

APR FY 2017 Community Outreach Activities

APR held a public event at a local restaurant in Aspen called The Celebrating our Differences Party. At the event we debuted the all-new StoryPod and a collaboration with a local artist. The public was invited to step into the StoryPod and do an audio recording of what they appreciated about their varied community members, even if they disagreed politically. The event was standing room only.

As part of our community outreach, during the year we brought two nationally recognized journalists to local schools to meet with students, answer questions, and give presentations about journalism in general, and their experiences in particular.

At the school visits in particular, there were intense and deep conversations about what constitutes news vs "FAKE NEWS". Most students described their resources as primarily social media, making it imperative for us and our guests to educate them on vetting their sources and not believing everything they read or hear. It was a tremendous success and we received great feedback from school administrators.

One of our reporters covers a geographic area that is largely populated by the Latino community. He has done multiple stories on their experiences living here in the Roaring Fork Valley of Western Colorado, and we invited the General Manager of the largest Hispanic commercial radio station in our area to be a guest on our weekly news roundup program called Valley Roundup.