

Grantee Information

ID	1638
Grantee Name	KPCW-FM
City	Park City
State	UT
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 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.

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.

KPCW's goal is to be the Park City area "community campfire" where we turn listeners into neighbors by sharing local news, weather, and traffic reports. We also provide trail reports year-round, from ski trails to hiking and biking trails as well as avalanche reports in the winter. Our public affairs shows provide greater in depth information on issues such as the local economy, environment, health and wellness programs and our Sunday night program, Cada Domingo, provides three hours of Spanish speaking programming from news and community reports to music. It is also part of our mission to help other local nonprofits by providing more than 26,000 public service announcements and live interviews that help them spread the message about their mission. This past year was a big municipal election year, and KPCW hosted several live debates between mayoral and city council candidates.

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.

We partnered with the Park City Community Foundation to provide live, hourly updates during Live PC Give PC, a day where residents in Summit and Wasatch Counties were encouraged to donate to their favorite nonprofit. We provided live broadcasts every Wednesday night this summer of Mountaintown Music's concerts at Deer Valley. We partnered with the Park City Rotary to host live candidate debates. We do live remote broadcasts from the Park City Education Foundation's "Running With Ed", their main fundraiser in May. Our "Morning Mix" public affairs show did a live broadcast from the Utah Symphony and another from the McPolin Elementary School, featuring their school choir & music program. Every week our Local News Hour with Leslie Thatcher features city and county officials previewing, then recapping their regular meetings. KPCW provided live broadcasts of all Park City HS football games.

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.

The Park City Community Foundation surpassed their goal of raising \$2M during Live PC Give PC, and we believe our live, hourly updates during the day helped them reach that goal. The Summit Land Conservancy and Utah Open Lands did regular updates during our news hour and public affairs shows on fundraising efforts to save Bonanza Flat (1350 acres of open space at the top of Park City), and promote a \$25M bond for Park City to purchase the property. That bond passed in November. We provided a live broadcast of The Project for Deeper Understanding's forum on DACA, which was attended by 200+ people who shared their thoughts on the program. Heath Becker is the Executive Director of Immigrant Leal Services, a nonprofit organization. Becker is on our Cada Domingo show every fourth Sunday. He says "There are always rumors or misconceptions regarding immigration law, and KPCW Radio allows my organization to clarify those rumors and misconceptions to the local Latino community via the radio. Without KPCW, it would be much more difficult for our organization to address changes in the immigration laws and provide clarification to the Latino Community."

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.

KPCW has helped the Solomon Fund, Park City Community Foundation's new initiative to facilitate access to sports and recreational opportunities for Latino children, by doing interviews and stories in our news hours, interviews in our public affairs shows (especially Cada Domingo) and airing public service announcements. Our news team did stories on the DACA renewal deadline and efforts of Park City residents to help Latino students fill out the necessary paperwork. The new Consul General of the Salt Lake City Mexican Consulate was on The Local News Hour in February to talk about a presentation he was making later that week in Park City. While his appearance was sponsored by Park City Rotary, KPCW helped with translation services for his speech so Spanish speakers could also participate. KPCW helped We regularly broadcast every Sunday night from 7pm - 10pm in Spanish for our Cada Domingo show. We have plans to increase the marketing and promotion for the show in Fiscal Year 2018, and hopefully have the funding to translate some of our news stories into Spanish every week.

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?

KPCW's CPB grant covers about 10% of our operating budget. The CPB grant is critical to KPCW's efforts. Without it, we would not be able to invest in public radio programming from NPR, APM and PRI. We also wouldn't be able to provide as much local news coverage. In the past year we went from a 3.5 person news department to a 4 person news department. While the combined population of Summit and Wasatch Counties are 70,000, as a resort community our population can go up as much as 50% during holidays and events like the Sundance Film Festival. The Park City area is a large engine for Utah's resort economy, so issues here have far reaching effects on the entire state's population.

Comments

Question

Comment

No Comments for this section