

2021 Local Content and Service Report to the Community

September 2020 – August 2021



KAMU TV & FM is located in the Moore Communications Center on the Texas A&M University campus in College Station, Texas

KAMU – TV & FM provides quality trusted public media content to the Brazos Valley area of East Central Texas via over-the air broadcast, cable, satellite and Internet stream webcasts.

Local Value

KAMU – TV is the sole non-commercial TV station in the Temple-Waco-Bryan DMA along with sister station KAMU – FM serving the Brazos Valley area with trusted PBS and NPR programming content supplemented with locally produced programming.

Local Services

Licensed to Texas A&M University, KAMU-TV & KAMU-FM supports the public service mission of the University through multiple distribution channels for public media radio, TV, and streamed content.

Local Impact

KAMU – TV & FM provides multiple channels of quality, trusted, programming 24x7 that promotes life-long learning, enlightenment and enrichment of the community.

MISSION

It is the mission of KAMU to provide a universal educational opportunity to its citizenry using cutting edge technologies and over the air free broadcasts to deliver quality and trusted programming which underpins the educational and cultural experience of citizens in concert with the mission of Texas A&M University.

VISION

As a part of Texas A&M University, KAMU aspires with its Radio and Television facilities to be the broadcast education leader in the Brazos Valley. The station seeks to provide a premier children's service and to broadcast programs that engage adults with educational opportunities that encourage them to take active roles to help shape local, state, and national developments. KAMU seeks to foster in the minds of our diverse citizens the desire to learn, to stay inquisitive, and to be engaged in the ideas, ideals, vision, and accomplishments of their lives and their community locally, regionally, and nationally. KAMU seeks to help individuals reach their goals through education.

VALUES

KAMU values its status as a Texas Public Broadcasting facility and the partnership it has developed with its license holder, Texas A&M University, as it pursues its mission with integrity and respect. KAMU-TV/FM embraces the following core values:

- Dedication to quality and a commitment to continual improvement in everything that we do
- A workplace that values diversity of experience, supports creativity by encouraging entrepreneurial spirit, and seeks to be professional, diverse, dynamic, and enjoyable
- A commitment to programming and services that is objective, valuable, credible, accurate, entertaining, intelligent, balanced, and relevant
- Dedication to building and redefining audience relationships that foster understanding, trust, loyalty, and good will
- A relationship with our constituents that is open and candid
- A commitment to strengthen public broadcasting nationally
- A belief in relationships that exhibit fairness, respect, honesty, trust, and integrity
- Curiosity, passion and creativity, positive human traits to be fostered in order to better mankind
- A commitment to embrace diversity and strive to bring understanding, compassion and commitment to the community, as we provide our public service
- A belief in ethical broadcasting
- A belief that community involvement is the key to a better life, and that education fosters community involvement.

In the Community

KAMU is located in the twin cities of Bryan-College Station within the Brazos Valley area in central Texas. KAMU-TV is within the Waco-Temple-Bryan Designated Marketing Area (DMA #83) representing 386,620 TV homes (Nielsen 2021). KAMU-FM is within the Bryan-College Station Audio (Radio) DMA #191 (Nielsen 2021). The community is dominated by Texas A&M University with a Spring 2021 enrollment of 67,246 “Texas Aggie” students and over 15,000 employees.



On February 15, 1970, KAMU-TV began broadcasting on UHF channel 15 to the Bryan/College Station and surrounding Brazos Valley, bringing the first public TV to the area. In March of 1977, KAMU-FM began broadcasting as an affiliate of National Public Radio bringing the first public radio to the area. In the Spring of 2003 KAMU-TV began Digital Television (DTV) broadcasts on VHF channel 12 as the first TV station to offer High Definition (HD) television to the area. Channel 15 analog broadcasts continued alongside VHF channel 12 digital broadcasts until 2009 as mandated by the Federal Communication Commission (FCC). In 2008, KAMU-HD began iBiquity HD radio broadcasts, once again as the first station to offer HD radio to the area. With a 50-year history at hand, KAMU looks to Advanced Television System Committee (ATSC) version 3 or “NextGen” TV broadcasts in the future.



