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 2021. 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 2021 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.

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.

KPCW is the only not-for-profit source of live, daily news in Utah's Summit and Wasatch Counties. We strive to be an anchor in our community that listens deeply, surfaces untold stories, and presents fact-based information that builds awareness, empathy, and engagement among the diverse communities we serve. KPCW has a newsroom of five reporters who cover immediate issues affecting our listeners and readers, such as severe weather conditions, power outages, traffic, and regional disasters like wildfires and backcountry avalanches. Our news team also provides in-depth coverage on critical ongoing issues, such as state and federal response to COVID-19 and ways that local leaders, schools, businesses, and nonprofit organizations have adjusted to address community needs since the start of the pandemic.

KPCW local news airs each weekday during our morning news program, The Local News Hour (8:00 am), our midday Noon News Report (12:00 pm) and during The Local View, which is a combination of local, national news and community cultural interviews every afternoon (3:00 pm – 6:30 pm). We also produce weekend local news reports on Saturday and Sunday mornings that air in combination with Weekend Edition from NPR. In addition to news, KPCW conducts in-depth interviews during our locally-produced, original public affairs shows focused on business, the environment, physical and mental health, advances in science and technology, local arts and culture, and issues facing area minorities. KPCW public affairs shows air Monday through Thursday from 9:00 am – 10:00 am and Sundays from 7:00 pm – 10:00 pm.

KPCW broadcasts via three FM frequencies (91.7 FM, 88.1 FM, and 91.9 FM) and streams all content digitally via our website, mobile app, and various streaming platforms. Our broadcast and digital audience continues to grow, with KPCW.org users jumping to more than 1.13 million in 2021, up more than 18% over 2020 (953,904 users). Digital streaming (via KPCW.org, mobile app, and smart speakers) averages 25,000 listeners per month, up 20% from 2020. We attribute this growth to the quality of KPCW news and programming, and the fact that we post all of our content online without a paywall, making KPCW news, shows, and information accessible to everyone, everywhere. As one streaming listener said, "My mom
lives in Park City and loves – and relies on – KPCW. As for me, I live in Tokyo, Japan and use the NPR One all every single day tuned to KPCW of course. Thank you for all you do!”

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.

At a time when many Americans feel overwhelmed by national news and tune out altogether, KPCW shines a light on what’s happening at a local level where it impacts people most. KPCW strives to keep residents and visitors informed and connected. As our community saw surges in COVID-19 variants throughout 2021, the KPCW news team reported regularly on case counts, testing and vaccination sites, and regional and state public health orders. KPCW continued to work closely with county health departments, local school districts, businesses and nonprofit organizations on the frontlines of the pandemic to disseminate vital information to our community.

KPCW is also the source of live breaking news across Summit and Wasatch counties. When a fast-moving wildfire erupted in Parley’s Canyon threatening thousands of homes in August 2021, listeners near and far tuned in to KPCW for hourly reports about fire containment efforts from the on-the-ground response team. We worked with the Summit County sheriff's office to report real-time evacuation orders and the Red Cross to share information about emergency shelters for evacuees. As two listeners told us:

“I have always appreciated the local news coverage on KPCW, but the fire coverage last week was even more meaningful to me. As one of the evacuees, KPCW monitored multiple sources to provide accurate updates, and I was without internet so my best source of information was KPCW radio!” (Whitney Ryan)

“I found myself hanging on to KPCW reports hour after hour. There were so many frantic moments and unfounded rumors from neighbors – but each time I turned on the radio there was Renai’s calm and steady voice with important and accurate information and always asking officials the important questions. Thank you KPCW for being there all weekend.” (Araby Leary)

Beyond breaking news, KPCW also continues to collaborate with a variety of city and county agencies, local businesses, and nonprofits to provide news and updates on regular community affairs and events. KPCW regularly interviews local elected officials every week to preview and review city council meetings, planning commission meetings, county council meetings, and other municipal matters. The Park City Chamber of Commerce and the Heber Valley Chamber of Commerce are invited on-air to inform listeners about what’s happening in the business community, and the Park City Board of Realtors makes quarterly appearances on KPCW as well.

In addition to local news, a key pillar of KPCW’s mission is to help area nonprofits thrive by offering them broadcast and digital platforms to help get the word out about their events and volunteer opportunities. Community organizations such as the Mountain Trails Foundation and the Park City Film are given weekly airtime to talk about trail conditions and upcoming film screenings, respectively, which our listeners look forward to as they plan their week. We estimate that KPCW reporters and DJ’s read nearly 12,000 PSAs per year on behalf of local nonprofits, totaling more than $300,000 in airtime value. We also offer free underwriting credit to nonprofits who join us for our biannual pledge drives. Since 2020, KPCW has provided more than $150,000 in free underwriting to local nonprofit organizations, saving them critical marketing and communications expenditures. Several of these organizations have opted to record their underwriting spots in both English and Spanish in order to reach diverse audiences across Summit and Wasatch Counties. Finally, we partnered once again with the Park City Community Foundation to showcase Park City’s annual day of giving which raised a record-breaking $4.4 million for local charities in during Live PC Give PC 2021.
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.

