



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.

Boise State Public Radio's commitment to connect more deeply with the communities we serve would not be possible without regular interaction with our audience. This past year we began a new project called "Wanna Know Idaho" using the Hearken engagement tools. As a result we've been able to develop deeper audience engagement and produce original journalism. This public-powered content was directly cultivated from listener responses and aided by their individual curiosity about their community. In fall 2017 we hosted a well-attended Open House to celebrate 40 years on-the-air that brought together listeners with current and former employees. Several generations of GMs came from out-of-state to attend the anniversary. Over the course of the year, we enlarged our news department in our ongoing mission to provide greater news coverage of community issues.

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.

In 2017 we set the stage for two key initiatives that we expect will have lasting local impact. We launched a six-station, five-state Regional Journalism Collaborative (RJC), with seed funding from CPB, to address the pressing issues of the Mountain West states. We are the lead station, drawing together public media organizations across Idaho, Montana, Wyoming, Utah, and Colorado. This RJC will not only build reporting capacity at our station, but also bring more relevant, regional daily content to our listeners.

Another initiative of local impact is the creation of a daily public-affairs show, which will launch in Spring 2018. Much of 2017 was spent hiring staff and making preparations for this hour-long live daily program, which will focus on the issues and people of our state.

Staff members make regular appearances at community events, moderating panels and serving as emcees for arts organizations, science conferences, and podcasting meet-ups, to name just a few in 2017.

With Boise State Public Radio's in-depth radio and web series "Financing the Future" we were able to focus on educational issues across the state of Idaho. Our news team partnered with Idaho Education News to look at how the March 14 statewide school elections would affect students, communities and taxpayers. Stories in the series included hearing from different administrators about the details of the bonds & levies, the history of school finance in Idaho and a closer look at aging schools slated for tear-down. Partnering with Idaho Ed News allowed us to pool our resources to include additional photography, video and audio for on-air and for a stronger digital presence. It also meant we were able to reach statewide into communities not served by our radio service.



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 comprehensive “Financing the Future: Examining School Bonds and Levies” series helped build awareness of the many issues facing urban and rural communities all across the state with regards to funding education initiatives. The series garnered quite a positive reaction from listeners online and through social media. The discussions continued on Facebook long after the series was broadcast. Through extra promotion from both partners we attracted thousands of subscribers to the podcast.

In 2017 we launched a news internship program that allowed us to mentor college students, as well as one high school student, providing training in news media and communication skills. Our partnerships with City Club of Boise and the Boise Philharmonic includes regular broadcasts of their civic meetings and community concerts, respectively.

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.

Boise State Public Radio’s commitment to serving a diverse audience was realized in our news coverage and podcasts throughout the year. Our original podcast, “Some of the Parts”, turned its attention toward marginalized groups here in Idaho and how these groups fit into the fabric of our culture. Stories highlighted local immigrants seeking asylum in the U.S., the challenges faced by Muslims in Boise and the realities of being gay in the Mormon Church.

After racial tensions flared in Charlottesville, Virginia, we launched a weeklong news series called “Legacy of Hate,” sharing reporting and encouraging stories about Idaho’s connections to the white supremacy movement in the past and present-day accounts of hate crimes. The series shined a light not only on sordid moments in state history but also on the legislative progress made in support of human rights.

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?

CPB funding for Boise State Public Radio continues to provide us with critical resources necessary to acquire national programming from NPR, PRI, APM and PRX. This programming gives us the ability to broadcast a



wide variety of stories and discussions including ethnic minority issues. In rural Idaho, our radio stations in many cases are the only news & information source for their communities. Crucial CPB dollars also enable us to direct more money toward our local and regional journalism efforts across broadcast, digital and social media.