



# KAMU



## 2022 Local Content and Service Report to the Community

September 2021 – August 2022



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

***KAMU provides quality, trusted public media content to the Brazos Valley area of East Central Texas  
via over-the air broadcast, cable, satellite and livestreamed webcasts.***

### **KAMU's 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.

### **KAMU's Local Services**

Licensed to Texas A&M University, KAMU-TV and KAMU-FM support A&M's public service mission through multiple distribution channels for public media radio, television, and streamed content.

### **KAMU's Local Impact**

KAMU provides multiple channels of quality, trusted programming that promotes life-long learning, enlightenment and enrichment of the community.



## 2022 Local Content and Service Report to the Community

### MISSION

The mission of KAMU — a member station of PBS and NPR — is to use its television and radio resources to captivate the Texas A&M community, Brazos Valley region and beyond with unique, trustworthy, diverse and interesting content.

### VISION

As a legacy part of Texas A&M University, KAMU aspires to be the broadcast education leader in the Brazos Valley. The stations seek 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 their community, state and country. KAMU seeks to foster desires to learn, to stay inquisitive, and to be engaged citizens. 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 and KAMU-FM embrace 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 goodwill.
- A relationship with our listeners and viewers 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 College Station-Bryan within the Brazos Valley area in central Texas. KAMU-TV is within the Waco-Temple-Bryan Designated Marketing Area (DMA #82) representing 407,620 TV homes (Nielsen 2022) or a 0.329% share. KAMU-FM is within the Bryan-College Station Audio (Radio) DMA #191 (Nielsen 2022).

The community is dominated by Texas A&M University with a spring 2022 enrollment of 72,530 students and employs more than 11,000 from the area. Such a large student enrollment within a medium-sized community drastically and artificially drives downward per capita income — primarily for these 18-24 adults — and often lands College Station-Bryan among communities identified with a poverty rate well above the national average.

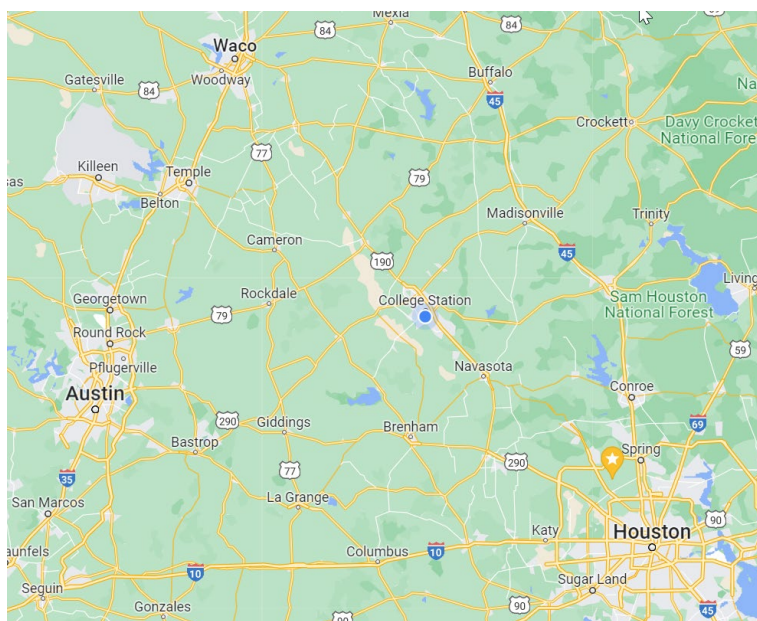
### College Station-Bryan

(2021 metrics – CensusReporter.org)

Population:	271,026
Median Age:	29.7
Households:	99,917
Persons/Household:	2.5
Med. Household Income:	\$49,927
Per Capita Income:	\$29,890
Median Property Value:	\$245,000

### Race & Ethnicity

White:	54%
Hispanic:	27%
Black:	11%
Asian:	5%



*“Throughout the last four 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**

## Community Outreach

### First Fridays: Historic Downtown Bryan



Historic Downtown Bryan is a frequent destination for community events. KAMU is a regular participant in events such as the popular monthly First Friday street festival, which fills multiple blocks with music, food, vendors and interactive activities.





