

**Corporation for Public Broadcasting  
Local Content and Services Report – FY 2018**

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.

*The organization is committed to actively listening to the community.*

*in regular contact with community member and leaders through a variety of means. In addition to the Board of Directors there are five Community Advisory Panels located in different geographic locations across northern Colorado.*

*In addition, we have created a monthly series titled "Java with Journalists" where members of our reporting staff and editorial staff make themselves available on a Saturday morning in various communities to meet with the general public and hear concerns and suggestions as to how we can better serve the community.*

*We also encourage comments on social media and are committed to answering each and every request for information and share suggestions with appropriate content staff.*

*Our music station, the Colorado Sound, hosts monthly meetings around the region to determine listener taste with regards to new music being released.*

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 station has numerous content partnerships.*

*Reporting on issues of food and agriculture KUNC is a member of the Harvest partnership with stations in Iowa, Nebraska, Illinois, and Missouri.*

*Reporting on issues of the Mountain West, a CPB supported project the station is involved with stations in Colorado, Utah, Wyoming, Idaho, and Montana.*

*The station collaborates with 15 other member stations of Rocky Mountain Community Radio to provide coverage of state government, and specifically the state legislature in Colorado.*

*This past year KUNC joined with WAMU and eight other stations to develop the "Guns and America" project.*

*We also partner for coverage of issues in northern Colorado with a regional business publication, "Biz West."*

*Through a grant from the Walton Foundation KUNC is providing significant coverage of the challenges facing the Colorado River water basin. We have created an informal network of stations in Utah, Nevada, California, Colorado, and Arizona where this reporting is being shared.*

*Our music station, the Colorado Sound, works with a local music district to host events promoting the development of local musicians.*

*KUNC's monthly series, "Get Involved" put the spotlight on non-profit community organizations in need of volunteers to provide services. 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.

*Each month the "Get Involved" series airs we receive reports from the spotlighted agency of interest from members of the community inquiring about volunteering having heard or seen the reporting by KUNC.*

*The coverage of the state legislature this past year, including issues of sexual harassment and improper conduct resulted in one legislator losing his position, other members of the legislature resigning and reformed approaches to training for members of the state senate and house.*

*There is, of course, much anecdotal comment made to the station staff about individual stories that are broadcast throughout the year.*

*We believe the active participation of so many community members on the advisory panels, attending community outreach events is a strong indicator of the value our stations play in 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 not the language broadcast.

*In the development of content to address the needs of minority audiences two reporters are focusing, as part of their coverage, issues of importance.*

*Our Harvest reporter, focusing on agricultural issues, has developed a companion beat examining the role immigrant communities play in the agricultural economy, from farm fields, to the beef processing plants in northern Colorado. Their challenges, opportunities, struggles, and role in the larger community.*

*Our education reporter has provided focus on the challenge of providing educational resources in school districts where as many as 40 different languages may be present. Also being examined is how the educational system is serving, or not serving minority audiences.*

*To assist in this coverage our newsroom now includes reporting staff that are conversant in the Spanish language.*

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 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.*

*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. The public/community partnership is succeeding in providing coverage of vital community issues during an era when commercial media is continuing to downsize.*