

**January 2021 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.**

Our 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. 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 50 different local non-profit organizations during FY 2020. Topics covered a wide range of issues that local non-profit organizations tackle in our community. During 2020 we continued to air regular community and arts calendars highlighting arts and cultural organizations upcoming presentations/events.

During 2020, we had interviews and coverage focused on information and services for affordable housing, seniors, veterans, young children, teachers, youth vaping, mental illness, visual artists, teenagers, homeless, the working poor, college students, musicians, immigrants, among others. KGNU continues to run its Afternoon Headlines Service and Afternoon Community Calendar running Monday through Friday at 2:55PM. We continued other Community Collaborations with several remote broadcasts throughout the year including partnerships and live broadcasts with Barrio E. As 2020 was an intense 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.

The News Department worked 24/7 to provide update to date [COVID-19 Pandemic](#) coverage on-air and online in order to keep the communities that depend on us informed and safe. Many community conversations in English and in Spanish were hosted on the KGNU airwaves with specialists and City and County Health Departments to help inform our communities and to dispel rampant disinformation circulated on social media. We streamed live most of these conversations and in particular the Spanish language community conversations on facebook and opened phone lines and email to questions from the listeners/viewers.

We continue to work with the Community Foundation Boulder County to cover issues facing Boulder County. In 2020 we launched the TRENDS Podcast, a deep dive podcast on several of the most pressing issues in the county indicated and informed in their biannual Trends Report. During 2020 KGNU hosted community conversations with Free Press on the state of local journalism and visioning for the future. We further developed relationships with SUMA, to commence a series of community conversations on media representation with primarily Spanish speaking populations in Boulder County. We continue to explore creative new ideas for strengthening relationships with local non-profits tackling our communities most pressing needs.

**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.**

2020 uprooted many previous and long standing engagement partnerships but also offered an opportunity for KGNU to explore many new partnerships and virtual engagement activities. We continued 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) a coalition of more than 19 Rocky Mountain based community radios across Colorado and now expanding to New Mexico and Wyoming. KGNU and RMCR continue to explore strategic plans for strengthening collaborative production and training including a collaborative production series on the impacts of the Oil and Gas industry across the state.

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 7 min in depth reports on water issues) in 2020.

In 2020, KGNU continued its partnership with the Colorado Media Project and the COLab to develop a new collaborative reporting model across media industries, including a co-working media hub where KGNU is a key partner and tenant in Denver. In part, this collaboration is working to strengthening local media and journalists as a means to respond to increasing news deserts across the region and country.

In 2020, KGNU launched the "TRENDS Reporting Fellowship" in partnership with the Community Foundation Boulder County, providing media training to 12 existing and emerging journalists over a nine-month period. We established a Community Advisory Committee reaching professors from CU Boulder in Journalism, Media Studies, CU Engage Leadership, Latinx leaders within the County, the local LGBTQ+ advocacy group and award winning Motus Theater (centering voices of undocumented migrants). The fellowship partnered with local DEI trainers, Solutions Journalism Network and Free Press' to center social and racial equity reporting in Boulder County. Five local newsroom reporters from distinct outlets joined the inaugural cohort along with community story tellers and independent journalists.

In 2020, KGNU continued the partnership with Sacred Voices, who hosts an open mic venue in the Denver metropolitan area, and the only space focused on family and youth. They also conduct highly engaging and culturally relevant spoken word/poetry workshops for underserved youth throughout Colorado.

In 2020 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. The radio book club podcast is one of KGNU's most popular podcasts.

During FY2020 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. Their productions were aired during 2020, including teen reflections on the elections and coping under pandemic lockdown.

We continued to collaborate with local music festivals, such as RockyGrass creating a virtual festival.

KGNU also held a Virtual Prom in May of 2020 for graduating high school seniors from Denver and Boulder schools who would not have the opportunity to go to their senior proms due to COVID-19 restrictions.

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

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

--KGNU partnered with CU Environmental Studies Masters program hosting a monthly class on environmental justice and media at KGNU. Each student in the class works on a co-producing a program called the Brink that were aired during 2020.