KAMU-TV & KAMU-FM Remote Production Truck

In addition to a legacy of technology advances in transmission technology, KAMU has invested in state-of-the art production facilities to create TV content in HD in the studio and the field. This investment in production capability provided extremely beneficial as the COVID-19 pandemic brought significant disruption to community events. KAMU-TV and KAMU-FM were able to bring familiar events to the community.

“Throughout the last three years, KAMU has performed unprecedented community outreach via efforts ranging from an enhanced presence at numerous local events to special programming efforts aimed at underprivileged school children during the onset of the COVID-19 Pandemic, to outreach events involving numerous aspects of the Texas A&M University community and that of the larger Brazos Valley”.

Douglas Walker
Executive Director & General Manager



Historic downtown Bryan has become a frequent destination for community events. KAMU has been a regular participant in events such as the monthly First Friday street festival or the annual Texas Steak & Reds Festival. It was no surprise that these and all public events were canceled in 2020-21 due to COVID-19. However, in the late Spring of 2021 First Friday returned and KAMU was on-hand as the community was able to enjoy live music, art, dining and shopping in-person at a free, family-oriented event.



First Friday community event in downtown Bryan.

KAMU’s participation in First Friday included coloring walls, children’s games and promotion items for community members. These events have proven to be an excellent venue to connect with our TV viewers and Radio listeners as well as reach new audiences. During several of these events, KAMU-FM has broadcast “Brazos Valley Gold” featuring classic country music live from the event hosted by “Miss Dixie” (Fran Lamb). Fran is a long-time community volunteer who produces and hosts the weekly Friday evening radio show whether in the studio or on location.



“Miss Dixie” on location in downtown Bryan at First Friday.

“Brazos Valley Gold”

In October of 1994, Charlie Edward Lamb began Brazos Valley Gold. He quickly developed a broad fan base of "loyal listeners". The weekly program showcased predominantly country, gospel, blues, and occasionally rock and pop music. He was also dedicated to playing music by new artists. His wife, "Miss Dixie," joined him as a regular co-host, as well as their daughters. Upon Charlie's passing in 2011, Miss Dixie took over the helm of the show and continues as producer and host today.



The return of First Friday events in historic downtown Bryan was welcomed by the community.

Local Productions

KAMU - TV



Chancellor John Sharp and Dr. Deborah L. Birx, M.D.

In 2020 the majority of in-studio productions were cancelled due to COVID-19 group gathering limitations imposed by Texas A&M University System and the State of Texas. Production focus shifted to messaging regarding the COVID-19 impact on the University community.

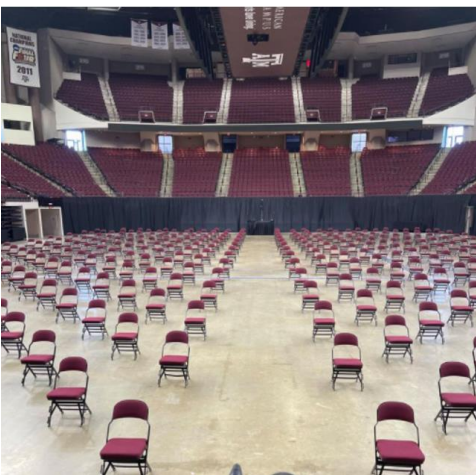
One such example, was a briefing offered by Texas A&M System officials including John Sharp, Chancellor of The Texas A&M System; Michael K. Young, President of Texas A&M University; and Greg Hartman, Sr. Vice President and Chief Operating Officer of the Texas A&M Health Science Center and Vice Chancellor of The Texas A&M University System, who welcomed Dr. Deborah L. Birx, M.D., Ambassador and White House Coronavirus Response Coordinator. Officials offered updates on the System work, response to the COVID-19 pandemic and plans for the University to continue its educational mission.

