

## KSFR's Local Content & Services Report

### 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 2015. 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 2015 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.**

## KSFR's Local Content & Services Report

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.

KSFR is licensed to Santa Fe Community College, who has an operating agreement with the Northern New Mexico Radio Foundation, a non-profit 501(c)(3) organization. KSFR draws on the great strengths of KSFR's managers, staff, and 80 volunteers to create a diverse range of talk, news, and music programming for our exceptionally loyal listeners inside six counties within the northern New Mexico region .

In doing so our overarching goals are to: (1) Address and amplify the civic, social, cultural, political and economic issues facing northern New Mexico's citizens and communities; (2) Maintain and strengthen our organization to achieve this mission including staffing, equipment, facilities, and programming; (3) Amplify current fund-raising to meet these goals, by creating new sources of revenue.

We worked on a few initiatives in 2015 to address community issues and interests in critical areas that land New Mexico at the bottom of national lists in areas of child welfare. New Mexico is home to 22 indigenous tribes and ranks fifth among states with the highest suicide rate for all age groups (15-24). The suicide rate for Native American youth is three times the national average. In national rankings, New Mexico ranks #1 in child hunger.

KSFR presented a three-part series in 2015 on youth suicide. The series was aired as well as carried in podcasts online. We also ran a 3-part series on child hunger in 2015 that has resulted in winning an award for best coverage of an ongoing story by the Associated Press Television-Radio Association of California, Nevada, Hawaii, Arizona and New Mexico (51+ markets).

Other approaches we employed were to hire a small cadre of correspondents to cover areas that the core news staff was missing, such as communities further north than Santa Fe; conduct three free of-charge training workshops to news volunteers to help provide added capacity to cover the news in the rural counties of KSFR's reach. We also trained two student interns from nearby St. John's College to produce news reports.

We also began exploring youth organizations whom we might partner with to help create greater interest in broadcast media and utilize their stories as special features within our news programming.

## KSFR's Local Content & Services Report

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.

**Collaboration 1:** The City of Dreamers. KSFR, along with the newly formatted Youth Media Project (YMP) in Santa Fe and Little Globe, (see descriptions below) worked on a project this year that culminated in a presentation before 500 people on May 8, 2015 at the Lensic Performing Arts Theater. The City of Dreamers, a bilingual, multi-media and performing arts performance by students from Capital High School Y "Southside" that included the real stories and reporting of young immigrants from the south side of Santa Fe. YMP has in the past produced storytellers with exceptional technical skill. KSFR News Director, Zelie Pollon served as the journalism mentor/trainer by providing reporting workshops assisting the students with this portion of their media presentation. A secondary goal is to get these stories on air and ultimately create a vehicle to get extended reporting from young people in areas of Santa Fe not well covered at the moment. (See attached program and pictures of The City of Dreamers)

### Youth Media Project

Youth Media Project celebrates youth voice through professional development; co-creating curricula and co-facilitating the creation of youth-produced media with partner organizations. At our core is positive youth development and civic engagement. Through partnerships with schools, colleges, social action teams, performing arts and broadcast venues, young people learn the craft of communications and how to address local and global issues affecting their lives. Through academic curricula, technical training, community involvement, radio broadcasts and web development, youth form creative and meaningful expression to reflect and impact the world.

### Little Globe

Little Globe is a New Mexico-based non-profit which consists of artists, facilitators, activists, cultural workers committed to the practice of socially engaged, participatory art that gives individual and collective voices, activates empathy and leads to personal and community agency.

**Collaboration 2:** Is with Global Warming Express (GWE). This year, we begin a project with youth from GWE to train them in the basic of reporting about climate issues in and around New Mexico. GWE has young people participate in city government and with non-profits throughout northern New Mexico and on a national level (one participant recently testified at the EPA hearings in Denver). We hope to start featuring reports from these young people on KSFR in 2016

### Global Warming Express

The Global Warming Express is a climate change advocacy organization created by kids for kids. It was founded by two nine-year-old girls in Santa Fe, New Mexico, Marina Weber and Joanna Whysner, after they learned about climate change and endangered species in third grade. They decided to write a book to send to President Obama to impress upon him the urgency of climate change. They are now in sixth grade at Desert Academy in Santa Fe.

**Other collaborative projects** for reporting and outreach in discussion include: local news gathering entities, the local chapter of the Society of Professional Journalists, University of New Mexico and other public radio stations around New Mexico.

## KSFR's Local Content & Services Report

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.

### **Youth Engagement**

KSFR's collaboration with Little Globe has resulted in a "tangible" product called, "The City of Dreamers" to be presented to the public on May 8, 2016. The program will feature short documentary videos, live on-stage radio production and music, and conversations that highlight the voices and stories of students, families and residents of Santa Fe's South Side neighborhoods. (see attached press release & thank you letter).

### **Animal Welfare and Protection**

Our partnerships with 80 local community volunteers who produce 66% of our content have produced many accolades over the years.

### **KSFR's Animal Talk**

**Animal Talk**, hosted by social worker Jenny Rabinowitz looks at our relationship to other species as reflected by existing and emerging policies and practices. The program alternates between issues impacting domestic animals and wildlife in New Mexico and animal-related issues of national or international relevance. Her series on spay/neuter policies led the New Mexico State Legislature to take the question of mandatory spay/neuter policies. Additionally Ms. Rabinowitz was honored with the coveted 2015 Milagro Award from the Animal Protection of New Mexico organization.

