



2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"We've lived in many parts of the country and I've yet to find the quality of local news coverage and entertainment. Such a great staff and set of volunteers. Thanks!"

-Don Gomes

KPCW's Mission is to serve Summit and Wasatch Counties with local news, information, entertainment and emergency alerts through its broadcast signal and digital media platforms. The station is also committed to provide its communication abilities to help other nonprofit organizations in our community succeed.



KPCW is proud to air live programming from 6am-10pm weekdays dedicating five of these hours to award-winning, in-depth local news and interviews, including reports from city and county government meetings. KPCW broadcasts up-to-the minute information on local emergencies, road conditions and weather. The station also offers critical support to local nonprofit organizations, providing interviews and airing over 26,000 free public service announcements annually to promote their events and programs.

In 2017 we expanded our local news team by adding a reporter and expanding our Wasatch County news coverage. We worked to keep our listeners informed and safe with updates about current traffic issues, trail conditions as well as daily ski and avalanche reports.

We engage our listeners of all ages and ethnicities with our seven live weekly Community Affairs programs:

- Mountain Money
- This Green Earth
- The Mountain Life
- Cool Science
- The Morning Mix
- Miner Details
- Cada Dominga

On-air since July 2, 1980, KPCW reaches 73% of all adults in the Summit and Wasatch counties at least once a week. This is 12 times more than any other radio station in the area. For 55% of the "Wasatch Back" population, KPCW is the "most trusted" news source and serves as the only daily source of local information.

KPCW also live streams its programs to listeners in six out of seven continents.

"I've listened to KPCW for countless hours over the years from listening over the radio during my time at PCHS to listening online as I work in the U.K. now!" - Zach Jackson



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KPCW is a nonprofit community radio station in Park City, Utah. We take the “community” part of our license and mission seriously. Park City was a historic mining town of 6,500 transformed to by the ski industry. Today, Park City is home to international recognized ski resorts, world cup and multinational winter sports events, and was a venue for the 2002 Winter Olympics. Park City now thrives on tourism and KPCW strives to keep our visitors, as well as our residents, informed. New families move here weekly seeking our “Mountain Town” quality of life. In a town where it seems as if everyone is from somewhere else, the need to feel “community” is felt by all. KPCW connects residents new and old. We keep the focus local. In fact, Park City has been waking and heading out for the day while listening to Leslie Thatcher’s morning report for more than 25 years. (Leslie Thatcher pictured below)



**“I can’t stand it when I miss the morning news hour with Leslie Thatcher. I just called the station and was told an audio synopsis of the news is posted daily. Thank heavens!”
- Beverly Hagen Harrison**

(Leslie Thatcher left)

REGULARLY SCHEDULED NEWS AND WEATHER:

Monday-Friday 6-8 am: KPCW carries NPR "Morning Edition" segments rotating with local news segments. In a mountain resort community, weather is critical information for residents and visitors and we have a daily segment with a Salt Lake City television meteorologist who gives a specific mountain forecast.

Monday-Friday 8-9 am: "The Local News Hour with Leslie Thatcher" features our news director, with more than a quarter of a century of service, presenting local news and interviewing local citizens and public officials. The morning news segments have several regularly scheduled interviews, including but not limited to "The Open Space Report" from the local land conservancy, "Mountain Trails Report," from the cycling community, "The Recycling Report" from the recycling center, and literally dozens more on topics from activities in our schools to performing arts concerts.

“I recommend KPCW to my Salt Lake City friends who commute to Park City. Thanks for keeping us informed about what's happening around town. Thumbs up to the morning avalanche report and weather!” - Kristin Egan



In addition to our weekday morning news, we host “The KPCW Noon News” a live mid-day news program that airs Monday-Friday 12-12:30 pm. The KPCW Noon News recaps the morning news and interviews as well as breaking stories. The morning and noon stories are also repeated, along with any updates or breaking news, during our listeners’ evening commutes from 3-7pm. Sunday 8-8:30 am "The Week in Review" is a weekly recap of significant stories in the news, with weekend updates should news break on Saturday.



