

## **KZET/KSJD**

### **2018 CPB Local Content and 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.**

KZET's mission is to inform, entertain and empower the people of the Four Corners area of Colorado, Arizona, New Mexico and Utah, including the Ute Mountain Ute Tribe and portions of the Navajo Nation.

Our goal is to be a trusted convener of important conversations in our community.

Our approach is to:

- Leverage partnerships to source content;
- Use our multi-platform assets--including news and music streaming, social media platforms, a satellite studio network, and a 120-seat venue--to develop programming and audience engagement;
- Train volunteers to create media, i.e., music and news programming;
- Provide high quality music service; and
- Provide professional, credible local, regional and national news coverage.

New audiences have emerged with the establishment of KZET's news department in 2015. As two of three local papers disappeared, KZET filled the gap and now provides meaningful information for audiences in the communities of the Four Corners region.

Our partnerships with other organizations to source content diversifies KSJD's offerings as well. For example, KZET/KSJD's partnerships with the Four Corner Lecture Series and the local chapter of the Colorado Archaeological Society have provided new content for KSJD's Sunflower Theatre, digital, and radio platforms. And this compelling content is drawing in new audiences.

Our Satellite Station Network is helping us build audience in the communities that these studios serve. One example is Rico, Colorado, where the audience has grown significantly. In 2016 we dedicated resources to planning the funding and construction of a new Satellite Studio in Towaoc, Colorado, the seat of the Ute Mountain Ute Tribe.

**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.**

A. Key initiatives in 2017 included:

- Growing the local news department
- Live storytelling through the Raven Narratives
- Expanding operations and diversifying programming at the Sunflower Theatre
- Planning the expansion of the Satellite Studio network

#### Local News

In August 2015, KZET began producing news around issues such as the economy, health care, public lands, water management, education, agriculture, and arts and culture.

KZET's local news bureau was precipitated by the large mine tailings spill into the Animas River in the summer of 2015. At the time, there were no local reporters working for any of the three public broadcasters in southwestern Colorado.

Today, KZET produces a daily local newscast to supplement its public affairs programming--long-form public affairs interviews covering topics such as education, agriculture, economic development, community engagement, public lands, and politics.

#### Live Storytelling

KZET/KSJD launched the Raven Narratives in 2016. The Raven Narratives is a live storytelling event and companion podcast meant with national distribution. This project was conceived as a way to convene local assets--the people of the Four Corners Region--and leverage the Media Center's assets to develop a product that advances public service entertainment for a broader audience.

#### Sunflower Theatre

After a five-year capital campaign, the KSJD/KZET Community Media Center fully opened in January 2015 with the launch of the Sunflower Theatre at KSJD. The Sunflower Theatre is a 120-seat venue for the arts and culture, located inside the KSJD Media Center. In 2017, more than 5,000 people enjoyed more than 65 productions of film, live music, spoken and theatre. At the 2016 Rocky Mountain Community Radio Conference, Mike Henry of Paragon Media called the KSJD Community Media Center, "the emerging model" for public media.

Highlights include the world premier filming of *The Strength of Siblings*, an award-winning film created by youth from the Ute Mountain Ute Tribe through Films from Youth Inside; the Colorado Department of Economic Development's Creative Industries deTour featuring the Flo-Bots, 20 live music shows and the return of community theatre to the region.

2016 was an experimental year in terms of integrating performance on stage with the radio and digital “shipping departments”. We aired performances live and taped others for production and subsequent distribution.

#### Satellite Studio Network

In 2016 KZET engaged in expanding its Satellite Studio Network. Satellite Studios are located in outlying areas and allow community programmers (music and news) to produce programming from their community, without having to travel to the Hub studio. In this way, we are able to tap into programming--and issues--from and by a community.

Also in 2016, KZET worked with the Ute Mountain Ute Media Department to design a “Satellite” Studio facility for KZET located in the tribal seat, Towaoc, Colorado. In 2016 KZET and the Ute Mountain Ute Tribe’s Media Department worked together to plan the construction of a studio facility in the tribal Seat, Towaoc, Colorado, that would be part of KZET’s Satellite Station network. Satellite stations allow KZET to bring programming from outlying communities—increasing the relevance of daily programming. Construction of the studio is expected to begin in March of 2016.

In 2016, KZET entered into a Memorandum of Understanding (MOU) with Dine College, licensee of KXWR, to share programming. We are planning to work together to leverage KZET’s large broadcast area so that KXWR can reach more people with programming that serves (as its licensee does) the Navajo Nation. This innovative approach will also support KZET’s efforts to be relevant to the diverse community it serves. We consider KXWR to be a Satellite Studio when we rebroadcast their live programming.

