

FINAL REPORT: KPR LIVE DAY 2018

The aim of Kansas Public Radio's Live Day project was to highlight and promote classical music and to feature educational institutions, organizations and artists who enrich the culture of Kansas through education in and performance of classical music.

Toward this end, KPR presented Live Day as an eight-hour broadcast of live performances, originating from the KPR Live Performance Studio and the atrium of the Lawrence Public Library. Performances were live between 9:00am and 3:00pm, with highlights from the day's recitals broadcast between 7:00 and 9:00pm.

Performers on KPR's Live Day included Jen and Brad Baker (soprano/piano), the Bach Aria Soloists, cellist Meredith McCook of the Kansas City Symphony, guitarist Braulio Bosi, the Washburn University Brass Quintet and Trio Lawrence (KU music faculty). The event aired live on stations in the Kansas Public Radio network, including:

91.5 KANU Lawrence, Topeka, Kansas City
89.7 KANH Emporia
99.5 K258BT Manhattan
91.3 KANV Junction City
89.9 K210CR Atchison
90.3 KANQ Chanute

Based on KPR's Fall 2018 audience data, we estimate that over 12,000 listeners tuned in for some or all of the Live Day radio broadcast. Some of our repeater stations are located in markets where audience is difficult to measure, so it's likely the broadcast audience was considerably larger than 12,000.

In addition, KPR live streamed both audio and video to listeners and viewers throughout the world, with nearly 1,800 users sampling the live streams at some part during the program. In addition, the Library kindly provided seating for its customers to watch the performances, and we estimate approximately 100 people stopped in during the broadcast.

Here are a few of the comments about Live Day received from KPR listeners:

- "I just wanted to thank you for the work you all put into last Friday's music programming. I can honestly say that we enjoyed it as much as anything you have done. Driveway moments!"
- "Thanks for doing this. Beautiful music today!"
- "Needed a mental break. Thanks for providing it. Very nice."
- "That's awesome. It makes me want to go to the library."
- "Loved every minute!"
- "What a treat! I'm so glad I was able to listen. Beautiful!"

Of the \$3,500 granted for this project, \$3,000 went to cover individual artist fees. The remaining \$500 was spent on meals for our producing staff (who worked non-stop from 7:00am until 4:00pm without a break) and performers, plus incidental support materials for use at the broadcast sites and limited social media advertising.

KPR and our producing partner, the Lawrence Public Library, were thrilled by the response to our first Live Day event. We were able to create almost eight hours of live classical music performance featuring regional artists and share it with listeners throughout the world. We are most grateful to the City of Lawrence and the Cultural Arts Commission for the funding that made this event possible.