2020 Local Content and Service Report to the Community

September 2019 – August 2020

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 Central Texas.

KAMU – TV is the sole non-commercial broadcast station in the Temple-Waco-Bryan DMA serving the Brazos Valley area with trusted PBS programming content supplemented with local programming.

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.

KAMU – TV & FM provides multiple channels of quality, trusted, programming 24x7 that promotes life-long learning, enlightenment and enrichment of the community.
2020 Local Content and Service Report to the Community

Our 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.

Our 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.

Our Core 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.
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 #82) which comprises 333,300 TV households. The area is dominated by Texas A&M University with a fall 2020 enrollment of 71,109 “Texas Aggie” students and represented a 2.4% increase from the previous year. Overall, the 2019 regional population estimate was 273,101.

The community is somewhat unique with a robust student population dominated by Texas A&M University. The median age in the community is 28.3 years with 68% of the community’s population lying between the ages of 18 to 64. The area population is comprised of 56% White, 25% Hispanic, 12% Black, 5% Asian with the remaining population representing some other race.

KAMU actively engages in the Bryan-College Station community by participating in community events throughout the year.

Monthly events have included “First Friday” in historic downtown Bryan on the first Friday evening of each month where KAMU can be found keeping in touch with current members and meeting new ones as the University-dominated community provides a constant transition in population.
In February 2020, Daniel Tiger made a special guest appearance with KAMU at First Friday in Downtown Bryan. The line began forming at 4:30pm for the 6:00pm event start. Over the next 3 hours, in excess of 500 local community children were able to meet and have their photo taken with the popular PBS character and enjoy some coloring activities. The event provided an opportunity to talk with parents about KAMU and a few even found Daniel huggable!
The Texas Reds Festival has been an excellent annual event for KAMU to connect with the community. The festival celebrates two of Texas’ major industries – beef and wine and is held each fall in historic downtown Bryan!

The festival is the premier annual event managed by the Downtown Bryan Association, a 501(c)3 non-profit organization. The festival was established to showcase the revitalization of Historic Downtown Bryan, and to be the signature festival event for Bryan.
KAMU Local Productions

KAMU-TV and KAMU-FM is fortunate to have state of the art studio and remote production capabilities. The flexibility and technology available allows diverse events in the community to be made available to everyone in the community.

KAMU-TV boasts two High Definition (HD) TV production studios, a HD remote TV and radio production mobile unit, a transportable HD TV production package and two radio production studios. Digital recording equipment is available in and “live” events made possible through AoIP and bonder cellular transmission capabilities.
Local community events such as the Bryan/College Station Holiday parade and the Bryan Downtown Lighted Christmas Parade are two such community events that are broadcast by KAMU and made possible by our remote production capabilities.
KAMU-TV and the Texas A&M University Press partnered to produce the bi-monthly interview program, *The Bookmark*. *The Bookmark* is a half hour program hosted by Executive Producer Christine Brown, Publicity and Advertising Manager at Texas A&M University Press. This program features interviews with authors from Texas A&M University Press and the Texas Book Consortium.

*The Bookmark* is also broadcast on KAMU-FM in an audio only version.

An Important COVID – 19 Impact Note:

The fall of 2019 began with a full schedule of community events and the excitement of football season underway. Life was as expected until March 2020 when the COVID-19 pandemic became a reality and the community canceling all public events for the remainder of the calendar year in compliance of State of Texas mandates. In-person community outreach essentially stopped for the remainder of the year as the focus turned on online media contact.

KAMU as a unit of Texas A&M University was required to confirm to the guidelines and restrictions placed upon the University as a whole determined by the State of Texas and The Texas A&M University System. Facilities were essentially closed to the general public and staffing was limited to those essential to the day-day broadcast operations. This brought the cancellation of local production content not deemed essential and/or the migration of content production to a home or remote environment.
Essential program production occurred while observing COVID-19 guidelines such as social distancing observed in the studio by limiting participants, physical separation, and integration of remotely located participants.

Programs produced were focused upon informational content oriented at the local community and the Texas A&M University student population regarding the University closure and later re-start actions brought about by the COVID-19 pandemic.
2020 Local Content and Service Report to the Community

Programing examples included a “Virtual Student Town Hall” broadcast and made available to a wider audience by Internet stream. Key Texas A&M University administrators shared their plans to start the school year and discussed how the university plans to safely operate the semester, including holding students accountable for wearing a mask.

