

**CORPORATION FOR PUBLIC BROADCASTING
STATION ACTIVITIES SURVEY
TELLING PUBLIC RADIO'S STORY
UTAH PUBLIC RADIO FY19**

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 2019. 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 in real-time interaction. Key programs in FY19 discussed water issues, Native American issues, Homecomers and rural issues, sexual violence and sexual harassment, and polarization and political discourse, among others.

Local news reports, features, and newscasts further augment coverage of community issues. 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.

Utah Public Radio is a network of six full power stations and 30 translators. To address statewide topics, UPR produces timely news stories covering issues from many areas around Utah.

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:

Utah Women 20/20

This is a UPR original series exploring the unique challenges and opportunities facing women in Utah today. We explored gender parity, the #MeToo movement, elections, and much more. Topics and issues explored in the series included the women's marches, women in higher education, the wage gap, exclusion of women from science, women running for office, women's health, sexual violence and history of the suffrage movement.

We partnered for content for the series with the Utah Women and Leadership Project at Utah Valley University and Better Days 2020. Financial support for this UPR Original Series came from the Utah Women's Giving Circle and the Utah State University's Center for Women and Gender.

UPR hosted a special town hall panel discussion as a part of this series titled "#MeToo Continues: Where Are We Post Kavanaugh/Post Election?" Partners for this community event included the USU Center for Women and Gender, Lucky Slice Pizza, and Lundstrom Student Center. Panelists represented various departments in the USU College of Humanities and Social Sciences and USU's Sexual Assault and Anti-Violence Information Office.

Diagnosed

This yearlong UPR Original Series "Diagnosed" provided an opportunity to monitor the Utah healthcare pulse - the perceptions, beliefs, research and opportunities. Most importantly, this program provided a forum to generate an understanding of the many ways in which healthcare impacts our lives and communities. Each month we dissected a different aspect of healthcare in Utah. Topics included Utah's emergency medical technicians, rural healthcare and adaptive technology, and the morals and ethics of dying.

Financial support for this series came from Intermountain Healthcare. Content provider partners included Andrea Smardon and Jolynne Lyon. Many community members and health care providers and researchers appeared in this series and provided expertise.

Ride the Rails

Ride The Rails is a storytelling exploration uncovering the forgotten stories of the early railroads. The series consisted of a one-hour special and a series of short vignettes examining with fresh eyes Utah's history with the railroad on the 150th anniversary of the Golden Spike in northern Utah which marked the completion of the transcontinental railroad.

Many community members shared their railroad memories for this project. Ride The Rails was made possible with a grant from the Utah Department of Heritage & Arts and the Spike 150 project, and sponsored by the Ogden Downtown Alliance, Ogden City, and Visit Ogden.

Driven to Succeed

A UPR Original Series featuring seven first-year Utah State University students. These USU STARS! GEAR UP students and their mentors from USU's Sustainable Electrified Transportation Center designed and built a Greenpower single-seat electric car that charges wirelessly from the roadway while in motion.

GEAR UP (Gaining Early Awareness and Readiness for Undergraduate Programs) is a federally funded college access & readiness program administered by Utah State University which partners with local high schools to help low-income students be successful in school.

This series followed the GEAR UP students and their mentors as they built their electric car and then competed against other groups' electric cars at the go-cart track at the Utah Motorsports Campus in Erda.

Driven to Succeed was made possible with support from USU Stars! GEAR UP and Rocky Mountain Power.

Dedication to Education

Training the newest generation of journalists is one of UPR's core objectives. UPR's general manager teaches through USU Department of Journalism and Communication. The course JCOM 1560 is an exploration of public radio content and production with practical applications in finding news, writing for broadcast, story editing, production, and on-air delivery. Projects focus on journalistic ethics, news reporting, and feature development. The course provides hands on experience in creating a variety of content suitable for broadcast.

In addition to coursework offerings, UPR manages a journalism internship 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 FY19 UPR-trained interns focused on science, arts and entertainment, agriculture, business and economics, general assignment news, program production, and social media.

Programming Partnerships

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.

KCPW also produces Jazz Time with Steve Williams. 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.

UPR features daily and weekly segments highlighting educational information. All are partnership with USU Departments, state agencies, businesses, and/or not-for-profits, including:

- Climate Center Forecasts – Utah Climate Center
- Bringing More to Life – Sunshine Terrace Foundation
- Utah Skies – Cache Valley Astronomical Society
- Green Thumb – USU College of Agriculture and Applied Sciences/Extension
- Did You Know That? – USU Education
- Garden Spot – Anderson Seed & Garden
- Science by the Slice – USU Science
- Utah Climate Center Forecast – Utah Climate Center
- Wild About Utah – USU College of Natural Resources, Bridgerland Audubon Society, Stokes Nature Center, and Moab Area Travel Council.
- Utah Avalanche Forecast – Utah Avalanche Center

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.

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 <http://upr.org/node/48201>. Many of these relate to the key station initiatives of UPR's Original Series, Utah Women 20/20, Diagnosed, Loving Our Lands to Death, and Access Utah.

Another measure is the one-on-one impact of UPR's partnership with StoryCorps: One Small Step. UPR personnel traveled the state in the summer of 2019, facilitating interviews with people across political and cultural divides and doing marketing for the project. UPR conducted some 27 interviews (2 participants each interview) participants selected from several dozen applicants statewide. Many participants said they appreciated being able to talk in a civil way with a neighbor who they didn't necessarily agree with and appreciated UPR for promoting this kind of dialogue.

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

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 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.

