**CORPORATION FOR PUBLIC BROADCASTING**

**STATION ACTIVITIES SURVEY**

**TELLING PUBLIC RADIO’S STORY**

**UTAH PUBLIC RADIO FY21**

**(October 1, 2020 to September 30, 2021)**

*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 occured in Fiscal Year 2021. Responses may be shared with Congress or the public. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*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.*

Overall Goals:

The mission of Utah Public Radio is to enrich the lives of listeners throughout the state of Utah with quality programming designed to inspire the mind, engage the imagination, and perpetuate the habit of lifelong learning.

Our vision is to provide exceptional statewide programming – in news, public affairs, and cultural entertainment programs. Through outreach, programming, and use of emerging technologies, we bring communities of our state together by becoming a leading public information resource, empowering our listeners to become active participants in shaping the future.

UPR’s flagship community engagement program, Access Utah, unites listeners to discuss ideas of great import with people they might not otherwise encounter. Listener suggestions and participation help mold this daily hour-long program via call-in segments, email, and social media.

Access Utah episodes in FY21 addressed:

2020 Q4: Holiday Music and Traditions, Small-Town Politics, Holiday Poetry and Prose, Conspiracy Theories, Doing Good in Our Communities, The Power of Poetry, Memoir of Growing Up in Montpelier Idaho, Lessons from the Pandemic, Poems of Pandemic and Parenthood, Classical and Celtic Music, Military Veterans’ Histories, Thanksgiving Food Traditions, Nuclear Testing, Nuclear Bombs, Downwinders, Covid-19 Long-Haulers, The Strange Lure of Other Peoples’ Photos, Climate Change in the Mountain West, Pinon-Juniper Country, Writing Historical Fiction, Coronavirus State of Emergency in Utah, Building the System of National Parks in Utah, Theodore Roosevelt’s Environmental Legacy, 2020 Election Results, Arts Organizations’ Adapting During the Pandemic, Answering Covid-19 Questions, Transracial Adoption, Third (Political) Parties, Violence in Nigeria, What Utah Voters Are Thinking Ahead of the 2020 Election, Resilience in the Midst of Crisis, Utah’s Food Heritage, The 2020 Disinformation War, The Art and Science of Polling, Butch Cassidy: American Outlaw, Employing the Disabled, Public Health: Past and Present, History of Women Reinventing the World, Environment and the Pandemic, Latinx Representation in Popular Culture, Meditations on Living in a Broken World; Women’s Suffrage Movement, Women’s Resistance in Civil War, Movement for Voting Rights, Civics Education

2021 Q1: Utah Women’s History: K-12 Essay Contest Winners, Donald Trump and the Discourse of American Exceptionalism, America’s HealthCare System, DNA Tests and Race, Utah Women’s History: Building Bridges, Barriers to Women’s Careers in Science, Mental Health During the Pandemic, Police Reform, Voting Rights, Dog Sledding, Rural Issues and the Utah Legislature, Wildfires in the West, Cultural Appropriation, Love and Loss During the Pandemic, Finding Hope During the Pandemic, Public Lands Issues, President Trump’s 2nd Impeachment Trial, Nuclear Workers and Downwinders in the West, Persons with Disabilities and the Elderly Using Technology During the Pandemic, Utah Women’s History: Public Art, Oil and Gas Leasing on Public Lands, Utah’s Roadmap on Climate and Air Quality, Viruses – Including SARS-CoV-2, Protests in Russia of the Arrest of Alexei Navalny, Advocacy Groups’ Top Issues for the Utah Legislature, Theater for Radio, Digital Folklore Trends, “Voluntary Evacuation” of Japanese Americans During WWII, The Uinta Mountains, Utah Women’s History: Law Enforcement, Teaching Jail Inmates, Poetry, White Nationalism, Uranium Mills in Southern Utah, Vaccines and the Pandemic, Utah Food Culture, and Watersheds in the West.

