

## NATAE SWANSON

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## Local Content and Services Report

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### 6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2013. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

**Joint licensee Grantees that have filed a 2013 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.**

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.

Since 1985, KUVO "jazz89" has been a community-licensed, independent, public radio station dedicated to providing distinctive music, news, and information programming which reflects the values and cultural diversity of its listener community. Jazz music and related genres and information remain at the core of our program philosophy. Other specialty programs with Hispanic, African American and Native American themes are featured weekly.

KUVO maintains three signals: 89.3 FM, (HD2 information, music and culture service), and HD3 ("The Other Side of KUVO" music service). KUVO programs KVJZ – Vail, CO (88.5 FM) and a translator in Breckenridge (K209ED at 89.7 FM). KUVO also maintains a digital stream of all three channels distributed globally through the Internet.

KUVO is proud to serve its community of license and beyond with quality music and information programming that is not available elsewhere.

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.

The weekday morning music, news and public affairs show "First Take with Lando and Chavis" features locally-produced information content including many live and recorded interviews with newsmakers from politics, business, culture, education, arts and communities in metro Denver, along the Front Range and I-70 corridor (including Eagle and Summit Counties) and around Colorado.

KUVO's roots and commitment to underserved communities and diversity in all its forms remains strong. Partnerships with community organizations keep KUVO involved in local arts, social and health services, educational institutions and more. During the reporting period (Nov. 2012 – June 2013), KUVO again served as media sponsor for the annual, free Five Points Jazz Festival, promoting the legacy of one of Denver's most storied historical districts. As a community radio station powered largely by volunteers, KUVO supported an aggressive schedule of community, arts and culture events, including a free summer jazz series at Denver City Park, The Denver Public Library Used Book Sale, and Juneteenth, and more.

KUVO also continued its involvement with the jazz festival in Greeley, CO, as well as year-round support for the Vail Jazz Foundation, which promotes the art form of jazz and music education throughout Eagle County, CO.

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.

KUVO continued its commitment to music education by hosting and broadcasting 13 collegiate, high school and middle school bands live from the Phyllis A. Greer Performance Studio. KUVO continued its commitment to the CPB-funded American Graduate project with weekly education coverage.

Through the reporting period, public service announcements aired throughout the broadcast schedule promoted the events and services of an estimated 100 different non-profit organizations across our communities are service.

KUVO's flagship program, Canción Mexicana, on the air since the beginning, remains the most listened to program in its time slot in the Denver metro market.

Re: volunteer recruitment: "Without the incredibly generous support of community partners like you, we would not be able to do our important work." – Mary Cary Ward, Denver Asset Building Coalition (12/14/12)

Re: high school collegiate series: "The kids, as always, really dug their time there!" Stephen Holley, Kent Denver School (4/24/13)

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.

KUVO continues its collaboration with the investigative news unit I-News Network and RMPBS on the series of investigative reports about the growing disparities regarding wealth and educational opportunities in the minority communities. Follow-up reports aired on KUVO and were posted on KUVO.org. KUVO's partnership with Rocky Mountain PBS has expanded the reach of KUVO's original cultural and public affairs coverage of issues affecting the Latino community, by sharing newsroom, website and social media resources.

The minority listening audience continues to grow across the broadcast week at KUVO and we remain committed to generations of Latinos and under-represented residents who have made Colorado their home. Weekend programming also includes Latin Soul, Blues, original Rhythm & Blues, Native American and South American music, culture and news (including Spanish language history and current events), Gospel, Latin Rock, African and Caribbean music, Latin Jazz, and Brazilian musical expressions. KUVO public affairs plans to continue its coverage of immigration, voting rights, voter fraud, and the challenges facing undocumented workers.

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 (including the Community Services Grant and other grants) partially fund our news and public affairs department, the output of which has grown dramatically since August of 2012. Funds from CPB were also used to hire a full time web content coordinator. KUVO's growth in web visits and social media content was significant during this period. These community affairs and digital media efforts are central to effectively serving KUVO's minority and underserved listenership in the 21st century.