

## Grantee Information

<b>ID</b>	4855
<b>Grantee Name</b>	KCPW-FM
<b>City</b>	Salt Lake City
<b>State</b>	UT
<b>Licensee Type</b>	Community

### 6.1 Telling Public Radio's Story

Jump to question: [6.1 ▼](#)

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2016. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

**Joint licensee Grantees that have filed a 2016 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.**

### 6.1 Telling Public Radio's Story

Jump to question: [6.1 ▼](#)

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.

KCPW's mission is to: create informed and engaged citizens by providing in-depth local, national and international news; connect and involve our audience by presenting news, lectures, local events and special broadcasts related to politics, the environment, education and business; foster and strengthen our community by partnering with local business and organizations; and act as a lifelong resource, so that we may all grow and improve public discourse. KCPW strives to accomplish this mission by creating locally-produced, quality radio content. We do this both on our own and in conjunction with various local partners - including other news organizations, the nonprofit community, and with other local agencies and institutions. Furthermore, one of our central objectives is to cultivate a strong relationship with our listeners. By engaging in outreach and by soliciting feedback from our community, we are able to best understand the informational needs of the geographic region we serve. This mission and our overall goals are a part of all decisions, as evidenced by the addition of jazz to our schedule in FY16. In the summer of 2015, when another local public radio station dropped jazz from their schedule, KCPW identified a community need, responding requests for KCPW to preserve this on the local airwaves. As a result, jazz still has a broadcast home here in the Salt Lake Valley which helps to preserve and build the audience and strengthen the art form; and in the process, KCPW engaged a new audience of jazz aficionados.

### 6.1 Telling Public Radio's Story

Jump to question: [6.1 ▼](#)

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.

KCPW has strong partnerships that increase the station's capacity to be an effective public media organization in the community. For example, in conjunction with the John R. Park Debate Society at the University of Utah and Alliance for a Better Utah (a local nonprofit), KCPW hosted a series of political debates between candidates for office in various races. This effort helped spur civic engagement and educate listeners who otherwise may not have had access to this kind of media content. KCPW also has a long-term partnership with The Hinckley Institute of Politics at the University of Utah, a bipartisan organization designed to "promote political and civic involvement." Our collaboration on the production of the Hinckley Institute Radio Hour increases the community's access to forums on local, national, and international issues important to people living in Utah and around the world. Furthermore, live panel discussions, public forums, and debates hosted by the KCPW and The Salt Lake Tribune create a space for genuine civic dialogue and provide listeners a direct connection to experts and policy makers in a host of arenas. Similarly, on a weekly basis, KCPW produces and airs "Behind the Headlines," a news roundtable featuring reporters from the Salt Lake Tribune - providing a unique and critical window on the community. In partnership with Utah Humanities, KCPW airs The Beehive Archive, a program

that explores the history of this region, providing important context for listeners, and giving them a deeper understanding of the place they call home.

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▼

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.

KCPW's partnership with The Salt Lake Tribune yielded various impactful outcomes in the 2016 fiscal year. In particular, a town hall forum on campus sexual assault helped increase awareness in the community about the unique, but often hidden challenges confronting rape survivors at Utah colleges. The forum, moderated by KCPW News Host and producer Roger McDonough, included the perspectives of victims, advocates and university counselors. The Salt Lake Tribune went on to win the Pulitzer Prize for Local Reporting for its groundbreaking coverage of college sexual assault. The event was broadcast on KCPW and live-streamed online. In partnership with the Salt Lake City Public Library, KCPW also broadcast a series of seven lectures coinciding with the 150th anniversary of The Nation Magazine. These live broadcasts featured correspondents from The Nation, and covered topics ranging from reproductive rights to climate change to American foreign policy. KCPW also brought debates between candidates for Salt Lake City Mayor to the airwaves, helped foster the creation of an audio documentary looking at the story of refugees arriving in Utah from Latin America and the Middle East, and partnered with the Natural History Museum of Utah to bring a scientific lecture series to a broader audience.

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▼

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 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. If you regularly broadcast in a language other than English, please note the language broadcast.

In fiscal year 2016, KCPW served a facilitating role in the development of an audio documentary looking at the stories of recent refugees to the state of Utah, including the challenges they faced along the way. The final product looked at the specific stories of refugees from Guatemala and Iraq, and was meant to be a pilot for a podcast series. The documentary, developed at KCPW by independent radio producer Tamarra Kemsley, eventually aired as an hourlong program on our airwaves. KCPW is proud of the array of national programming it provides to the local community that speaks to a wide spectrum of the population. From discussions on the Hinckley Institute Radio Hour about the many challenges undocumented immigrants face in Utah, or the unique issues confronting Utah's refugee community, to news coverage of the intersection between LGBTQ rights and religious liberties in our state, KCPW has provided a window onto the world of the diverse populations we count among our audience.

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▼

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?

KCPW's CPB funding enables the station to seek out, produce and share innovative programming and to provide context on issues that are important to the community we serve. It supports the station's ability to produce local programming and to air national and international content - enriching the lives of our community of listeners. Without this important funding, there would be a noticeable decrease in original, locally-produced content.

Comments

Question

Comment

No Comments for this section