2021 Q2: Doing Good in Our Communities, Utah Gun Laws, Women in Utah History, Women and Leadership, Caregiving and Burnout, White Nationalism and Hate Groups, Utah History, Wildfires-Prevention and Safety, Monarch Butterfly Conservation, History of U.S. Supreme Court, DNA Testing and Race, Civil Rights History and the Arts, Covid-19 Long Haulers, Substance Abuse Disorder and Homelessness, New Government in Israel, Highways, Tortoises, Traffic, Smart Growth, Revival and Courage, U.S. Healthcare System, Utah State University and Covid-19, Misdiagnosis and Women Navigating the Healthcare System, Teaching Race and Diversity, Land, Food, Bridging Social Divisions, The Pony Express, Literary Correspondence during the Coronavirus Pandemic, Women in Science, Pinon and Juniper Conservation, Wildfires in the West, Reopening the Arts after the Pandemic, Historic Utah Flag, Violence in Gaza and Israel, Walking and Poetry, Dog Sledding, The Transcontinental Railroad and Chinese Immigration to U.S., Poetry and Nature, The Fight for the 19th Amendment, Memes, Conspiracy Theories, Fake News, Cultural Appropriation, Laura Ingalls Wilder, History and Folklore of St. Anne’s Retreat, U.S. Sen. Mazie Hirono, Immigration, Women in Politics, Astro Tourism and Dark Skies, 30x30 Initiative and Earth Day, Racial Justice and Policing, Derek Chauvin Verdict, Substance Use Disorders and Native Americans, How Viruses Shape Our World, Agrability Program, Photographic Portraits of Farmers, Repairing Our Relationship with the Natural World, “Voluntary Evacuation” and Japanese-American Internment in WWII, Utah Arts in the Pandemic.

2021 Q3: Living in a Pandemic; Substance Use Disorders; Homelessness; Consumerism, The Economy, and The Environment; Covid-19 Vaccines; Emergency Care; Frontline Workers in the Pandemic; Refugees; Performing Music Around the World; Books, Antiquarian Books, and Book Thieves; “Disappeared” Students in Mexico, War on Drugs in Mexico; Climate Change; Sense of Place; Libraries; Tornado Chasers; History of Homesickness; Olympic Rowing; Coral Reefs; Beavers and Why They Matter; Backyard Wildlife Habitats; Horses, Incarceration, and Drug and Alcohol Addiction; Japanese-American Internment in WWII; The Clothing Industry and the Environment; Indigenous Peoples and Substance Use Disorders; Utah’s Housing Crisis; Mindfulness and Meditation; Misinformation, Disinformation and Fake News; Race Relations and Passing as White; Uranium Poisoning; Soviet Spies in America; Immigration; History and Folklore of St. Anne’s Retreat; Memoir, Poetry and the Natural World; Critical Race Theory; The Transcontinental Railroad, Race and Culture; Doing Good in Our Communities; America’s Political Divides; Conflict Resolution; Art and the Ironies and Challenges of 21st Century Culture; Oscar Wilde and His World; Consuming the News Without Drowning in It; Astrotourism, Artificial Light at Night and Dark Skies; How the Pandemic has Affected Women and Work; Incarceration of the Mentally Ill; The Lunar Rover and the Final Moon Landings; STEM Education for American Indians; Water Development and River Habitats; The Many Facets of Freedom; The Mozart Requiem; Lessons from Henry David Thoreau in the Pandemic; UPR Memories as NPR Celebrates 50 Years.

Local news reports, features, and newscasts further augment coverage of community issues. In FY 21, UPR did extensive reporting across many programs and news reports of the effects of the Covid-19 pandemic on our lives, including health, the economy, education, and the arts.

Because many important issues in Utah require extensive consideration, we have expanded use of longer format reporting in UPR’s Original Series. This provides a deeper look at questions and connects communities with support resources. UPR continues to receive awards for journalistic excellence for this in-depth reporting on important community issues.

UPR also provides online and broadcasts event information on our Community Calendar, helping our listeners keep in touch with their communities.

Utah Public Radio is a network of six full power stations and 30 translators. Through this system UPR broadcasts to most of Utah and to parts of surrounding states. UPR also is available at [www.upr.org](http://www.upr.org) and on the Utah Public Radio app. To address statewide topics, UPR produces timely news stories covering issues from many areas around Utah.

