

January 2018 SAS
CPB Local Content and Service Report for KGNU

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 continues to strive to identify different community issues, needs, and interests through a variety of means. We continue to produce our Dot Org segment, a 3 min interview slot broadcast twice a week at 5:25 pm, which highlights local non-profits. KGNU featured over 90 different local non-profit organizations during FY 2017. Topics covered a wide range of issues that local non-profit organizations tackle in our community.

During 2017, we had interviews and coverage focused on information and services for affordable housing, seniors, veterans, young children, teachers, blind, visual artists, teenagers, homeless, the working poor, college students, musicians, immigrants, among others. KGNU stabilized its Afternoon Headlines Service and new Afternoon Community Calendar running Monday through Friday at 2:55PM. KGNU again had a visible presence at many large community events including the Martin Luther King Parade in Denver, the Denver Black Arts Festival and Pride Fest Denver and Boulder. KGNU also partnered with the Conference on World Affairs, which is an annual event on the CU Boulder campus. We host live audiences for some of the panel discussions at our studio and we broadcast many of the panel discussions as well as posting them to our news website. We expanded on Community Collaborations with several remote broadcasts throughout the year including partnerships with Motus Theatre and the Regenerative Economic Summit. As 2017 was an election year, KGNU broadcast many local debates on local issues and initiatives. KGNU also broadcast many educational programs with guest organizations providing information and resources on understanding the local and state ballots.

We continue to work with the Community Foundation Serving Boulder County to cover issues facing Boulder County. This includes regularly highlighting aspects of the Foundation's Boulder Trends survey results. We continue to explore creative new ideas for strengthening relationships with local non-profits tackling our communities most pressing needs. A new locally produced segment for 2017 focuses on people of color in Boulder County.

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.

KGNU continues to develop key initiatives and partnerships with many different groups within our community, across the state, and nationally.

We work closely with the Rocky Mountain Community Radio coalition (RMCR) to support daily state-wide news coverage, including daily coverage from the state legislature during the legislature's session. During 2017, RMCR Capitol Coverage broke a major sexual harassment story at the State Legislature. KGNU continues to play a key role in the editorial collaborative to strengthen the coverage from the state legislature.

Connecting the Drops, a state wide series on water issues was produced primarily at KGNU, but broadcast on other community radio stations throughout Colorado who are part of the Rocky Mountain Community Radio Coalition. As part of this series (which featured 5 min in depth reports on water issues) in 2017, KGNU co-hosted a live call in show on water conservation with KDNK, a community radio station in Carbondale Colorado, with guests and hosts in each station. We had calls from listeners all across the state.

In 2017 KGNU worked to transfer the Truth in Media coalition based in Denver into the Colorado Media Alliance with a focus on cross promotion of local productions and a new focus on media literacy. The coalition sponsored several events and is planning a collaborative series on media literacy for 2018. The alliance includes other local media outlets including the Colorado Independent, Free Speech TV, Denver Open Media and Rocky Mountain PBS.

In 2017, KGNU continued work with a class of high school students from Manuel High School in Denver as part of their 10th grade American Literature class. The students read about and discussed the American Dream and wrote a series of poetry on that theme. Many of the poems were aired on KGNU.

In 2017 the Radio Book Club collaboration with the Boulder Bookstore, a local independent bookseller, continued to grow. 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. A podcast was created with great success during the same reporting period.

July 2017, KGNU hosted a weeklong radio training summer camp for students at the Temple Grandin School in Boulder, a school for students on the autism spectrum.

For 4 months during FY2017 KGNU hosted the Boulder Youth Opportunities Advisory Board one day a week. The group composed of 4 students from the Boulder high schools was trained in radio production. Their production will be aired during 2018.

We continue to be a primary emergency information provider with the Boulder Office of Emergency Management (BOEM). We continue to provide programming that highlights the work of BOEM along with providing ongoing information to those impacted by the 2013 flooding and natural disasters. We offered extensive coverage of several forest fires during the summer of 2017, once again showing the importance of emergency information and collaborative efforts. KGNU placed programming emphasis on the Resilencia para todos report that came out in Boulder County about Latinos impacted by the 2013 floods and recommendations made to county and state officials to build inclusivity into resiliency plans.

We continued to collaborate with local music festivals, such as RockyGrass the AriseFest and others to provide live broadcasts from their festivals. This year we also live broadcast presentations by Motus Theatre and the Regenerative Economic Summit.

During 2017, KGNU increased its partnerships with the local Arts community regularly participating in Boulder Arts Summit and Cultural Summits sponsored by Arts in Society in Denver.