Routine updates were provided by University officials throughout the year as Texas A&M prepared to return to a “normal” school year in the Spring of 2021 for the Spring semester. With familiar community having been cancelled in 2020, KAMU sought to bring some sense of normality to the community by providing remote production of familiar community events although in modified presentation. One such event was the Texas A&M University Choir concert where the Texas A&M Signing Cadets, the Women’s Chorus and the Century Singers joined together to provide a “virtual” Christmas concert. The choirs performed a variety of pieces to celebration the holidays Aggie-style featuring music from many different cultures and genres with the concert culminating with a combined Grand Choir singing the “Hallelujah Chorus”.



The December 2021 Texas A&M Choir Concert.

A few days later, KAMU-TV presented the Brazos Ballet performance of the “Nutcracker” featuring guest dancers from the New York Ballet performing with students from the local area dance companies. These are familiar local community events, performed to packed house. In this case, there was no audience in the venue.



Texas A&M University Graduation

Graduation at Texas A&M University is a welcomed event for many a Texas Aggie as they become a former student. These ceremonies were broadcast “live” (and Internet streamed) as the usual family audience was not on-hand or significantly limited in attendance.



Silver Taps & Aggie Muster at Texas A&M University.

Texas A&M University, once an all-male Military school, has deep roots in traditions. Two unique traditions to Texas Aggies are Silver Taps and Aggie Muster.

These events were held in an entirely virtual manner as attendance was prohibited by COVID-19 precautions or a modified virtual in-person manner. KAMU broadcast and Internet streamed these events. Muster has a worldwide audience. The broadcast of these events, although modified, allowed the community to participate in familiar and traditional community events.

Silver Taps is held the first Tuesday of the month following a student's death. Campus flags are flown at half-mast. The names, class and major of the fallen Aggies are on cards placed at the base of the flagpole in the Academic Plaza and on the Silver Taps Memorial. That night at 10:15 p.m., all the lights on campus are extinguished. Hymns are then played on the Albritton Bell Tower, always including How Great Thou Art and ending in Amazing Grace. Around this time, students gather silently in the Academic Plaza. The families of the fallen Aggies are also led into the plaza. At 10:30 p.m., the Ross Volunteer Company marches into the Academic Plaza at a slow cadence. Once they arrive, they fire a three-volley salute in honor of the fallen Aggies. After the last round is fired, buglers atop the Academic Building begin to play a special rendition of "Taps" called "Silver Taps," which is unique to A&M. The buglers play "Taps" three times: once to the north, once to the south, and once to the west, but never to the east, because it said the sun will never rise on that fallen Aggie again.

Aggie Muster is a tradition that embodies and perpetuates the Aggie Spirit. Celebrated each year on San Jacinto Day or April 21. San Jacinto Day is a state holiday that commemorates the Battle of San Jacinto between the Texan army and Mexican forces, which took place on April 21, 1836. The battle was a turning point for Texas' independence from Mexico. Muster engages thousands of Aggies worldwide to honor and celebrate the Aggie Family – past, present, and future.

In the Spring of 2021, a new television show was launched, “Around Texas with Chancellor John Sharp”. The 28-minute program provides fresh insight on the Texas A&M University System, which has grown to touch the lives of almost every Texan, every day, one way or another.



Around Texas with Chancellor John Sharp, premiered on KAMU-TV and was available to other public television affiliates across the state, giving viewers a behind-the-scenes look at the people who make Texas like no other state in the country.

The first season of this show featured diverse topics about Texans and of interest to Texans throughout the state. “These are just a few of the stories we told on Texas’ PBS stations, where we explored a story or two in a long-form feature. We then sat down in the studio with one of the amazing Texans we just featured, letting them tell the rest of their story” said Chancellor Sharp:

- A real-life spy story of a Cold War CIA agent now teaching in College Station
- How crashing cars and trucks at an old Army Air Base has made Texas highways safer
- Why the Rodeo Team at West Texas A&M University in Canyon thrives on community support
- And what Texas A&M scientists are doing to make better BBQ...and whiskey.

