

Grantee Information

ID	1322
Grantee Name	KDNK-FM
City	Carbondale
State	CO
Licensee Type	Community

6.1 Telling Public Radio's Story

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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 2014. 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 2014 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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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.

KDNK engages the community through access to broadcasting and by providing training and opportunity to our diverse populace. We have seen the transformative power of providing local people with a voice including those with special needs and minorities. We partner with organizations that help us reach new constituencies including local schools and service organizations. KDNK provides daily local public affairs programs dedicated to addressing community needs. These include agriculture report, technical shows, arts programs, veterinary programs, senior programs and youth programs.

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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.

KDNK partners with local media to provide daily broadcast content. These include four local newspapers and one regional magazine. We generate a weekly news brief in partnership with another local media outlet. We are members Rocky Mountain Community Radio, a collective of high country Colorado community radio stations. Together we share the costs of a full time reporter in the state capital. KDNK works with several stations in the network to produce state-wide live call in broadcasts on water issues of state-wide interest. We have classroom partnerships and a close partnership with a youth service organization which helps us bring many youth, special needs and minority voices and perspectives onto the airwaves. We share close relationships and partnerships with the business community, and engage in activities and events together which strengthen those relationships. We offer our members a KDNK community card which is honored by local business with discounts. Over 100 local businesses provide Business Challenge Grants where businesses match listener contributions during our membership drives.

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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.

Damien Koch is a listener who picks up KDNK on the outermost tendril of our furthest, most remote translator in Lake County, Colorado. He recently wrote us a letter saying: "Dear KDNK Staff - You have a wonderful group of announcers and entertainers and a most interesting selection of programs. I enjoy your community radio station so much and am thankful "beyond" the Roaring Fork Valley includes Leadville. Remain and continue to entertain." KDNK remains dedicated to broadening participation in community broadcasting. This has led to a solid base of support and a steady increase in membership and financial support from individuals and local municipalities.

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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 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.

KDNK is serving the minority population through access to the airwaves and by producing relevant programming. Hearing accents and spanish-language programming is a regular part of KDNK's daily schedule. More than 50 percent of participants in our youth programming are minorities. We are training the next generation of leaders within our partnerships with local schools and classrooms. Through these relationships KDNK has been able to reflect the genuine diversity of the population.

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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?

CPB funding remains crucial to KDNK's success, especially when it comes to news. Listeners have come to rely on us for local programming that works in concert with national programming to provide a rounded informational picture of the world. A recent programming survey of our members confirms that symbiotic relationship. More than 70 percent of survey respondents said that KDNK had the right mix of national and local programs. More than 95 percent said that our state capital news efforts were somewhat or very important. CPB funding helps us pursue service through news and collaboration.

Comments

Question

Comment

No Comments for this section