



Telling Public Radio's Story

- 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.**

This fiscal year Boise State Public Radio embarked on a new strategic venture to help address community issues through more strategically focused news coverage. Our goals were to 1) provide a much more in-depth look into a specific issue. 2) Increase the level of engagement between the station and the community. And 3) increase overall community awareness of important issues that face the region we serve. We were strategic in our topic selection choosing an issue related to the environment that had ties across the Mountain West area. Research that involved core BSPR listeners has shown that the environment is a topic area they would like us to report about on a regular basis. In addition to the radio series we also produced in-depth web build outs and engaged in deeper conversations through social media on this topic.

- 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.**

One key initiative was Boise State Public Radio's "Saving the Sage Grouse" series which was designed to target an environmental issue of regional importance. It allowed us to partner with colleague public stations across the Mountain West region in Colorado, Montana, Utah as well as Idaho and extend the reach of our coverage. Our news team worked alongside other experienced reporters to identify different elements of this story and reach out to the many governmental and environmental agencies involved in this effort. As a result, we investigated and reported on the work to protect the greater sage grouse in Idaho and 10 other western states. It has been called the greatest conservation effort devoted to one species in history. Much was riding on the decision of whether or not the bird gets listed as an Endangered Species or not. Environmental groups said the bird must be protected. But states like Idaho were fearful of what a listing might do to the regional economy. And how such a listing might affect life for Idahoans not necessarily connected to greater sage grouse habitats. Our coverage included a 5-part regionally broadcast series and a community discussion that included experts from across the area.

Our radio series "Growing Garden City" explored the effects of growth and development on the future of affordable housing in Garden City, a neighboring community to Boise. It is well known for being one of the poorest towns in the Treasure Valley, but it also has some of the richest



neighborhoods in the area. Topics included 'How 'Inevitable' Gentrification Could Push Out Low-Income Residents' and 'Why More Artists Are Making The Move To Garden City'. The station also hosted a discussion in Garden City with the mayor and other community leaders.

The third main community conversation that we hosted looked at the relationship between the community and law enforcement. This discussion occurred on the heels of the issues and racial tension that arose in Ferguson, Missouri. We took advantage of this opportunity to bring representatives together to meet with the public and discuss the current atmosphere as well as looking at ways to improve relationships going forward.

- 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 "Growing Garden City" series and forum shed light on the difficult issue of gentrification. The community showed its appreciation by coming out to the forum in large numbers and sharing a wide range of concerns with the group. Panelists and guests provided lots of feedback about the importance of having Boise State Public Radio take the time to cover this topic and host an event in their town.

Our "Saving the Sage Grouse" reports gave the community the opportunity to learn in great detail the pros & cons of adding the bird to the Endangered Species list and then debating the issue. The public event we presented brought the community together along with elected officials, ranchers, environmentalists and scientists. There was a very robust but civil discussion that took place during the forum and lasted well after the microphones were turned off.

- 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.**

One of the most effective ways Boise State Public Radio tells the stories of our diverse community is through regular news coverage and features. We invest significant resources into the coverage of important stories and events across our service area. This past year we introduced the public media community to several of the new Boise International Market business owners and shared their stories including Somali refugee Kutukira Mberwa, Kibrom Milash and his wife Tirhas who own an Ethiopian restaurant and The Afghani brothers who sell regional coffees. Several months later after fire destroyed the market, we reported on the spirit of the community and how it was committed to re-building this cultural resource.



We reported on a unique year-round mobile library program that brings books to children in some of the Treasure Valley's poorest neighborhoods. It's different from a typical bookmobile in that no library card is needed and there are no fines. The idea is to get books into the hands of kids so they can read.

Our news team provided ongoing coverage when Boise city officials decided to shut down a large homeless encampment near downtown. We not only reported on the efforts to place these "residents" in other shelters but also shared the individual stories of several of the homeless. This same coverage also revealed issues surrounding the broader problem of homelessness in our community.

- 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?**

Boise State Public Radio uses CPB funding to help pay for national programming from NPR, PRI, APM, PRX and independent producers that focus on a wide range of topics including minority issues. CPB funding also allows us to allocate more money to local and regional programming in order to provide more comprehensive coverage on community issues of interest. In addition to programming initiatives, CPB funding continues to allow us to serve diverse audiences throughout Southwest and Central Idaho, Northern Nevada and eastern Oregon via our network of 18 transmitters and translators. Most of the communities that we serve outside of Boise are rural communities with small populations and limited financial resources. We are the primary news and cultural lifeline for these areas.