6.1 Telling Public Radio's Story

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 2023. 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 2023 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.

KVNF's primary goal is to continually increase the amount of locally produced news and public affairs programming and audience engagement opportunities, while maintaining our news/music format. We continue to work towards getting more voices on the air that reflects the diversity of our communities. This year we returned to running our raffle and this got us out into the communities with our KVNF booth. We also changed our public affairs schedule a bit to include Regional public affairs show that is a round up of our collaborative with rocky mountain community radio to air the stories from other stations around the region. We also re-did our production room with the help of local artists to allow for more filming possibilities. We did in-person engagement this year again. We went to free outdoor concerts and engaged with listeners and potential listeners, along with providing live broadcasts. We had two high school interns over the summer and had two opportunities for area youth to come and learn about youth programming with a camp and a radio play production. All locally produced features a re posted to our website at kvnf.org. Links to these programs are often posted on social media. We continued our DJ training courses and continue to have very little turn-over with retirees holding to make room for new ones.

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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.
In 2023, KVNF continued to collaborate and partner with our regional collaboration of 18 other community Radio stations, known as Rocky Mountain Community Radio, to share news stories and public affairs style interviews. RMCR has an editor who is able to provide a lot of support to our news team, and curates stories to air from our Region. We continue to air several educational short features, and this year had a collaboration with our local Theater and Learning Council to have Heritage months influenced programs. We are still working with the help of the Black Canyon Astronomical Society of the Black Canyon of the Gunnison National Park to produce our short feature called Western Slope Skies and other stations in the region are now broadcasting it as well. We continue to collaborate with several arts organizations and non-profits as well as local writers, scientists and folks in the medical field, journalists, farmers, musicians and artists in our thirty min public affairs feature, called Local Motion, that are downloadable as podcasts. KVNF continues to collaborate with local banks such as well for an interest exchange. We also continued our collaborated with a local bank to provide matching grants to use for underwriting to area non-profits thus maximizing their outreach budgets. We had a total of 16 organizations take advantage of this opportunity this year.

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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 learning, awareness, 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.

In 2023 our partnerships and initiatives have worked to better inform our listeners as well as help raise awareness of organizations we work with to amplify their work. This year we worked with The Learning Council to sponsor and table at the Cinco D’Mayo Event in Delta and we provided music playlists to Culture Fest in Montrose. The Rocky Mountain Community Radio coalition made it possible to serve up news from the region along with encouraging collaborations to make our reporters able to stick to a new set of regional journalism standards. We also informed listeners by broadcasting award-winning reporting from our own news team and secured 11 awards this year from CBA and SBJ. We also continued to air “Capitol Coverage” from RMCR’s reporter from the State Capitol with information about the general assembly when it is in session in Colorado. Each week in 2023, “Local Motion” provided Public Affairs reporting with interviews from area community members covering the activities they were doing that were of cultural, economic, and agricultural import to our listeners. We also used our show The Pen and The Sword to expose listeners to authors, poets, and filmmakers from the area or visiting the area. We also continued to host an interview/live performance formatted program called Talkin Music with local and regional musicians in our studio, or on Zoom. Many of our nonprofits in the region benefited from the Matching Grant we provide with a local bank to supplement their underwriting. They let us know how the Underwriting impacted the event or campaign they were running.

6.1 Telling Public Radio’s Story

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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.

The primary minority population served by KVNF in Western Colorado is LatinX. In 2023, we continued to provide five hours of Spanish language programming every Monday evening, three hours being locally hosted music and two hours of news from a syndicated news service from Radio Bilingue. This year we also had a booth at the Cinco D’Mayo Festival to spread awareness to new communities. Our Montrose studio has allowed us to host Spanish-speaking DJs, as that is where the majority of our Latinx population resides. We continue to receive many positive comments concerning our commitment to Spanish language programming and we hope to do more within our public affairs shows and possibly involving the public schools in Montrose. We also collaborated with two other non-profits to cross-promote each National Heritage Month with a new focus to our programming that covered topics like: interview with a Native American Cookbook author, a author who wrote about Demystifying Disabilities, and there was LGBTQ festival coverage and historical interviews with diverse experts by our new team.

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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?

In 2023 the Community Service Grant that KVNF received from the Corporation for Public Broadcasting made up 18% of our overall income. This year, we are still able to access the added ARF support for us to accomplish some of the technology upgrades and building improvements we completed that were referred to above. We do aspire to continue to increase the level of private support we receive from listeners, businesses and foundations and have achieved some of that growth thanks to matching money during drive and support from a few Foundations. Without CPB support, KVNF would be unable to afford the things that our listeners depend on. Things like the ability to be a member of National Public Radio and accessing other high quality syndicated programming. It would be very difficult to continue to provide...
local news on a regular basis and fund the news team we have currently. CPB funding is the foundation KVNF counts on to help us raise even more from out supporters and our audience.

Comments

Question

Comment

No Comments for this section