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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.*

Key Initiatives and Partnerships:

Project Resilience

The award-winning UPR production team and Utah State University's Center for Persons with Disabilities presents Project Resilience, a storytelling project created for any of us hoping to find ways to bounce back, recover, and develop our mental abilities. The stories found in the series encourage social and personal resilience by introducing listeners to neighbors and friends who have experienced assault, personal loss, bullying, mental health challenges and other tragedies and have proved resilient through these experiences. We're working with local, state and national organizations to make public radio programs, distribute a podcast, provide tools for living, and create a resilience resource database. This series is supported by USU’s Center for Persons with Disabilities.

Wild About Utah

Utah is a state endowed with many natural wonders from red rock formations to salt flats. And from desert wetlands to columns of mountains forming the basin and range region. When we look closer, nature is everywhere, including just outside our door. Wild About Utah is a weekly nature series produced by Utah Public Radio in cooperation with Stokes Nature Center, Bridgerland Audubon Society, USU Quinney College of Natural Resources, Cache Valley Wildlife Association, Utah State University and Utah Master Naturalist Program - USU Extension.

Beehive Archive

This regular segment features engaging stories that illuminate Utah's rich past and explore the diverse stories—religious, ethnic, regional, social, and cultural—that make up our state’s history. The new Beehive Archive episodes are part of Think Water Utah, a statewide collaboration and conversation on the critical topic of water, presented by Utah Humanities and its partners. Tune in for a two-minute look at some of the most pivotal — and peculiar — events in Utah history. The Beehive Archive is a project of Utah Humanities, produced in partnership with Utah Public Radio and KCPW Radio with funding from the Lawrence T. and Janet T. Dee Foundation.

Dedication to Education:

Training the newest generation of journalists is one of UPR’s core objectives. UPR manages a journalism internship and scholarship program. Internships provide numerous USU students professional journalism experience in reporting, producing, and hosting. An integral component of this training helps future journalists develop critical thinking skills – essential to reporting with impartiality, accuracy and accountability. They master audio editing and production software. Students advance their abilities in story concept, research, writing, and delivery. They work alongside experienced professionals in the media industry, resulting in a body of published work at UPR.org and on UPR’s social media platforms. The skills students learn at UPR are applicable to any multi-media organization. Job placement of UPR interns is excellent.

In FY21 UPR-trained interns focused on Covid-19, science, arts and entertainment, agriculture, business and economics, general assignment news, program production, and social media.

Programming Partnerships:

Behind the Headlines

UPR continues its partnership with the Salt Lake Tribune and KCPW to bring Behind the Headlines to UPR airwaves. This live weekly news roundtable discussion features a rotating panel of journalists. Utah is fertile ground for news – public lands, politics, and religion to name a few. Behind the Headlines keeps listeners up to date on key topics in the state.

Both Sides of the Aisle

In FY21, UPR began broadcasting KCPW’s Both Sides of the Aisle, a weekly debate over politics, policy and current issues facing the state of Utah, featuring voices representing the Right, the Center, and the Left. Both Sides of the Aisle attempts to help you understand the important questions facing residents of this state, while proving that Republicans and Democrats can sit in a small room and have a meaningful conversation.

Jazz Time with Steve Williams

KCPW also airs Jazz Time with Steve Williams, which UPR broadcasts weekly. The show features live performances, interviews, commentary, and music history, all curated by legendary radio host Steve Williams.From ragtime to bop, from Havana to Paris to Salt Lake City, from Billie Holiday to Joe Lovano, Steve guides listeners through many varieties of jazz music – past and present. Because KCPW is local to the Salt Lake City market, we partner with them to carry the Utah-based program to our statewide audience. This arrangement extends the reach of locally produced programming.

UnDisciplined

UPR produces and broadcasts a weekly science program called UnDisciplined. Each week, UnDisciplined takes a fun, fascinating and accessible dive into the lives of researchers and explorers working across a wide variety of scientific fields. The program was created by a Utah State University professor and is supported by the USU College of Humanities and Social Sciences.