Local Productions

KAMU – FM

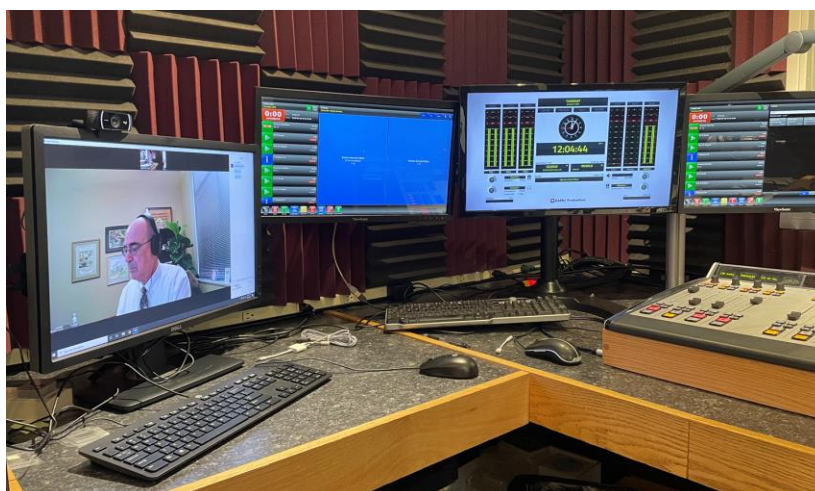


Moore Communications Center is the home of KAMU-TV & KAMU-FM.

COVID-19 continued to impact KAMU-FM production work as community events were not held and at times access to the Moore Communications Center facilities were limited in order to comply with precaution restrictions in place through the 2020-21 year. Nevertheless, production work continued, although modified many times. Popular programs shifted to “remote or at-home” production.

Remote production equipment was provided to insure key programs continued such as “Garden Success” and “Express with Doc X, MD and Audra RN”. The Zoom platform was leveraged by utilizing special audio processing parameters and adding professional microphones and mixing capability to laptop computers to allow broadcast quality programs to be produced with a remote guest from the studio. Later enhancements included the ability to host call-in guests in addition to the remote host.

These premier and popular radio shows are also available for on-demand listening via Podcast.



Garden Success with Skip Fletcher from his office studio.



Garden Success Host Robert "Skip" Richter in KAMU-FM Studios

Each Thursday at Noon is time for Garden Success with Skip Richter, a popular "live" call-in weekly show where Skip, serves as your garden consultant, answering questions to help you grow a bountiful garden and beautiful landscape in the Brazos Valley. Time-saving tips, plant selection and proven pest management strategies including both conventional and organic techniques are provided.

Skip is a Texas A&M AgriLife Extension Service County Extension Agent

"Time Out for Band" is a two-hour weekly radio program produced and hosted by David Wilburn since 2001. The show features recordings of bands and interviews with notable band figures.

KAMU-FM local weekly productions include:

But Beautiful

Brazos Valley Gold

Easy Sounds of the 50's & 60's

Express with Doc X, MD and Audra RN

Garden Success

Time Out for Band

Tuesday Afternoon Jazz

Voices of Jazz



David Wilborn

Associate Professor of Music
 Texas A&M University Department of
 Performance Studies

KAMU-FM also produces several daily and weekly short module programs. These programs are short (< 3 minutes) focus programs that include:

Brazos Valley Sports Report (M-F)
Funny Feelings
Heritage Highlights
Huffines Human Performance Minute
On the Ocean
Understanding Our Differences
Texas A&M Weather Forecast