Serving Minority and Diverse Audiences:

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/post/revisiting-native-american-cuisine-chef-nephi-craig-tuesdays-access-utah>

<https://www.upr.org/post/nathan-richardson-ren-e-noelle-felice-frederick-douglass-lucretia-mott-access-utah>

<https://www.upr.org/post/rosie-result-graeme-simson-mondays-access-utah-0>

<https://www.upr.org/post/revisiting-olio-tyehimba-jess-tuesdays-access-utah>

<https://www.upr.org/post/revisiting-weight-shadows-jos-ordu-mondays-access-utah>

<https://www.upr.org/post/usus-gear-program-thursdays-access-utah>

<https://www.upr.org/post/people-carol-and-cevin-ormond-wednesdays-access-utah>

<https://www.upr.org/post/after-metoo-new-frontier-tuesdays-access-utah>

<https://www.upr.org/post/born-criminal-womens-suffrage-angelica-shirley-carpenter-tuesdays-access-utah>

<https://www.upr.org/post/native-foreign-brenden-rensink-thursdays-access-utah>

<https://www.upr.org/post/revisiting-sacred-smokes-ted-van-alst-thursdays-access-utah>

<https://www.upr.org/post/revisiting-carry-forth-stories-ethnographer-rodney-frey-tuesdays-access-utah>

<https://www.upr.org/post/revisiting-bestiary-lily-hoang-mondays-access-utah>

<https://www.upr.org/post/revisiting-never-again-now-ann-burroughs-japanese-internment-wednesdays-access-utah>

<https://www.upr.org/post/revisiting-ephemeral-and-living-nature-folklore-kay-turner-mondays-access-utah>

<https://www.upr.org/post/heartbeat-wounded-knee-david-treuer-thursdays-access-utah>

<https://www.upr.org/post/heartbeat-wounded-knee-david-treuer-thursdays-access-utah>

<https://www.upr.org/post/heartbeat-wounded-knee-david-treuer-thursdays-access-utah>

<https://www.upr.org/post/heartbeat-wounded-knee-david-treuer-thursdays-access-utah>

<https://www.upr.org/post/heartbeat-wounded-knee-david-treuer-thursdays-access-utah>

<https://www.upr.org/post/heartbeat-wounded-knee-david-treuer-thursdays-access-utah>

<https://www.upr.org/post/black-lds-leader-darius-gray-thursdays-access-utah>

<https://www.upr.org/post/black-lds-leader-darius-gray-thursdays-access-utah>

<https://www.upr.org/post/revisiting-womans-hour-great-fight-win-vote-elaine-weiss-access-utah>

<https://www.upr.org/post/revisiting-way-we-see-native-america-photographer-matika-wilbur-tuesdays-access-utah>

<https://www.upr.org/post/transgender-children-professors-ann-travers-and-denise-dowling>

<https://www.upr.org/post/air-traffic-pulitzer-winning-poet-gregory-pardlo-mondays-access-utah>

UPR's Original Series, Diagnosed, provided a forum to generate an understanding of the many ways in which healthcare impacts our lives and communities. It addressed several challenges and opportunities facing people with disabilities:

<https://www.upr.org/post/diagnosed-high-tech-low-tech-no-tech-accommodations-work>

<https://www.upr.org/post/diagnosed-art-everybody-so-lets-jump-right>

<https://www.upr.org/post/diagnosed-employing-people-disabilities>

<https://www.upr.org/post/diagnosed-transitioning-adult-world-persons-disabilities>

<https://www.upr.org/post/diagnosed-getting-along-work>

<https://www.upr.org/post/diagnosed-work-and-benefits-considerations-people-disabilities-workforce>

<https://www.upr.org/post/diagnosed-small-town-success-story-employment>

<https://www.upr.org/post/diagnosed-medical-cannabis-campaign-targets-individuals-disabilities>

<https://www.upr.org/post/diagnosed-good-wheelchair-hard-find-rural-utah>

The UPR Original Series “Loving Our Lands to Death” including a segment examining public lands policies for people with disabilities:

<https://www.upr.org/post/loving-our-lands-public-land-policies-people-disabilities>

The UPR Original Series “Driven to Succeed” followed several USU Stars! GEAR UP students as they built and raced an electric car in competition. The GEAR UP (Gaining Early Awareness and Readiness for Undergraduate Programs) program is a federally funded college access & readiness program administered by Utah State University which partners with high schools to help low-income students be successful in school:

<https://www.upr.org/post/driven-succeed-utah-students-build-electric-cars-and-gear-college-0>

<https://www.upr.org/post/driven-succeed-future-bright-group-young-engineers-building-car-tomorrow-0>

<https://www.upr.org/post/driven-succeed-race-day-has-finally-arrived>

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 program is another area where UPR is able to serve minority and diverse audience. 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 the LGBTQ community, Americans with disabilities, as well as religion, race, and justice. Students with diverse backgrounds have held FY19 internships.

UPR’s plans for FY20 include continuing to address issues of race, immigration, religion, and Native American and LGBTQ issues, among others, on our daily public affairs program Access Utah. UPR is also planning to reach out to Native American and other diverse communities in Utah through a partnership with StoryCorps called One Small Step.

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 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 some of 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 audience, and create innovative programming.

Major projects slated for FY20 include One Small Step, a partnership with StoryCorps in which UPR will facilitate civil dialogue between people across political and cultural divides; Project Resilience, a partnership with USU Center for Persons with Disabilities, which will encourage social and personal resilience by introducing listeners to neighbors and friends who have experienced and assault, personal loss, bullying, mental health challenges and other tragedies; and Stopping Sexual Harassment, a partnership with the Utah Women's Giving Circle, which will address issues of sexual harassment and sexual violence. Thanks to CPB funding, more plans can continue to develop in the coming year.