Traditional in-person events such as Texas A&M's campus Muster ceremony were broadcast to the community and to a worldwide audience by Internet stream. In the Spring of 2020 the ceremony was completely virtual for the first time ever in its inception in 1924. Muster is Texas A&M’s most solemn and most visible tradition which honors those who have died in the previous year.
“COVID-19: The Texas A&M System Responds,” was produced as an educational TV program series focused upon the impact of the virus, featuring experts and scientists throughout the system. Texas A&M System Chancellor John Sharp served as the program moderator.

The 12-part program series addressed topics of interest to the local area and State of Texas such as:

- Texas A&M system Response
- Re-Opening Texas A&M Campus Classes Across the State
- Upcoming Fall Sporting Events
- Texas Task Force One Response
- Vaccine Research & Production
- Fast Track Treatments
- The Mask Controversy

The program was made available to all Texas public media stations via the WNET Wavelength service. The program was broadcast in the Amarillo (KACV), Dallas (KERA-TV) and San Antonio (KLRN-TV) Texas markets. All programs were made and remain available for on-demand Internet stream viewing via the Texas A&M University System YouTube channel.
KAMU – FM local content production was impacted by the pandemic but also continued with several popular programs shifting to a home studio production or remote origination environment. Example programs included:

- The weekly call-in show “Garden Success” with Skip Fletcher
- “Easy Sounds of the 50's & 60's”
- Doc X MD & Audra RN “Funny Feelings” and the weekly “live” call-in radio show “Xpress with Doc X MD & Audra RN”
Keep Learning at Home with Educational Programming

KAMU provided access to educational instruction through its primary TV channel (12.1 HD). As part of public media’s mission to ensure access to continued free educational resources for all children at home, KAMU is offering students in Pre-K through 12th grade access to free, educational PBS daytime programming and accompanying digital resources that adhere to a curriculum to provide continued at-home learning.

In addition to programs accessible via broadcast, an online library of free educational resources (in both English and Spanish) is available to students and educators from PBS Learning Media. This includes videos, associated lesson plans, hosted training sessions and self-guided how-to resources for teachers accompanying PBS’s programming and aligning with current classroom standards.

| PBS Learning Media Metrics via KAMU Website (Source: PBS) |
|----------------|----------------|----------------|----------------|----------------|----------------|
| March         | April          | May            | June           | July           | August         |
| 2,122         | 4,752          | 2,650          | 2,833          | 2,136          | 2,022          |
| User Entries  | 7,184          | 9,030          | 5,876          | 11,588         | 9,450          | 6,364          |
| Views         | TOTALS         |                |                |                | 16,515         |
| 49,492        |

Thank you to all of the parents who had to become teachers, to the teachers who had to make their house a virtual classroom, and to the school district for continuing to make learning a top priority. We would love to personally thank each of you for your commitment to learning and for your hard work these past couple of months. We would also like to thank the 700+ teachers in our viewing area for choosing KAMU At-Home Learning. We hope you continue to count on us to listen, learn, and discover!
Stories of Impact

KAMU is far more than television and radio. We think our business is really about ideas, learning, arts, culture, and citizenship. Radio and television is simply the means by which we deliver these resources to our community.

At KAMU TV/FM, we work each day to put television and radio to good use for the benefit of everyone in our region. As a public service, we profit by improving the community on which we depend for support. We succeed to the extent that our children learn, our viewers and listeners become engaged in matters that concern them, and those within our communities join together in a common cause.

For children, we are a story teller and a teacher. We model appropriate behaviors. For families, we are the stations they trust—a valued friend that shares their values. For adults, we are a source for news and public affairs, culture, and for many, we provide the childlike wonder of a lifetime of learning, regardless of age.

We provide local teachers with the tools to help educate the young. Newcomers learn English through our outreach services. Those who cannot read come to us to learn a skill that others take for granted.

We are an integral part of this community. The professionals and volunteers who work to make KAMU possible are people who live alongside you. Your neighborhoods, schools, churches, parks, and community institutions are also the places where we live, study, worship, and play.

"So thankful for winning a 1-year subscription to PBS Passport and being able to binge watch "Little Women!" KAMU is my favorite station in Aggieland! - Sofia Rangel
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 and DishNet satellite service subscribers within the entire Waco-Temple-Bryan DMA. KAMU-FM broadcasts NPR provided national and regional programming in iBquity HD 24 hours a day, seven days a week. Network programming on both KAMU-TV and KAMU-FM is supplemented with regular local programs and specials.

KAMU-TV Coverage Map

KAMU-FM Coverage Map

Contact Information:

KAMU TV & FM
Educational Broadcast Services
Joe H. Moore Communications Center
900 Houston Street
Texas A&M University
College Station, TX 77843-4244
kamu.tamu.edu | 979.845.5611