KPCW has served as our region’s hub of pandemic related news and updates since the coronavirus first emerged in 2020. Throughout 2021, listeners tuned in for weekly COVID-19 case counts, interviews with public health experts, and announcements about regional and statewide mask mandates and testing sites. KPCW has also kept the community connected and entertained throughout the pandemic, with listeners calling us their “COVID companion.” When spectators were limited at sporting events in Fall 2020, KPCW carried live coverage of Park City High School football games so locals could stay on top of the action.

When COVID-19 vaccines became available in early 2021, KPCW worked closely with county and state health departments to report on vaccination rollout and regional vaccination rates. KPCW also published eligibility and registration details on our website and read daily PSAs telling listeners how they could get vaccinated – and our staff fielded dozens of phone calls from locals who knew they could call KPCW to ask where to go. KPCW also highlighted the work that nonprofits like People’s Health Clinic and the Christian Center of Park City were doing to reach out to the Latino community and others who were initially reluctant to get vaccinated.

As of July 2021, Summit County had the highest vaccination rate in the state of Utah, with 88% of those 12 or older receiving at least one dose and 78% completely vaccinated. County health officials credit KPCW with helping spread awareness about the importance of getting vaccinated and being a trusted source of pertinent information. “KPCW was an instrumental community partner to help spread important vaccine information in the greater Park City area,” said Derek Siddoway, Communication & Public Engagement Director for Summit County. “Because eligibility and timelines changed so quickly, we relied on our trusted media partners to assist our efforts in keeping residents informed about the Mass Vaccination Clinic operations.”

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.

KPCW produces our own Spanish language show, *Cada Domingo*, which airs every Sunday (7:00 pm – 10:00 pm). The show is hosted by social equity advocate Jorge Rodriguez who determines the topics based on what is timely and relevant and invites experts on air each week to address these topics (with translation services available if necessary). *Cada Domingo* episodes feature Spanish-language interviews with Latinx artists and musicians, state judicial officials, financial advocates, educators, doctors and public health experts, law enforcement officers, legal mediators, and community outreach coordinators. Examples of recent local guests include: Franco Libertini (Community Outreach Officer, Park City Police Department), Diego Zegarra (Vice President of Equity and Impact, Park City Community Foundation), Joana Acevedo (Outreach Coordinator, Mountain Mediation Center), Edwin Espinel (Health Systems Specialist, Utah Department of Health), and Rodrigo Rivas, GED and ESL Teacher, Park City School District). Recognizing the need to provide even more inclusive programming, KPCW added a new show to the weekly lineup in 2020. *Alt.Latino*, an NPR show spotlighting Latinx arts and culture through music,
stories and conversation, now airs every Sunday before *Cada Domingo*, for a total of 3.5 hours every week of Spanish-language programming.

With regard to public service announcements, KPCW works with nonprofit and business partners to record underwriting spots in both Spanish and English to ensure that listeners receive pertinent local information. KPCW also interviews guests from local equity and outreach organizations like the Park City Education Foundation to discuss ESL services and scholarships for first-generation college students, and Youth Sports Alliance and The Solomon Fund to highlight after-school sports and activities for area minority students.

Finally, in 2021 KPCW worked with community advocates to spotlight cases of evictions and inequitable treatment by area landlords on low-income families, people of color, and residents with mixed-immigration status. KPCW’s investigation into health and safety violations in an affordable housing complex led the Summit County Attorney and Health Department to conduct more thorough and expensive inspections of units throughout the complex. In addition, KPCW shed light on the fact that during the Parley’s Canyon Fire, evacuation orders issued were issued in English only, leading to confusion and delayed evacuation by Spanish-speaking residents. KPCW broke the news about the lack of bilingual emergency alerts and interviewed members of the sheriff’s office and the head consul of Mexico to the state of Utah, leading Summit County to explore implementing a new bilingual emergency alert system.

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?

Since the onset of the global pandemic, it became clear that KPCW has been the primary source of news and information for residents across Summit and Wasatch County. In the past year, the *Salt Lake Tribune* went to once-a-week print and our local newspaper, *The Park Record*, experienced staff cutbacks. KPCW on the other hand is reaching more and more listeners locally and – thanks to digital streaming – around the world. We attribute growth in our broadcast and online use to the breadth of our news reporting, the ease of accessing our stories, and the trust we’ve earned from our listeners. Funding from the Corporation of Public Broadcasting allowed us to replace a junior reporter with a more experienced journalist as the KPCW Managing Editor. As compared to other major metropolitan areas around the country, KPCW may be considered a “rural” radio station, but as a ski resort town and international tourist destination, Park City alone can go from a town of 9,000 residents to more than 100,000 visitors at various times during the year. CPB funding remains absolutely essential to KPCW’s ability to inform and inspire our listeners, which in turn builds empathy and civic engagement among the diverse communities we serve.