

Grantee Information

ID	4855
Grantee Name	KCPW-FM
City	Salt Lake City
State	UT
Licensee Type	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 2017. 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 2017 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 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 part of the station's work, KCPW produces six local programs dedicated to a variety of topics from politics to business to news and jazz. The station also provides annual, in-depth, local legislative coverage, special broadcasts, and more. Notable in FY17 in terms of audience reach, KCPW was able to engage a larger audience via distribution of its weekly jazz program to a statewide audience on Utah Public Radio. Jazz had held a state-wide daily broadcast home for decades in Utah. When it was cancelled, we were able to create a weekly offering in FY16 which allowed us to help preserve and build the audience and strengthen the art form. Expanding that program to a larger audience in FY17 has engaged an even wider segment of jazz listeners.

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 with local nonprofits, educational institutions, and other media that increase the station's capacity to be an effective public media organization in the community. For example, KCPW 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. Again in FY17, KCPW collaborated with the Natural History Museum of Utah to broadcast, and whenever possible also podcast, their annual lecture series. This year, the theme was food and its implications on humans and the environment. KCPW also partnered with The City Library again in FY17 to broadcast community panel discussions like how citizens and police can work together to create a safe and peaceful space; and when the University of Utah College of Social Work organized a panel discussion at the Library on the implications of the order for refugees and immigrants in Utah, across the country and around the world. KCPW was on hand to record and broadcast the conversation. In partnership with Utah Humanities, KCPW continued to produce and air "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. The Beehive Archive also reaches a statewide audience via Utah Public Radio. Furthermore, in partnership with The Salt Lake Tribune, KCPW produces and airs "Behind the Headlines," a weekly news roundtable featuring reporters from the Salt Lake Tribune - providing a unique and critical window on the community. Like "The Beehive Archive", "Behind the Headlines" also reaches a statewide audience via Utah Public Radio. KCPW also teamed up with the Tribune again in FY17 to broadcast special events such as a panel discussion on the current prevalence of fake news; what the trend means for the public, and its implications for journalists. The forum, moderated by Tribune Editor Jennifer Napier-Pearce, featured a Tribune editorial writer and two university professors who talked about recognizing and combatting fake news, and about what the trend means for our society.

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.

The key impact that KCPW's initiatives and partnerships had in FY17 was similar to past years in that it brought an increased, multi-faceted understanding of local issues to our audience in a civil and neutral way, fostering an environment of trust. Our key indicator of success is the feedback we receive: listener comments emailed to the station, posted to the KCPW's and partners' social media pages, left via voicemail or in conversation, or sent in written form to the station. The vast majority of comments thank KCPW for local coverage and for keeping the community informed. Below is just a small sampling of listener comments from FY17 in response to KCPW's local programs, partnerships, and special broadcasts: "It's important to have civic discussions relevant to our city." "I really appreciate your local coverage, especially the discussions with reporters from the Salt Lake Tribune and the talks presented at the Main Library" "Radio is a great resource for homeless people and helps them find resources." "I appreciate the value of Both Sides of the Aisle. It is an excellent community service, and makes me a more informed citizen." "I love your local reporting and programs. Real fan of your local program Both Sides of the Aisle. Thanks." "I like the fact that our local radio station has a ton of interesting programs. It's an ongoing education." From a professor at the University of Utah: "The University of Utah really appreciates your programs and uses them in their classes." "I appreciate the local news & politics, and your respect for the listener's intelligence. It's mature and professional." "It's information, not opinion - that's why I listen to KCPW." "I rely on KCPW to give me news I can't get elsewhere and it's a source I trust, which is saying a lot, these days."

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 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.

In FY 17, KCPW redirected its resources and developed a new local program, "In the Hive" which in FY 18 replaced another local program, "Downtown SLC." The primary reason for this shift was to open up coverage to a broader range of interests. It expanded from a downtown Salt Lake City focus to a valley/county-wide focus, and also widened its scope to include a greater variety of issues and voices. In the first half

of FY18, through the lens of local residents, some of the topics tackled by this weekly half-hour program include the refugee experience of settling in Utah, migrant workers' rights, the end of DACA, cultural appropriation, and the experience of queer people of color. Also in FY17, an hour-long audio documentary, developed at KCPW by a local independent radio producer looking at the stories of recent refugees to the state of Utah was completed. The final product looked at the specific stories of refugees from Guatemala and Iraq and the challenge they faced along the way. Along with ongoing discussions on the "Hinckley Institute Radio Hour" about diverse audiences such as the challenges undocumented immigrants face in Utah, to news coverage of the intersection between LGBTQ rights and religious liberties in our state, and of course the continuation of "In the Hive", KCPW will continue to provide a window onto the world of the diverse populations we count among our audience.

6.1 Telling Public Radio's Story

Jump to question:

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, a noticeable decrease in original, locally-produced content.

Comments

Question

Comment

No Comments for this section