Grantee	Information

ID	1288
Grantee Name	KUAR-FM
City	Little Rock
State	AR
Licensee Type	University

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1 🗸

Please enter the number of FULL-TIME RADIO employees in the grids below.

The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all present with disciplifice.

and the last grid includes	all persons with disabil	illes.					
1.1 Employment of Fu	ıll-Time Radio Emple	oyees				Jump to ques	tion: 1.1 🗸
Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Tota
Officials - 1000							0
Managers - 2000	1				1		2
Professionals - 3000					3		3
Technicians - 4000					1		1
Sales Workers - 4500							0
Office and Clerical - 5100					1		1
Craftspersons (Skilled) - 5200							0
Operatives (Semi- Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	1	0	0	0	6	0	7
1.1 Employment of Fu	ıll-Time Radio Emple	oyees				Jump to ques	tion: 1.1 🗸
Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Tota
Officials - 1000					1		1
Managers - 2000					2		2
Professionals - 3000	1				0		1
Technicians - 4000					0		0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0

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Operatives (Semi- Skilled) - 5300								
Laborers (Unskilled)) -							
5400 Service Workers -								
5500								
Total	1		0	0	0		3	0
1.1 Employment	of Full-Time Radio E	Employees			Jump to	o question: 1.	1 🗸	
Major Job Catego	ry /							
Joint Employee Officials - 1000					Perso	ons with Disab	ilities	
Managers - 2000								
Professionals - 3000)							
Technicians - 4000								
Sales Workers - 450	00							
Office and Clerical -	5100							
Craftspersons (Skille	ed) - 5200							
Operatives (Semi-S	killed) - 5300							
Laborers (Unskilled)) - 5400							
Service Workers - 5	500							
Total							0	
1.1 Employment	of Full-Time Radio E	mnlovees			lunan te	o guardian: 1	1 > 7	
. ,	nder and ethnicity of ea	. ,			Jump to	o question: 1.		
person with disabilit	ies listed above (e.g. 1	African American fe	emale).					
1.2 Major Prograi	mming Decision Ma	kers			Jump to	o question: 1.	2 🗸	
major programming decisions about pro- result in a double-co- programming decisi	nder and ethnic or racia decisions. Include the gram acquisition and proportion and proportion and proportion and proportion of some full-time ons should be included to the full-time employer.	station general man roduction, program e employees; emplo I in the counts for th	lager if appropriate development, on-a byees having the r	e. Major programm ir program schedu	ing decisions including, etc. This iter	lude		
1.2 Major Prograi	mming Decision Ma	kers			Jump to	o question: 1.	2 🗸	
	loyees reported in Que or making major progra		, including the sta	tion general mana	ger,			
							Lucia ta succ	
1.2 Major Program	mming Decision Ma African	kers	Native			White,	More Than	estion: 1.2 🗸
F	American	Hispanic	American	Asian/Paci		ispanic	One Race	Total
Female Major Programming Decision Makers						1		1
Male Major Programming Decision Makers						2		2
Total			•			2	0	3
	0	0	0		0	3	0	3

https://isis.cpb.org/Survey/Printing.aspx?sabssas=2&secnum=1000

Please enter the number of PART-TIME employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.3 Employment of Pa	rt-Time Radio Emp	loyees				Jump to q	uestion: 1.3 🗸
Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000							0
Managers - 2000							0
Professionals - 3000					1		1
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi- skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	0	1	0	1
1.3 Employment of Pa	ırt-Time Radio Emp	loyees				Jump to g	uestion: 1.3 🗸
	African		Native		White,	More Than	
Major Job Category / Job Code	American Males	Hispanic Males	American Males	Asian/Pacific Males	Non-Hispanic Males	One Race Males	Total
Officials - 1000							0
Managers - 2000							0
Professionals - 3000				1	1		2
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi- skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	1	1	0	2
1.3 Employment of Pa	ırt-Time Radio Emp	loyees		Jum	np to question: 1.3 🔪		
Major Job Category /							
Job Code Officials - 1000				Pe	rsons with Disabilitie	s 	
Managers - 2000]	
Professionals - 3000							
Technicians - 4000						_	
Sales Workers - 4500							
Office and Clerical - 5100							
Craftspersons (Skilled) - 5	5200						