Discovery on the Green: Century Square, College Station



Coffee with a Cop: Century Square, College Station





### Feb. 15, 2022: KAMU-TV celebrates 52 years!

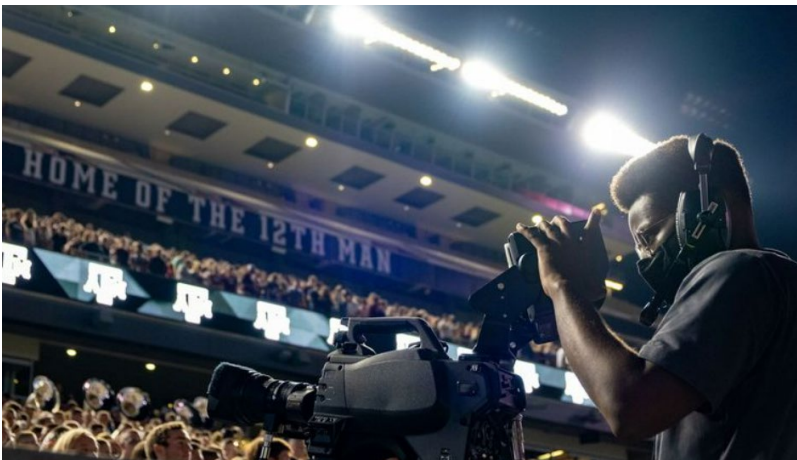
For 52 years, KAMU has provided the Brazos Valley the best that public broadcasting has to offer. We're also proud to produce and broadcast Texas A&M University's most-hallowed traditions of Aggie Muster and Midnight Yell Practice, as well as commencement ceremonies and the president's State of the University address. Owned and operated by A&M as part of the Division of Marketing and Communications, KAMU is both a television and FM radio entity that also contributes to A&M's academic mission by providing on-the-job training for students.

In 1964, Texas A&M established the Educational Broadcast Services department as part of the Educational Television Program with an initial focus of providing closed-circuit television broadcasts from classrooms and lecture halls across the campus. Eventually, KAMU-TV and KAMU-FM were added to the department. KAMU-TV began broadcasting on Feb. 15, 1970 as a public television station licensed to the university – KAMU-FM (90.9 FM) began programming on March 30, 1977 and is an affiliate of National Public Radio, Public Radio Exchange and others – providing broadcast services to the A&M community, the cities of Bryan and College Station and the surrounding Brazos Valley area. Originally an analog broadcast on cable channel 15, KAMU-TV transitioned to HD broadcast in 2009 on Channels 12.1, 12.2 and 12.3.



## Local Productions

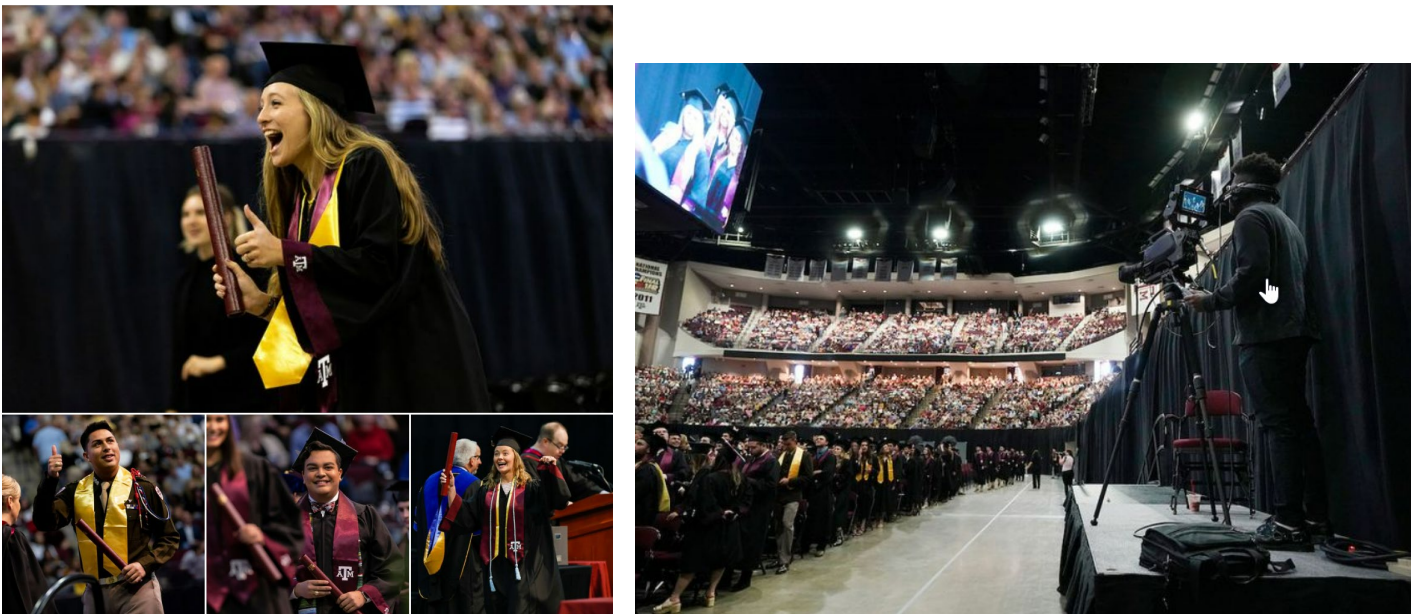
**Texas A&M Midnight Yell Practice** at Kyle Field is attended by tens of thousands of students and fans. It's livestreamed by KAMU via Facebook, Twitter, Instagram and YouTube, and broadcast on KAMU-HDTV.