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REGULARLY SCHEDULED PUBLIC AFFAIRS AND COMMUNITY PROGRAMS

KPCW produces and broadcasts ten local public affairs shows with at least one every day of the week. Our Public Affairs and Community Programs include:

- Monday, 9-10 am: "**Mountain Money**" Local business owners and entrepreneurs talk about their ventures, combined with authors who bring a national perspective.
- Tuesday, 9-10 am: "**This Green Earth**" Local, national and international experts discuss sustainability, environmental issues and other topics related to the natural environment around this mountain community.
- Wednesday, 9-10 am "**The Mountain Life**" Two local extreme athletes have guests who discuss healthy lifestyles, nutrition, fitness, education, family life issues to an audience of every fitness level and interest.
- Thursday, 9-10 am "**Cool Science Radio**" Two local technology experts discuss science and technology issues with local and national experts in any number of fields, always with an eye toward making the subjects simple and useful for listeners.
- Friday, 9-10 am "**The Morning Mix**" Two local personalities' interview organizers of events planned for the weekend ahead, provide concert previews, introduce new music and feature live musical performances.



"KPCW is the best local radio in the country. We are so lucky to have this amazing organization here in Park City. The daily coverage of things that really matter to our life and lifestyle is an irreplaceable resource. Thank you, KPCW!" -Dana Kunz

(Mountain Money's Renai Bodley Miller and Doug Wells featured left.)

- Monday-Friday, 3-7 pm: "**The Local View**" This four-hour afternoon news/talk/music formatted program is anchored by Randy Barton, voted by local magazine readers as "Park City's Most Colorful Character." Randy invites listeners to call in, invites nonprofits leaders on to discuss their organization's events and missions, and discusses local arts and cultural offerings.
- Saturday 7-9 am "**The Classifieds Show**" A rotating cast of local volunteer hosts revive the old "Trade-io" format, chatting with listeners holding garage sales or buying or selling items. Regular features include a report about shelter pets available for adoption, "field reports" from those on the garage sale circuit, and local nonprofit organizations talking about their activities and events.
- Saturday 6:30-7:30 pm "**Miner Details**" High school news and music selected by high school students, who produce and announce their own show each week including summers.
- Sunday 8:30-9 am "**The Story Mine**" In the American tradition of oral storytelling, KPCW started this program with local and regional storytellers. We have now produced more than 100 episodes of music, stories and tall tales.
- Sunday 7-10pm "**Cada Domingo**" With a significant and vibrant Latino population, KPCW is the only broadcaster - and only local media - reaching out to our Hispanic residents and visitors with specific programming. Spanish-speaking hosts translate public service announcements, play Latino music and discuss topics of interest to our local Latino community.

Treasure Mountain: Pros & Cons | KPCW

The controversial Treasure Mountain Project is back on Park City's Planning Commission agenda after a nearly six year hiatus. Pat Sweeney, one of the three brothers who own half the development, says the project hit every target Park City Council set for the development, and "not just the target, but the bullseye." He says the project will be 150,000 sq. ft. of development above ground on a five million sq. ft. property, so there will be plenty of "honest to goodness" open space on the land above Old Town.

However, Brian Van Hecke, with the opposition group THINC Park City, says the "huge, massive" development will significantly change the look and feel of historic Old Town Park City forever. Listen to the full story at:

<http://kpcw.org/post/treasure-mountain-pros-cons#stream/0>



China Bridge Shined and Polished in Anticipation of New Parking Program

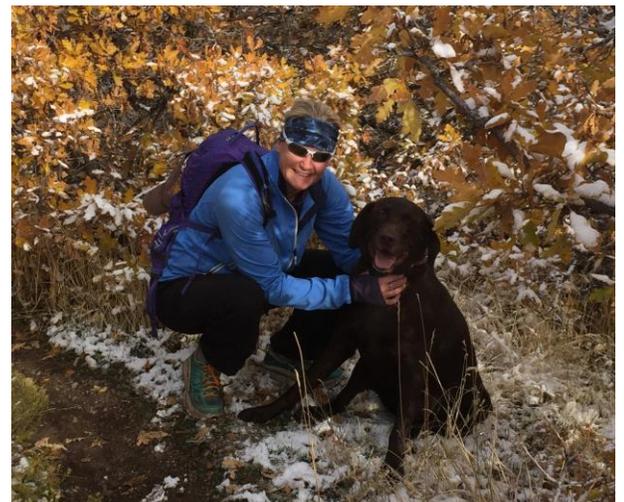
The China Bridge parking structure on Swede Alley in Old Town is having some work done to prepare for the new demand and fee-based parking system which is going into effect December 15th. Listen to Carolyn Murray's full story at: <http://kpcw.org/post/china-bridge-shined-and-polished-anticipation-new-parking-program#stream/0>



Lost & Found

KPCW is proud to offer free *Lost & Found* on-air hourly announcements for listeners of the Wasatch Back. This unique service is a favorite of both residents and visitors. The entire *Lost and Found* item list can be accessed online anytime. KPCW has been credited and thanked on numerous occasion reuniting owners with lost cell phones, wallets, car keys and of course beloved pets who have embarked on an unauthorized adventure.

