

**Utah Public Radio
Local Content and Services FY 2014
Annual Report for 2013**

Goals and Approach

KUSU-FM's (Utah Public Radio – UPR) goals and approach to addressing community issues, needs and interests is two-prong: to engage with and respond to members, listeners, organizations and businesses in our home-base in far northern Utah and to strive toward the same engagement and response in communities along UPR's vast transmitter/translator network which covers most of Utah and part of southeastern Idaho. Because we are a full-time staff of eight with limited financial resources, we strive to “do more with less.” During 2013, we provided more local news coverage, participated in more community activities, and conducted more special events than ever before.

Because the station serves primarily a rural audience we target the key population centers regionally as outreach activities are planned. We identify and partner with businesses and organizations who are vested in improving community life and vitality—government, the arts, healthcare, and others—and who community members respect and depend on. We develop mutually beneficial partnerships that will help strengthen services and help save financial and human resources. In 2013, UPR joined in the Public Insight Network (PIN) Project which provides us with an outlet for local news gathering and sharing of vast resources on a national level.

Statewide news coverage serves as an important resource in identifying regional concerns and interests and helps us determine outreach activities. The UPR news staff has grown to a team of 13: news director, assistant news director, reporters, correspondents, and interns. We partner with KCPW to share news filed by their reporters who are covering Salt Lake City where we do not have a signal. Independent reporters file stories from southeast and southwest Utah as well as along the central corridor of the state, Utah's Wasatch Front.

We make effective use of Face Book and Twitter to help inform and engage listeners about services and programming and as a means of seeking feedback. The UPR homepage and online services provide a wide menu of offerings ranging from live streaming, Utah news, arts and culture, station news, a community calendar of events, local and national programming. Local news stories and programs are posted and updated daily to weekly as broadcast.

Program Initiatives

Local - UPR News

UPR's *Newsline* is a strong, independent service of news gathering, investigation, and reporting. UPR remains the only public radio station that covers Utah news statewide. Correspondents file reports regionally, from northern Utah including Salt Lake City where we do not have a broadcast presence, to central Utah, the southwest and southeast.

Evening news was increased to a 10-minute newscast with a roundup of Utah headline stories presented by two hosts. The evening newscast serves as a training ground for students majoring in journalism at Utah State University. Interns investigate and gather material, write, record and edit timely stories on deadline.

We bolstered our coverage of Utah's legislative session and conducted more live broadcasts and reports from the State Capitol in Salt Lake City to keep listeners informed about significant outcomes of the legislative session.

Mayoral races in Logan (northern Utah) and Cedar City (southern Utah) were covered in separate "Meet the Candidates" night debates which were moderated by UPR and recorded for broadcast on local program *Access Utah*.

New Initiatives – Local and National

Last winter UPR conducted research on air quality in Cache Valley (northern Utah) as part of our membership in the Public Insight Network (PIN) project coordinated by American Public Media. PIN engages journalists and people nationally to share experience and insight with the goal of providing an effective means for covering and uncovering news from the grassroots up.

UPR reported on the public health effects of air pollution in Cache Valley which sets national record-high levels. Input was solicited from professionals and experts who guide and set policy as well as listeners and the community at large.

We received a grant and produced a five-part series entitled "Five Billion Gallons" as a participant in Penn State's Public Media documentary project "Water Blues, Green Solutions." UPR is the only station in the western United States to receive a "Think Outside the Pipes" local reporting initiative grant.

UPR student interns have been chosen to join students from five other public radio stations to establish a PIN Bureau. The bureau is being designed to provide PIN support for smaller public radio stations and to help journalists tell the human story of policy or economic change, find fresh story ideas from a community, identify sources with relevant personal experience or localize a national story.

Informational Program Shorts

UPR places strong emphasis on building quality partnerships that enhance programming while they advance knowledge and understanding. *Be Well Utah* (new), *Waste Not*, and *Did You Know That?* are examples of four-minute informational program segments that resulted from partnerships with Utah State University's Human Resources Department, College of Education and Human Services and the City of Logan Public Works Department. *Be Well Utah* provides weekly tips about improving health and wellbeing while *Waste Not* offers wise practices in water conservation. *Did You Know That* delivers tips on learning practices. The Utah Climate Center resides on the campus of Utah State, and the Center's staff of scientists and education professionals deliver timely state-of-the-art weather forecasts and climate news for UPR.

Partnerships

Northern Utah

UPR participated in bi-monthly downtown gallery walks coordinated by Cache Valley Center for the Arts where we host the work of local artists in an open-house setting at our storefront studio offices in CVCA's Main Street complex. This studio is centrally located and easier to reach than our campus headquarters.

