

Grantee Information

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| ID | 1322 |
| Grantee Name | KDNK-FM |
| City | Carbondale |
| State | CO |
| Licensee Type | Community |

6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2022. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

Joint licensee Grantees that have filed a 2022 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

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1. Describe your overall goals and approach to address identified community issues, needs, and interests 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.

We have 27 volunteer-produced and hosted public affairs shows that generally air monthly in half-hour, weekday time slots at either 4 or 4:30 PM. The shows cover health and wellness, diversity, philosophy, arts, and entertainment, environment, and conservation, technology, animal welfare, sports, education, sustainability, and climate change. Our news department produces and hosts morning and evening newscasts focusing on local issues. We also broadcast and collaborate with over 20 other regional community radio stations via our participation in the Rocky Mountain Community Radio Association. New this year is a dedicated managing editor that coordinates content for the whole coalition. We engaged with the Spanish-speaking community deeply in 2022, with an outcome of clear next steps, and action items to authentically and effectively engage with a population that represents nearly 30% of our listening community. Our migration to the Grove web content manager has enabled us to better archive and share all of our content, and allow for listening on any schedule. We post all of our public affairs programs on the site and podcast platforms. We do the same with the local portion of our newscast every day.

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2. Describe key initiatives 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.

We collaborate with Andy Zanca Youth Empowerment program to provide 6 hours of air time for youth and therefore network and collaborate with every primary and secondary school within every listening area we cover. This youth programming is the greatest example of interaction between Hispanic/Latinx youth and their parents. This represents collaborations across 3 school districts and over 25 different primary education schools. CORE Imagine Climate, SOL Theatre Radio Plays, Women's VOICES Origin Stories, Wilderness Workshop/ACES Naturalist Nights, 51st Mountain Fair Radio Shows and Live Broadcast, Carbondale Historical Society This I Remember Shows, True Nature Summer Concert Series, Aspen Art Museum Mid-Summer Blowout, Carbondale Creative District Express Yourself. Partnering with local governments has helped us provide timely information regarding public health, wildfires, flash floods, mudslides, and highway closures. Our relationship and collaboration with Pitkin County Communications enable us to broadcast in pockets of valleys and mountainous terrain.

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3. What impact did your key initiatives and partnerships 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.

Our membership drives continue to set internal records for increased goals reached, in shorter amounts of time. Our membership is continuing to increase as are our additional donations outside of membership. This support seems to be the greatest metric of success in that our listeners and community are financially stepping up to support programming they approve of. We continue to have measurable increases in collaborative efforts that serve the community and at the same time provide excellent programming content. "KDNK has consistently been

one of our most valuable partners. Of course, we benefit from their sharing our events with their audience, but they are also a significant programming partner for us. They are an incredible resource for TACAW and the Roaring Fork Valley." Ryan Honey, Executive Director of The Arts Campus at Willits. "KDNK truly puts "community" into community radio. As an active contributor to the Midvalley and beyond, KDNK provides support to local businesses and non-profits, while serving as the go-to source of news and information during a crisis. This has been proven time and time again with their coverage during the Lake Christine Fire and ongoing information during the COVID-19 crisis. It is more than a radio station – it is a community builder and a key part of the future of Basalt and the mid-Roaring Fork Valley. Both our members and Basalt have benefited from our partnership with KDNK, whether streaming the summer concert series or supporting other area non-profits. KDNK is truly invested in Basalt." Kris Mattera, Executive Director Basalt Chamber of Commerce.

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4. Please describe any efforts (e.g. programming, production, engagement activities) you 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 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

Our entire staff participated in the Intercultural Development Inventory assessment through a local facilitator. It involved individual and group work and was above and beyond the mandated Harassment and Bias Prevention training. We partnered with 7 local media outlets including the all-Spanish-speaking station, Radio Tri-colour, in a grant-funded study to authentically and comprehensively learn how we can best serve and provide content to the over 30% Hispanic/Latinx population. The cohort has been awarded a second round of funding in for 2023 and will be hiring a shared managing editor and translator to consolidate content to a digital platform. One of our board members, Eloisa Duarte has organized a monthly Loteria Night (Mexican Bingo) in our community room. Through sharing food and games, it has been a source of connection and relationship-building with the Spanish-speaking community We broadcast two to six hours a week of bilingual programming, and have 3, two-hour, Latin music genre shows per week. We have encouraged our Spanish-speaking DJs to announce bilingually, and have incorporated Spanish into portions of our DJ logs. We partner with English in Action. They match volunteer tutors with immigrants to teach English, creating connection and intercultural understanding. We live broadcast one of their locally cherished events, Immigrant Voices. Students of the program bravely tell their stories in front of a live audience. We broadcast the Tactile Traveler hosted by blind volunteer Nick Isenberg. The Tactile Traveler seeks to empower blind and low-vision people to explore the world and help the sighted to see the world in a new way.

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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 counts for nearly 20 percent of KDNK's funding and is crucial to the financial stability of the organization. We can afford the ever-increasing cost of NPR news and digital support along with other important syndicated news. CPB funding has helped greatly in securing a new position at the station to be able to provide content to all communities via digital content and provide access to content in a myriad of other ways. Mountain communities have been hit especially hard by inflation and the cost of housing. We would have to cut staff if we did not receive CPB funding.

Comments

Question

Comment

No Comments for this section