

**Corporation for Public Broadcasting
Local Content and Services Report – FY 2019**

1. Describe your overall goals and approach to address identified community issues, needs, and interest 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.

KUNC is committed to engaging with the community and hearing community concerns through a variety of activities.

Management meets quarterly with five separate Community Advisory Panels representing listeners from diverse geographic regions of the station's coverage to hear of local community needs and aspirations,

The station also hosts monthly meetings titled "Java with Journalists" where members of the reporting and editorial staff make themselves available on Saturday mornings, across our service area, to meet with the general public and hear concerns and suggestions as to how KUNC can improve its service to the community.

Through our website each and every listener suggestion, concern, question is responded to directly and the listener comment is distributed to appropriate staff for consideration.

2. Describe key initiative 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.

The board of directors adopted an updated strategic vision in 2019 which includes as one of four key initiatives direction to the staff to "Create unique collaborations and partnerships."

KUNC is a committed founding member of the Mountain West News Bureau, a CPB supported project that involves stations across five western states. Reporters are creating hundreds of short and long form reports each year addressing issues of concern that stretch beyond geographic boundaries, focusing on transformative regional issues.

KUNC provides leadership in a collaborative effort with 15 other member stations of Rocky Mountain Community Radio to provide coverage across Colorado of public policy issues related to state government with an emphasis upon coverage of the proceedings of the Colorado state legislature.

KUNC with support from the Walton Foundation, provides coverage of the Colorado River water basin, which has a direct impact on more than 40 million Americans. Through informal collaboration reporting of this and related issues is provided on twenty stations in eight states.

We also partner with numerous publications across northern Colorado for coverage of issues. Among the collaboration organizations are "Biz West" a regional business publication, the "Colorado Sun," an online news service focused on covering the state of Colorado, as well as a number of local newspapers serving specific communities.

We also work across the listening area with non-profit organizations in need of volunteer participation to create a monthly series highlighting the purpose of the organizations and their specific volunteer needs. This spotlight includes on-air reporting and digital features.

3. What impact did your key initiatives and partnership 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.

Organizations highlighted in the "Get Involved" series mentioned in the previous section report increased inquiries and successful recruitment of new volunteers after their story is heard on KUNC.

It is difficult to quantify the numerous anecdotal comments made to staff and board members about our efforts, but we certainly experience continuing conversations.

The station website features active conversations where listeners/users engage in active discussion with staff and with each other about issues covered by the KUNC news staff.

We believe the increasing participation in community events and strong membership support are indicative of the value of the station to communities across northern Colorado.

4. Please describe any efforts (e.g. programming, production, engagement activities) you may 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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

In 2019 KUNC created a week long broadcast and digital series which examined the challenges of immigrant communities to integrate into three very different Colorado communities, i.e., a rural town, a Denver suburb, and a midsized community that can be viewed as both urban and rural.

Another week long series focused on the challenges of growth and its impact on smaller mountain communities in Colorado.

In 2019 KUNC launched Colorado Edition, a 30 minute Monday-Thursday news magazine focused strictly on Colorado issues, including but not limited to the issues highlighted in the question raised in this section.

At the end of 2019 our news department reorganized reporting responsibilities into the following beats.

- o Growth and Energy*
- o Investigative & veterans affairs*
- o Arts & Culture*
- o Rural & small communities*
- o Outdoors*
- o State government*
- o Money & inequality*
- o Colorado River & Water*
- o Guns & America (collaboration)*
- o Mountain West (collaboration)*

The news staff recognizes each of these coverage areas have impact on all of our listening sectors, including minority and other diverse audiences. We would make special note that the rural & small communities beat by definition is not specifically geographic but also inclusive of other small communities by definition.

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 funding to Community Radio for Northern Colorado allows us to continue to offer a broad range of nationally produced programming and also to integrate regional news service into our daily broadcast schedule, website, and social media accounts. Through CPB funding we have the opportunity to develop partnerships with other public stations that are economical and allow for a vast increase in the amount of important content being created and shared with audiences.

We would point specifically to the success of the CPB supported Mountain West News Bureau. It is worth noting in addition to the extensive high quality reporting generated by the project we

have also benefited from developing a deeper understanding of best collaboration practices which have carried over to our other collaborative projects.

CPB funding has been and continues to be essential to our ability to grow our service to the community. KUNC now has one of the largest newsroom staffs in the state of Colorado and the largest in northern Colorado. The public/community partnership is succeeding in providing coverage of vital community issues during an era when commercial media is continuing to downsize and create news deserts.