

FY2022 Local Content and Services Report (09/01/21-08/31/22)

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.

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 daily local news for residents and visitors in Utah's Summit and Wasatch counties. As our region has grown so has KPCW, broadcasting from the Spencer F. Eccles Broadcast Center in historic Park City via three frequencies 91.7 FM, 88.1 FM, and 91.9 FM along with 24/7 digital streaming on our website and mobile app. Beyond being an NPR affiliate, KPCW strives to be an anchor in our community that listens deeply, surfaces untold stories, presents fact-based information that builds awareness, empathy, and engagement among the diverse communities we serve.

KPCW dedicates 23 hours per week to in-depth local news and interviews with city and county leaders, public health officials, local school boards, and nonprofits serving the community, in addition to up-to-the minute information immediate issues affecting our listeners such as severe weather, power outages, road conditions, and regional emergencies like wildfires and backcountry avalanches. KPCW local news airs weekdays with local news cut-ins between 5:00 am – 8:00 am, live interviews during *The Local News Hour* between 8:00 am – 9:00 am, 12:00 pm – 12:30 pm, and 3:00 pm – 6:30 pm during *The Local View*, which is a combination of music, local and national news, and community interviews. We also air local news reports on Saturdays and Sundays in combination with *Weekend Edition* from NPR.

In addition to local, national, and international news, KPCW is committed to educating and informing listeners with our own locally-produced public affairs shows. These feature 2-3 interviews per show Monday through Thursday from 9:00 am – 10:00 am, with a focus on business and finance (*Mountain Monday*), the environment (*This Green Earth*), health living (*The Mountain Life*), and science and technology (*Cool Science Radio*). On Friday and Saturday nights, KPCW airs our own arts and culture show focused on jazz music and its roots (*Rich Tones*) in conjunction with NPR's *Jazz Night in America*.

And on Sundays, KPCW brings our Spanish-speaking listeners three hours of dedicated Spanish-language programming with our locally-produced show, *Cada Domingo* immediately following NPR's *Alt.Latino*.

While remaining true to our roots as a public radio station, KPCW is evolving into a multi-platform digital media outlet. Our goal is to reach residents and visitors wherever they are – whether tuning in during their daily commute, streaming from their desktops or via the KPCW mobile app, reading online, or scrolling through their social media feeds. We continue to invest in digital capabilities to deliver the quality content that KPCW listeners and readers deserve, particularly at a time when local independent news outlets are dissolving in our own community and around the country. To reach new audiences in 2022, KPCW launched a new free newsletter, *The Local*, delivering the top news stories of the day to subscribers' email inboxes. Also in 2022, the KPCW digital team introduced new tools to edit and post audio clips which enabled local leaders, public health and safety agencies, businesses, and nonprofits to communicate more effectively in real time with residents and visitors across Summit and Wasatch counties.

With these investments, we saw increased engagement across our digital platforms, including our website and social media channels. Online, we tracked 1.15 million user sessions of more than 1 minute per session on KPCW.org in 2022. Users consumed more KPCW content while spending more time on the site, with the average time on the website increasing 46% from 2021 to 2022, the number of pages viewed up by 10%, and the bounce rate decreasing by almost 13%, indicating that users are intentionally consuming KPCW's content. Our social media channels grew in 2022 and KPCW now has more than 8,800 Facebook followers, 5,000 Instagram followers, and more than 4,000 Twitter followers. Finally, live digital streaming via KPCW.org, the KPCW mobile app, and smart speakers averaged 20,000 listeners per month in 2022.

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.

As the local public media outlet for Summit and Wasatch counties, KPCW collaborates with a variety of city and county agencies, local businesses, and nonprofits to provide news and updates on community affairs and events. The KPCW news team interviews local elected officials every week to preview and review city council meetings, planning commission meetings, county council meetings, and other municipal matters. In September and October 2021, KPCW partnered with the Park City Community Foundation, the Park Record, Park City Chamber of Commerce, and Park City Rotary to host and broadcast a series of debates in advance of local mayoral and city council elections in November 2021. And KPCW invited all mayoral and council candidates from Park City and Heber City for live interviews during the *Local News Hour* in the month leading up to election day. And throughout the Utah Legislative session in January 2022, the news team interviewed state elected officials for their perspectives and updates on statewide bills, particularly those impacting residents of Summit and Wasatch counties.