2/16/24, 10:15 AM Operatives (Semi-skilled) - 5300 Laborers (Unskilled) - 5400 Service Workers - 5500 Total 1.4 Part-Time Employment Jump to question: 1.4 V Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time? 1.4 Part-Time Employment Jump to question: 1.4 V Number working less than 15 hours per week 1.4 Part-Time Employment Jump to question: 1.4 🗸 Number working 15 or more hours per week 1.5 Full-Time Hiring Jump to question: 1.5 V Enter the number of full-time employees in each category hired during the fiscal year. (Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.) 1.5 Full-Time Hiring Jump to question: 1.5 🗸 No full-time employees were hired (check here if applicable) 1.5 Full-Time Hiring Jump to question: 1.5 💙 Major Job Category / Minority Female Non-Minority Female Minority Male Officials - 1000 1 Managers - 2000 0 Professionals - 3000 3 Technicians - 4000 Sales Workers - 4500 Office / Service Workers - 5100-5500 Total 0 1.6 Full-Time and Part-Time Job Openings Jump to question: 1.6 V Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occured, please enter zero. 1.6 Full-Time and Part-Time Job Openings Jump to question: 1.6 🗸 Number of full-time and part-time job openings 1.7 Hiring Contractors Jump to question: 1.7 🗸 During the fiscal year, did you hire independent contractors to provide any of the following services? 1.7 Hiring Contractors Jump to question: 1.7 V Check all that apply Underwritting solicitation related activities

Print Survey

√

Direct Mail
Telemarketing

Other development activities

2/16/24, 10:15 AM Legal services Human Resource services Accounting/Payroll Computer operations Website design Website content Broadcasting engineering Engineering **√** Program director activities None of the above Comments Question Comment No Comments for this section 2.1 Corporate Management Jump to question: 2.1 🗸 # of Employees Avg. Annual Salary Average Tenure Chief Executive Officer 1.00 86,000 Chief Executive Officer - Joint **Chief Operations Officer** Chief Operations Officer - Joint Chief Financial Officer 1.00 50,000 Chief Financial Officer - Joint Chief Digital Media Operations Chief Digital Media Operations - Joint 2.1 Corporate Management Jump to question: 2.1 🗸 Please list the Other Job titles in this sub-category not listed above 2.2 Communication and Promotions Jump to question: 2.2 💙 **Publicity, Program Promotion Chief** Publicity, Program Promotion Chief - Joint Communication and Public Relations, Chief Communication and Public Relations, Chief - Joint Head of Audience Head of Audience - Joint Social Media Specialist / Manager Social Media Specialist / Manager - Joint 2.2 Communication and Promotions Jump to question: 2.2 V Please list the Other Job titles in this sub-category not listed above 2.3 Programming and Productions Jump to question: 2.3 💙 1.00 50,000

Print Survey

Programming Director

Programming Director - Joint		\$	
Production, Chief		\$	
Production, Chief - Joint		\$	
Executive Producer		\$	
Executive Producer - Joint		\$	
Producer	1.00	\$ 40,000	1
Producer - Joint		\$	
Digital Content Director		\$	
Digital Content Director - Joint		\$	
Digital Project Manager		\$	
Digital Project Manager - Joint		\$	
Managing Director, Audience Engagement		\$	
Managing Director, Audience Engagement - Joint		\$	
2.3 Programming and Productions		.lump to	question: 2.3 🗸
Please list the Other Job titles in this sub-category not li	sted above	oump to	4
2.4 Development and Fundraising			question: 2.4 🗸
Development, Chief		\$	
Development, Chief - Joint		\$	
Member Services, Chief	1.00	\$ 50,000	2
Member Services, Chief - Joint		\$	
Membership Fundraising, Chief		\$	
Membership Fundraising, Chief - Joint		\$	
Major Giving Fundraising Chief		\$	
Major Giving Fundraising Chief - Joint		\$	
On-Air Fundraising, Chief		\$	
On-Air Fundraising, Chief - Joint		\$	
Auction Fundraising, Chief		\$	
Auction Fundraising, Chief - Joint		\$	
2.4 Development and Fundraising		Jump to	question: 2.4 🗸
Please list the Other Job titles in this sub-category not li	sted above	•	
2.5 Underwitting and Court Sellicitation			0.7.4
2.5 Underwritting and Grant Sollicitation	1.00	Jump to	question: 2.5 V
Underwriting, Chief Underwriting, Chief - Joint	1.00		2
		\$	
Corporate Underwriting, Chief Corporate Underwriting, Chief		\$	
Corporate Underwriting, Chief - Joint		\$	
Foundation Underwriting, Chief		\$	
Foundation Underwriting, Chief - Joint		\$	
Government Grants Solicitation, Chief		\$	

