

**Corporation for Public Broadcasting
Local Content and Services Report – FY 2015**

1. Describe your overall goals and approach to address identified community issues, needs, and interest 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.

Senior managers are in contact with various communities in our listening area through involvement as board members and as volunteers on community boards and in organizations. We are also in direct day-to-day contact with members of many community groups. We have five community advisory boards that we meet with regularly to understand the issues facing the various communities in our service area.

2. Describe key initiative 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.

KUNC participates in numerous collaborations to enhance our news coverage for the community. We continue to be a contributing member of Harvest Public Media, a Local Journalism Center focused on agribusiness reporting. Our full-time reporter in this project produces radio and online stories on agriculture and its impact in Colorado. The LJC includes stations in Kansas, Missouri, Nebraska and Illinois. KUNC also participates in the Inside Energy Local Journalism Center with Rocky Mountain PBS, Colorado Public Television, Wyoming Public Media, Wyoming PBS, and Prairie Public Broadcasting in North Dakota. This collaboration allows us to share reporting with these organizations on energy and its effects on our collective areas. Our state capital coverage collaboration continues to provide in-depth reporting on legislative and public policy issues to sixteen community stations across Colorado. This year we began the American Graduate initiative with Colorado Public Television. We're producing radio and online stories to spotlight the dropout problems in the state. We continue to look for other media partners to work with to enhance our news and information programming.

KUNC began focusing on finding partnership to strengthen community through music. We are currently working with a local non-profit group, Spokesbuzz, to advocate for a strong local music scene and to provide support to local musicians.

KUNC's monthly "Get Involved" series is making an impact to local non profits. Each month we pick a non-profit organization that relies heavily on volunteers and we create a two minute audio, and online profile of the group. This airs twenty times in the first week of the month and gives people a chance to find out more about the organization and the possibility of volunteering their time with the group.

3. What impact did your key initiatives and partnership 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.

Our partnerships have allowed us to develop expertise in different areas of reporting and to be seen as a resource in understanding the complex issues that face our community.

Our "Get Involved" series has positively impacted 12 non-profits this fiscal year. These non-profits are typically smaller organizations that struggle to find ways to get their message heard. After spotlighting these organizations, all of the non-profits have been able to recruit additional volunteers. This series is providing much needed exposure to these community groups.

4. Please describe any efforts (e.g. programming, production, engagement activities) you may 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.

During Fiscal Year 2015, we created a beat within our news department to cover diversity issues. Stories ranged from Latino voting issues to immigrant tenant-landlord relations. In addition we encourage our reporting staff to become fluent in Spanish and all job postings for our news department state that bilingual in Spanish is strongly preferred. We have also ensured that during weekly news meetings, covering stories from different perspectives and communities is discussed.

We continue to air Latino USA on the weekends and plan to increase the airing to twice weekly during FY 2016.

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?

Our CPB funding allows us to continue to offer nationally produced programming and also to integrate regional and local news service into our daily service. We continue to look for new voices in national programming to bring to our airways. In addition, CPB funding has provided the opportunity for us to collaborate with other public media organizations to better serve our communities.