

## Grantee Information

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

### 6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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 2018. 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 2018 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 submitted.**

### 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.

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. 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 11 local newscasts each weekday, which cover breaking news and issues of importance to the community
- Producing at least one long-form report each week that treats a subject with more depth
- Posting locally-generated news reports and information updates to the station website and social media daily
- Partnering with educational organizations to produce informational features about anthropology, art, communication, women's history, history of racial and ethnic issues in Arkansas, history of Arkansas's and Arkansans' involvement in World War I, general Arkansas history, literature, and nature
- Partnering with other news agencies to bring listeners news about business and politics
- Serving as the lead station on a statewide regional journalism collaboration designed to strengthen public media news and information for the entire state
- Producing a weekly arts and culture radio show focused on events in Arkansas

Nielsen Audio research reports that KUAR reaches 52,800 people each week (Little Rock, Persons 12+ Total Market, M-Su 6A-12M, average of Spring 2018 and Fall 2018 surveys) through its broadcast service. An additional 18,700 listeners tune in to KUAR's classical sister station KLRE each week (Little Rock, Persons 12+ Total Market, M-Su 6A-12M, average of Spring 2018 and Fall 2018 surveys). Approx. 6.2% of metro listeners identify themselves as black. Approx. 24% of the total listeners to the two stations are 65 or older. In addition, KUAR.org has 23,000 users each month. KUAR's Facebook Page has 3,966 Likes, and @kuarpublicradio has more than 2,851 Twitter followers.

### 6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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, and the Little Rock Chapter of the American Association of University Women to produce and broadcast a series of five forums with the candidates for Little Rock Mayor in the November 2018 election
- 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
- 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
- KUAF-FM, Fayetteville, Ark.; KASU-FM, Jonesboro, Ark.; and, KTXK-FM, Texarkana, Tex. to lead Arkansas Public Media, a regional journalism collaboration funded by a grant from the Corporation for Public Broadcasting to strengthen public media news in Arkansas through collaboration of the partner stations and community partners UA Little Rock Public Radio - Local Content and Services Report - 2016 2/15/2017 2 including Arkansas Educational Television Network, The Butler Center for Arkansas Studies
- UA Little Rock History Department and the UA Little Rock Anderson Institute on Race and Ethnicity to produce Arkansas Moments, a one-minute feature broadcast each day that presents historical information about Arkansas
- UA Little Rock English Department 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 Anthropology Program to produce Being Human, a one-minute feature broadcast each day that presents anthropological research
- UA Little Rock Art Gallery to produce Picture This, a one-minute feature broadcast each day about art exhibits in Arkansas
- UA Little Rock Speech Communication Department to produce Communication Matters, a

one-minute feature broadcast each day that presents research about communication • UAMS to broadcast Here's to Your Health, a two-minute feature broadcast each weekday about health information and medical advice • Clinton School of Public Service to broadcast Clinton School Presents, a weekly interview show featuring visiting speakers to the Clinton School • Talk Business Arkansas to broadcast two weekly business reports, a 4-minute report and a half-hour report, both focusing on Arkansas business and politics. Talk Business Arkansas also provides reporting support to the KUAR newsroom • CALS to serve as media sponsor for the Arkansas Literary Festival and the Arkansas Sounds Music Festival

### 6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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: • 8,633 people viewed the online mayoral candidate guide posted at ualpublicradio.org from the mayoral forum series produced by KUAR and partners. Each forum was attended by an average of 90 people. An average of 7,500 people listen each week during the time the five forums were broadcast • An average of 300 people listen to Clinton School Presents each week • An average of 2,000 people listen to Arts Scene each week on both KLRE and KUAR • An average of 2,400 people listen to Talk Business's Monday report • An average of 28,400 people listen to Here's to Your Health each week • An average of 3,600 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.

### 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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. 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 • Arkansas Public Media is charged with looking for diverse voices and stories that resonate with diverse communities

### 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?

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 11 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, 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.

#### Comments

Question

Comment

No Comments for this section