Listeners can find original local news, along with news from community media partners and National Public Radio at ualrpublicradio.org, which is also the primary place for listeners to find information about the programming of KLRE-FM and KUAR-FM.

UA Little Rock Public Radio seeks community input on issues at events and via email and social media. KUAR focuses on these primary initiatives to serve its community:

- Producing 10 local newscasts each weekday, which cover daily news and issues of importance to the community
- Producing at least one long form report each week (on average) that treats a subject with more depth
- Posting locally generated news reports and information updates to the station website and social media channels daily
- Partnering with educational organizations to produce informational features about anthropology, art, communication, women’s history, history of racial and ethnic issues in Arkansas, general Arkansas history, literature, the work of community development groups, and nature
- Partnering with other news organizations to bring listeners news about business and politics
- Managing a regional story sharing partnership and listserv with other public radio stations in and around Arkansas
- Producing a weekly arts and culture radio show focused on events in Arkansas
- Partnering with the local library system and the local League of Women Voters chapter to produce a quarterly virtual live panel discussion on issues of importance to the community that is recorded and aired on KUAR-FM and posted at ualrpublicradio.org

Nielsen Audio and Radio Research Consortium report that KUAR reached 65,400 people each week (Little Rock, Persons 12+ Total Market, M-Su 6A-12M, average of Fall 2020 and Spring 2020 surveys) during 2020 through its broadcast service. An additional 14,800 listeners tuned to KLRE each week (Little Rock, Persons 12+ Total Market, M-Su 6A-12M, average of Fall 2020 and

Spring 2020 surveys) in 2020. Approx. 5% of metro listeners identify themselves as Hispanic, according to Nielsen Audio. Approximately 25% identify as black. 42% of the total listeners of KLRE are 65 or older. 30% of KUAR listeners are 65 or older.

In addition, ualrpublicradio.org received an average of 70,000 unique pageviews each month of 2020. This average is significantly higher than previous years and began with a sharp surge in web traffic related to news about the pandemic, beginning in February and peaking in March of 2020. The racial justice protests and events during the summer of 2020 drove a similar peak in June. Unique page views remained strong through the November election. KUAR's Facebook Page has 4,446 Likes, and @kuarpublicradio has 3,241 Twitter followers.

**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.**

UA Little Rock Public Radio partners with the following organizations on these key initiatives:

- Central Arkansas Library Service (CALs), the League of Women Voters of Pulaski County to produce and broadcast a quarterly series of virtual live public forums on issues of importance to the community called *Issues That Matter*
- CALs Butler Center's Encyclopedia of Arkansas program to produce and broadcast a series of one-minute features highlighting historical facts and stories of Arkansas called *Encyclopedia of Arkansas Minute*
- The Arkansas Women's Suffrage Centennial Commemoration Committee to produce a series of one-minute features about the history of women's right to vote in Arkansas called *Suffrage in Sixty Seconds*
- KUAF-FM, Fayetteville, Ark.; KASU-FM, Jonesboro, Ark.; and, KTXK-FM, Texarkana, Tex. to share news content
- UA Little Rock History Department to produce *Arkansas Moments*, a one-minute feature broadcast each day that presents historical information about civil rights Arkansas
- UA Little Rock Department of English Professor J. Bradley Minnick to produce *Facts about Fiction*, a one-minute feature broadcast each day that presents information about writers and writing and to produce *Arts and Letters*, a half-hour program that highlights the arts and humanities
- UA Little Rock Department of Sociology and Anthropology to produce *Being Human*, a one-minute feature broadcast each day that presents anthropological research
- University District Development Corporation to produce and broadcast the *Community Development Minute*, which provides information about the work of neighborhood development corporations
- University of Arkansas for Medical Sciences to broadcast *Here's to Your Health*, a two-minute feature broadcast each weekday about health information and medical advice

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- University of Arkansas Cooperative Extension Service to produce and broadcast *Strengthening Our Communities*, a one-minute educational program about economic and community development
- Clinton School of Public Service to broadcast *Clinton School Presents*, a weekly interview show featuring visiting speakers from the Clinton School Speaker Series
- *Talk Business and Politics* to broadcast a weekly business and politics show. *Talk Business* also provides reporting support to the KUAR newsroom
- The Yarn Storytelling to air episodes of true stories told live by Arkansans
- The Central Arkansas Master Naturalists to produce and broadcast *Nature in the Natural State*, a one-minute educational spot about native plants, animals and ecology in Arkansas
- Financial advisor Chris Harkins to broadcast the *Arkansas Business Report* every Monday morning
- Just Communities of Arkansas to provide diversity, equity, and inclusion training for UA Little Rock Public Radio staff
- Arkansas Symphony Orchestra to produce and broadcast *At the Symphony*, which provides information to listeners about the composers and music featured in Arkansas Symphony Masterworks concerts
- Arkansas Supreme Court to produce and broadcast *Courts and Community*, a one-minute educational program that covers the work and history of the Arkansas court system

**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.**

UA Little Rock Public Radio can measure its impact through its audience estimates from Nielsen Audio:

- KUAR's newscasts reach an estimated average of 50,000 listeners weekly
- An average of 700 people listen to Clinton School Presents each week
- An average of 2,900 people listen to Arts Scene each week on both KLRE and KUAR
- An average of 3,600 people listen to Talk Business and Politics' Monday report
- An average of 34,800 people listen to Here's to Your Health each week
- An average of 64,400 people listen to one of our one-minute features produced by one of our content partners each time it airs between 6 a.m. and 7 p.m.

**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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.**

- KLRE/KUAR worked with staff, Just Communities of Arkansas, the UA Little Rock Multicultural Center, UA Little Rock administration, and the Friends of KLRE/KUAR Board of Directors advisory group to establish organizational values for KLRE/KUAR, update its diversity, equity, and inclusion statement, and set goals for diversity related to the stations' service and staffing
- KUAR broadcasts *Latino USA* twice each week, a newsmagazine covering issues for and about North America's growing Hispanic and Latino populations and the issues of an increasingly diverse population
- KUAR broadcasts *Arkansas Moments*, historical features about the civil rights struggle in Arkansas
- KUAR broadcasts *Arts and Letters*, which regularly highlights achievements of authors and artists from diverse and minority communities and ethnicities
- UA Little Rock Public Radio collaborated with Just Communities of Arkansas to provide diversity, equity, and inclusion training for its staff
- KUAR produces and broadcasts the University District Development Corporation *Community Development Minute*, which shares educational information about the work of a community development organization in a majority minority and low-income community that surrounds the UA Little Rock campus

**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?**

UA Little Rock Public Radio uses CPB funding to pay for national programming. This allows the stations to focus locally generated revenue on local programming.

As described earlier, KUAR produces 10 local newscasts each weekday and in-depth reports on issues of interest to Arkansans. The station also uses locally generated funds to support the production of programs that highlight local arts and culture as described above.

Because national programs are so important to building and maintaining audience, KUAR broadcasts shows like *Morning Edition*, *All Things Considered*, *1A*, *Fresh Air*, and *Here and Now*, which all provide high quality sources of news for a significant number of the US population. The CPB funding that helps pay for these programs allows UA Little Rock Public Radio to focus more resources on local programming and news. Losing this funding would detrimentally affect the locally focused service UA Little Rock Public Radio provides.