We also joined in CVCA's Earth Day celebration while Spring 2013 Membership Campaign was underway. Some participants took advantage of the opportunity to record their personal stories about the effects of air pollution during winter weather inversion periods (PIN Project) while others shared listening "driveway moments."

UPR was a media sponsor for the City of Logan's Summerfest Arts Fair, Cache Gran Fondo Bike Tour (Logan Regional Hospital), Logan Rotary Club's bicycle Ride Along the Wellsvilles and Man versus Mud – Mud Run (Child & Family Support Center and the American West Heritage Center). Staff were present at each of these events and welcomed visitors to our station booth. During the Mud Run, cadets from Utah State University's Army ROTC volunteered to be "dunked" at our water dunking booth.

Southern Utah

StoryCorps

With major support from the City of St. George and Dixie Regional Medical Center, UPR hosted StoryCorps during the month of May in southwest Utah (St. George). StoryCorps is the national project initiative that documents the lives of Americans through sound recordings. One hundred fifty interviews were recorded and are being archived in the Library of Congress. Listeners are hearing weekly edited segments from those interviews, and the personal stories help facilitate meaningful human connections.

Northeast Utah – Uintah Basin Region

A live broadcast of *Access Utah* was conducted in Vernal, and station/community members were invited to join UPR staff for a Dutch-oven style dinner. The dinner was sold out to capacity with 75 participants. Utah Climate Center Director Robert Gillies presented an audio/visual presentation about earth's changing climate.

Northern and Southeast Utah

Zorba Paster, M.D.

Family physician and national talk show host Zorba Paster, MD, visited Logan and Moab as a station guest and conducted free presentations at regional hospitals in each city. Approximately 200 people attended, and a statewide audience also heard from Dr. Paster as he was featured in a live interview on the station's call-in program *Access Utah*.

Impact of Key Initiatives and Partnerships

We measure the impact of key initiatives and partnerships by attendance at special events and outreach efforts, to response received online via E-mail and social media (Facebook and Twitter), and to phone calls received during live programs. We also measure impact by the response received in planning and executing activities.

Response to local call-in program *Access Utah* is a ready indication of how UPR facilitates strengthening conversational ties across neighborhoods. Shows that received record response via E-mail and phone lines included the

- 50th Anniversary of the March on Washington for Jobs and Freedom
- Merits of Proposition 8 and Gay versus Traditional Marriage
- Rulings by the U. S. Supreme Court on Federal Defense of Marriage Act and California's Proposition 8
- Polygamy and the Centennial Park Community, Arizona/Utah Border
- De-criminalization of Polygamy in Utah and "The Witness Wore Red" Discussion and Book Review.

Air Pollution and "Five Billion Gallons"

We received 25 responses to our participation in the PIN project which documented the effects of bad air in Utah's Cache Valley. Although we had hoped for more, those responses were thoughtful and insightful and helped shape coverage. Many of the responses were the result of our participation in Earth Day activities where community members could associate UPR with both expertise and concern about the air quality problem. Officials from the Bear River Health Department recorded 10 air quality spots that continue to be aired this winter. PIN was also a welcomed participant at the regional Air Quality Summit.

Documentary reporting initiative project "Five Billion Gallons" used Facebook to provide additional content and helped build a very dedicated audience for the subject of water use in Utah. The page had 40 true followers, but the metrics showed the positive impact of using social media:

- 63 people shared stories about the project's Facebook page.
- 171 people actively created stories about the page.
- 1268 people saw any of the posts from the page.
- 2510 people saw content associated with the page.

Zorba Paster, MD

In northern Utah, 140 people attended Dr. Zorba Paster's free lunch presentation in Logan hosted by Intermountain Logan Regional Hospital. Our hosts had this to say about the partnership:

For Logan Regional Hospital, Dr. Paster's presentation was a great opportunity for us to host a respected national expert on health and offer his knowledge in person to our community members. We appreciate Utah Public Radio for the great relationship they've allowed us to establish with Dr. Paster. Making connections with national health experts and maintaining those relationships is a high priority for Intermountain Healthcare, and Utah Public Radio opened the door for us to establish an ongoing connection with Dr. Paster.

The response from our community was very positive. We were able to fill Dr. Paster's event to capacity, with many guests overflowing into an additional classroom and his presentation was also viewed online through web streaming. In total we had 140 registered participants with many more attending remotely.

We highly value the relationship we have with Utah Public Radio and we believe that this event has strengthened that relationship. We look forward to continued co-sponsored events.