#### B. Partnerships

Vital to advancing KSJD’s initiatives is a capacity to leverage partnerships, both locally and across the public media network. For example, Local Journalism Centers, *Harvest Public Media*, and *Inside Energy* provide essential news resources that KZET uses every day that contextualize local offerings. A partnership with 14 stations in Colorado called Rocky Mountain Community Radio provides for 250 State House Reports throughout the year and investigative reporting capacity as well; Rocky Mountain Community Radio and Rocky Mountain PBS produced an investigative report about the changing demographics of Colorado that KZET leveraged to provide an additional story with local officials and organizers.

At the end of 2017 KZET was awarded a grant from the Gates Family Foundation to partner with four other radio stations’ news departments (KBUT-Crested Butte, KVNF-Paonia, KDNK-Carbondale, and KOTO-Telluride) on Colorado’s Western Slope to produce natural resources reports and features using a solutions journalism paradigm. This collaboration is an exciting opportunity for each station to engage its audience with information from multiple users of natural resources, including dissenting voices.

KZET was a sponsor of the Four Corners Lecture Series in 2017. The station provided promotion and conducted interviews of the lecturers throughout the series, establishing an educational opportunity for listeners around history and deep history. The Sunflower Theatre provided space, pro-bono, for the lectures.

Through the Sunflower Theatre, KZET also partnered with the local high-school drama department.

Finally, KZET helped to organize and sponsor the Dolores Riverfest, an event dedicated to educating the public about the Dolores River watershed, one of the most important in the intermountain west and vital to life in our desert community.

**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.**

Local News

Local news on KSJD is impacting the community.

Analytics of KZET's digital resources indicate a steadily growing audience since local news delivery on air and online started in 2015. For instance, KSJD's news department followed stories of Montezuma County commissioners' relationships with officials from the Colorado State University's Agricultural Extension Office. As a result, constituents from Montezuma County publicly addressed the commissioners' tactics in approaching the challenges, including one commissioner's deliberate use of "fake news" as a negotiation tactic to draw attention to the matter (see <http://ksjd.org/post/vote-de-fund-montezuma-county-extension-was-fake-news-suckla-says#stream/0>; and a follow up story <http://ksjd.org/post/suckla-backs-down-fake-news-comment-about-de-funding-montezuma-ag-extension#stream/0>). Though the commissioners' tactics are in question, the fact that local politicians are using news outlets like KSJD to reach their constituents shows public radio's impact with multiple audiences.

KSJD's digital content saw an over 30% increase in pageviews from 2016 to 2017, including similar increases for Facebook and Twitter sessions. KSJD's online community calendar--the only consolidated events and PSA calendar in Montezuma County--generates a significant amount of traffic to KSJD's website. 40% (23,621 users) of traffic to the site is acquired from KSJD's Facebook page posts about the news, while 30.5% (more than 18,000 users) come from organic searches, and 24.7% came directly to the site. Of 220,867 pageviews in 2017,

there were 111,121 sessions for 56,573 users, showing that KSJD's digital platforms enable the news to engage far more people than broadcast alone; KSJD's radio broadcast area reaches about 60,000 people.

This listener comment is indicative of the impact:

"Your local news programming is a very welcome addition to the area. I don't know of any other station that offers any meaningful local news and weather whatsoever... . *The Journal* [the remaining weekly newspaper in Montezuma County] is a mere shadow of what it once was and the Dolores and Mancos "sections" are but a bare page or two which insult the memory of what were once well regarded papers. If you stepped in to fill that void you'd gain a lot of listeners--and respect."

#### Sunflower Theatre

In 2017, KZET used its performance venue, the Sunflower Theatre, to convene conversations around topics of interest to audiences in the Four Corners region. For example, KSJD partnered with Montezuma Land Conservancy for a film-screening "Of Life and Land," and to create an occasional radio feature of the same name that was distributed both broadcast media and through KSJD's digital platforms. This event and the interview features enabled a local non-profit to reach a much broader--and diverse--audience, than they are able through their own mechanisms.

In 2017, the Ute Mountain Ute Tribe screened the world premier of the award-winning film, *The Strength of Siblings* at the Sunflower Theatre. This sold-out event thrust young filmmakers in a prominent position in the community and recognized a community need to advance a conversation about the lives of adjudicated youth.

