



# KAMU



## 2023 Local Content and Service Report to the Community

September 2022 – August 2023



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

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*"When I want the skinny on what's happening in the world -- locally, statewide, internationally -- I listen to KAMU. You're fair, balanced and easy to listen to and, y'all, you deliver the pivotal points of what's going on."*

*- Janet Dudding, Bryan resident*

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**KAMU — Aggieland's Public Television & Radio — provides quality, trusted public media content to the Brazos Valley area of East Central Texas via over-the air broadcast, cable, satellite, livestream and on-demand.**

### KAMU's Local Value

Licensed to Texas A&M University, KAMU-TV and KAMU-FM are non-commercial stations in the Temple-Waco-Bryan DMA. We serve the Brazos Valley area with trusted PBS and NPR programming content, supplemented with locally produced programming. KAMU shares the unique, global impact of Texas A&M — a premier land-, sea- and space-grant research institution — as well as voices and perspectives from the surrounding community.

### KAMU's Key Services in 2023

Located on the Texas A&M University campus, KAMU's local broadcasts and productions in 2023 focused on exploring issues affecting the school and surrounding communities: education, the arts, the environment, healthcare, the economy, local government and much more. A&M researchers explained the work that's improving lives around the world. And KAMU partnered in numerous community events geared toward educating children, families, seniors and A&M students.

### KAMU's Local Impact

KAMU's programming that specifically spotlights the arts helps position Texas A&M University as an institution of choice for students, faculty and staff. KAMU does more to feature the community's portfolio of arts and artists than any other media source. Examples are the weekly hosted program "The Heart of Art," as well as our ongoing partnerships with A&M's Opera & Performing Arts Society (OPAS) and Friends of Chamber Music Bryan-College Station.

## In the Community

KAMU serves a community of lifelong learners, which is why our overall approach to programming and outreach emphasizes **education at all levels, the arts, health and well-being, and the many ways Texas A&M works to improve the quality of life for our citizens.**

Our community partnerships, which have resulted in meaningful conversations shared through our broadcast and digital platforms, include (but are not limited to) the cities of Bryan and College Station, Brazos County, the Bryan and College Station Independent School Districts, Blinn College, Texas A&M's Opera & Performing Arts Society (OPAS), and Friends of Chamber Music.

### Education

KAMU devoted a significant amount of time to sharing stories of success and opportunity within our public schools, our two-year Blinn College, and the College Station-based flagship campus of the Texas A&M University System. Through our "Brazos Matters" radio interview show, our community librarian outlined the creative programming and partnerships that ensure our libraries remain relevant and accessible, whether in person or remotely through technology. Career & Technical Education instructors revealed the vast offerings, facilities and business partnerships that now exist to train high school students in a wide range of skills that can be either carried into a traditional college environment or straight into the workplace. And our "Texas A&M Today" video series profiled areas of research and study that may not always receive the spotlight, but serve to inspire young people who are looking at unique, rewarding career possibilities. "The Bookmark" is a KAMU original production — for both television and radio — that features interviews with authors whose works have been published by the Texas A&M University Press.

### Arts

KAMU believes that cities are at their best when there is a healthy offering of arts and culture, but the transient nature of our university community sometimes makes it difficult for people to know much about that scene. KAMU-FM's "The Heart of Art" hosts weekly conversations with local and regional artists of all mediums, musicians, actors, authors, choreographers and more. The show, now completing its second year, has earned such popularity within the arts community that the host often hears from artists wanting to be interviewed, rather than the host having to extend those requests himself. KAMU's ongoing partnership with A&M's Opera & Performing Arts Society (OPAS) and Friends of Chamber Music ensure that we are able to inform the public about world-class performances close to home. The popularity of the late painter Bob Ross, a PBS cult favorite, inspired KAMU to partner in 2023 with the locally owned business Painting with a Twist to host an event called

“Happy Little Painters” — a fun way to put brushes in the hands of kids while also connecting them with the entertaining and educational offerings of our PBS and PBS KIDS programming.