-Troy Oldham, Director of Public Relations & Community Involvement;
Executive Director, Intermountain Logan Regional Hospital Foundation

-Tina Murray, Media Specialist, Intermountain Logan Regional Hospital

StoryCorps

The response to UPR hosting StoryCorps in southwestern Utah (St. George) demonstrates the impact of the project. One hundred fifty interviews were recorded during the month of May. While we haven't provided a formal instrument for measuring impact of the project, we do know that the scope of stories heard weekly from interview highlights provide insight and understanding about the diverse people of Utah and their collective human experiences. Some are unique to this region and the West and many are universal. Listeners have heard stories from people who are promoters of animal welfare, individuals who have practiced polygamy, national park employees, southern Utahans who experienced the effects of nuclear testing (Downwinders), ranchers, homemakers, adoptive parents, the father of a gay daughter, and a 9/11 survivor who participates in Iron Man competitions.

The City of St. George and Dixie Regional Medical Center were key partners who helped make possible our hosting of StoryCorps in southern Utah. Many other invaluable connections were made with community organizations, member/listeners, and individuals and businesses unfamiliar with public radio or UPR's presence in southern Utah.

One UPR member in particular, Martha Hamm, is now playing an essential role as a mentor, volunteer producer, fundraising consultant and collaborator in a project being developed in partnership with The Kitchen Sisters, Peabody Award-Winning Independent Radio Producers. Here are Martha's reflections about UPR's presentation of StoryCorps:

As a resident of Washington County, Utah since 1993, a full time practicing social worker and an active member of the historical preservation community, I was astonished at how successful Utah Public Radio was in a very brief time in forming highly effective partnerships with our community in bringing StoryCorps to St. George.

Because I have been a listener of public radio since the early 1980s and a professional who meets the public daily, I have a strong sense of how active local citizens are in listening to public broadcasting. Awareness of public radio has historically been very low in this area. Bringing StoryCorps to St. George introduced many citizens to public broadcasting in a variety of ways. First, UPR's Development Department was successful in gaining sponsorship from three of the largest and most visible employers in the area: The City of St. George, Dixie Regional Medical Center and Zion National Park. This endorsement immediately gave effective introduction to non-listeners.

Secondly, locating the StoryCorps Booth in a beautiful venue adjacent to a popular downtown city park with high visitation was an excellent method of engaging the public and proved to be very helpful in educating foot traffic about public radio and StoryCorps.

Many interviews were booked as a result of this prominent location and the consistent staffing of the StoryCorps Booth by UPR staff who interacted with walk up visitors.

I was a walk up visitor the first weekend the StoryCorps Booth opened and was immediately engaged by Teri Guy, UPR's Business Development Manager. Ms. Guy recruited me as an individual community partner for both UPR and StoryCorps. The UPR team promptly tapped my personal connections in the community and we worked together to bring members of hidden communities into the StoryCorps Booth. Some of the minority groups who were recruited include: current and former members of plural marriage communities, Native Americans, victims of nuclear testing radiation exposure, nonagenarians, individuals with chronic and persistent mental illness and members of the LGBTI community.

This has been a fascinating and symbiotic era in St. George since UPR began broadcasting in July 2013 the edited versions of the StoryCorps interviews. New listeners have been drawn to public radio as a result of participation in the StoryCorps Project. Individuals who are not typically given voice in our community are being broadcast in compelling and prominent ways which is building bridges to those who would not customarily have an opportunity to learn about these communities beyond the stereotypes. And finally because UPR is broadcast statewide, listeners out of our region seem to have more of an understanding of the complexity of the cultural landscape in southern Utah.

UPR profoundly gifted our greater community by bringing StoryCorps to St. George. We understand each other better by having the opportunity to tell our stories and listen to the stories of others. And we have these stories to keep as they are now told.

-Martha Ham, Licensed Clinical Social Worker; Leeds (St. George), Utah

General Comments - Examples

The comments that follow were sent to the station via E-mail.

Just a note to let you know how much I enjoy your early morning bits of commentary on Morning Edition. I did scoot out and looked at the moon and wow, you were right. Was surprised it was so far to the north. Strange, as I used to be a Jr High science teacher and had students plot positions and phases of the moon in a school year long project with a catchy title of "Where is the moon?"

– Carl Berger, St. George, UPR Member, Professor/Dean Emeritus,
University of Michigan

Thank you so much for doing a UPR Newline story on the development of the Uintah Basin Orchestra and Chorus. This will help to spread the word about this wonderful opportunity for musicians, including USU students, to perform in a high-quality musical organization, and for Uintah Basin residents to be able to attend inspiring musical performances. UPR is a wonderful asset to rural communities and to USU's regional campus system, and plays key role in the fulfillment of USU's mission to bring access and opportunity to education to the rural communities.

The fact that I walked in un-announced to UPR and you sat me down for an interview on this development is amazing. Thank you for your support for USU and the arts throughout the state. You won't find that in any other public radio station.

