

Grantee Information

ID	1333
Grantee Name	KVNF-FM
City	Paonia
State	CO
Licensee Type	Community

6.1 Telling Public Radio's Story

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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.

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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.

KVNF's primary goal is to continually increase the amount of locally produced news and public affairs programming and audience engagement opportunities, while maintaining our split format. We continue to work towards getting more voices on the air that reflects the diversity of our communities. This year we returned to running our raffle and this got us out into the communities more with our KVNF booth. We also changed our public affairs schedule a bit to add a new show that we produce locally featuring writers and journalists, called "The Pen and The Sword". We also increased hours for our operations/volunteer manager as we had one retire and continued to use freelance journalists to satisfy covering more of our region. We did in-person engagement this year again and held an event for donors that featured a conversation with another radio station news director and our news director. We went to free outdoor concerts and engaged with listeners and potential listeners, along with providing live broadcasts. Our new Public affairs producer is excited to have a high school intern and looks for other opportunities to expand out youth programming opportunities. All locally produced features are programs are posted to our website at kvnf.org. Links to these programs are often posted on social media. We continued our DJ training courses but have very little turn-over with them to make room for new ones.

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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 2022, KVNF continued to collaborate and partner with our regional collaboration of 18 other community Radio stations, known as Rocky Mountain Community Radio, to share news stories and public affairs style interviews. RMCR received a new grant from the Colorado Media Project to Hire an editor who is able to provide a lot of support to our news team. We continue to air several educational short features. One is produced with the help of the Black Canyon Astronomical Society of the Black Canyon of the Gunnison National Park. It is called Western Slope Skies and other stations in the region are now broadcasting it as well. Another, titled Rain and Shine is hosted by local organization, The Learning Council, that is a Science based curriculum-connected audio available to homeschoolers and other local schools. We continue to collaborate with several arts organizations and non-profits as well as local writers, scientists and folks in the medical field, journalists, farmers, musicians and artists in our thirty min public affairs feature that are downloadable as podcasts. KVNF continues to collaborate with local schools as well for an intern exchange. We also continued our collaboration with a local bank to provide matching grants to use for underwriting to area non-profits thus maximizing their outreach budgets. We had a total of 17 organizations take advantage of this opportunity.

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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 our partnerships and initiatives have worked to better inform out listeners as well as helping other awareness of organizations we work with to amplify their work. The Rocky Mountain Community Radio coalition made it possible to serve up news from the region along with encouraging collaborations' to make our reporters better at their jobs. We also informed listeners by broadcasting award-winning reporting from our own news team. We also continued to air "Capitol Coverage" from RMCR's reporter from the State Capitol with information about the general assembly when it is in session. Each week in 2022, "Local Motion" provided Public Affairs reporting with interviews from area news-makers covering the economic challenges of the area, information distribution from local municipalities/county government, and our public schools that were all impacted due to the COVID-19 pandemic. We continues to work with our local county government to broadcast underwriting messages about safety and vaccine information related to the ongoing pandemic We also continued to host an interview/live performance formatted program called Talkin Music with local and regional musicians back in-person at Festivals and in our studios. Many of our Non-profit's in the region benefited from the Matching Grant we provide with a local bank to supplement their underwriting. They let us know how the Underwriting impacted their event or campaign they were running. We completed an addition on our transmitter and added a back-up power source to our transmitter to assure that listeners will be informed in case of a power outage. We did a website migration with the new NPR platform called Grove and now listeners can navigate our site more smoothly. We also had good CAB participation with our meetings and involvement from two different groups representing the biggest parts of out listening area where we want to see growth.

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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.

The primary minority population served by KVNF in Western Colorado is LatinX. In 2022, we continued to provide five hours of Spanish language programming every Monday evening, three hours being locally hosted music and two hours of news from a syndicated news service from Radio Bilingue. This year we also attended two Festivals to spread awareness to new communities. One was an Agricola' Festival in an agricultural community and the other was a festival highlighting many different cultures represented in Montrose that was held at the Ute Indian Museum. Our Montrose studio has allowed us to host Spanish-speaking DJs, as that is where the majority of our Latinx population resides. We continue to receive many positive comments concerning our commitment to Spanish language programming and we hope to do more within our public affairs shows and possibly involve the public schools in Montrose. We are also collaborating with two other non-profits to cross-promote each National Heritage Month with a new short feature that will air in four parts across the month, weekly in 2023.

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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 2022 the Community Service Grant that KVNF received from the Corporation for Public Broadcasting made up 22% of our overall income. This year, we are still able to access the added ARF support for us to accomplish some technology upgrades and building improvements, with more planned for 2023. For instance, we accomplished a big project for backup power to our main transmitter with a generator and a building addition. We do aspire to continue to increase the level of private support we receive from listeners, businesses, and foundations and have

achieved some of that growth this year. Without CPB support, KVNF would be unable to afford the things that our listeners depend on. Things like the ability to be a member of National Public Radio and access other high-quality syndicated programming. It would be very difficult to continue to provide local news on a regular basis and fund a robust news department as we can now. CPB funding is the foundation KVNF counts on to help us raise even more from our supporters and our audience.

Comments

Question

Comment

No Comments for this section