



**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.**

KGNU's overall Strategic Goals tie into the approach that KGNU adopts to fulfill our mission and to offer vital local services.

KGNU continues to strive to identify different community issues, needs, and interests through a variety of means. During 2022 KGNU deployed an audience research survey project developed together with support from the NFCB's Community Counts Initiative and Paragon Media. The survey brought in over 600 respondents including 150 random respondents during the second quarter of 2022, to better understand local media interests in our region. KGNU continues to deep dive into the data retrieved with the survey in order understand regional interests in issues and media habits.

We continue to produce our Dot Org segment, a 3 min interview slot currently broadcast once a week at 8:25 am, which highlights local non-profits. KGNU featured over 50 different local non-profit organizations during FY 2022. Topics covered a wide range of issues that local non-profit organizations tackle in our community. During 2022 we continued to air regular community and arts calendars highlighting arts and cultural organizations' upcoming presentations/events. This picked up again significantly with the return of many in-person events.

During 2022, we had interviews and coverage focused on information and services for affordable housing, seniors, young children, teachers, mental illness, visual artists, teenagers, homeless, the working poor, college students, musicians, immigrants, storytellers of color, Marshall Fire victims, among others. KGNU continued to run its Spanish language and bilingual Afternoon Headlines Service and Afternoon Community Calendar running Monday through Friday at 2:55PM through FY2022. We continued other Community collaborations hosting several remote broadcasts throughout the year including partnerships and live broadcasts from the Mapleton Porchfest, the Boulder Farmers Market, Destination Freedom, RockyGrass and others. KGNU also broadcast many educational programs with guest organizations, providing information and resources on understanding local and state ballot initiatives relevant to local elections.

The News Department continued coverage of the pandemic and its effect on the local community. KGNU launched a small bilingual newsletter to highlight stories and community conversations with local health officials to combat misinformation. Several of these conversations, and in particular the Spanish language community conversations, opened phone lines and email to take questions from the listeners.

The December 2021 Marshall Fires were the most devastating in Colorado's history. KGNU, with its tiny News and Public Affairs department dedicated as many resources as possible to open our airwaves to cover, follow, support, and broadcast the ongoing conversations, response efforts, and provide accurate information about the resources available for community members to recover and process the devastating events that took place in our immediate communities. The news department has continued its coverage of the ongoing clean up and rebuilding efforts throughout the year, including the struggles of community members to access both local, state, and federal resources.



KGNU's mobile app, whose downloads in the year increased by over one thousand, was used to engage a changing demographic in our region, to better connect with younger more diverse community members as listening and media consumption patterns have changed dramatically over the last ten years. KGNU began the development of a new WordPress website during 2022, which we plan to launch in 2023, with a significantly more dynamic and friendly UX to improve retention and engagement on our site.

**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.**

2022 offered an opportunity for KGNU to explore many new partnerships and virtual engagement activities after two years of disrupted presential community engagement and partnerships. We continued to develop key initiatives and partnerships with many different groups within our community, across the state, and nationally.

During FY2022 we worked very closely with the Rocky Mountain Community Radio coalition (RMCR) a coalition of more than 19 Rocky Mountain based community radios across Colorado, New Mexico, and Wyoming. KGNU and RMCR continued to strengthen collaborative production and training opportunities including a collaborative on-going production series on the impacts of the Oil and Gas industry across the state, the lack of affordable housing across the state, and significantly more content sharing across the network. KGNU as a member of the Executive Committee and Development Committee of RMCR developed the strategic partnerships to get funding for a new Managing Editor position at RMCR that has dramatically impacted the capacity of RMCR to content share, provide training, improve regional reporting, and diversify local broadcasts including at KGNU, who aired a significant increase in quality regional content produced by our partner stations in the network.

KGNU continued its partnership with the Colorado Media Project and the COLab, in part; this collaboration is working to strengthen local media and journalists as a means to respond to increasing news deserts across the region and country with a focus on equity in the media. With support from CMP, KGNU was able to launch a paid internship program to attract young diverse storytellers and journalists of color to work in our News and Development departments.

In 2022, KGNU continued the partnership with Sacred Voices, who hosts an open mic venue in the Denver metropolitan area, with a space focused on family and youth. They also conduct highly engaging and culturally relevant spoken word/poetry workshops for underserved youth throughout Colorado.

In 2022 the Radio Book Club collaboration with the Boulder Bookstore, a local independent bookseller, continued to grow in popularity. Each month, a new book is selected and listeners are invited to read along and join the author on air for a discussion about the book.

During FY2022 KGNU continued to work throughout the year with Lafayette Youth Advisory Committee. The group composed of several students from the Lafayette high schools was trained in radio production.



We continued to collaborate with local music festivals including live broadcasts from festivals such as RockyGrass, and we returned to the Boulder City Farmer's Market for two live broadcasts, and added additional live broadcasts from the Mapleton Porch Fest, and the Louisville Street Faire and a series of radio dramas of Destination Freedom's Black Radio Days aired during the year, including returning partners from Motus Theater.

KGNU continued partnerships with the local education community this year, including:

--Continued working with the Denver Public Schools to host a paid summer internship for creative young students who worked with the KGNU Denver Program Manager.

--Continued to work, with New Vista High School in Boulder offering a youth radio training class as an elective for high school students each quarter at school throughout the year.

-- Expanded our Youth Media project to partner with the I Have A Dream Foundation Boulder County, in Boulder and in Longmont working with *Dreamers*, including hosting a paid intern DACA student in our Membership Department during the summer.

--The KGNU Youth Media project also expanded to work with the Boulder High School Avid program to serve more bilingual students in providing media production skills.

