

**Corporation for Public Broadcasting  
Local Content and Services Report – FY 2017**

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.

*Our broad-based membership support directly leads to many members of the community reaching out directly to share with concerns, suggestions, and generally creating awareness of community issues.*

*Additionally, KUNC has significantly increased its editorial oversight with four editors charged with ensuring the content created by the reporting staff covers a wide range of community issues, utilizing multiple platforms.*

*Quarterly meetings are held with five community advisory panels, representing widely diverse geographic regions. Meetings are attended by the CEO and newsroom management.*

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 is an active leader and participant in numerous collaborations.*

*The station continues to be a full partner member of Harvest Public Media, along with colleagues in Nebraska, Iowa, Illinois, and Missouri, a Local Journalism Center focused on issues of food, fuel and field.*

*The station is the managing partner of the Capitol Coverage project in Colorado. A reporting project focused on providing in-depth reporting on legislative and public policy issues from the state capitol to a consortium of sixteen different public radio stations across Colorado.*

*KUNC is a founding partner of a newly formed Regional Journalism Center focused on issues of the Mountain West. Along with stations in Colorado Springs, CO, Laramie, WY, Salt Lake City, UT, Billings, MT, and Boise, ID this collaboration will focus on providing in-depth coverage of issues of vital concern to the communities across the Rocky Mountain West.*

*The station is also developing coverage of water issues related to the Colorado River Water Basin. Recognizing that the basin is critical to over 44 million Americans KUNC is developing shared reporting opportunities with public radio stations in Colorado, Utah, Nevada, Arizona, and California.*

*Our music station, The Colorado Sound, works with Colorado Creative Industries, the Fort Collins, CO Music District, and the Bohemian Foundation to strengthen community through music and community events. The station hosts a regular community meeting to discuss music and create opportunities for musicians to be showcased.*

*On a monthly basis KUNC presents Get Involved where a local nonprofit that relies heavily on volunteer participation is highlighted. An on-line profile and a broadcast report are prepared profiling the work of the group and its impact upon the community. This production is aired twenty times over the course of the first week of each month. Listeners and users have the opportunity to learn more about the community organization and the potential for volunteering 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.

*The Capitol Coverage project has been responsible for investigative reporting on issues of sexual harassment with the Colorado legislature which has led to additional HR training for staff and legislators, as well as investigations by both the state senate and house of representatives leadership.*

*Two community meetings, in Steamboat Springs, CO and Fort Collins, CO, allowed nearly three hundred citizens to interact with NPR Ombudsman Elizabeth Jensen and KUNC News Director Michael de Yoanna about issues of journalism ethics and to share public perceptions. KUNC's initiative, Curious Colorado, encourages community members to provide insights into issues that will be the subject of coverage by KUNC reporters.*

*Our "Get Involved" series has positively impacted 12 nonprofits this fiscal year. These nonprofits are typically smaller organizations that struggle to find ways to get their message heard. After spotlighting these organizations, all of the nonprofits have been able to recruit additional volunteers, providing much needed resources 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.

*Reporting from the KUNC newsroom included coverage of a wide variety of issues that directly impacted the needs of minority and other diverse audiences. Topics covered ranged from the opioid crisis which has had a strong impact on minority communities, community health centers that emphasis service to minority communities, teen pregnancy rates, spotlighting the success of minority business owners, graduation rates in Colorado, affordable housing, among other issues.*

*In 2017 the news staff actively pursued two initiatives. Using software platforms, the staff reached out directly to the audience to create direct communication between reporting staff and the community. We are already seeing deeper audience engagement. The effort to enhance minority participation is an ongoing goal of this project.*

*Second, the newsroom is operating under the aegis of a strategic planning where every staff member has a goal of tracking who they talk to each month, conduct a short community survey after the interview is completed. During monthly staff meetings reports share what are learning about their sources and as a point of reference creating conversation as to how KUNC's source base can be made more diverse.*

*KUNC's Get Involved series created a spotlight on agencies that provide services to diverse minority communities. In 2017 the spotlighted agencies included Case de la Esperanza, which provide educational opportunities for children of families who work in agriculture. Also the Immigrant & Refugee Center of Northern Colorado, Envision, a non-profit that supports and assists those with disabilities, Audio Information Network of Colorado, which provides audio resources for blind, visually impaired, and print-disabled individuals.*

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 is critical to KUNC's ability to provide a quality balance of nationally produced while simultaneously being able to integrate regional and local news service into our daily service. We continue to emphasis searching for new voices in national programming to bring to our airways, while developing enhanced reporting capability within the KUNC newsroom.. In addition, CPB funding has provided the opportunity for us to collaborate with other public media organizations to better serve our communities*