2.5 Underwritting and Grant Sollicitation Please list the Other Job titles in this sub-category not listed at		\$		
			Jump to ques	stion: 2.5 💙
	bove			
2.6 Proodesst Engineering and Information Technolog	CD/		luma to muo	diam. 20 h
2.6 Broadcast Engineering and Information Technolog	gy	\$	Jump to ques	stion: 2.6 🗸
Operations and Engineering, Chief Operations and Engineering, Chief - Joint		\$		
Engineering Chief				
Engineering Chief - Joint		\$		
Broadcast Engineer 1		\$		
Broadcast Engineer 1 - Joint		\$		
		\$		
Production Engineer		\$		
Production Engineer - Joint		\$		
Facilities, Satellite and Tower Maintenance, Chief		\$		
Facilities, Satellite and Tower Maintenance, Chief - Joint		\$		
Technical Operations, Chief		\$		
Technical Operations, Chief - Joint		\$		
Information Technology, Director		\$		
Information Technology, Director - Joint		\$		
Web Administrator/Web Master		\$		
Web Administrator/Web Master - Joint		\$		
2.6 Broadcast Engineering and Information Technology	gy		Jump to ques	stion: 2.6 🗸
Please list the Other Job titles in this sub-category not listed at	pove			
2.7 Journalists, Announcers, Broadcast and Traffic			lump to quar	stion: 27 \$ 4
	1.00	\$ 5	5,000	stion: 2.7 \(\)
News / Current Affairs Director News / Current Affairs Director - Joint		\$		
Music Director		\$		
Music Librarian/Programmer		\$		
		\$		
Announcer / On-Air Talent				
Announcer / On-Air Talent Announcer / On-Air Talent - Joint				
Announcer / On-Air Talent - Joint	3-00	\$ 4	0.000	1
Announcer / On-Air Talent - Joint Reporter	3.00	\$ 4	0,000	1
Announcer / On-Air Talent - Joint Reporter Reporter - Joint	3.00	\$ 4	0,000	1
Announcer / On-Air Talent - Joint Reporter Reporter - Joint Public Information Assistant	3.00	\$ 4 \$ \$	[1
Announcer / On-Air Talent - Joint Reporter Reporter - Joint Public Information Assistant Public Information Assistant - Joint	3.00	\$ 40 \$ \$ \$ \$ \$ \$	[
Announcer / On-Air Talent - Joint Reporter Reporter - Joint Public Information Assistant Public Information Assistant - Joint Broadcast Supervisor	3.00	\$ 4	0,000	1
Announcer / On-Air Talent - Joint Reporter Reporter - Joint Public Information Assistant Public Information Assistant - Joint Broadcast Supervisor Broadcast Supervisor - Joint	3.00	\$ 40 \$ \$ \$ \$ \$ \$	0,000 [
Announcer / On-Air Talent - Joint Reporter Reporter - Joint Public Information Assistant Public Information Assistant - Joint Broadcast Supervisor	3.00	\$ 4	[]	
Announcer / On-Air Talent		*		