- Boyd Edwards, Dean, USU Uintah Basin

I'd also just like to say that speaking as someone who has listened to both large and small public radio stations over the years, UPR is absolutely top-notch. Sometimes when traveling, I pick up smaller stations that may have charm, but kind of sound like they're being run by amateurs. UPR has the local charm, but also sounds completely professional. I enjoy it so much during the times I'm staying with my mom in Brigham City.

—Becky Hickox

Meeting Needs of Minorities and Diverse Audiences

UPR is constantly striving to provide our listenership with news, features or segments, and special programs that specifically focus on interests and issues of minorities and underserved people.

Contemporary Western Women, a series of short segments produced in collaboration with Utah State University's Center for Women and Gender examines personal stories of strength, hope, and humor told by contemporary women in the West. Some pivotal stories shared during the third and final season came from Kari Kilmer, owner/operator of the V Bar Guest Ranch near Laramie, Wyoming, who described how she uses her ranch life experience as a way of educating guests about issues affecting the West. El Marie Gunnell, who grew up on a farm in Blackfoot, Idaho, was educated at Brigham Young University and unknowingly married a polygamist. She looks back at the experience positively recognizing many invaluable life lessons learned.

Hector Mendiola, a retired Mexican physician who works as an Extension educator for Utah State University, volunteers his time for UPR to co-produce a weekly five-minute Spanish language newscast.

StoryCorps has also served as an excellent resource to engage diverse audiences. Members of "hidden communities" in southern Utah participated in recording their personal stories of what it is like to be part of plural marriage communities, to be Native American or a victim of nuclear testing radiation exposure, to live with mental illness, and what it is like to accept a child who is gay and become an advocate for the LGBTBI community.

Weekday call-in program *Access Utah* invites listener participation, and topics are frequently selected to examine critical issues faced by non-traditional audiences. We want to facilitate education and new understanding. We seek the most appropriate guests who can help accomplish both goals. In 2013, some key conversations took place during programs that examined the 50th Anniversary of the March on Washington, gay rights regarding marriage and legislation in Utah and California, and the practice of polygamy, present and past, in light of a federal judge's ruling effectively de-criminalizing polygamy in Utah. Tom Williams, host and executive producer of *Access Utah*, will continue to make timely issues and conversations related to minorities and underserved audiences a priority for presentation during 2014.

Projects proposed for 2014 include

- a six-part part feature series that includes low income residents, Utah's senior population, community building organizations and others who are our neighbors.
- Affordable Care Act Town Meetings: a series of three public meetings in partnership with Logan Regional Hospital.
- an On-air "STEM Fair," a year-long project featuring Utah's youth in rural and urban communities. UPR will provide youth with an opportunity to share ways they are working toward careers in Science, Technology, Engineering, and Math (STEM) through the youth 4-H program.

Impact of Funding from the Corporation for Public Broadcasting

Funding from the Corporation for Public Broadcasting financially supports the station's satellite uplink which transmits our radio service to underserved rural audiences. UPR is the only source of news and information in some of the locales along our translator network which spans southern Idaho and all regions of Utah.

The Community Service Grant helps pay for the station's membership in National Public Radio and affiliation with American Public Media and Public Radio International. UPR would be unable to bear the majority of costs for some of its most vital and popular programs without CPB funding. NPR's signature news magazines *Morning Edition* and *All Things Considered* and their weekend editions are paramount to listeners especially in rural Utah. These programs are a news lifeline that public radio listeners depend on.

Our financial award from the CPB also allows us to focus on enhancing and increasing local programming which we continue to do. It's easy to replicate what other public radio stations are providing. Local programming distinguishes UPR from others. It empowers us to respond to our listeners' unique program needs.

In 2013, we increased our coverage of Utah's legislative session and conducted more live broadcasts and reports from the State Capitol in Salt Lake City. Legislative coverage is a service that remains possible because CPB funding helps defray significant program expenses associated with nationally distributed programs so we can concentrate on local.

Similarly, UPR news couldn't have expanded from a staff of one with a rip-and-read/Associated Press style structure into a team of reporters and correspondents overseen by a full-time and a part-time news director unless other program expenses were supported. As mentioned previously, UPR is the only public radio station that covers Utah news statewide.

Science and Technology

Science Questions, a science journalism series focused on promoting public awareness and understanding of science and technology, shows how the efforts of scientists impact our daily lives and inspire youth science education and good teaching practices.

The program is produced independently for UPR by Sheri Quinn and Suzi Montgomery. Science Questions airs back-to-back with another related segment also produced by Quinn. Both fill the Friday hour of *Access Utah* slated for science and technology exploration. We are able to offer both unique, highly-produced segments with funds from our annual CSG grant.