Segments

UPR features a variety of short daily and weekly segments highlighting educational information. All are partnership with Utah State University Departments, state agencies, businesses, and/or not-for-profits, including:

* Climate Center Forecasts – Utah Climate Center
* Ask an Expert -- USU Extension
* Utah Skies – Cache Valley Astronomical Society
* Green Thumb – USU College of Agriculture and Applied Sciences/Extension
* Garden Spot – Anderson Seed & Garden
* USU Extension Education Highlights -- USU Extension
* Ag Matters – USU Extension
* Utah Avalanche Forecast – Utah Avalanche Center
* Smart Money Tips – USU Extension and Utah Money Moms

A Gathering of Gratitude

This hour-long special was produced by UPR and broadcast on November 29, 2020

While the coronavirus pandemic has disrupted regular holiday celebrations, it has also inspired many of us to invent new, creative ways to stay connected during the holiday season. In this spirit, UPR has put together A Gathering of Gratitude: a special Thanksgiving program featuring reflections and music from religious and civic organizations. This hour of thanksgiving was created in partnership with Cache Community Connections.

DEBUNKED Features

UPR broadcast several segments from the DEBUNKED project in partnership with several organizations. DEBUNKED combines evidence-based health practices with storytelling to dispel harmful myths and stereotypes about people who use drugs, persons in recovery, and evidenced-based harm reduction efforts. Our mission is to foster understanding and reduce stigma. DEBUNKED is a project of the Tribal and Rural Opioid Initiative, housed in the Office of Health Equity and Community Engagement of the Utah State University College of Education and Human Services, Department of Kinesiology and Health Science, in partnership with USU Extension.

Community Partnerships:

UPR benefits greatly from hundreds of businesses and not-for-profits who choose to support the station through our corporate underwriting program. Their on-air presence is a reminder of robust community involvement on a consistent basis.

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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.*

Known Measurable Impact:

One visible measure is the honor of receiving multiple awards for journalistic excellence from the Society of Professional Journalists and other organizations. A summary of the awards is available at <https://www.upr.org/programs/2021-08-06/upr-takes-home-18-spj-awards> Several of these awards honored work on UPR’s Original Series and UPR’s flagship public affairs program Access Utah.

UPR receives feedback from listeners and community members telling us that our programming has alerted them to useful information and helped connect them to needed resources. One example: we featured an expert on conflict resolution on our call-in program Access Utah. We received a call from a gentleman who wanted to connect with the expert for advice on how to resolve conflicts he was aware of.

UPR benefits from high open rates in email engagement and increases in web usage and social media and the UPR app. All continue to expand the UPR audience.

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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 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.*

Serving Minority and Diverse Audiences:

Access Utah

UPR’s daily one-hour public affairs program, Access Utah, has a direct connection to diverse audiences. The show addresses issues of race, religion, immigration, and Native American and LGBTQ issues, among others:

<https://www.upr.org/programs/2021-09-22/a-member-drive-special-cache-refugee-and-immigrant-connection-on-wednesdays-access-utah>

<https://www.upr.org/programs/2021-09-16/remember-the-43-students-on-thursdays-access-utah>

<https://www.upr.org/programs/2021-08-26/japanese-american-internment-with-george-takei-on-thursdays-access-utah>

<https://www.upr.org/programs/2021-08-24/can-indigenous-and-non-indigenous-groups-work-together-debunked-live-on-tuesdays-access-utah>

<https://www.upr.org/programs/2021-08-17/the-personal-librarian-with-marie-benedict-on-tuesdays-access-utah>

<https://www.upr.org/programs/2021-08-05/critical-race-theory-on-thursdays-access-utah>

<https://www.upr.org/programs/2021-07-14/revisiting-the-weight-of-shadows-with-jose-orduna-on-wednesdays-access-utah>

<https://www.upr.org/programs/2021-06-17/previewing-the-mountaintop-and-the-lyric-repertory-company-season-on-thursdays-access-utah>

<https://www.upr.org/programs/2021-05-10/west-a-translation-with-paisley-rekdal-on-mondays-access-utah>

<https://www.upr.org/programs/2021-04-27/heart-of-fire-an-immigrant-daughters-story-with-senator-mazie-hirono-on-tuesdays-access-utah>

<https://www.upr.org/programs/2021-04-21/racial-justice-and-policing-on-wednesdays-access-utah>

<https://www.upr.org/arts-and-culture/2021-02-15/addressing-appropriation-with-paisley-rekdal-on-mondays-access-utah>