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Please list the Other Job titles in this sub-category no	ot listed above						
2.8 Education and Community Engagement				Jump to question:	2.8 🗸		
Education, Chief		\$					
Education, Chief - Joint		\$					
Volunteer Coordinator		\$					
Volunteer Coordinator - Joint		\$					
Events Coordinator		\$					
Events Coordinator - Joint		\$					
Section 2. Average Salary Totals	10.00	\$	413,000		16		
2.8 Education and Community Engagement				Jump to question:	2.8 💙		
Please list the Other Job titles in this sub-category no	ot listed above						
Comments							
Question	Comment						
No Comments for this section							
3.1 Governing Board Method of Selection				Jump to question:	3.1 🗸		
Enter the number of governing board members (inclu ex-officio members) who are selected by the following		i voung and no	n-voung				
3.1 Governing Board Method of Selection				Jump to question:	3.1 🗸		
Ex-Officio (Automatic membership because of anothe	er office held)						
3.1 Governing Board Method of Selection				Jump to question:	3.1 🗸		
Appointed by government legislative body (including or other government official (e.g. governor)	school board)				10		
3.1 Governing Board Method of Selection				Jump to question:	3.1 🗸		
Elected by community/membership							
3.1 Governing Board Method of Selection				Jump to question:	3.1 🗸		
Other (please specify below)							
3.1 Governing Board Method of Selection				Jump to question:	3.1 🗸		
3.1 Governing Board Method of Selection				Jump to question:	3.1 🗸		
Elected by board of directors itself (self-perpetuating	body)						
3.1 Governing Board Method of Selection				Jump to question:	3.1 🗸		
Total number of board members (Automatic total of the	ne above)				10		
3.2 Governing Board Members				Jump to question:	3.2 🗸		
Please report the racial or ethnic group of the member number of governing board members with a disability		gender. Pleas	e also rep	ort the			
3.2 Governing Board Members				Jump to question:	3.2 🗸		
For minority group identification, please refer to "Instr	ructions and Definitions" in the	Employment s	subsection				
3.2 Governing Board Members					Ju	mp to quest	ion: 3.2 🗸
African American Hispanic	Native American	Asian / Pacific	White	e, Non-Hispanic		Than Race	Tot
Female Board Members				1			

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Male Board Members	1 8		9
Total	1 0 0 9	0	10
2.2 Gover	ning Board Members Jump to question:	22.54	
Number of	/acant Positions	0	
3.2 Gover	ning Board Members Jump to question:	3.2 🗸	
Total Numb	er of Board Members (Total should equal the total reported in Question 3.1.)	10	
3.2 Gover	ning Board Members Jump to question:	3.2 🗸	
Number of	Board Members with disabilities	0	
Comments			
Question	Comment		
No Comme	nts for this section		
4.4 Comp	unity Outropph Activities	4.4.5.4	
	unity Outreach Activities Jump to question:		
	nt recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a spoonent designed to be of special service to either the educational community or minority and/or other diverse audience.		
4.1 Comn	unity Outreach Activities Jump to question:	4.1 💙	
		Yes/No	
Produce pu	blic service announcemnts?	Yes	
Did the put	ic service announcements have a specific, formal component designed to be of special service to the educational	No	
	ic service announcements have a specific, formal component designed to be of special service to the minority and/or diverse audiences?	Yes	
Broadcast	ommunity activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?	Yes	
	munity activities information broadcast have a specific, formal component designed to be of special service to the community?	No	
	munity activities information broadcast have a specific, formal component designed to be of special service to the nmunity and/or diverse audiences?	No	
Produce/di	tribute informational materials based on local or national programming?	Yes	
	rmational programming materials have a specific, formal component designed to be of special service to the community?	No	
	mational programming materials have a specific, formal component designed to be of special service to the minority and/or diverse audiences?	Yes	
Host comm	unity events (e.g. benefit concerts, neighborhood festivals)?	Yes	
Did the cor	munity events have a specific, formal component designed to be of special service to the educational community?	Yes	
Did the cor	munity events have a specific, formal component designed to be of special service to the minority community and/or iences?	Yes	
Provide loc	ally created content for your own or another community-based computer network/web site?	Yes	
Did the loc	lly created web content have a specific, formal component designed to be of special service to the educational	Yes	
	lly created web content have a specific, formal component designed to be of special service to the minority and/or diverse audiences?	Yes	
•	other community agencies or organizations (e.g., local commerical TV station, Red Cross, Urban League, school	Yes	
,	nership have a specific, formal component designed to be of special service to the educational community?	Yes	
•	nership have a specific, formal component designed to be of special service to the minority community and/or diverse		
Comments			
Question	Comment		
No Comme	nts for this section		
5.1 Radio	Programming and Production Jump to question:	5.1 🗸	

Instructions and Definitions:

5.1 Radio Programming and Produc	cti	or	1
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Jump to guestion: 5.1

About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)

5.1 Radio Programming and Production		Jump to qu	lump to question: 5.1		
	For National Distribution	For Local Distribution/All Other	Total		
Music (announcer in studio playing principally a sequence of musical recording)		10	10		
Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)		26	26		
News and Public Affairs (includes regular coverage of news events, such as that produced by a newsroom, and public issues-driven listener participation, interview and discussion programs)		110	110		
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)		0	0		
All Other (incl. sports and religious — Do NOT include fundraising)		0	0		
Total	0	146	146		
5.1 Radio Programming and Production		Jump to qu	uestion: 5.1 🗸		
Out of all those hours of station production during t	the year for about how many w	vas a minority othnic or racial group mo	mbor in principal		

charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)

5.1 Radio Programming and Production

Jump to question: 5.1

Approx Number of Original Program Hours

Comments

No Comments for this section

Question

6.1 Telling Public Radio's Story

Jump to question: 6.1 V

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 occured in Fiscal Year 2023. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

Joint licensee Grantees that have filed a 2023 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was

6.1 Telling Public Radio's Story

Jump to question: 6.1

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.

