

Grantee Information

ID	1324
Grantee Name	KRCC-FM
City	Colorado Springs
State	CO
Licensee Type	University

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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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.

1. 91.5 KRCC's vision is to be a premier public multimedia hub for discovery, engagement, and civil discourse. Our mission is to employ rigorous reporting, impactful storytelling and thoughtful music curation, to serve those seeking knowledge and an authentic connection to Southern Colorado, the nation and the world. 91.5 KRCC utilizes 4 transmitters, 8 translators, two separate 24-hour web streams, a mobile app, podcasts, and archived playback systems to broadcast it's vision to southern Colorado and the world at large.

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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.

2. 91.5 KRCC continues to partner with Rocky Mountain Community Radio, (RMCR) a coalition of 16 public radio stations in Colorado and Northern New Mexico in an effort to maximize state coverage and share vital news content, as well as covering legislative developments in the state capitol through the shared position of a full time reporter stationed in Denver. In addition to RMCR, 91.5 KRCC is partnering with 5 public radio stations in Colorado, Idaho, Wyoming, Utah, and Montana through CPB's Regional Journalism Collaboration (RJC), and has hired a full time journalist to produce multimedia reports on sustainability issues specific to the Rocky Mountain Midwest. 91.5 KRCC has partnered with 3 local non-profit organizations to produce daily, and weekly modules pertaining to arts in the Pikes Peak Region, astronomy associated with skies over the American southwest, and music history. The Harken Project is an interactive initiative allowing listeners to submit questions about their local communities that they want to have answered - effectively partnering with 91.5 KRCC journalists to uncover and report on their own stories of interest.

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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.

3. The impact of 91.5 KRCC's initiatives can be measured directly by Colorado Broadcaster Awards for Best News Coverage of a Single Event, and Best Mini-Documentary Series, as well as feature and news updates produced by 91.5 KRCC journalists which were broadcast nationally on NPR, and PRI affiliates, and podcast sites such as Gimlet. 91.5 KRCC's media sponsorship of the Kennedy Center Imagination Celebration What If? Festival, the Manitou Springs Heritage Museum Benefit Music Festival, and the 11th Annual Blues Under the Bridge Festival continue to garner diverse audiences which are larger in number than previous years.

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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.

4. 91.5 KRCC continues to broadcast jazz, blues and international music, which highlight the cultural variety and numerous achievements of minorities. 91.5 KRCC's on air hosts include Hispanic and African American talent. Minority issues in local news and culture coverage remains a priority of 91.5 KRCC's weekly programming as evidenced by stories such as: "La Comida Es Algo Muy Fuerte: How a Honduran Food Truck Offers a Taste of Home", "Playing the Race Card", 91.5 KRCC's coverage of Vinkat Reddy's appointment as Chancellor to University of Colorado Colorado Springs, as well as dialogue with artist Senga Nengudi.

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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?

5. CPB funding is crucial to all of 91.5 KRCC's broadcast efforts, as well as for the prerequisite growth of the station. CPB funding has bolstered 91.5 KRCC's acquisition of a fourth transmitter serving the mountain terrain of Woodland Park, Colorado, and has also allowed the station to hire a full time journalist to produce multimedia reports on issues specific to the Rocky Mountain midwest through the RJC initiative. CPB funding supplements the \$ 431, 857.00 budget needed for 91.5 KRCC to broadcast local and syndicated news, arts, and entertainment coverage which is produced and distributed by 91.5 KRCC, NPR, PRI, APM and PRX to an area exceeding 20,000 square miles in southern Colorado and northern New Mexico.

Comments

Question

Comment

No Comments for this section