

Corporation for Public Broadcasting
Local Content and Services Report – FY 2022

1. Describe your overall goals and approach to address identified community issues, needs, and interest through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

KUNC is committed to engaging with the community and hearing community concerns through a variety of activities.

Management meets quarterly with a Community Advisory Council representing listeners from diverse geographic regions of the station's coverage to hear of local community needs and aspirations.

The station also hosts regular meetings where members of the reporting and editorial staff make themselves available, across our service area, to meet with the general public and hear concerns and suggestions as to how KUNC can improve its service to the community.

Through our website each and every listener suggestion, concern, question is responded to directly and the listener comment is distributed to appropriate staff for consideration.

2. Describe key initiative and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

Community Radio for Northern Radio's board of directors adopted an updated strategic vision in 2021 which includes as one of four key initiatives direction to the staff to "Create unique collaborations and partnerships."

KUNC is a committed founding member of the Mountain West News Bureau, a CPB-supported project that involves stations across five western states. Reporters are creating hundreds of short and long-form reports each year addressing issues of concern that stretch beyond geographic boundaries, focusing on transformative regional issues.

KUNC provides leadership in a collaborative effort with 15 other member stations of Rocky Mountain Community Radio to provide coverage across Colorado of public policy issues related to state government with an emphasis on coverage of the proceedings of the Colorado state legislature.

KUNC with support from the Walton Foundation provides coverage of the Colorado River water basin, which has a direct impact on more than 40 million Americans. Through informal collaboration reporting of this and related issues is provided on twenty stations in eight states.

KUNC was also involved in the America Amplified collaboration, which focused on engaging audiences around the 2022 election.

We also partner with numerous publications across northern Colorado for coverage of issues. Among the collaboration organizations are Chartbeat, the Boulder News Lab and the "Colorado Sun," an online news service focused on covering the state of Colorado, as well as a number of local newspapers serving specific communities.

3. What impact did your key initiatives and partnership have in your community? Describe any known measurable impact, such as increased awareness, learning, or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

KUNC's podcast and broadcast series The Colorado Dream told the story of Black immigrants in Aurora, Colorado. This series allowed KUNC News to work with members of the community in Aurora and bring them together around this issue.

When wildfires struck Boulder in December of 2021, KUNC provided not only in-depth coverage of this event, but also shared resources with listeners of both KUNC and the Colorado Sound on how to deal with the challenges related to the fire. These resources included links to government and non-profit resources to help. A similar model is applied to other breaking stories, including mass shootings and weather events.

It is difficult to quantify the numerous anecdotal comments made to staff and board members about our efforts, but we certainly experience continuing conversations.

The station website features active conversations where listeners/users engage in active discussion with staff and with each other about issues covered by the KUNC news staff.

KUNC also regularly files stories for national distribution through NPR and often offers its reporters as experts for interviews on other public radio stations.

We believe the increasing participation in community events and strong membership support are indicative of the value of the station to communities across northern Colorado.

4. Please describe any efforts (e.g. programming, production, engagement activities) you may have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

In 2022, KUNC created a podcast series that examined the challenges of immigrant communities to integrate into Aurora, Colorado. This series was created in collaboration with community members and groups.

In 2022, KUNC and the Colorado Sound began a partnership with the Boulder Museum to support an upcoming exhibit focused on Black history in Colorado. This partnership will result in a collaborative event and news interviews related to this project.

In 2022, KUNC developed a podcast version of its program Colorado Edition, a weekly podcast focused strictly on Colorado issues, including but not limited to the issues highlighted in the question raised in this section. KUNC plans to expand this podcast into a daily broadcast and podcast starting in mid-2023.

In 2022, our news department reorganized reporting responsibilities into the following beats.

- *Rural & small communities*
- *State government.*
- *Investigative reporting.*
- *Colorado River & Water*
- *Politics and elections (collaboration)*
- *Mountain West (collaboration)*

The news staff recognizes each of these coverage areas have impact on all of our listening sectors, including minority and other diverse audiences. We would make special note that the rural & small communities beat by definition is not specifically geographic but also inclusive of other small communities by definition.

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

CPB funding to Community Radio for Northern Colorado allows us to continue to offer a broad range of nationally produced programming and also to integrate regional news service into our daily broadcast schedule, website, and social media accounts. Through CPB funding we have the

opportunity to develop partnerships with other public stations that are economical and allow for a vast increase in the amount of important content being created and shared with audiences.

We would point specifically to the success of the CPB-supported Mountain West News Bureau. It is worth noting in addition to the extensive high-quality reporting generated by the project we have also benefited from developing a deeper understanding of best collaboration practices which have carried over to our other collaborative projects.

CPB funding has also been helpful in supporting our partners at America Amplified, which has enhanced KUNC's engagement with people outside of public radio's traditional audience. KUNC staff members also benefitted from participation in the Digital Transformation Project, which helped train staff on how to make the transition to digital in a way that uses data to measure success and in a manner that appeals to a broader and more diverse audience.

CPB funding has been and continues to be essential to our ability to grow our service to the community. KUNC now has one of the largest newsroom staffs in the state of Colorado and the largest in northern Colorado. The public/community partnership is succeeding in providing coverage of vital community issues during an era when commercial media is continuing to downsize and create news deserts.