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. 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, 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 listsery 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 littlerockpublic adio.org Nielsen Audio and Radio Research Consortium report that KUAR reached on avaerage 56,000 people each week (Little Rock, Persons 12+ Total Market, M-Su 6A-12M, average of Spring 2023 and Fall 2023 surveys) during 2022 through its broadcast service. An additional 15,600 listeners tuned to KLRE each week (Little Rock, Persons 12+ Total Market, M-Su 6A-12M, average of Spring 2022 and Fall 2022 surveys) in 2023. 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 35,000 unique page views each month of 2023. LRPR's Facebook Page has roughly 5,500 followers, its Instagram page has roughly 1,900 and @kuarpublicradio has roughly 3,500 Twitter followers.

6.1 Telling Public Radio's Story

Jump to question: 6.1 V

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.

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 and in person 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 • KUAF-FM. Favetteville, 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 • 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 graduates that are working to make a lasting impact in Arkansas • 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 Little Rock Public Radio staff • 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.

6.1 Telling Public Radio's Story

Jump to question: 6.1 V

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.

Little Rock Public Radio can measure its impact through its audience estimates from Nielsen Audio: • KUAR's newscasts reach an estimated average of 34,000 listeners weekly • An average of 1100 people listen to Clinton School Presents each week • An average of 2,600 people listen to Arts Scene each week on both KLRE and KUAR • An average of 4,400 people listen to Talk Business and Politics' Monday report • An average of 15,400 people listen to Here's to Your Health each week • An average of 50,900 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. We also held a free to the public event celebrating our 50th aniversiery. We had over 350 people attend this event where we hosted Code Switch who led a discussion on education and how segergration still effects the public school system today.

6.1 Telling Public Radio's Story

Jump to question: 6.1



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.

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.

6.1 Telling Public Radio's Story

Jump to question: 6.1 🗸



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?

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 a radio 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 Little Rock Public Radio to focus more resources on local programming and news. Losing this funding would detrimentally affect the locally focused service Little Rock Public Radio provides.

Comments

No Comments for this section

7.1 Journalists

Jump to question: 7.1

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles

for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

7.1 Journalists											Jump to que	estion: 7.1 🗸
Job Title	Full Time	Part Time	Contract	Male	Female	African- American	Hispanic	Native- American	Asian/ Pacific	White, Non- Hispanic	More Than One Race	Other
News Director	1			1						1		
Assistant News Director												
Managing Editor												
Senior Editor												
Editor												
Executive Producer												
Senior Producer												
Producer												
Associate Producer												
Reporter/Producer												
Host/Reporter	2			1	1				0	2		
Reporter	1	1		1	1				1	1		
Beat Reporter												
Anchor/Reporter												
Anchor/Host												
Videographer												
Video Editor												
Other positions not already accounted for												
Total	4	1	0	3	2	0	0	0	1	4	0	0
Comments Question No Comments for the	his section	Comment										
	nt Management Syster hat facilitates creating, edi				ump to question: 8.1	V						
	nt Management Syster				ump to question: 8.1	V						
0					Check all that apply							
Grove					✓							
Bento												
WordPress												
Drupal												
None												
8.1 Which Conte	nt Management Syster	m (CMS) is your stat	tion using?	Ju	ump to question: 8.1	~						
8.2 Which Custon	mer Relationship Mana	agement (CRM) Sys	tem is your station u	ısing? Ju	imp to question: 8.2	~						