### Health and well-being

Like most communities, ours was affected in countless ways by the pandemic, and many of those physical, psychological and social effects continue to be experienced. KAMU placed an emphasis in 2023 on content that focused on leading a healthier life. Among the programs where we addressed health and well-being were “Texas A&M Today” segments about A&M researchers tackling diabetes among at-risk populations — often where English is not the first language spoken in the home — through targeted educational outreach; insight about why infectious disease rates in our local county seemed markedly lower than other Texas counties; and how technology and intentional infrastructure make for easier educational and employment experiences in a school/workplace environment. We explored A&M’s Mental Health Services offerings on America’s largest public university campus. Our weekly radio segment “Waterful Wednesdays” teaches us how to keep our water clean and plentiful. Our popular weekly call-in show “Garden Success with Skip Richter” answers listener questions about creating and maintaining fruitful, beautiful, peaceful spaces. And our conversation about the new countywide telephone wellness check program called “RU OK?” will help ensure safety for our senior citizens who still live alone in their homes.

### Texas A&M

Texas A&M is the economic engine that powers the entire region. It is the largest employer, educates the largest student body in the country, generates nearly 100% of non-Christmas tourism, and supports tens of thousands of businesses and services with either direct or indirect ties to the university. Due to the sheer scale of A&M’s positive impacts, KAMU’s content offerings represent a fraction of that output and service, yet it is most certainly reflected in our locally produced radio and television programming. Meanwhile, KAMU continues its legacy role as A&M’s Educational Broadcast Services, meaning we train the next generation of broadcast professionals through live and studio productions. At any one time, nearly a dozen A&M student workers are helping capture and edit video and/or audio that becomes content for broadcast and digital distribution. In 2023, KAMU leadership laid the groundwork for a 2024 classroom partnership within the Department of Communications & Journalism. This CMJR-289 class on podcasting will be co-delivered by faculty and KAMU personnel to teach students how to create compelling and engaging audio stories. The best projects to come out of the class will be featured on KAMU-FM broadcasts, be available on-demand, be promoted through social media, and serve as a proof-of-concept for future partnerships with academic units, classes and student organizations.

KAMU’s outreach in the community through a variety of events ensures that we continue reaching the young and old, especially children from all backgrounds, to connect them with an endlessly interesting world.

## Stories of Impact



### First Fridays: Historic Downtown Bryan event serves as Aggieland's monthly melting pot

Historic Downtown Bryan is a frequent destination for community events that are attended by the most-diverse crowd imaginable. Residents from virtually every age group, ethnicity and background come together monthly for the popular First Friday street festival. Working with Destination Bryan, KAMU is a regular participant in First Friday to be a point of first contact for those who may be unaware of local public broadcasting or who seek multilingual educational resources from PBS KIDS that can be accessed via KAMU's website.



### Texas A&M's National Night Out event emphasizes safety on America's largest campus

KAMU promoted and helped participate in the annual National Night Out event on the Texas A&M University campus. While it may seem odd for an NNO effort to occur on a university campus, A&M's on-campus resident community is massive and merits understanding safety messaging and knowing the people and resources available to them.





### Happy Little Painters event connects kids with art and PBS KIDS

KAMU-TV and KAMU-FM dedicates a great amount of programming to advancing the arts, including time to feature local artists and venues. Partnering with a College Station business, Painting with a Twist, KAMU encouraged children and adults to do their best Bob Ross impersonation and spend an evening creating on canvas. In conjunction with the event, KAMU introduced the many broadcast and online offerings focusing on education and exploration from PBS KIDS.



### KAMU advocates voting among student population in Brazos County

When a polling location was removed from the Texas A&M campus, herculean efforts were made to create transportation solutions for students to easily access nearby polling locations. KAMU joined the chorus of voices working to ensure students (and faculty, staff) were aware and encouraged to participate.



### **‘Shop local’ event aimed at boosting local economy during holidays**

At a time when online shopping is increasingly popular, combined with a college community that empties during the Christmas holiday break, local merchants struggle. KAMU promoted and attended an event that featured local businesses, artisans, musicians, chefs and bakers in an effort to help sustain these small, often family-owned businesses during an incredibly slow time of the year. KAMU’s advocacy for, and partnership with, the business community and economic development groups is a public service we’re proud to provide.



