

Grantee Information

ID	1641
Grantee Name	KUER-FM
City	Salt Lake City
State	UT
Licensee Type	University

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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.

It is our fundamental belief that information and public engagement enrich a community. To that end, KUER 90.1 is intensely committed to building a community of world citizens through story and art, discussion and debate, sound and creativity. The work of KUER is driven by our public service mission: KUER enhances the lives of its audience with a blend of news, information, and entertainment programming in an unbiased, non-commercial context and creates an ongoing source of service and support vital to community organizations. KUER serves the critical role of producing accurate, inclusive, and fair-minded news and information. The station's journalists reported on the important and critical issues that impacted Utahns in rural and urban communities throughout the state. Each reporter was responsible for covering a particular "beat" in which they have developed expertise. They researched, wrote, and produced some 1,500 breaking news stories, feature-length reports, and investigative pieces about education, politics and government, the environment, religion, business, water policies, growth, and more. Stories were broadcast statewide over KUER's extensive transmitter and translator network and published on kuer.org, the mobile app, Facebook, Instagram, and Twitter. The digital services team published photographs, illustrations, and infographics alongside the stories on kuer.org to enhance and expand the conversation. The reporters provided daily COVID-19 updates including numbers and demographics of cases, hospitalizations, vaccinations, and deaths on kuer.org, and periodically produced broadcast spots with interviews with doctors, epidemiologists, teachers, and those infected, to provide ongoing information about the pandemic. KUER's politics and government reporters produced the 45-Days podcast with inside information on the Utah legislative session which takes place January through February each year. They hosted a virtual roundtable to kick off the session where community members were invited to ask questions about particular bills working their way through the session. RadioWest is KUER's original, two-hour broadcast that features local Utah news and information the first hour and dives deep into myriad subjects the second. They strive to feature a cross-section of stories, about the arts, government, health, history, business, and religion. They prioritized COVID-19 coverage last fiscal year, with programs about the history of vaccines, Vivian Lee's "fix" for health care in America, and the effects of the pandemic on our mental health, small and minority business owners, arts organizations, teachers, and schools. They produced shows on the 2020 election local and national elections and talked to KUER government and politics reporters about the 2021 Utah Legislative Session. They created short documentary films last fiscal year including "Remembering Michael," a poignant piece about a father believed to be the first person in Utah to have died from AIDS. They made a goal to feature light-hearted programming to offer audiences a break from the intense news cycle – a few of the popular shows included the 2021 Summer Books show

with local, independent booksellers, the Life and Music of Wolfgang Amadeus Mozart, and the secrets of French haute cuisine with writer Bill Buford. KUER connects with audiences by broadcasting a rotation of on-air spots throughout the year to direct them to the “community feedback form” on [kuer.org](https://www.kuer.org) where they can share opinions and story ideas about news coverage and programming. We started a formal survey to share with all sources, where they can share feedback about their experience being interviewed and self-report demographics about themselves. Reporters refer to the demographic information to ensure that voices on air reflected all of Utah's diverse populations.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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.

KUER reporters produced a series of stories in collaboration with reporters from the Salt Lake Tribune and American Public Media about Utah's Troubled Teen Industry, reporting that led to the passage of the first-ever state regulations to oversee Utah's 100+ treatment centers. KUER partnered with a local, social service organization to highlight their mission and offer KUER donors the option to contribute a portion of their donation to the nonprofit, rather than receiving a thank you gift like a mug or tote bag. In 2021 the featured nonprofits were the Utah Diaper Bank and the Utah Food Bank. Each of these charitable groups benefitted from a value of about \$15,000 in broadcast spots that aired throughout the campaigns leading up to and throughout the three on-air fund drives, as well as receiving funds of up to \$10,000 to purchase resources for their clients. The groups were also promoted with banner ads on [kuer.org](https://www.kuer.org) and in social media posts. In December, KUER, PBS Utah, and UEN employees and constituents donated some 995 pounds of food, \$500 in cash, and three vans full of clothing and blankets to Salt Lake City's Crossroads Urban for families in need during the 2020 holidays. KUER sponsored a virtual book club and it continued throughout 2021. About 450 participants engaged with one another on the dedicated Facebook page, to choose a book to read and discuss themes that resonate today. At the culmination of reading, the author or an expert on the book lead a discussion for participation on Zoom. KUER politics and government reporters appeared on the University of Utah Hinckley Report several times to offer their expertise and opinions about the Utah Legislative Session and the bills that became laws last year. A KUER reporter moderated a virtual panel discussion for the Better Utah Institute about police reform, RadioWest executive producer moderated the Activism for Earth panel discussion, the Executive Director spoke to students at the Garfield School about careers in radio broadcasting, a reporter participated in the panel discussion “reading between the lines” about media literacy, KUER News Director spoke to a University of Utah journalism class, RadioWest producers organized free film screenings in partnership with the Utah Film Center with Q & A sessions.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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.

Dozens of Utah stories produced by KUER reporters were picked up for local and national broadcast by NPR, the Salt Lake Tribune, The Standard-Examiner, Oregon Public Broadcasting, the City Weekly, Reveal, KPCW, KJZZ, KUNC, KZMU, Fox News Now, the Pulitzer Center, San Juan Record, KSJD, Utah Public Radio, the Poynter Newsletter, and others, leading to increased awareness of the critical issues impacting average Utahns. KUER content was shared via Twitter by the CNN commentator Brittany Packnett Cunningham to her 831K followers. The RadioWest short Instagram film “White on Purpose” had 206,676 views. Our collaboration with the Salt Lake Tribune on the Troubled Teen Industry in Utah led to the passage of legislation to oversee that industry, the first-ever law of its kind in Utah. KUER community members are often effusive in their appreciation for the public service journalism provided by KUER, as expressed by a source quoted for a story reported from the Navajo Nation, “Thank you for the opportunity to provide education and information to the public. The interviewer was polite, courteous, and professional.” Said Anna Thomas, of Voices for Utah Children, “Reporter Emily Means was awesome to talk to for her story. Great catch.”

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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.

The KUER Advisory Board formed a Diversity and Inclusion Committee in 2019 with community members who represent Utah's diverse demographics. In the fiscal year 2021 the committee combined efforts with employees and constituents of PBS Utah. The committee meets monthly to discuss how to create an inclusive station and as a result a more diverse listening community. Each month content creators preview stories and digital materials so that the committee can offer feedback about how it serves or could be changed to serve their particular community. The committee organized bringing NPR's Next Generation journalism training program to the station to give competitively selected college students the opportunity to work with a mentor to produce their own multi-media project and will again in the fiscal year 2022. The program is advertised to encourage a diverse group of students to participate and create a pipeline of journalists to fill positions in stations around the country. Mentors provide students with information about internships and job openings. We started “KUER en Español” with selected stories translated into Spanish on [kuer.org](https://www.kuer.org), and we employed the station's Spanish translator as a fill-in host. To ensure the station expansion of services across the state meets the needs of the communities served, KUER has initiated something new: listening tours. The first of four planned listening tours was held on February 1, 2021, with a dozen members from diverse communities in

Ogden. This community input will inform the journalism produced by KUER on local issues and build new partnerships this fiscal year. KUER will be expanding this effort into other towns over the next year.

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▼

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?

KUER broadcasts statewide in one of the most mountainous and rural regions of the nation. We operate with five transmitters and 35 translators, a configuration that reaches the vast majority of Utahns. It costs hundreds of thousands of dollars to maintain and service this extensive broadcast network each year. CPB funding is critical to achieving our efforts to reach and hear from rural communities in the far-flung reaches of the state.

Comments

Question

Comment

No Comments for this section