

Telling Our Story

This document tells the story and describes the impact that KZET/KSJD makes in the community it serves in 2014.

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 work is to inform, entertain and empower the people we serve. Our goal is to convene important conversations that are meaningful to the community, and we employ the NFCB 5x5 tool to measure its progress in improving engagement with the community.

Community issues, needs and interests identified in the important work done in 2013—two dozen community conversations, partnering with the City of Cortez on the Orton Foundation Heart & Soul initiative and CPB funded Graduation work—included Central location for families to gather and convening conversations on education, agriculture, environment, economic development and culture.

Our approach in 2014 turned to:

1. Converting what we'd learned about our community into content we could share with the community,
2. Completing a capital campaign to build a vital resource and
3. Assisting with the construction of an additional media resource to serve the area.

A key step was to hire an on-air programming staff (morning host) that would increase capacity of the program director to schedule additional long-form interviews addressing issues such as the economy, health care, education, agriculture and arts & culture. Adding programming capacity increased the organization's ability to advance collaborative programming efforts as well.

A great deal of organizational energy has been focused on completing the capital campaign to build a 120-seat venue for the arts and culture so that residents have a safe, intentional place to convene with friends and family—an issue addressed as important in the City of Cortez Comprehensive Plan, the Montelores Arts Council and the Heart & Soul/Community Conversations Work. Community issues, needs and interests addressed:

In 2013, KZET began a relationship with Dine College, a community college institution serving the Navajo Nation—the two organizations service contours overlap. In 2014, KZET provided pro-bono consulting services to assist Dine College in Tsaile Arizona in applying for and being granted an LP-FM license.

KZET reached audiences across the region—in four states and two native nations. Local programming choices engage audiences on topics around health, Native American culture, agriculture, culture, education, economic development and the environment.

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.

Vital to the strategy is KZET's capacity to leverage partnerships across the public media network to contextualize local offerings. Local Journalism Centers such as Fronteras, Harvest Public Media and Inside Energy provide essential news resources that KZET uses every day. A partnership with 14 stations in Colorado called Rocky Mountain Community Radio, provides for 250 State House Reports throughout the year as well and investigative reporting capacity as well.

For example, Rocky Mountain and Community Radio and Rocky Mountain PBS produced an investigative report about the shortage of volunteer fire fighters in rural Colorado that KZET leveraged to provide an additional story with local firefighting officials.

KZET is also partnered with community organizations to co-produce programming, including:

- Montezuma Farm to School (agriculture—twice monthly)
- Dolores River Boating Advocates (natural resource issues—monthly)
- Southwest Colorado Canyons Alliance (history and deep history--monthly)
- Crow Canyon Archaeological Center (history and deep history) and
- Ute Mountain Ute Tribe (new studio in tribal seat).

In addition CRP sponsored both the Four Corners Lecture Series in 2013. The station provided promotion and conducted interviews of the lecturers throughout the series, establishing and educational opportunity for listeners around history and deep history.

Finally, CRP helped 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.

The measurable impact of working with Dine College in rural Tsaile, Arizona is that they are about to go live with a LP-FM radio facility to serve an unserved community. 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.

CRP's partnership to develop programming with Dine College about agricultural and educational issues impacted 45,000 listeners: no other public radio station serving the KZET listening area

provided a voice and platform from a Navajo perspective and voice.

After many years of co-producing programming on archaeology and deep history, Crow Canyon Archaeological Center and KZET have begun plans to develop a next-level educational tool (i.e. podcast/digital platform) for national distribution. Recent indications of impact of the programming partnership came when KZET produced a local piece on the PBS Time Team America feature concerning research at the Dillard Site by Crow Canyon Archaeological Center: more than 300 people listened to the story on the KZET digital platform.

Outreach and engagement with leaders of the Ute Mountain Ute Tribe has positioned our organizations to work together more closely to produce programming. Recently it was announced that funding to support the construction of a studio facility in Towaoc, the tribal seat, had been approved, and that said facility 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.

Charlie Hartranft recently wrote to let us know that KZET puts the “community” in community radio and that community is the most important thing in building a better place to live. Another listener wrote the following as a long-running show came to an end (the producer moved):

Feb 6, 2015

Hi Jeff, Tom,

Just wanted to let you know how saddened I am to find out that Native Voltage is no longer a part of your programming. It leaves a huge void for the Indigenous community of Montezuma & Dolores county and the vast listening area. I am of Indigenous Pueblo descent and always looked forward to tuning into KSJD on Thurs. Unfortunately, I had another engagement on 1/22 and did not hear the farewell broadcast. I live in Montezuma county and work in Gallup, NM and would tune in via the web to listen to the broadcast. Some of Sent from my iPhone

Sincerely,

Emery Namingha

Zuni/Hopi/Tewa

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.

In 2014, KZET met with the Ute Mountain Economic Department and media department on multiple occasions to discuss the development of programming reflective of and important to Ute Mountain Ute people and the broader community.

Out of those meetings, a plan has developed 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.

Additionally, KZET began to train a member of the Ute Mountain Ute Tribe to host a long-form program on community development.

KZET's work to assist Dine College in securing and starting an LP-FM station was an engagement effort that began in 2012 and will begin to impact the community in 2016.

In addition, Dine College and its Dine Policy Institute were also regular interviewees on the "Zine" public affairs program, providing two hours of programming three appearances in 2014.

CRP also initiated a regular conversation with the Colorado Lieutenant Governor's Commission on Indian Affairs, producing two, 20-minute public affairs programs in 2014 with Earnest House Jr., member of the Ute Mountain Ute Tribe.

In FY 2014 CRP aired 208 hours (four per week) of Spanish language programming from Radio Bilingue.

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.

In FY 2014 KSJD aired an average of four hours of weekly music and cultural programming produced locally by Ute Mountain Ute and Navajo Nation tribal members.

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

- Continuing current program offerings targeted to minority audiences
- Meeting with the Heart & Soul Latino Community Advisory Team to ascertain how CRP can better serve the Hispanic community.
- Supporting the development of a Satellite Studio at the Ute Mountain Ute Nation
- Institutionalizing the relationship between the Ute Mountain Utes and KZET to develop programming.
- Supporting the development of an 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 a reporter covering agricultural and natural resource news will include issues impacting Native Americans living in the region.
- Adding a public affairs program created and produced by Ute Mountain Ute Tribal Members
- Adding the Dine Policy Institute to conversations regarding policy initiatives on the Navajo Nation
- Recruiting minority leadership to the CRP Board of Directors
- Organizing CRP Board Meetings in two 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 CBP 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.