KPCW also invites the Park City Chamber of Commerce and the Heber Valley Chamber of Commerce on-air to inform listeners about what's happening in the business community; representatives from organizations serving the community in areas of education, the arts, health and wellness, environmental protection, recreation, and more have standing monthly interviews on the local news hour; and the Park City Board of Realtors reports quarterly on KPCW as well.

Another key pillar of KPCW's mission is to serve as an umbrella organization for nonprofits across Summit and Wasatch counties. We offer discounted underwriting at 20% below commercial rates to all nonprofits, and we encourage them to inform the station when they have news and upcoming events. Beyond interviewing these organizations for local news stories and on our public affairs shows, nonprofits can post event details, programming updates, and volunteer opportunities at no charge on the KPCW Community Calendar. Our DJ's read nearly 12,000 of these calendar posts as public service announcements (PSAs) each year, totaling more than \$300,000 in free airtime value for area nonprofits annually. And we offer free underwriting credit to nonprofits that join us for our biannual pledge drives, saving them critical marketing expenditures as they work to communicate with the constituencies they serve. In fiscal year 2022, KPCW awarded more than \$163,000 in free underwriting credit as our way of thanking local nonprofits for joining us for our 2022 pledge drives. Several of these organizations record their underwriting spots in both English and Spanish in order to reach diverse audiences across Summit and Wasatch Counties. Finally, we partnered closely with the Park City Community Foundation to carry live updates and promote "Live PC Give PC," Park City's annual day of giving which raised \$4.4 million for local charities in November 2021 and \$5.2 million in November 2022.

Finally, in fall 2021 KPCW became an affiliate of the Mountain West News Bureau, which is a collaboration of public media stations serving Colorado, Idaho, Nevada, New Mexico, Utah and Wyoming. Given the shared issues that face Western states, particularly related to land use, water management, indigenous people, and growth and development, this collaboration provides KPCW listeners with relevant stories from other public radio stations.

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.

As a nonprofit news source, KPCW publishes an average of 120-150 news stories per month. What makes us unique is not only the hyper-local nature of what we cover, but the fact that we transcribe and post all our news stories on our website and mobile app without a paywall. This means that KPCW content is accessible to anyone, anywhere, anytime. Moreover, we don't require website users to register on KPCW.org, which is nearly unheard of in the world of online media, making it easy and free for Summit and Wasatch County residents – and anyone around the world interested in what's happening in our region – to access KPCW content 24/7 365 days a year.

Recognizing the need to evolve to meet the needs of our audience, KPCW launched a new free service in July 2022, a daily email newsletter, *The Local*, containing the top news stories of the past 24 hours. Within months of launch, *The Local* had more than 5,000 subscribers and the feedback from residents and non-residents alike has been extremely positive. "Receiving this email is tremendous and I thank you so much for offering yet another service to us in the community!" said one grateful emailer. And the chief medical officer of Park City Intermountain Hospital shared "One of my favorite emails I get every morning now is actually *The Local*, which comes out from KPCW. I don't have a lot of time with my busy clinical schedule and administrative work at the hospital to really stay up to date on everything I'd like to. So it's hand delivered to me and I get to open it up and see what's going on in Summit and Wasatch counties."

In terms of top news stories in FY2022, KPCW was a primary source of news for voters in the 2021 Park City and Heber City municipal elections. As noted above, KPCW partnered with several local entities to host and broadcast mayoral and city council candidate debates, and the news team offered live interviews to all the candidates prior to election day. And KPCW ran numerous stories reminding residents how to register to vote and when and where to return ballots. Two major issues on the ballot included a \$50 million open space bond that passed in Summit County, and a \$79 million school bond for facilities expansion in the Park City School District, which passed nearly 2:1 in 2021, in sharp contrast to the school bond measure that failed in 2015.