### **Animal Protection of New Mexico**

Since 1979, APNM has been advocating for animals by effecting systemic change, working towards the humane treatment of all animals. This includes active support of local and state legislation towards the prevention of animal cruelty, as well as public awareness campaigns designed to teach students and communities across New Mexico about the ongoing threats to animals. APNM's Milagro Awards recognize individual and collaborative humanitarian acts on behalf of animals.

## KSFR's Local Content & Services Report

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.

**Community Surveys** - In order to discover what the needs of our audience(s) are, KSFR, with the assistance from students in the 2014 Fall Marketing Class from the Anderson School of Management at the University of New Mexico (UNM), conducted a listener survey in 2014. The cohort was small, and limited to the city of Santa Fe. The results of the survey we felt, weren't enough to tell us what we already know about our core audience in Santa Fe. We hoped to have another survey conducted in 2015, however, the marketing class was too small to divide up to take on the project. We have approached UNM to conduct another survey and analysis in the fall of 2016, to include several more counties within the area that we serve.

**Native Americans** - In addressing diversification in programming, in 2015 KSFR partnered with the Institute of American Indian Art (IAIA), to produce a weekly program, titled, "Through Our Eyes" that focuses on contemporary Native American art and issues through the perspective of the Native Americans who are brought into the program as guests. The Institute supplies the producer/host from their staff who lines up the topic and guests. In 2014, KSFR's evening drive host, Dave Marash, approached the Santa Fe Indian School to offer a six-week course in broadcast journalism. In 2015, we approached the Institute of American Indian Arts to offer the same course. It was accepted, students were identified, but the supplemental funding from the Institute fell through. Later in 2015, KSFR made a presentation to the 8 Northern Pueblo Council to invite their tribal members to provide programming on KSFR either on-air or through podcasts on our website. We also offered our broadcast training program. They have given us permission to contact and present our proposal to each of the respective Pueblos (Taos, Ohkay Owingeh, Nambe, Picuris, Santa Clara, Santo Domingo, Cochiti, Pojoaque). We will begin identifying the most appropriate groups to approach in each tribe, sometime in 2016 to develop the relationship and trust between KSFR and the tribes.

**Latino Immigrants** - KSFR's long-lived weekly program, "Nuestra America," hosted by the director of Somos Un Pueblo Unido, is the only northern New Mexico radio station that carries a weekly bilingual program that serves as a platform to inform and educate both the immigrant and wider audience of issues affecting the immigrant and Latino/Hispanic communities in northern New Mexico, particularly around immigrant rights and remedies. Immigrant and driver's licenses, wage theft, and racial profiling.

## KSFR's Local Content & Services Report

On Nuestra America, Marcela Diaz and Elsa Lopez feature a variety of issues faced by immigrants in New Mexico and throughout the country. Some of their shows have been about taxation and wage discrimination, detention issues around sexuality and personal belongings, and the needs of children of immigrants. Marcela and Elsa draw information for their show from their work as community organizers at Somos Un Pueblo Unido, Somos, a statewide community-based and immigrant-led organization that promotes worker and racial justice.

**Sustainable Agriculture** - KSFR's "Garden Journal," focuses on sustainable gardening and is hosted by Master Gardeners from the area. A Master Gardener is a person who has been trained in basic horticulture by the New Mexico State University Cooperative Extension Service, and in return, shares that knowledge with others in the community. Once trained, Master Gardeners volunteer their time, experience and knowledge in a variety of programs. The Garden Journal broadcasts from the Santa Fe Farmers Market on Saturdays. The show hosts interview gardening specialists, as well as gardeners, throughout New Mexico who sell their produce at the Farmers Market.

**People with Disabilities** - Jim Parker has been an advocate for people affected with disabilities much of his life. He's been living with a spinal cord injury since high school. On his radio show he reaches out to people living with disabilities as well as to policy makers. Included among his guests are Jim Jackson, Executive Director of Disability Rights New Mexico, Mary McGuinness, a Santa Fe poet who happens to be blind and other visually impaired artists, and Tom Bolin, an ADA bus driver.

**Arts & Culture** – One of the many shows KSFR airs is, CinemaScope, which explores the film industry throughout New Mexico, by interviewing not only the key people in the various film festivals in the state, but also New Mexico based crew members, screenwriters, directors, and other New Mexican participants.

**Women & Children Issues** - Healthy Woman with Jewel Cabreza de Vaca: not only features a cross section of all sorts of health practitioners in KSFR's listening area but also produces and directs Camp Corazones, a summer camp for children affected by or infected with HIV/AIDS. These children are guests on Healthy Woman.

**Well Being** - Our "Living from Happiness" show features groups in the community that are engaged in activities that promote well-being. For example, elementary school children at Acequia Madre School were interviewed about their mindfulness minute at school

## KSFR's Local Content & Services Report

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?

We currently are not CPB recipients, however, we anticipate providing the following if we are funded:

- (1) Leverage funding to bring in additional dollars from sources we are seeking funds from, but need to be matched.
- (2) Send staff to training and workshops.
- (3) Purchase field equipment for stringer
- (4) Build capacity to gather news from more of northern New Mexico to include long-form reporting and multi-media platforms.
- (5) Provide introductory training in radio broadcast to underrepresented populations in northern New Mexico to increase the percentage of minority produced programs .
- (6) Purchase ancillary appropriate programs to include in our weekly offerings.
- (7) Conduct outreach and research efforts for awareness and distribution of KSFR generated content. In order to create value of our programming, we need to discover through efforts such as research (targeted surveys and organized engagement activities) with underserved communities, how to best distribute the programming valuable to them through the mediums they frequently use.
- (8) Our objective is to double the minority produced programs in three years.
- (9) Increase collaborations with underserved Hispanic and Native American Youth