



KAMU



2024 Local Content and Service Report to the Community

September 2023 – August 2024



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

"When I moved to Bryan-College Station, KAMU made me feel at home. There are a lot of good public radio and TV stations around the country, but KAMU is our public radio and TV, and is one of the best."

- Dr. Robert Warden, Bryan resident

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 2024

Located on the Texas A&M University campus, KAMU's local broadcasts and productions in 2024 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 and entertaining 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, the many ways Texas A&M improves the quality of life for our citizens, and all levels of our government.**

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, Texas A&M's Office of Sustainability & Campus Enrichment, A&M's Opera & Performing Arts Society (OPAS), and Friends of Chamber Music.

Education

KAMU serves an area that's home to more than 80,000 Texas A&M University and Blinn College students, as well as the tens of thousands of faculty and staff who guide them every day. Through our *Brazos Matters* interview show, a variety of student-focused topics were addressed, such as the perennial challenge of how students and full-time residents can coexist peacefully in traditional neighborhoods. We also celebrated the launch of KAMU Kids Corner, our grant-initiated, online destination for children and families who love to play interactive, educational games; explore PBS KIDS resources for all ages and for educators; and even experience PBS KIDS resources in Spanish. Meanwhile, *The Bookmark* is a KAMU original production — for both television and radio — that features interviews with a wide range of 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 third 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. Our programming featured the stories of local musicians, singers, music teachers, a teacher of art for those with Sensory Processing Disorder, stage performers, and a surrealist and impressionist artist. KAMU is a trusted partner within the Brazos Valley's arts community.



2024 Local Content and Service Report to the Community

Health and well-being

KAMU is uniquely suited to feature locally based research, programs and endeavors designed to create a healthier population. One example was spotlighting speakers from the Texas A&M School of Education & Human Development's 2024 Voices of impact series who discussed "Stress, Sleep, & Wellbeing in Principals," "Tracking Fatigue in Soldiers," "E-Sports & The New Generation," and "Finding A Sense of Belonging." KAMU also profiled the City of Bryan's Community Paramedic Program; Brazos County's RU-OK wellness check program for seniors; the health and environmental benefits of vertical farming; and the many outdoor recreation opportunities offered in our local parks systems. KAMU even addressed what a healthier work environment can look like, thanks to A&M researchers who have developed some of the most commonly used ergonomically-designed chairs and desks in our offices. Our weekly radio segment *Waterful Wednesdays* teaches us how to keep our water clean and plentiful. And our popular weekly call-in show *Garden Success with Stephen Brueggerhoff* answers listener questions about creating and maintaining fruitful, beautiful, peaceful spaces.

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 fact, two audio storytelling podcasts were created and launched in 2024. *Unsung Talents* features the fascinating and important work that occurs on the A&M campus, but with very little notice. These popular profiles have earned significant appreciation from those in the featured professions. Similarly, *KAMU Student Perspectives* is a student-created, student-hosted, short-form audio series that examines people and processes at A&M and in the surrounding community. It's intended for a student audience that may simply have no awareness of the many non-academic functions that surround them.

Our Government

Government of all levels permeates KAMU's DMA. Texas A&M is a massive, state-funded institution. Its many state agencies and federally funded research projects are headquartered here. County and city governments and school districts abound in Aggieland and the Brazos Valley. And A&M is home to the George H.W. Bush Presidential Library & Museum, as well as to The Bush School of Public Policy & Service. So, addressing government-related matters on KAMU just makes sense. During 2024, KAMU created *Inside Political Science* for TV and on-demand distribution. Hosted by two Bush School professors, the show featured their expert peers from across the country to provide clarity and analysis related to the run-up to the most-consequential presidential election of our lifetime. KAMU also devoted airtime to those in municipal economic development, election administration, and even airport management. And KAMU helped commemorate what would've been the 100th birthday for President Bush — an event that featured members of the Bush family, his administration, and many friends and admirers.

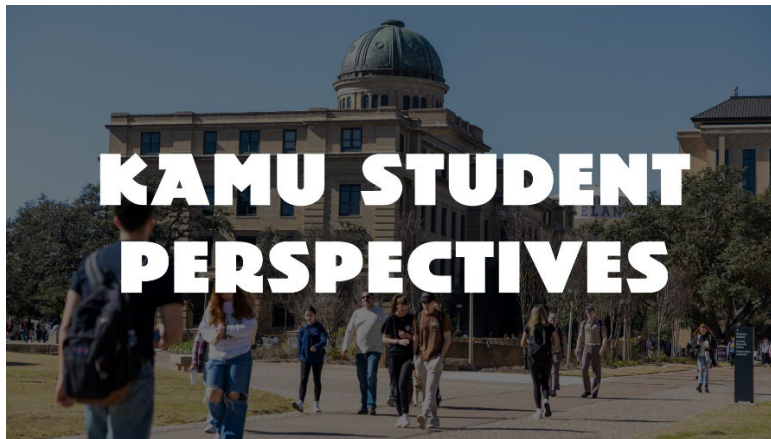
KAMU’s outreach in the community through a variety of events ensures that we continue reaching the young and old, especially children from all backgrounds, to connect them with an endlessly interesting world.

