

# Local Content and Services Report

## Corporation for Public Broadcasting 2015 Station Activity Survey

### 6.1 Telling Public Radio's Story

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 2015. 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 2015 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.**

**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 the 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. 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.

**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 reporter news-round table 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.

**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.**

In the last fiscal year, KCPW has continued to partner with a variety of local news and community organizations to increase awareness and understanding. For example, live forums related to air pollution touched on a topic that is of ongoing concern in this community. At times, northern Utah suffers the worst air-quality in the nation, and the health consequences of poor air – as well as what solutions are being sought – are areas that the public remains very interested in today.

Other live forums included a look at recent police shootings, a review of recent scandals in the office of the Utah Attorney General, a recap of what happened during the 2015 state legislative session, and a panel discussion on the changing role of women in the Mormon church. Some of these events had capacity crowds in attendance in addition to the thousands who tuned in; and all included an audience question and answer period and elicited comments at our website related to the events. An example comment on one of these productions:

*“This was so thoughtful and informative. I enjoyed the majority of the guests and audience members’ participation. What a great service to the community.”*

Various other local programs and interviews also provided listeners with information on such topics as how to engage in the local political process and how to access a variety of services including women’s health, veterans services, mental health, and homeless services.

In addition, KCPW’s Community Calendar dispersed information on counseling services, educational opportunities, arts and cultural events and volunteer opportunities.

**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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.**

KCPW is proud of its diverse national programming that speaks to a wide spectrum of the population. Local programming such as The Rundown examined the challenges faced by new refugees to Utah, and provided information on volunteering to assist in refugee resettlement; and local reporting, and interviews looked at immigration policy at the state and national level, and how it was affecting people at the local level.

KCPW has begun discussions and continues to investigate developing a weekly program to examine the changing demographics of our community with a specific goal of better meeting the needs of traditionally under-served, local communities.

**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 our ability to produce local programming and to air national and international content - enriching the lives of our community of listeners. Without this important funding, we would see a decrease in locally-produced content.