The KZET Community Media Center was built so that residents have an intentional place to convene with friends and family and make or enjoy arts and cultural programming—an issue addressed as important in the City of Cortez Comprehensive Plan, the Montelores Arts Council and the Cortez Heart & Soul/Community Conversations work of 2008 and 2009.

Today, the KZET Community Media Center--with its public radio station and a 120-seat venue is an anchor of the business district and a hub of community activity, impacting the entire downtown development of Cortez, Colorado's Main Street. We know it is making a positive difference because local restaurant owners call the staff of the Sunflower to learn when the upcoming shows are so as to plan for extra staffing: the restaurants are full when the Sunflower has a venue.

#### Satellite Studios

KZET has operated a Satellite Studio in Rico for more than seven years. In 2016, a KZET volunteer programmer moved to Rico--a mountain town of 250--citing the radio station as a key

amenity and a factor in her relocation. She purchased a home and has become deeply involved in civic life in Rico, while leading the station into deeper levels of community development.

Farther south in the KZET listener area, the measurable impact of working with Dine College in rural Tsaile, Arizona is that they went live in 2016 with a LP-FM radio facility to serve an unserved community in Northeast Arizona. Faculty and students have organized to develop programming opportunities for cultural preservation not just in Tsaile, but through a partnership with KZET, across large portions of Navajo nation in Utah, New Mexico and Arizona.

We hope the Satellite Studios can provide the infrastructure so that the “void” of local live native-produced programming in our region can be filled.

**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 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.**

From 2013 through 2016, KZET met with the Ute Mountain Ute Tribal Council, Economic Development, and Media departments to discuss the development of programming reflective of and important to Ute Mountain Ute people and the broader community.

Out of those meetings, we are poised to move forward with a plan to build a Satellite Studio facility in Towaoc, the tribal seat of the Ute Mountain Ute Tribe. This facility will allow Ute Mountain Ute tribal members to more easily produce programming for KZET and facilitate interviews and public affairs programming via IP technology.

KZET's work to assist Dine College in securing and starting a KXWR-LP station was an engagement effort that began in 2012 and began to impact the community in 2016 when the station went live.

KZET trained students from Southwest Open school to produce interviews about topics of import in the community. Southwest Open School serves a majority of students who qualify for free and reduced lunch and/or are of minority status. KZET's work helped disenfranchised youth find a voice by creating meaningful media that convenes and advances community conversations and solutions.

CRP is an affiliate of Native Voice 1 and carries a variety of nationally distributed Native and minority produced programming including Native America Calling and National Native News Five days per week as well as Undercurrents.

KZET's plans to meet the needs of a diverse audience include:

- Recruiting minority leadership to the CRP Board of Directors.
- Continuing current program offerings targeted to minority audiences.
- Supporting the development of a Satellite Studio at the Ute Mountain Ute Tribe.
- Institutionalizing the relationship between the Ute Mountain Utes and KZET to develop programming.
- Supporting the development of the LP-FM resource in Tsaile, Arizona.
- Institutionalizing the relationship between Dine College and KZET to develop programming that can originate in Tsaile, but air across the KZET network, which includes large portions of the Navajo Nation.
- Adding the Dine Policy Institute to conversations regarding policy initiatives on the Navajo Nation.
- Organizing CRP Board Meetings in other states and/or Native Communities to better facilitate and solicit public comment

**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?**

CPB funding makes it possible for KZET to thrive in a rural market with low population density and a modest economic base—the median individual income in large segments of the listener area is just \$14,000 annually. CPB funding gives small rural radio stations such as KZET a foundation of financial stability so that we can focus our energies toward providing local, relevant news and cultural programming.

CPB funding also allows the station the stability to raise local funding. For example, just ten years ago the station went dark for two days and was in danger of going off the air permanently. Since that time CSG funding has provided stability, allowing staff to enhance programming and focus on building membership and corporate. Today our CPB Audience Service Criteria Level Community Financial Support Goal index is over 148 in a listening area of just 45,000.

To put this in perspective the CPB Goal for a level B rural station is 48.

And, through a capital campaign to build new studios and expand the service area, KZET now has \$1.5 million in assets--up from \$30,000 ten years ago.

KZET provides the only locally originated public radio service for thousands living in Southeast Utah and Northeast Arizona, and is the only station providing Native American originated programming to members of the Ute Mountain Ute Tribal communities and well as Navajo Nation members in the Four Corners area of Arizona, Colorado, New Mexico and Utah.

Without CPB funding, this service would not be possible.

