

FY 2014 KUVO-FM

Local Content and Services Report

...the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services....

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 – an independent, public radio station – has provided a rare blend of jazz, Latin jazz, blues and news in addition to seventeen locally produced, culturally diverse programs.

Our mission is to provide distinctive music, news and informational programming reflecting the values and cultural diversity of our listener community. We frequently feature live broadcasts of national touring artists as well as local musicians and students from our Phyllis A Greer Performance Studio, and broadcast remotely from concerts, festivals and community events.

KUVO maintains three broadcast 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 enjoyed globally through the Internet.

KUVO communicates via social media channels including its website (www.kuvo.org), Facebook, Twitter and YouTube channels.

In-person engagement around Colorado is described below.

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 and health care, education, arts and culture, communities in metro Denver, along the Front Range and I-70 corridor (including Eagle and Summit Counties) and around Colorado.

Collaboration was central to KUVO's public affairs presentation, including reports and interviews via Rocky Mountain Community Radio's Capitol Coverage project, the Inside Energy local journalism center, the I-News investigative team and the television program "Colorado State of Mind."

KUVO broadcast live from the opening of the Union Station bus and train terminal, including interviews with newsmakers Phil Washington (Regional Transportation District general manager) and Federico Pena (former mayor of Denver and U.S. Secretary of Transportation). KUVO also broadcast live blues and R & B from Tony P's on 17th Avenue (Denver's restaurant row).

Through broadcast content, promotional support and in-person visibility, KUVO's community partnerships in 2014 include Denver Arts and Venues, Mi Casa Resource Center, Denver's Cinco de Mayo event, Salute to Seniors, the Arvada Center for the Arts and Humanities, Taste of Puerto Rico, Jazz Aspen Snowmass, Denver Botanic Gardens, the Colorado Black Arts Festival, Colorado Symphony, Juneteenth, Metro Denver Hispanic Chamber of Commerce, Denver Public Schools 8th Grade Career Fair, and more.

In calendar 2014, KUVO 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 well as the free summer jazz series at Denver City Park. KUVO also provided extensive media support for the following music events: Earl Klugh's Weekend of Jazz (Colorado Springs, CO), Estes Park Jazz Festival, Longmont Jazz Festival, Evergreen Summerfest, Chicano Music Festival, Telluride Jazz Festival, The Vail Jazz Festival (a year-round music education and performance outreach to Eagle County), the Central American Festival, and more.

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 12 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.

In calendar 2014, public service announcements aired throughout the broadcast schedule promoting the events and services of an estimated 100 different non-profit organizations across our communities of service.

A few comments from KUVO listener-members (paid subscribers) in 2014:

- “I am an eleven year old who is absolutely inspired by everyone who plays on the air.”
- “Your eclectic tastes and varied hosts offer a titillating perspective on the entirety of the great American art form Jazz. Thank you.”
- “When opportunity allows I even play (KUVO) at work for my second graders to enjoy. It’s awesome to see little kids tapping their feet and swinging to the beat.”

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.

The broadcast week at KUVU speaks to generations of Latinos and under-represented residents who have made Colorado their home. Weekend programming 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.

KUVU'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.

Topics covered in 2014 include: wage theft (often affecting undocumented workers), Welton Street development (in urban Denver), interviews with Denver city councilpersons, the annual Indigenous film festival, youth employment programs, police – community relations, and more.

KUVU public affairs plans to continue its coverage of immigration, voting rights, voter fraud, and the challenges facing undocumented workers. KUVU is also incorporating a “digital first” component to its community and communications mission.

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 the KUVU news and public affairs department, the output of which has grown dramatically since 2013 in resources, partnerships and airtime. Funds from CPB were also used to sustain full time web content and social media content producers. These community affairs and digital media efforts are central to effectively serving KUVU's minority and underserved listenership in the 21st century.

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