"Thank you to KPCW and a wonderful Park City resident named Jeff, who helped me reunite with my dog, Theo, last night! After an awful, panic ridden, 45 minute search, a friend suggested I call KPCW. Theo had been found and I was able to coordinate a rendezvous to pick him up!! I'm so thankful and grateful to Jeff and it gives me hope in this current, crazy world. Thank you, Thank you!" – Julie Jorling and Theo (seen right)



Treasure, Traffic, & Growth: Park City Mayor Candidates Debate Issues

The three men running for Park City mayor debated several issues in a two-hour forum hosted by Leslie Thatcher and Renai Bodley at the KPCW studios on Friday, August 4th.

In the first hour, they discussed the proposed Treasure Hill development, the city's plans for net zero affordable housing, transportation, and ends with a two-question "lightning round" featuring plastic bags and Vail.

Reach in the Community:

In the second hour, the candidates answered questions from KPCW listeners, starting with a question about the Kamas commuter bus, traffic flow on Kearns Boulevard, chain stores on Main Street, mitigating growth, access to Bonanza Flat, what makes them different from the other candidates, the importance of net zero, and the effect mail-in ballots have on their campaigns.

Listen to the second hour here:

<http://kpcw.org/post/treasure-traffic-growth-park-city-mayor-candidates-debate-issues#stream/0>

Partnerships:

Rotary Candidate Forum - City Council Candidates - October 24, 2017

KPCW partnered with Park City Noon Rotary to present a Park City Council Candidate Forum. KPCW General Manager, Renai Bodley, facilitated the event. KPCW broadcast the forum by live remote. Listen to the event here: <http://kpcw.org/post/rotary-candidate-forum-city-council-candidates-october-24-2017#stream/0>

Impact and Community Feedback:

"Lucky to have this great institution! The benefits of local journalism and support for the community is immeasurable" - Kristen McMullen Barber



Candidates for Park City Mayor in the KPCW studios on Friday, August 4, 2017. From left to right: Roger Armstrong, Andy Beerman, and Dana Williams

KPCW hosted, facilitated and broadcast Mayoral and City Council debates and forums



Park City Council Forum hosted by Park City Rotary. KPCW General Manager Renai Bodley facilitated the event that was broadcast by live by KPCW. Council candidates Mark Blue, Tim Henny, Josh Hobson and Steve Joyce.

SUMMARY

Bonanza Flat

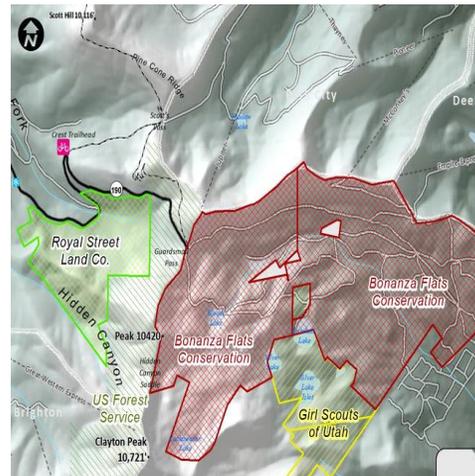


Above- Wendy Fischer, Cheryl Fox and Carol Loomis

"Utah Open Lands has seen first-hand the importance of KPCW's in-depth community reporting. Their comprehensive coverage of the \$25 million open space bond on last November's ballot was critical in providing Park City voters with adequate information regarding how the bond would affect the successful preservation of Bonanza Flat. Because of their continued coverage of this issue Park City residents have accurate information about how this land will be preserved and will serve as a legacy for generations to come."

Wendy Fisher,
Executive Director
UTAH OPEN LANDS

Thanks... for all of the hard work in preserving the open space that we love so much. And thanks to KPCW for making our community what it is – Kyle Cowdrey



KPCW works relentlessly to bring issues that impact our citizens, our visitors, and our community. Open space is one of the major concerns for the resident of Summit and Wasatch Counties. KPCW is proud to of the part we played in saving 1350 acres of open space by keeping our listeners informed of the issues and up to date on the latest news so that their voices could be heard by those elected to represent them.