KAMU-TV produces and broadcasts the annual **Downtown Bryan Christmas Parade**



KAMU-TV provides the live broadcast and livestream for all **Texas A&M commencement ceremonies**, which are viewed by audiences around the world.





**Aggie Muster** is the Texas A&M tradition that forever unites the Aggie past with the Aggie present. It is Texas A&M's most solemn and most visible tradition. KAMU-TV provides the ceremony for its broadcast audience and Aggies online throughout the world.

Muster was first held on June 26, 1883, when former A&M students gathered to "...live over again our college days, the victories and defeats won and lost upon drill ground and classroom. Let every alumnus answer a roll call." No matter where Aggies are, whether it is as few as two or as many as the thousands who gather on the university's campus, they come together each April 21 for Muster.



### The Bookmark

*The Bookmark* is a KAMU-TV production hosted by Christine Brown featuring interviews with authors and reviews of publications from the Texas A&M University Press. An audio-only version also airs on KAMU-FM.



### Around Texas with Chancellor Sharp



*Around Texas with Chancellor John Sharp* is shot at KAMU-TV studios and broadcast on KAMU-TV, as well as by 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 series is hosted by Texas A&M University System Chancellor John Sharp.





### The Heart of Art

Host Hector Niño leads this KAMU-FM original production that features artists from the local community who share their passion for all facets of art.



### Garden Success with Skip Richter

Each Thursday at noon features this incredibly popular live call-in show where Skip answers questions to help you grow a bountiful garden and beautiful landscape.



### Additional locally hosted KAMU-FM programs in FY2022

- **But Beautiful**  
Local host Bill Clark's Wednesday jazz show, 7-9 p.m.
- **Brazos Valley Gold**  
Local host Miss Dixie's Friday country classic spotlight, 7-9 p.m.
- **Easy Sounds of the '50s & '60s**  
Local host Dave South's trip down music's memory lane. Aired Saturdays at 5 p.m. and Sundays at noon.
- **Express with Doc X, MD and Audra, RN**  
Mondays at 7 p.m., focusing on healthcare and other issues.
- **Tuesday Evening Jazz with Jennifer Cotton**  
Locally hosted, aird 7-9 p.m. weekly.

### KAMU-FM's volunteer show producers, hosts

KAMU-FM volunteer program producers and hosts create more than eight hours weekly 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. KAMU expects the number of volunteers and hours to grow during the next year.



## Coming in Fiscal Year 2023

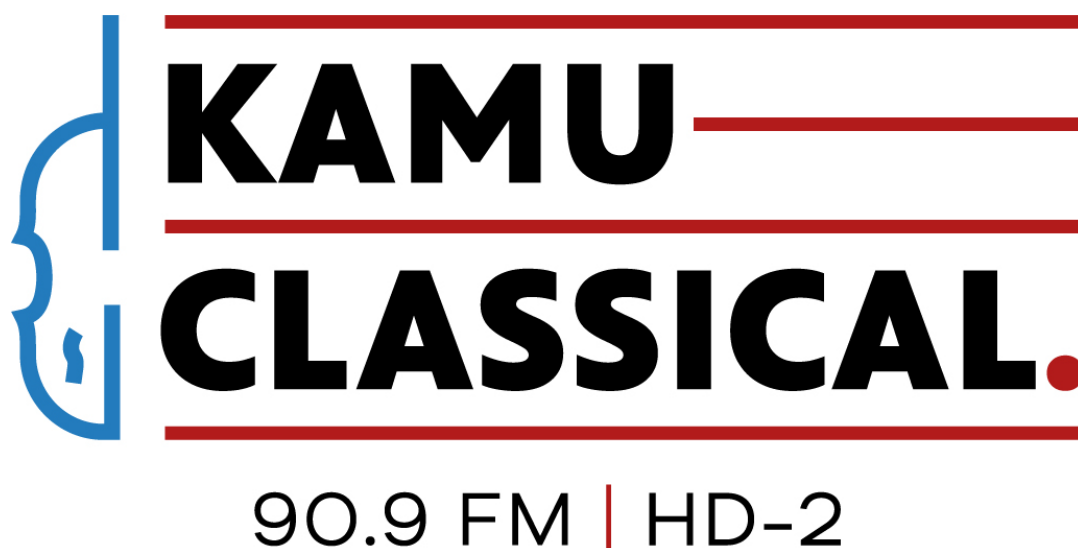
### Texas A&M Today

KAMU-TV is proud to present a new, original production series that highlights the best and brightest of Texas A&M University. Season-1 of *Texas A&M Today* was shot and edited during FY2022 and debuted at the beginning of FY2023. Plans and production for Season-2 are already underway.