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

--KGNU worked with the Denver Public Schools to host a summer internship for creative young student who worked with the KGNU News and Public Affairs department.

--We continued with an expanding internship program with the University of Colorado, Boulder, school of journalism and mass communication where we train university students who wish to gain practical hands-on broadcast experience as a career building opportunity.

--In 2017 KGNU continued an internship with the University of Colorado's Leadership Minor, hosting two groups of CU students who worked on a Strategic Challenge to research and develop an actionable plan to increase outreach and participation with millennial aged students.

--KGNU partnered with the INVST student program and the CU School of Journalism with professors and students on co-producing three distinct monthly programs during 2017.

--KGNU also partnered with the League of Women Voters Boulder County to produce a monthly commentary on key issues affecting the people living in Boulder County. An internship will continue through 2018.

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 and coverage of diverse issues continues to have a significant impact. Karla Canales of Boulder's YWCA Children's Alley recently wrote to KGNU thanking the station for programming on Single Parenting and resources available at local organizations. Canales wrote *"We want to thank the KGNU team for spreading awareness about our Drop In Child Care Center! So many families here told me, I wish I knew about you sooner. No we can be a resource to more families in need! Thank you for taking time out of your program to support our community. You made a difference with your kindness."*

KGNU's key initiatives and partnership have had a broad impact in many different ways. Our partnership, and bilingual media gardens youth training with the Longmont Youth Center had a tremendous impact on both the youth and facilitators involved in the process. We will be continuing the program in 2018 and expanding to work with several other youth groups.

Luz Ruiz, the project coordinator wrote in an impact report on the first training that, *"Longmont Youth Center's coordinators expressed how previous to the workshop they noticed that a young participant, Yazmin tended to be shy and not talking as much, but that after her participation in the workshop they noticed greater confidence in Yazmin hearing her voice and sharing it with the public, something she wouldn't have done before the workshops. Yazmin spoke publicly at an event that received local media coverage, where she highlighted her experience helping a friend receive suicide prevention care."*

Our partnership with the Community Foundation, serving Boulder County, continues to strengthen conversational ties across diverse neighborhoods within our community. Regular programming related to the Foundations' trends report has also helped us increase awareness of Boulder County's ever changing demographics.

We continue to look for additional funding sources in order to broaden our impact through increasing our ability to produce news and information for the stations within the group.

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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

Throughout FY2017, KGNU continued to investigate and meet the needs of diverse audiences through several on-going programs.

In 2017, KGNU expanded the length of our weekly Spanish language show, Pasa La Voz that features programs on health, education, immigration and other social issues important to the local Spanish speaking community. The program now runs 60 minutes each week and offers a call in component. It features local nonprofit organizations that work with the Latino community. In 2017, Corriente, our weekly bilingual Spanish/English program on Latin American music, interviews, and community announcements became more fluid in its Spanish component and has since received increasing interest from our growing bilingual and Spanish speaking community. KGNU sponsored and broadcast live from the Second Annual Latino Festival in Longmont Colorado in June 2017 and will continue to grow its role moving forward.

In 2017, KGNU strengthened its weekly segment in a bilingual format focused on youth research on technological trends. A new monthly segment launched in 2017 called People of Color in Boulder County, PoCo in BoCo, focuses on conversations diving into issues ranging from the micro-aggressions to outright discrimination that people of color face on a daily basis in Boulder County.

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 2017, KGNU partnered with the Motus Theatre Group to broadcast of *Sharing our Stories: Mexican Immigrants in Life, Media and Myth*, a live bilingual performance at the Dairy Center for the Arts. We also broadcast another spoken word performance on MLK, organized by Motus Theatre.

KGNU partnered with One Thousand Design to air a monthly segment organized by 7 local non-profits and Boulder County called (In)Visible Boulder, focused on highlighting the stories of homeless peoples throughout Boulder County.

In 2017, KGNU launched a bilingual Media Gardens project, collaborating with the Longmont Youth Center, the Cumbre de Jovenes Latinx, and the Boulder Youth Advisory Opportunities Board focusing on distinct audio/radio training skills to offer diverse youth the opportunity to explore distinct media formats to amplify issues important to them.

Our weekly LGBTQ show Outsources that highlights issues facing local LGBTQ people and organizations and promotes resources for the community in the state has grown significantly and begun to delve deeper into the web component of radio to help boost distribution of the show in order to broaden the reach and access to this crucial community resource.

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 FY2017, KGNU's CPB grant accounted for approximately 12.5% of our revenue. This funding supports critical program acquisition 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.

Without CPB, 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 promote several core programs for national distribution, a project we are delving deeper into this year.

Furthermore, CPB is critical to our musical licensing--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.