

Grantee Information

ID	1321
Grantee Name	KAJX-FM
City	Aspen
State	CO
Licensee Type	Community

6.1 Telling Public Radio's Story

Jump to question:

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.

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Jump to question:

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.

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.

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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.

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.

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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.

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.

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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.

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.

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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?

Where should I start? While as a percentage, the amount we receive from CPB continues to decline, the bottom line for us is without it, we would likely have to lost at least two FT employees. Unthinkable for us. We are very grateful for the support.

Comments**Question****Comment**

No Comments for this section