KAMU-FM “Volunteer” Show Producers & Hosts

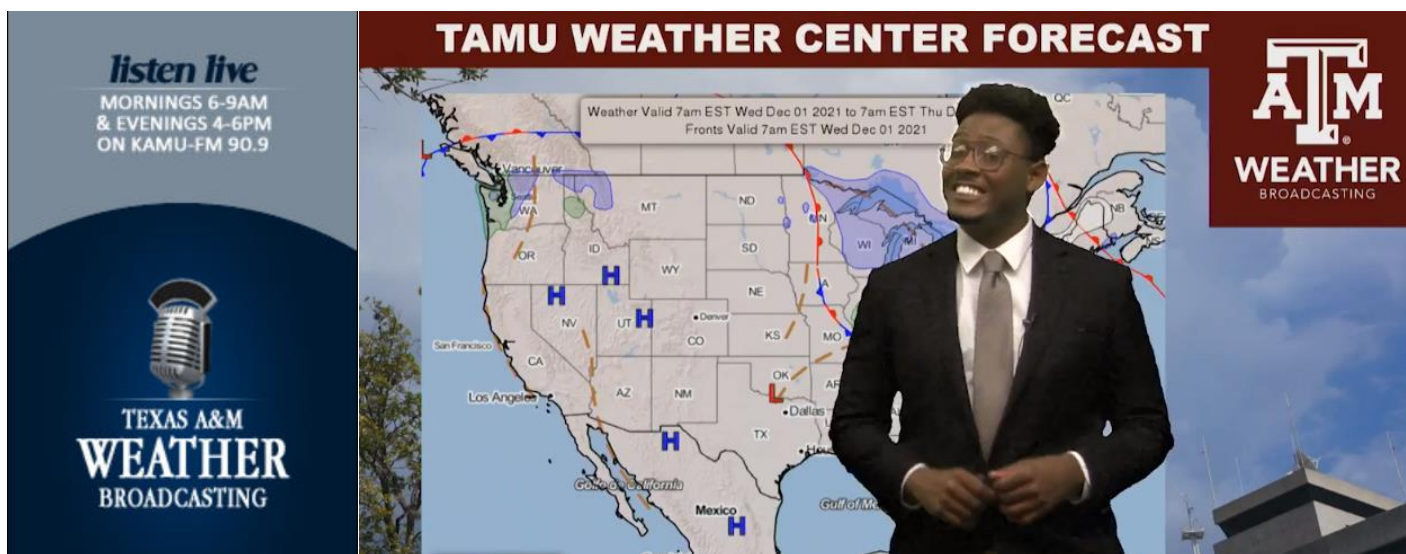
KAMU-FM volunteer program producers and hosts create over 8 hours per week of local programming content, both “live” and pre-recorded. These dedicated volunteers come from the community in diverse occupations and backgrounds and represent the essence of public radio in our communities.



Doc X, MD and Audra RN in their home living room studio.

