Joint Licensee Grantees that have filed a 2021 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so by checking 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.

6.1 Telling Public Radio's Story

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.

Aspen Public Radio's broadcast signal includes a wide, rural coverage area where more than 100,000 individuals and families live, work, and play—from Aspen to Glenwood Springs. This reach includes our digital and social media communications, as well as our local access on television Comcast Channel 8. As such, in addition to serving our mission to educate, inform, and entertain, we are often the only source of news our listeners have available to receive important community news and emergency updates. Our listeners know they can rely on us to provide critical information when it's needed most—whether that's because of a city-wide gas outage in the dead of winter, or when a summer wildfire sparks on a red flag day. Understanding there are a significant number of people who reside all throughout the Roaring Fork and Colorado River valleys (and beyond), but have interests in Aspen, underscores the importance of our reporting throughout the entire valley on issues which impact us all. In June 2021, we hired Breeze Richardson as our executive director. Richardson is highly respected in public media for her strategic planning and communications background, as well as her passion for telling stories and producing community-focused programming. She was previously director of strategic partnerships at WBET 91.5 FM in Chicago, where she fostered collaborative relationships with more than 70 cultural institutions and community organizations across the Chicagoland region. We feel confident that our executive director's ability to connect with community members will enhance our programming for years to come. And in August 2021, we hired seasoned local journalist Brent Gardner-Smith as our news director, which allows us to reimagine our news service in regards to what our community needs today; focus on growing our local news team (with the hire of a fifth journalist in February 2022); and advance our vision to put complex issues into context, facilitate enlightening conversations, and generate high-quality, impactful news content that is community-driven.

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 2021, over 100 local businesses and organizations were able to provide on-air messaging about their services, including ACES, Theatre Aspen, Challenge Aspen, the City of Aspen, and more. We also sponsored a number of events, and promoted the work of our members as part of our membership drives, such as ACRA and Aspen Custom Vans. This past year, we partnered with Aspen Words to record and broadcast their summer author talk series, and with English in Action to bring their annual "Immigrant Voices" event to a wider audience. As we prepare for 2022, we are excited to expand this program, exploring possibilities with Aspen Center for Physics, Explore Bookellers, and others. We're also excited to be working with ACRA to launch a "Sonic ID" initiative to capture the unique sounds of Aspen (skiing Ajax on a powder day, the tranquility of Hallam Lake, the annual Fourth of July Parade, and more), which will broadcast daily between programs. Our organization has also prioritized collaborations with other local journalism outlets to increase the public's access to Roaring Fork Valley news and information. For instance, Aspen Journalism, the Aspen Daily News, Grassroots TV, and Aspen Journalism on a number of initiatives, including moderating a 2021 school board candidate forum, interviewing reporters on key issues, and broadcasting the most accurate COVID-19 numbers in our area. A grant-funded initiative in 2022 will explore possible solutions for meeting the information needs of Spanish speakers in the Roaring Fork Valley, in collaboration with Aspen Daily News, Aspen Journalism, the Aspen Times, Glenwood Springs Independent, KDNK Community Radio, KPVW/La Tricolor 107.1, and The Sopris Sun. Over the next eight months, station leadership will meet with key stakeholders and non-profits, and participate in community engagement initiatives that successfully grow the collaboration's leadership. The station is also expanding its community partnerships and collaborations with public media and community radio stations continues as well, including our carriage of the Colorado River Watershed Initiative and Mountain West News Bureau content, and membership in the Rocky Mountain Community Radio (RMCR) network, with Aspen Public Radio now leading a new three-year CPM Community Media Network support to a managing editor for RMCR — a network of nearly twenty rural and mountain community radio stations who collectively reach more than 415,000 unique listeners per week.

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 indications of success, such as seeing communities or people responding 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 your listeners (as a person's voice)

In 2021, Aspen Public Radio was able to expand daily local news coverage in ways that better provide dependable coronavirus and public health updates; important news and entertainment from nationally-recognized programs; and expand our local reporting efforts, along with time-sensitive wildfire coverage and local closure information which significantly impacted our community. "Aspen Public Radio's story on the Skier's Chatel was spot on: it touched on the housing and employment issues that so many locals are experiencing, while providing context of nearly twenty rural and mountain community radio stations who collectively reach more than 415,000 unique listeners per week. As a resident of Aspen, I was inspired by the coverage. It was a true Denver-style moment for me. Thank you for your coverage."

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 2021, 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.

Expanding on the work done in 2019 and 2020, in 2021 we also looked for ways to grow our presence in content of Spanish for the Valley's Latinx community, leading to the local media collaboration now underway for 2022 (described above in 6.1.2). We know there are approximately 33,000 Spanish-speaking residents in our coverage area, according to U.S. Census data and from information provided by our friends at local non-profit, Voces Unidas de las Montanas, and we are excited to be working in partnership with La Tricolor Aspen to further expand our reach. We are now producing 80-second news reports in Spanish, broadcasting on La Tricolor Aspen, as a way to bring crucial news and information to these residents. Providing this content where the audience already is—instead of trying to attract a Spanish-speaking audience to a new platform, has proved successful. Samuel Bernal, station manager at KPVW/La Tricolor Aspen: "This says to me that we are lucky to have journalists that share the passion and the mission of informing our communities as best as possible," Bernal says. Funders and newsrooms share the dream of responding to communities' needs and desire for local news, "because at the end of the day, a better-informed community is a more resources and prosperity." Additional efforts included the broadcast of English in Action's annual storytelling event, "Immigrant Voices," as a Thanksgiving Day special.

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?

As my predecessor previously stated, it cannot be said enough critical CPB funding is to small, rural stations. Even before the pandemic, stations like ours relied on CPB funding to ensure our reporting, technology, and engagement efforts to build community are robust and strong. Local revenue from members, grants, and underwriters was significantly impacted by COVID-19, with our region's rightful shift to assisting people impacted by the pandemic—while even acknowledging how important Aspen Public Radio was to communicating vital information the community needed. Emergency funding in 2020 from the CPB allowed us to retain the entire staff, and keep the programming on the air in 2021; thanks to the additional emergency funds provided, we were able to replace departing staff with confidence and bring back two programming roles that had to be cut. As we begin our attention more squarely to an aging infrastructure and with the dangers of rural mountain life, including more wildfire concerns than ever before due to the impacts of climate change, continued federal support in our nation's broadcast communications infrastructure and services will be needed.