

KUNR 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.

As an overall aim, KUNR seeks to serve as a community resource as an impact player in the region. As a nine-person small station, our heart is often bigger than our resources but our aspirations for our community are reflected in our latest draft of our mission and vision. Mission: "As the leading source of trusted news and engaging content, KUNR connects diverse audiences in our region, partnering with the University of Nevada, Reno and area organizations to foster a stronger community." Vision: "KUNR is a vital and valued resource, central to connecting all facets of our community to enhance the quality of living and vibrancy of our region." KUNR seeks community input through annual community surveys, through member feedback, through informal conversations, through news and public affairs assessment of community issues and needs. We continue to invest in local journalism and the technology and expertise connect and enhance our communities across platforms.

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.

At present, our partnerships are mostly with our university and its departments in outreach to the community, highlighting the work across disciplines of interest to the education community and the region. We partner with the university to host two film festivals as cultural community events. We have an arts partnership with Artown, the major arts and culture presenter in the region. We partner with the music organizations in our area, foremost the Reno Chamber Orchestra. We team up with other area broadcasters for the annual "All-Reno Radio Blood Drive." Our two news reporters regularly cover K-12 education and government. We assist nonprofits, educational and cultural organizations by sharing their work and activities over our air and web. We are also exploring how to partner more regularly with the public television station and other public broadcasters.

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.

We are not yet this sophisticated in our limited size and scope, but are moving toward expanded partnerships, more formalized programs, wider impact and meaningful measurement in our region.

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 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.

We have worked with the International Center and ethnic groups on campus in supporting its work and some events. Coverage of diverse populations and viewpoints is growing as our news staff grows. We are growing our network of advisors and partners within our region for a more vibrant and representative mix of ethnic, socioeconomic, gender, political and ideological collaboration. Our plans for 2014 are to, within our limited staff and means, expand our connections, partners and coverage among these and other diverse groups.

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 funds provide stability to our station so we can raise the remaining 85% needed operating revenues from local sources to sustain the station. Without this "seed" money, cuts in local outreach, journalism and service would be a likely outcome, which would result in fewer listeners, contributors and business support. CPB is vital to our daily operation. The loss of CPB funding would result in a dramatic reduction in staff, service and local involvement. With the CPB funds, we are able to provide local news coverage and community outreach that would otherwise be virtually nonexistent. In-depth, balanced reporting and coverage of important local issues is vanishing as local newspaper and TV news departments continue to shrink, and commercial radio stations move to politically oriented talk or all-music formats. With the help of CPB, local public radio stations remain at their posts to report on education, local and state government, arts and culture, social issues and stories that impact local communities. CPB's funds are vital for sustaining programming and our small staff. Without this help, broadcasts and emergency information in many rural areas would almost certainly not continue. Quality of programming and operations would suffer, which would hamper service to our communities.