Stories of Impact

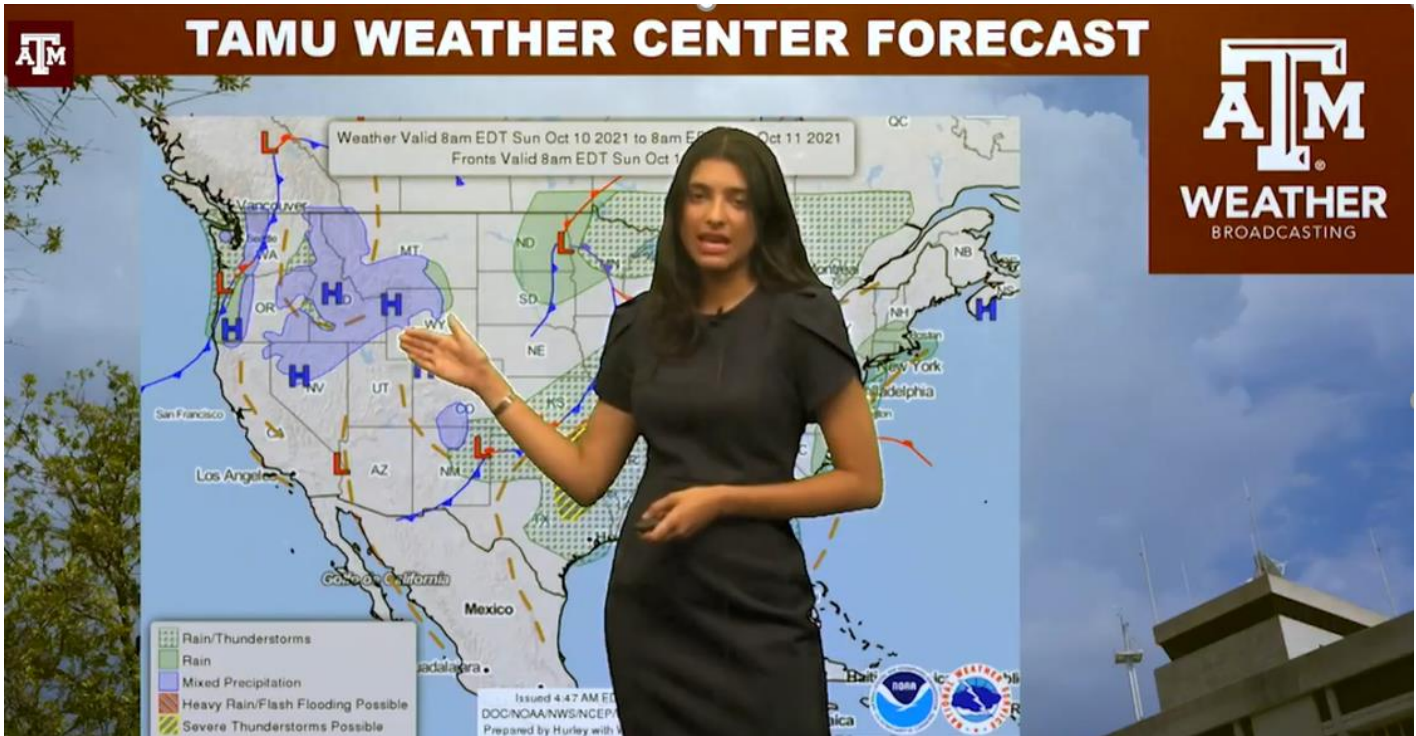
The impact upon students engaged in various Broadcast Communications areas is felt to be the most significant impact that KAMU provides. Students are engaged as a component of their major, employed as student workers or as paid Interns. KAMU provides a “real-world” environment to build and hone their professional skills and abilities in addition to a formal academic education.



The Texas A&M Meteorology Department offers course work in Broadcast Meteorology where students provide a daily weather forecast on both radio and TV for the local area. Whereas those in front of the camera receive the greatest notoriety, those behind the camera work to put the pieces together.

“I just wanted to again address the value of our relationship with KAMU-FM and KAMU-TV as part of our program enrichment in our undergraduate Meteorology degree in the Dept. of Atmospheric Sciences. The Texas A&M Weather Broadcasting group, a student-led organization associated with our Student Chapter of the American Meteorological Society, touches well over half of our student population during their time in our major. Through association with KAMU, they get hands-on, mic-on, and camera-on experience in both radio and TV broadcasting that is invaluable. Many of these students are not bound for broadcasting careers, but use this as an opportunity to sharpen both their meteorological and communication skills. Meteorologists are always in the communication business! Those that are headed for broadcasting as a career clearly have a leg up, and we find that our best students involved with broadcasting with you are the first to be hired! Thanks again for your programmatic and technical support for this critical student activity”.

Dr. Don Conlee
Co-Advisor
Texas A&M Weather Broadcasting



KAMU also engages students in responsible positions executing the daily activities found in broadcast station operations. Student workers can be found in administrative, engineering/operations, marketing/promotion and production areas of KAMU-TV and KAMU-FM.



“We will be steadfast and reliant in our commitment to our students, providing them with a working experience that enhances their academic efforts and prepares them for life in the professional world.”

Douglas Walker
Executive Director
KAMU

Hands-on experience is a key component of the student experience.



Student workers crew the KAMU-TV remote truck during “live” events such as Graduation broadcasts.