### **Large-scale music and food festival comes to Texas A&M campus**

Texas A&M hosts a number of events throughout the year that draw huge crowds: Sporting events, commencement, Aggie Muster and Aggie Ring Days. But a large-scale music and food festival, The Troubadour Festival, somewhat unrelated to A&M, is something very different. KAMU chose to participate in order to build station awareness beyond the Aggie community — there were many non-Aggies who traveled to campus from other parts of the state, and KAMU was able to create awareness of listening/viewing opportunities via livestream and on-demand platforms.





### KAMU introduces itself to group of new faculty members

Just as thousands of new students from all over the world come to Texas A&M each year, so do faculty members who teach those students. For the first time, KAMU participated in a New Faculty Orientation event that allowed us to introduce our stations, programming and services to an audience that very much aligns with our target demographics. Organizers and attendees appreciated our presence, and we love having a new group to discover us. We hope to be an attendee at all NFO events moving forward.

## In the Community: Featured Initiative



### 'Monarch March' event teaches kids, families to create food source for endangered pollinators

One 2023 community event in particular aligned superbly with KAMU: College Station Parks & Recreation's Monarch March held at the Gary Halter Nature Center within Lick Creek Park. Texas A&M's founding in 1876 was rooted in agriculture, and that importance to our community remains. It's even reflected in KAMU's popular, locally produced "Garden Success with Skip Richter." Skip not only teaches the audience how to create and sustain a beautiful lawn, garden and landscaping, but also how to do so in harmony with local ecology. The annual Monarch March celebrates the migration and role of this important butterfly and teaches young and old how to easily establish monarch "way stations" around their home — literally within the gardens and flowerbeds

that Skip and KAMU know to be vital to a healthy community. Monarchs have declined in numbers due to its food supply dwindling along its traditional migration route. Through the partnership with the City of College Station, KAMU was able to help champion the importance of a healthy, functioning ecosystem and why that matters. Station staff also used the event to promote the television and radio programming that complements these themes and adds value to the lives of our residents.

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*"We saw parents and families who we don't normally see at the other community events we attend. Those who came to the KAMU booth — and there must've been 50-60 — clearly prioritized nature, parks and wildlife. The overwhelming feedback we received was that was that they didn't know about KAMU or that we were connected to Texas A&M. The kids who loved Daniel Tiger and other characters were drawn to our booth, which allowed us to have great conversations with moms and dads."*

*-- Alexandra Bowden, KAMU marketing coordinator*

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## Outcomes, Impact




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*"I've been 'recognized' by people in the community as the Waterful Wednesdays host and they've told me they understand more about our water supply as a result of the weekly segments. Being able to partner with KAMU on these messages is an enormous service for College Station and our entire community."*

*— Jennifer Nations, Water Resource Coordinator  
City of College Station*

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### KAMU accelerates launch of wellness check program in Brazos Co.

Months ahead of the announced launch of Brazos County’s telephone-based wellness program, RU OK?, a Brazos County commissioner contacted KAMU to arrange for promotion of the initiative via a full-length, informative interview and subsequent PSAs. The free program would allow residents 65 and older with significant health and safety issues — and live by themselves — to register for weekly, scheduled calls by volunteers who ensure everything is indeed “okay.” If there’s no answer after repeated attempts, a sheriff’s deputy would be dispatched to the home.

When the timing was right, the half-hour interview with the commissioner and program coordinator took place, was broadcast and made available for on-demand listening, and PSAs were recorded and scheduled. Additional news coverage about RU OK? emerged throughout the market. County officials deemed the program’s launch successful and even expanded eligibility from the unincorporated areas of Brazos County to the incorporated cities. A significant portion of KAMU-TV and KAMU-FM audiences is 65 and older, which gave us even greater pride to have played a significant role in the successful early weeks and months of the program. KAMU intends to be an ongoing advocate for the service to ensure awareness among this important population.

### KAMU’s value to the community

We are the Brazos Valley’s premier public broadcasting stations. For more than 50 years, KAMU-TV and KAMU-FM have provided educational and informative programs to viewers and listeners of all ages. We are the region’s sole PBS affiliate, providing high-quality public television content to hundreds of thousands of people. On the radio side, we bring the best variety of news coverage, interview shows, storytelling and music to thousands of listeners in Aggieland.

KAMU is owned and operated by Texas A&M University. We operate a TV station with three HD content streams and an FM station with two HD content streams of trusted public media content.

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