--Continued a partnership with CU Environmental Studies program hosting a monthly class on environmental justice and media at KGNU during one semester. Each student in the class works on co-producing short features that were aired during the reporting period.

KGNU further participated in the CPB and Poynter Institute's Digital Transformation Project throughout 2022. This initiative helped to focus efforts on reaching younger more diverse audiences with a digital first approach while working to effectively track the results of each of the design do loop challenges we executed.

**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.**

Our partnership with local youth organizations and High School programs with our bilingual Media Gardens youth training program continued to have a real impact on both the youth and facilitators involved in the process. The expansion during 2022 to several more partner organizations and the high demand for the project was testament. During most of 2022 all trainings returned to in-person training opportunities. This also allowed KGNU to host two Youth Radio Podcasting Camps for kids aged 12-17.

The impact of KGNU's work with the local Cultural Brokers Network throughout the pandemic, led to the creation of a new partnership that is launching in 2023 with the Office of Climate Action and Sustainability at the County of Boulder, to produce Spanish language reporting and content to prepare our communities and Spanish speaking community for climate emergencies in our region.



KGNU was once again recognized by the Boulder Arts Commission as the highest ranked applicant in the Extra Large Organization category (organizations with budgets over \$1M) for Arts & Cultural organizations in the City of Boulder, largely due to the amplification of community-centered content and programming focused on highlighting and culturally rich and diverse arts and cultural community that contributes to the City and to connecting the community to arts and culture locally.

The KGNU daily Metro program continued to highlight local individuals, non-profits, and organizations focused on issues across the Denver Metro from mental health, to healthy wellbeing, to community led urban agriculture projects and much more.

**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.**

Throughout FY2022, despite ongoing pivots, KGNU continued to investigate and meet the needs of diverse audiences through several programs its programs.

In 2022, KGNU continued a Spanish language headlines service during our regular on-air afternoon slot and by continuing to push these to Facebook. Our Bilingual Reporter continued to increase the monthly number of reports produced both bilingually and in Spanish only, while centering bilingual and diverse community members in those regular reports. Her community outreach and engagement has been crucial in strengthening relationships with Spanish and bilingual speaking communities.

During 2022, KGNU to air Radio Bilingue's *Linea Abierta* programming as a five day a week service in Spanish, and added the Spanish language 15 minute report produced by Radio Bilingue to opening of KGNU's locally produced Spanish language program *Pasa La Voz*.

KGNU hosts and broadcasts Colorado Chinese radio which is produced by the Colorado Asian Culture and Education Network, a non-profit show that provides service and education to the Chinese community in Colorado. Topics shared include immigration, law, tax, insurance, education, health, investment, lifestyle, community event. Colorado Chinese radio is transmitted every Sunday in Mandarin.

In 2022, KGNU's bilingual Media Gardens project expanded its collaborations. Media Gardens continued with the Lafayette Youth Advisory Committee and New Vista High School focusing on audio/radio training skills and creating narratives to offer diverse youth the opportunity to explore distinct media formats to amplify issues important to them. The bilingual youth project began work with the I Have A Dream Foundation Boulder County, working with *Dreamer's* both in Boulder and in Longmont. KGNU launched a new bilingual youth media program with Boulder High School's AVID program, and will again be working with OUTBoulder's QTYPOC queer youth of color group starting in 2023.

Our weekly LGBTQ+ show *Outsources* highlights issues facing local LGBTQ+ people and organizations and promotes resources for the community in the state. KGNU was presented the Clela Rorex Allies in Action award by OUTBoulder in 2022 and received congressional award of recognition from Congressman Joe Neguse for the relationship with OUTBoulder and the *Outsources* programming.



For over forty years we have been airing Indian Voices, a local award-winning program focusing on issues faced within Native American communities locally and nationally.

In 2022, KGNU continued to air a collaboration with the local chapter of the NAACP, called Black Talk – highlighting the reality faced by the Black population in Boulder County and the Front Range. KGNU sponsored Longmont’s first Juneteenth Celebration.

In partnership with donnie I. betts (intentionally lowercase) and No Credits Production, KGNU continued to broadcast a series of radio dramas live from our studios, from the Destination Freedom series. Black Radio Days, produced for Destination Freedom by NCP were each followed by community conversations. During 2023 KGNU will air the next series of Black Radio Days produced by No Credits Production.

During 2 KGNU’s Bilingual Reporter hosted the monthly Storytellers of Color in a long format – highlighting the inequities faced by journalists, storytellers, media workers and artists of color across the Colorado Front Range.

KGNU also launched a paid internship program hosting four Latinx, largely bilingual college aged students who produced headlines, feature stories, two-ways, and produced online content highlighting a series of issues of importance to young, diverse student aged populations.

**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?**

In FY2022, KGNU’s CPB Community Service Grant accounted for approximately 12% of our operating revenue. This CSG funding supports critical program acquisition, operations, as well as training of volunteers and many of our partnerships with the local education community. It creates the opportunity for KGNU to offer better services to the broader community. In continued times of uncertainty, the grant funds have been crucial to KGNU’s ability to not only sustain current staffing and operations during the pandemic and to continue to implement many new systems to maintain operations as we slowly get more volunteers and producers back into the studios on a constant basis.

Without CPB funding, we would have to significantly reduce our service to the education community. We would not be able to air crucial news services that we have historically provided, nor would we be able to develop or implement increased digital engagement, a project we were immersed in throughout 2022. We would not have been eligible for the DTP project without the CPB.

Furthermore, CPB is critical to our music licensing requirements--without CPB we would face cost prohibitive licensing fees for our music broadcast and webcasts. As our on-line audience grows, CPB's music licensing support is invaluable.