

January 2016 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 92 different local non-profit organizations during FY 2015. Topics covered a wide range of issues that local non-profit organizations tackle in our community.

During 2015, 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, among others. 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. 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 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.

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.

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) on Sunday June 14th, 2015, 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. The show was broadcast live on KRCC, a public radio station in Colorado Springs. We had calls from listeners all across the state. The show was rebroadcast on several stations around Colorado.

In FY2015 KGNU started a collaboration with the History Colorado Center in Denver on an oral history project to document the stories of those in Denver who were directly affected by busing and integration

in the Denver Public Schools between 1973 and 1995. Oral histories were gathered at the History Colorado Center in Denver and KGNU edited them and broadcast them on air.

In FY2015, KGNU worked with a class of 10th graders from Manual 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. Those poems were aired on KGNU during January 2015.

April 2015, KGNU began collaboration with the Boulder Bookstore, a local independent bookseller for a monthly radio book club. 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.

June 2015, 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 8 months during FY2015 KGNU hosted September School Interns one day a month. The group composed of 5 students from the Boulder alternative high school was trained in radio production. Many of their stories have been aired on KGNU.

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 continued to collaborate with local music festivals, such as RockyGrass and now the AriseFest to provide live broadcasts from their festivals. This year, we expanded our coverage of AriseFest providing 3 days of live coverage utilizing our all-music online channel, AfterFM.com.

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

--Working with Denver Public Schools High School students for Fall internships where students produced radio reports and learned how to operate broadcast equipment.

--We continued with a thriving 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.

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.

KGNU's key initiatives and partnership have had a broad impact in many different ways. Our partnership, training and mentoring program for Denver Public Schools high school students from diverse backgrounds with learning disabilities has had a tremendous impact on both the youth and facilitators involved in the process. Alisha Francis, KGNU's youth trainer for the project spoke of the experience with the students saying "they did a really interesting job of refueling me...Before KGNU I never considered myself a journalist." Alisha has now facilitated the Denver Youth Training for two years and has used hands on training techniques with her students to record and produce stories from the Denver streets.

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.

KGNU's 2015 Collaboration with the Denver Public Library was a new partnership that spearheaded the creation of a space for immigrants to share their voices through a program that invited people using the library's immigrant services to record their stories, to be edited and aired on KGNU and KGNU's news website at a later date. The program drew tremendous attention to the library's immigrant services program and to issues faced by the immigrant community in Denver. Yolanda Chichester from the Denver Public Library Byers Branch wrote:

"I thank KGNU Radio Volunteers for working with me these past couple years to present two successful programs at the Byers Branch of the Denver Public Library (the Freestyle 5th Element Event and the Visual Audio Club) as well as initiating the Immigrant Oral History Project collaboration with the New Americans Project of the Denver Public Library. I'd like to express my hope that KGNU Community Radio continues to see the Byers Branch Library as a resource and as a place to connect to members of the La Alma Lincoln Park Neighborhood."

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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.

Throughout FY2015, KGNU continued to investigate and meet the needs of diverse audiences through several on-going programs.

In 2015, KGNU strengthened 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 features local nonprofit organizations that work with the local Latino community. In 2015, Corriente, our weekly bilingual Spanish/English program on Latin American music, interviews, and community announcements began to strengthen its Spanish component and has since received increasing interest from our growing bilingual and Spanish speaking community, including ESL and Spanish Language professors who have proposed the show to their classes as an excellent progressive forum to hone bilingual listening skills. We are actively exploring additional Spanish and bilingual programming options for 2016 and hoping to broaden our reach to the Latino population in Colorado.

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 2015, KGNU expanded collaboration with the Denver Public Library on an oral history project documenting the experiences of immigrants in the community. Immigrants were invited to come to a Denver library branch and record an oral history of their experience as immigrants. These will be edited and broadcast on KGNU.

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 FY2015, KGNU's CPB grant accounted for approximately 13% 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.

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.