CRM is a platform for planning and tracking direct marketing and fundraising programs and lead campaign communications with prospective and current donors/members; and serves as a database for storing user, build profiles.	
8.2 Which Customer Relationship Management (CRM) System is your station using?	Jump to question: 8.2 🗸
	Check all that apply
CDP	✓
Salesforce	
Blackbaud	
Carl Bloom	
Roi Solutions	
Adobe	
Allegiance	\vee
None	
0.0 Which Contains Bulgianship Management (ODM) Contain in community of the contains on in a	
8.2 Which Customer Relationship Management (CRM) System is your station using? Other	Jump to question: 8.2 🗸
8.3 Which Email Service Provider (ESP) is your station using?	Jump to question: 8.3 💙
ESP is a platform that provides services and templates for developing, launching, tracking email campaign	s and email marketing activities.
8.3 Which Email Service Provider (ESP) is your station using?	Jump to question: 8.3 💙
	Check all that apply
Mailchimp	
Constant Contact	\checkmark
GoDaddy	\checkmark
SendGrid	
None	
8.3 Which Email Service Provider (ESP) is your station using?	Jump to question: 8.3 🗸
Other	ourip to quotion. O.O 🔻
8.4 Which Marketing Automation Platform is your station using?	Jump to question: 8.4 🗸
Marketing Automation Platform is a platform to automate marketing actions or tasks, streamline marketing outcomes of marketing campaigns. These tools provide a central marketing database for all marketing info segmented, personalized, and timely marketing experiences for donors and members. They also provide a multiple aspects of marketing including email, social media, lead generation, direct mail, digital advertising	rmation and interactions, create automation features across
8.4 Which Marketing Automation Platform is your station using?	Jump to question: 8.4 🗸
	Check all that apply
Mailchimp Marketing Platform	
Hubspot Marketing Hub	
Adobe	
None	
8.4 Which Marketing Automation Platform is your station using? Other	Jump to question: 8.4 🗸
Comments	

Question	Comment	
No Comments for this section		
9.1 Did your station have the capability to rela	y CAP messages from IPAWS in FY{{FY}}?	Jump to question: 9.1 🗸
Yes		
No		
9.1 Did your station have the capability to rela	y CAP messages from IPAWS in FY{{FY}}?	Jump to question: 9.1 💙
If no, why not?		
9.2 How many CAP messages did your station from your encoder(s))	release in FY{{FY}}? (Available from CAP log	
		90
9.3 Is your station compliant with the new FCC effect December 12, {{FY}}? https://www.fcc.gsystem-messages		DJump to question: 9.3 V
Yes		V
No		
9.3 Is your station compliant with the new FCC effect December 12, {{FY}}? https://www.fcc.gsystem-messages		D Jump to question: 9.3 V
If no, why not?		
9.4 Please describe your internal policy and the including how your system checks for CAP-co		Jump to question: 9.4 🗸
Our system uses KETS as First EAS Monitoring Assig our encoder determines if it is to be passed on or igno broadcast coverage area.		
9.5 Please describe the relationship between yagency.	our station and local emergency management	t Jump to question: 9.5 💙
We have a working relationship with the city, county, a	nd the NWS	
9.6 Are you currently able to measure the num Needs* (AFN) in your broadcast coverage area		Jump to question: 9.6 🗸
Yes		
No		\checkmark
9.6 Are you currently able to measure the num Needs* (AFN) in your broadcast coverage area		Jump to question: 9.6 🗸
If Yes Please list the source(s) from which you obtain	data on the AFN individuals in your coverage area:	
9.7 Are you currently able to reach the AFN co emergency alerting broadcast technology(ies) Somewhat we can reach some AFN individu not have enough data to know)	? (Yes we can reach most AFN individuals;	Jump to question: 9.7 V N individuals; Unsure – we do
Yes		
No		
Somewhat		

✓

u	ns	ıır	е

9.7 Are you currently able to reach the AFN community in your coverage area with your denergency alerting broadcast technology(ies)? (Yes -- we can reach most AFN individuals; Somewhat -- we can reach some AFN individuals but not all; No -- we are unable to reach AFN individuals; Unsure -- we do not have enough data to know)

(Optional) What barriers are preventing you from better reaching your AFN communities with emergency alerts?

9.8 For each transmitter, please list the make, model, current firmware version, location (specify studio, transmitter site, or other location), and internet connectivity of your EAS equipment. If you have more transmitters to add, please press the TAB button while on the last row.

	Call letters	Location	Model	Firmware Version	Make	Connected
1	KUAR	5820 Asher A	Sage	rev 95-0	3644	Yes
2	KLRE	5820 Asher A	Sage	rev 95-0	3644	Yes
3						
4						Yes
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						
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Comments

Question Comment

No Comments for this section