### KAMU-FM

Fiscal Year 2023 will reflect the evolution of 90.9 KAMU-FM, Aggieland's Public Radio, through strategic programming changes that better align with the audience demographics of the Texas A&M and Brazos Valley communities. Among those programming changes is a new local issues program, *Brazos Matters*, that features expert insight on education, healthcare, local government, the economy and more. Additionally, by next year's reporting period there will be nearly a full year of operation for KAMU-Classical, our new HD-2 station.



### Technology upgrades

In fall 2022, KAMU began upgrades to the transmission system, including:

- A new circular-polarized FM broadcast antenna and transmission line.
- A new HD FM 20 kW radio transmitter.
- New HD encoding and audio processing equipment.
- An auxiliary transmission site with 2.5 kW HD FM transmitter.

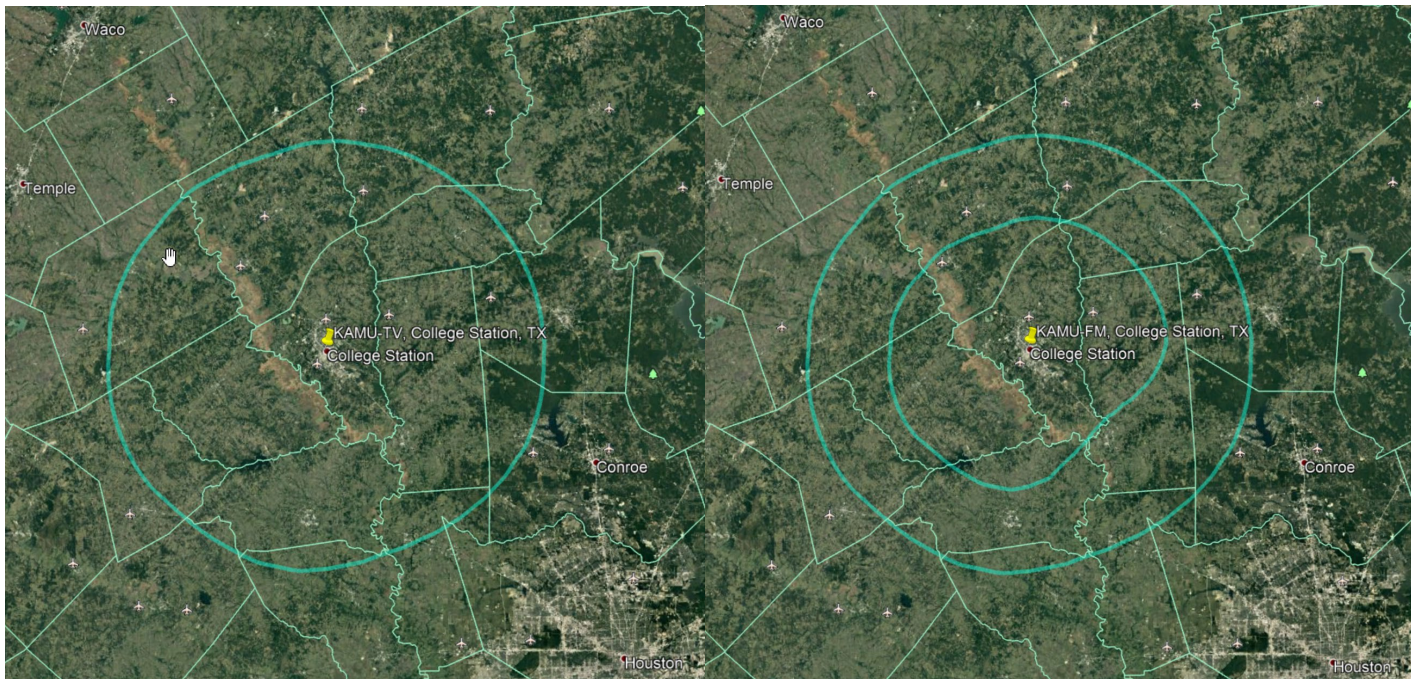
Equipment for the system upgrade represents the first major enhancement to the FM transmission system since installed in 1996. First-generation HD radio encoding replaces the latest Gen-4 iBiquity HD encoding, along with a new FM transmitter capable of higher digital power output. Due to the extended downtime of the main transmission site located in Hensel Park on the Texas A&M campus for a complete antenna system replacement, an auxiliary transmission site is required at the KAMU studios. The completed project facilitates an unmatched experience for local listeners for news, interview programs, a variety of music formats and locally hosted shows.



### Operational 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 Optimum. Channel 12.1 is available to DirecTV, DishNet, YouTubeTV, AmazonTV, 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 web 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:

#### KAMU TV & FM

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