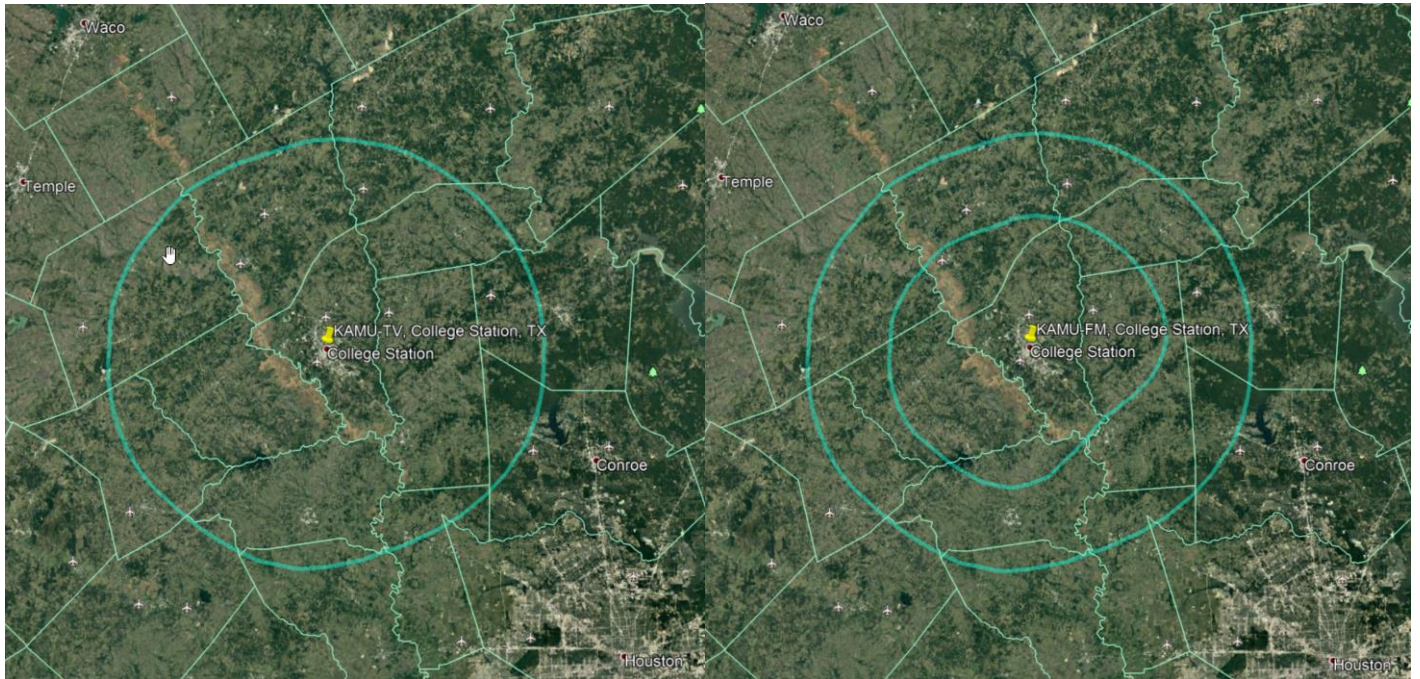


Student workers work alongside KAMU staff members in filed production efforts.

Summary

KAMU-TV provides three channels of PBS, APT and NETA network programming 24 hours a day, seven days a week. Over-the-air broadcasts include channels 12.1 (PBS Primary), 12.2 (Create), and 12.3 (PBS Kids). Channels 12.1 and 12.3 are available on the regional cable TV provider SuddenLink (Altice). Channel 12.1 is available to DirecTV, DishNet, YouTube TV, DirecTV Stream subscribers and the PBS.org App within the Waco-Temple-Bryan DMA of central Texas.

KAMU-FM broadcasts NPR provided national and regional programming in iBiquity HD 24 hours a day, seven days a week as well as being available via Internet streaming. Network programming on both KAMU-TV and KAMU-FM is supplemented with regular local programs and specials. Selected local programs are available via on-demand podcasts.



KAMU-TV Coverage Map

KAMU-FM Coverage Map

Contact Information:

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