With regard to other top local stories in FY22, KPCW broke news about the Park City School District allowing a mask mandate to go unenforced in local schools in spite of county health department requirements. The Summit County Attorney noted that KPCW's reporting on the matter sparked the county's legal investigation into the school's noncompliance. KPCW coverage of local growth and development matters also proved to be top stories in FY22, including coverage of the attempted annexation of land in Summit County by the town of Hideout in neighboring Wasatch County. And when more than 900 residents showed up to a county hearing to voice their opposition to a massive new development in the Snyderville Basin, KPCW was on the scene to report on the record-breaking public input session and the subsequent postponement of a county vote on the controversial proposal. And KPCW news stories on property value reassessments in Summit and Wasatch counties and subsequent tax impacts received much engagement from both primary residents and second homeowners. One non-resident owner emailed the news team after streaming the Local News Hour discussion on the matter to say "Thanks for your excellent coverage of local issues that concern us all, whether we live there full time or not."

Beyond keeping residents of Summit and Wasatch county informed with news stories, KPCW maintains a robust Community Calendar of events and resources available to the public. Local entities including the Park City and Summit County Libraries, Christian Center of Park City, Swaner Preserve and EcoCenter, Park City Film, People's Health Clinic, CONNECT Summit County, Basin Recreation, and Park City Recreation utilize the calendar to get the word out about events, programming, volunteer opportunities, and resources they provide. Another beloved community service is KPCW's Lost & Found report, which airs throughout the day and is posted online in an effort to reunite people with things they've lost in our listening area. In 2022, KPCW shared details on more than 650 lost items, including pets, wallets, sporting gear, passports, jewelry, and other items with sentimental value. We regularly hear from grateful locals who were reunited with their lost items and pets thanks to the KPCW Lost & Found report.

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.

In FY22, KPCW produced our own Spanish language show, *Cada Domingo*, airing Sundays (7:00 pm – 10:00 pm). *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. KPCW also works with nonprofit and business partners to record underwriting spots in both Spanish and English to ensure that listeners receive pertinent local information. And the KPCW news team 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 families.

Looking ahead, in October 2022 (FY23) KPCW debuted a new segment called *Minuto Hispano*, a series of Spanish-language public service announcements (PSAs) that air midday Monday-Friday and again on Sunday evenings. We also transcribe these PSAs in both Spanish and English on our new *Minuto Hispano* page on KPCW.org so that the information is always accessible online. The goal is provide our Spanish-speaking listeners with details on upcoming events, programs, and community resources and KPCW is working closely with city and county agencies and local nonprofits to ensure that relevant information is included in *Minuto Hispano* segments each week.

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 FY22, funding from the Corporation of Public Broadcasting supported our daily news and programming. CPB funding also helped cover the \$20,700 annual fee for KPCW to join as an affiliate of the Mountain West News Bureau, a tremendously valuable collaboration with other public radio stations across Western states. KPCW joined in September 2021 and regularly airs stories from other Mountain West affiliate stations that are relevant and timely for listeners in Utah. Funding also enabled KPCW to continue improving the user experience across our streaming and digital platforms. The KPCW digital team grew and introduced new tools to edit and post audio clips from daily news stories and interviews that residents otherwise might have missed, thereby increasing engagement across our social media channels and online, and ensuring that local official and nonprofits could effectively communicate with residents and visitors across Summit and Wasatch counties. CPB funding also supported the launch of KPCW's new free newsletter, *The Local*, with 5,000 daily subscribers who now receive KPCW news stories in their email every weekday. Though technically still a "rural" public radio station, our broadcast area is one of the fastest growing regions in the nation and, as tourist destination, the local population often triples in size seasonally. CPB funding continues to be essential to KPCW's ability to inform, educate, inspire, and connect our ever-expanding and increasingly diverse community.