



Public Radio | 88.7 FM

## KUNR CPB Local Content and Services Report

March 2023

### Grantee Information

ID	1501
Grantee Name	KUNR-FM
City	Reno
State	NV
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 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.**

### 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.

KUNR's overall goal is to share powerful stories told by diverse voices for the betterment of our community. Our focus is in-depth reporting of issues that impact our region. - KUNR actively recruits staff, students and partners representing varying age groups, genders, socioeconomic statuses and ethnic backgrounds. This is helpful to have a wide range of perspectives, life experiences and ideas. We have invested significant resources in bilingual reporting to better serve a larger portion of our community, including those who primarily speak Spanish. - KUNR broadcasts national programs such as Latino USA, NPR's news magazines, Radiolab, This American Life, The Daily and others—thoughtful and engaging programs that regularly address issues encountered by diverse, emerging and socioeconomically disadvantaged segments of today's society. - KUNR uses social media to network with community members and solicit story ideas, sources and viewpoints from people living "in the margins" of our community who otherwise would not have a voice. We also share links to our latest news stories via our social media channels. KUNR management earnestly considers all listener-generated feedback and invites those with a variety of concerns or viewpoints for further discussion. - KUNR's newsroom follows national and regional reporting, and reports on local residents impacted by such issues, sharing in-depth stories that are relevant to the underrepresented, underserved and commonly overlooked people in our community. - Through KUNR's internship and Youth Radio programs, students work under the guidance of KUNR's award-winning news team to hone their budding talents to produce exceptional reporting. These students are more than interns; they are valued contributors to our news content and invaluable sources of fresh story ideas, important perspectives and diverse voices. - KUNR reports to the Dean of University of Nevada, Reno's Reynolds School of Journalism, providing us access to faculty expertise and community connections.

### 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.

KUNR has a partnership with The Nevada Independent to share digital content in both English and Spanish. Another key initiative for KUNR is creating a pipeline to train the next generation of journalists. In service of this initiative, we have the following partnerships and programs: - The KUNR newsroom collaborates with the Washoe County School District on a youth media program aimed at getting high school students interested in journalism as a potential career. KUNR Youth Media combines classroom instruction, professional newsroom mentorship, and one-on-one coaching for writing, editing and production. The strongest student work is aired on KUNR and published to our website. - Several KUNR news staff members participate annually in the Next Generation Radio Nevada program, hosted in Reno (or remotely during the pandemic) by the Reynolds School of Journalism in partnership with NPR and directed by Doug Mitchell. This multimedia boot camp pairs journalism students with professional journalists for one week. The student composition is purposefully diverse, aimed at providing one-on-one mentoring and role modeling, with helpful inspiration and networking, as a launch pad for a career in journalism. KUNR has hired several interns who are alums of this boot camp to help support this workforce pipeline. - KUNR has a robust reporting internship program for a station of our size. Most semesters we have as many or more student journalists than we have full-time reporting professionals. Most of our student journalists come from the Reynolds School of Journalism (RSJ). KUNR has remained committed to training interns in reporting and digital services and our interns are producing critical updates for the community. - KUNR regularly works with media startups run by the Reynolds School of Journalism to funnel great work by college reporters onto air and web. This includes our partnership with Noticiero Móvil,

along with our partnerships with the Hitchcock Project for Visualizing Science and the Reynolds Media Lab, which both publish multimedia content created by students. When student work is chosen to air and/or publish with KUNR, those students get editing and advice from KUNR staff members to refine their stories. In the past, this process has helped KUNR recruit those students for internships as well. - KUNR is a host newsroom for the Report for America program, which places journalists in newsrooms across the country to bolster local reporting. Many RFA reporters are just starting their careers and require additional support.

## 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.

In 2022, we had approximately 695,000-page views across our website and over 70,000 weekly radio listeners. During the year which included major transitions in newsroom leadership, we published more than 150 web posts of original radio and digital content created by KUNR professional staff and college interns, including features and interviews. Additionally, for most of 2022, we published a compilation of morning headline news for a service called KUNR Today that includes web articles and audio newscasts. We believe that between our daily and long-form content offerings, we have kept the community apprised of both the news of the day and in-depth storytelling. KUNR is a contributing member of the Mountain West News Bureau collaborative, which provided hundreds of stories in 2022 on issues such as climate change, Indigenous rights, education, politics and the economy. Our KUNR Youth Media program produced more than a dozen stories that touched on critical topics such as education, persons with disabilities, indigenous issue and environmental concerns. KUNR maintained its college internship program and was able to help a handful of college students build up their portfolios throughout 2022. We produce weekly film reviews by Robin Holabird, a local film critic and former Nevada film commissioner, so these reviews are filled with local and historical details. Spanish-speaking community. KUNR participated in the America Amplified grant that sought to encourage community engagement through the use of forms and live events. For example, KUNR solicited listeners for their questions to local government candidate related to Climate Change as part of this project, ultimately producing a long-form piece outlining candidate positions on the matter. KUNR also partnered with The Nevada Independent to host a live candidate forum for the Sparks City Council, which also included live audience engagement.

## 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 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.

One of KUNR's key initiatives is to cover Latino issues and provide digital content in Spanish. In 2022, this was achieved through our partnerships with Noticiero Móvil and The Nevada Independent, as well as the work of KUNR's bilingual reporters Maria Palma, Jose Davila, and Natalie Van Hoozer. These reporters helped provide coverage is critical like education, health care, business and beyond. This journalism allowed KUNR to feature diverse voices on air as well as on its various digital platforms, including a Spanish-specific WhatsApp newsletter, Tu Voz. We also added hired Maria Palma in late 2022 for KUNR's first ever Underrepresented Communities Reporter who is able to provide journalism in both English and Spanish. The KUNR Youth Media program expands the range of perspectives KUNR shares with the community because the story ideas themselves come from young people's experiences and perspectives. Participants provide young, diverse voices who otherwise would not have such a platform.

## 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?

CPB funds provide stability to our station and account for approximately 13% of our overall budget. With CPB funding helping to cover a significant portion of our national programming expenses, KUNR has been able to invest heavily in local journalism. In 2010, KUNR only had one part-time news producer. Over the past 12 years, KUNR has grown the newsroom to a News Editor, 5 full-time reporters, several part-time reporters, and 3-4 student journalists per semester. Each year, we are able to grow the amount of locally produced content both in quantity and quality. This would not have been possible without CPB's funding. We provide both immediate, breaking news updates and long-form feature reporting that captures the complexity and nuance of local issues. KUNR broadcasts emergency updates when there are dangers impacting our coverage area, including wildfires, floods, winter storms and earthquakes. The loss of CPB funds would result in a significant reduction in staff. Quality of programming, operations and community service would greatly diminish. This would create a domino effect of loss of support as the services to the community are cut. With CPB's funding, our local station's service to our community is flourishing; without CPB, the level of service to our community could not continue or expand.

### Comments

Question

Comment

No Comments for this section