

CPB FY2018 Station Activities Survey (SAS)
 Uploaded 2-1-2019

Grantee Information

ID	1659
Grantee Name	KPBX-FM
City	Spokane
State	WA
Licensee Type	Community

6.1 Telling Public Radio's Story

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 2018. 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.

Jump to question: **6.1** ▼

Joint licensee Grantees that have filed a 2018 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.

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multipatform 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.

Spokane Public Radio (SPR) has three signals: KPBX (news, classical music, jazz, entertainment), KSFC (news and information), and KPBZ (Radio Remix from PRX). Our ongoing mission is to provide high quality artistic, educational, and informational programming which enhances and enlivens the cultural life and civic discourse of our listening communities. We do this through traditional broadcast on our three content channels, as well as through web and new media, community events, public forums, and other outreach. SPR has focused on continued expansion of local and regional news coverage, both through broadcast and online. (<http://spokanepublicradio.org/term/regional-news>) SPR produces several outreach events to better connect with the communities we serve. These include several "Kids' Concerts" each year, providing free access to families and kids to high quality musical events at no charge with other arts organizations. SPR produces and moderates several public forums each year. This last year included the topic of "Living in the Healthcare Maze." These forums are recorded, broadcast, and archived online, and then broadcast on Spokane's government access television channel, CityCable 5. On-air panel discussions and subsequent broadcasts included "Age Well, Live Well" (four programs on aging), and two panel discussions on "Suicide" and "Shrinking Civil Discourse," and other community/regional issues. On Point was here to discuss politics and environmental issues in the fall of

2017, in counterpoint with local experts and political commentators. SPR news coverage, along with Northwest News Network (N3) of which we are a charter member, covered topics such as government, the statehouse (both Washington and Idaho), the environment, education, Native American issues, energy, and a host of other issues of regional importance and concern. Station stakeholders (Jefferson Public Radio, KLCC, KNKX, KUOW, NWPR, and SPR) continue working to sustain and improve this important service. SPR maintains a robust community calendar, both online and on-air with broadcasts five times daily of the calendar of cultural and other events that are significant to our areas of coverage.

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.

• Preparing for greatly enhanced election coverage for the coming November. • NPR's "SPARK," to increase audience numbers. (New membership numbers continued to climb.) • Enhanced election coverage in November was accomplished in partnership with KUOW, KNKX, Northwest Public Media, and the Northwest News Network. Use of interns was greatly increased for this purpose. • Continued efforts to add and improve local and regional arts coverage. Today, these interviews and related music and arts events are gathered into a new ½ hour program, the Northwest Arts Review. • Internships are maintained with local high schools and colleges including Gonzaga, Whitworth, Eastern Washington University, and Spokane Community Colleges. • Special live broadcasts included: o A live Community Call-In to answer questions and concerns about programming at SPR. o Fall Folk Festival from Spokane Community College, and many live performances and interviews. o SPR broadcast several local and regional arts festivals, and brought in artists and musicians for live performances and interviews. These have included MusicFest Northwest (young performers), the Northwest Bach Festival, the Spokane Symphony, and the Spokane String Quartet, with broadcasts and recordings in our new facility—often as many as five in a week. • SPR attended several public events to engage the public and entertain thoughts, suggestions, and critiques, such as Coeur d'Alene's "Art on the Green" fair, career fairs at the colleges, and several university events. • SPR presented foreign correspondent Anne Garrels and political correspondent Mara Liasson in live events to our communities. • In particular, SPR has been focused on remaining solvent and financially viable. This entailed cutting longstanding national programs, most notably A Prairie Home Companion, and looking for more local and affordable options. After replacing Car Talk, APHC was the next major change in our national programming, with more to come as NPR wades through its "Station Compact" and price increases continue to plague small and medium stations serving more rural areas. • SPR's general manager made several appearances in different communities at chambers of commerce and Rotary Clubs to help people understand public radio's service, mission, and funding. • SPR participated in Protect My Public Media, and the GM met several times with state and federal representatives who toured the station. • SPR offered several school tours throughout the year.

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.

• In FY 2018, SPR's membership continued to grow, with new members and audience added in record numbers (up 20% over five years). • The public forums connected people to health, food, shelter, and suicide prevention resources in our service areas. Audience numbers in FY 2018 continued to climb (Nielsen data). • Listener comments about several programming changes have been largely positive, though some lamented (and continue to lament) the loss of A Prairie Home and Writer's Almanac. Audience numbers in FY18 remained strong, and the station remained financially stable. There is undoubtedly more to come. • Our local Northwest News Network reporter gathers geographic coverage of the area, especially to rural and underserved communities. Her beat includes Native American issues, land use, social and environmental issues, natural resource development, and wildlife management. Of special focus has been the rampant increase in wildfires in the area, covering massive areas of Washington and Idaho, and the resultant loss of property, and the compromise of air quality. • Internships this year included journalism, marketing, archiving, and program production internships. • U.S. Representative Cathy McMorris Rodgers (R-WA) stopped in again for a tour and a brief interview, as well as several state legislators.

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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

• SPR News and our Northwest News Network membership reported extensively on Native American topics, including business, fires, oil, education, land use, water quality, wildlife, and much more. SPR airs Native America Calling live call-in program five days each week on KSFC (now prerecorded for 9pm), and added the live hour at 10am on KPZ. • Black History programming includes MLK Day specials, classical music, and assorted jazz specials throughout the year. • The Kids' Concerts attract a wide demographic of attendees. This is due to the diverse nature of the themes, such as African Music, Celtic Music, Folk Music, Jazz, Classical, and Rock offerings. The Kids' Concerts have an educational element, teaching music and dance from various cultures, with direct participation from the many kids (often hundreds) in the audience. In this way we provide a valuable cultural service while developing a future audience. Other significant partnership events have included episodes of Pivot (Spokane's version of The Moth. Ongoing humanities programming includes partnerships with the GetLit! Festival and the Spokane International Film Festival (SPIFF) which have diverse audiences. Readings of local and regional literature on The Bookshelf program produced here, of special benefit to blind audience members. We anticipate launching a new podcast in FY 19, (which in turn will air in local news segments) following refugees arriving and setting down to new lives in Spokane.

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?

The complete loss of the CSG would force a deep reduction in services—programming and events, staff reductions, and our ability to adequately cover the region's news. As it is, small stations under \$2MM TSR are losing financial ground nationally and struggling to maintain current service levels. Coupled with rising programming costs from NPR and other vendors, this is problematic across the system. SPR is committed to remaining in the black and keeping costs at bay. SPR has made dedicated efforts to grow our service, albeit slowly and carefully. Loss of this grant would utterly reverse this trend. SPR reaches 1.1 mm people in 750 communities across 20,000 square miles of the Inland Northwest. Even with the Northwest News Network to bolster our coverage, our news service is still insufficient for such a large coverage area. SPR is one of the primary news and information sources serving the Inland Northwest, and in many rural areas we are the only emergency weather and critical civil emergency station. Reduction or loss of CPB funding would cripple its ability to serve our communities and vast coverage area adequately.

Comments

Question

No Comments for this section

Comment