<https://www.upr.org/programs/2021-01-07/forced-out-a-nikkei-womans-search-for-a-home-in-america-on-thursdays-access-utah>

<https://www.upr.org/programs/2020-11-02/transracial-adoption-with-sara-jones-on-mondays-access-utah-hour-one>

<https://www.upr.org/programs/2020-10-15/national-disability-employment-awareness-month-on-thursdays-access-utah>

<https://www.upr.org/programs/2020-10-12/reel-latinxs-with-christopher-gonzalez-and-frederick-luis-aldama-on-thursdays-access-utah>

Project Resilience

This is a UPR partnership with USU Center for Persons with Disabilities, encourages social and personal resilience by introducing listeners to neighbors and friends who have experienced an assault, personal loss, bullying, mental health challenges and other tragedies. Project Resilience seeks to address concerns of minority and other diverse audiences:

<https://www.upr.org/podcast/project-resilience-becoming-resilient-by-overcoming-resistance>

News in Spanish

In FY21, UPR began a broadcast of News in Spanish:

<https://www.upr.org/podcast/noticias-en-espanol-de-utah-public-radio>

UPR Tres

In FY21, Utah Public Radio also launched a Spanish language channel called UPR Tres, featuring programming from the Radio Bilingue network. UPR plans to add local programming to this channel in FY 22.

<https://www.upr.org/>

In addition to creating and airing diverse radio programs to a statewide audience, UPR utilizes social media, email, web, the UPR app, and events to publicize content and make it available on demand in perpetuity.

UPR’s internship and scholarship program is another area where UPR is able to serve minority and diverse audiences. This program provides equal opportunity to interested students to learn journalism and public broadcasting, irrespective of age, disability, ethnicity, national origin, color, race, religion, sex, or gender preferences. UPR has benefited greatly from the contributions of many diverse members of the student population. Their reporting and producing perspectives enhance our programming making it inclusive and representative of diversity. Examples include topics important to minority communities, Americans with disabilities, as well as religion, race, and justice. Students with diverse backgrounds have held FY21 internships.

UPR’s plans for FY22 include continuing to address issues of race, immigration, religion, and issues important to Native Americans and people with disabilities, among others, on our daily public affairs program Access Utah. UPR will also continue its broadcast of News in Spanish and plans to begin broadcast of local programming in Spanish on its UPR Tres channel.

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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?*

*Impact of CPB Funding on UPR’s Ability to Serve Community:*

Funding from the Corporation for Public Broadcasting is essential to expanding local content, so highly valued by the audience. It enables us to respond to our listeners’ unique program needs. The Community Service Grant allows us to strengthen our signature weekday program Access Utah. With CPB funding we can dedicate more resources to the production of original content, high in relevance, quality, and impact.

Our financial award from CPB also allows us to serve rural communities throughout the state of Utah and in southern Idaho. The funding supports UPR’s satellite uplink that transmits our radio service to underserved rural audiences. UPR is an essential source of news and information in the locales along our translator network that spans from southern Idaho, throughout Utah, to northern Arizona.

Future goals are contingent on continued funding. The Community Service Grant allows UPR to plan significant projects that fulfill our mission to a statewide community. In these projects we are able to form new partnerships, build new audiences, and create innovative programming.

In FY22, UPR plans to partner with the USU Mountain West Center for Regional Studies and various museums in a project called Bringing War Home. UPR will record oral histories of war veterans and their families. These recordings will take place at events all around Utah. UPR will then broadcast portions of the interviews.

Also in FY22, Utah Public Radio will team up with more than a dozen Utah organizations for The Great Salt Lake Collaborative, a group that has come together to share stories about the lake and explore ways to protect this state treasure before it is too late. UPR will host community events as a part of this project.

UPR will also partner with USU’s Hunger Solutions Institute (HSI) & Create Better Health Utah (SNAP-Ed) program to create a series of stories about Utah’s specialty crops and growers, producers, and researchers, to highlight the role Utah specialty crops play in helping solve hunger issues in Utah. Recordings and events will happen in various places around the state.

Thanks to CPB funding, these and additional plans can continue to develop in the coming year.