Stories of Impact



KAMU launches political science podcast to help voters navigate an election season like no other

During the run-up to the November 2024 presidential election, KAMU leveraged political scientists with Texas A&M’s Bush School of Public Policy & Service to provide expert insight on campaigns, strategy, messaging, disinformation, finances, history and more. The quality, value and public service of the *Inside Political Science* podcast was, and continues to be, unrivaled in our media market.



KAMU Student Perspectives tackles voting process and importance

In 2024, a student-generated audio series called *KAMU Student Perspectives* devoted three episodes to educating and informing the Texas A&M student body about how to properly register for the November elections, what to expect at the voting machine, and why it’s even important to vote. The series helped break through the misinformation and disinformation that can affect voter turnout on campus. In a later episode of *Brazos Matters*, the subject of election integrity was explored with a career elections administrator.

**KAMU launches Kids Corner hub for kids, parents, educators**

In August 2024, KAMU held a launch event — a partnership with La Gabriella Coffeeshop & Pastries in College Station on a beautiful, sunny day — to mark creation of the KAMU Kids Corner portion of the KAMU website.

Designed with the needs of both children and their grown-ups in mind, KAMU Kids Corner offers a unique blend of PBS KIDS entertainment and education.

KAMU Kids Corner is a space within KAMU's website specifically curated for families, offering a wide array of content from educational games and videos to interactive stories and creative activities. Promoting Aggieworld's family-friendly events and exploring the wide world of PBS KIDS are just a couple of the features you can find at kamu.tamu.edu/kids-corner.

**KAMU takes advantage of huge tourism event on 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 for the second consecutive year 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.



Brazos Matters radio show, podcast, added to KAMU-TV lineup

KAMU’s flagship show focusing on local issues, *Brazos Matters*, expanded in 2024 from KAMU-FM, YouTube and podcast platforms to KAMU-TV. Now, our audience of cable subscribers, OTA and livestream viewers can enjoy learning the latest developments in local education, healthcare, economy, government, research and more.



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 residents from virtually every age group, ethnicity and background -- coming together monthly for the popular First Friday street festival. Working with Destination Bryan, KAMU is present as 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.

In the Community: Featured Initiative



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

One 2024 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 Stephen Brueggerhoff*. Stephen 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 Stephen 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.

"This was our third year to participate in Monarch March and it continues to be a fantastic opportunity to connect with families who care deeply about nature, conservation, and local wildlife. Kids were drawn to our booth by beloved PBS KIDS character standees and fun giveaways. We also introduced a butterfly-themed activity where kids could color their own KAMU butterflies. While they colored, it allowed us to have meaningful conversations with parents about all the ways KAMU enriches our community."

-- Alexandra Bowden, KAMU marketing coordinator

Outcomes, Impact



“KAMU is a valued partner that helps us extend our reach beyond campus and into the broader community. Their deep understanding of our educational mission, combined with their expertise and commitment to excellence, creates meaningful opportunities that amplify our collective impact. We appreciate their dedication to serving and enriching our local community.”

— Kelly Wellman, Director, Office of Sustainability & Campus Enrichment | Texas A&M University



KAMU partners to promote campus sustainability

One of the most active and purposeful entities on the Texas A&M University campus is the Office of Sustainability & Campus Enrichment. Among its many responsibilities and endeavors is drawing attention to October being Campus Sustainability Month: an international celebration of sustainability in higher education. Throughout the month, colleges and universities organize events to inspire incoming students and other campus stakeholders to become sustainability change agents.

A highlight of this month-long campaign is organizing a fun and educational, high-visibility event at A&M called Campus Sustainability Day. KAMU took part in the 2023 event by helping promote the day and by inviting students to start a new houseplant: each student who stopped by the KAMU booth received a very small pot, potting soil and a seedling that could be watered and cared for in almost any university living environment. This partnership between KAMU and the Office of Sustainability & Campus Enrichment helped amplify attention to the day and the importance of doing even something small to help our planet and ourselves.



2024 Local Content and Service Report to the Community

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 informational 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 programming.

KAMU-TV | KAMU-FM

Texas A&M University
Educational Broadcast Services
Innovative Learning Classroom Building, Third Floor
215 Lamar St.
College Station, TX 77843-4244
kamu.tamu.edu | 979.845.5611