--During 2020 KGNU continued a Zero Waste series that began two year earlier. In 2020, the Zero Waste series focused on Food Waste and how listeners could reduce their own food waste as well as connect to local organizations focused on food equity, food distribution to in need community members and reducing the carbon footprint of food production, consumption and waste.

**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 Boulder County Suma and the Latinx Cultural Brokers Collaborative to support the production of critical information spots in Spanish to help inform the Spanish speaking community of resources for economic and health relief in response to COVID-19 to support underrepresented populations in Boulder County was seen as impactful. The partnership generated significant interest by City and County staff to engage in community conversations and the partnership highlighted the rapid response of the cultural brokers collaborative to attend an urgent community need. In the words of Guillermo Estrada-Rivera, CBRP Coordinator at Boulder County Community Action Programs, "This is a great resource to have. Thanks for your leadership with this initiative."

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 despite the challenges of shifting to virtual trainings. We will be continuing the program in 2021 and expanding to work with several other youth groups.

Our partnership with the Community Foundation, serving Boulder County, continues to strengthen conversational ties across diverse neighborhoods within our community. We greatly expanded our TRENDS reporting to launch a bilingual TRENDS Diary aired once a week highlighting an audio diary submission from local individuals responding in creative ways to the COVID-19 isolation to support local community efforts to support diverse community members and initiatives. During 2020 the TRENDS Podcast generated increased visibility and value of local leaders, cultural brokers and lesser seen leaders in our communities who perform critical roles bridging cultural barriers.

Juanita Echeverri wrote to KGNU in response to a bilingual program focused on BIPOC artists in the midst of the COVID-19 crisis to say “I feel so grateful for the amazing programs you offer to all of us, and having Spanish programming is such a good service for the Spanish speaking community...I specially, appreciate the opportunity to share about the OSMP and the Arts program as well as having two of this year’s guest artist Maren Waldman and Arturo Garcia being interviewed.”

Our partnership with SUMA Latinx also helped develop a initial set of listening sessions that we have participated in that broadened our opportunities to listen to, engage with, and expand relationships with Spanish speaking and immigrant communities in the county around media literacy, media representation and ownership by Latinx and diverse communities. While these conversations were paused during most of 2020 we plan to reconvene these in 2021.

We continue to look for additional funding sources in order to broaden our impact through increasing our ability to produce news and information to elevate our communities.

**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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.**

Throughout FY2020, despite the many pivots caused by COVID-19 pandemic KGNU continued to investigate and meet the needs of diverse audiences through several on-going programs and virtual spaces.

In 2020, KGNU we added a Spanish language headlines service pushing these to facebook and on air. The headlines service created the opportunity to partner with a network of local Spanish language Cultural Brokers to produce an in depth series of Spanish PSA’s offering hard to get information on local resources to respond to specific COVID-19 needs of migrant and Spanish speaking community members. 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 2020, we also continued our partnership with Barrio E and Raices Brewing called *Cultura Viva*, to host a quarterly live broadcast, training session open to the public, world drum jam and sing a long, *Canta Conmigo*, from a historic Latinx region in Denver. The partnership celebrates Latin American and Caribbean multiculturalism, diverse local talent and Latinx owned businesses while offering a family friendly cultural celebration each month and the quarterly live broadcast. We plan to continue to develop and strengthen these relationships moving forward.

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 2020, KGNU’s bilingual Media Gardens project continued collaborating 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.

Our weekly LGBTQ show Outsources 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.

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

In 2020 KGNU launched a new program, led by and in collaboration with the local chapter of the NAACP, called Black Talk – highlighting the reality faced by the Black population in Boulder County.

In partnership with donnie i. betts (intentionally lowercase) and No Credits Production, KGNU live broadcast a series of radio dramas, from our studios and several distinct venues across the Colorado Front Range, from the Destination Freedom series. Black Radio Days and Enrique's Journey, produced for Destination Freedom by NCP were each followed by community conversations and musical guests. During 2020 will aired a live tribute Black Radio Days tribute to Emmitt Till. These live broadcasts and the partnership will continue in 2021.

**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 FY2020, KGNU's CPB grant accounted for approximately 12% of our operating revenue. This 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.

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 regional 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.