

Grantee Information

ID	1333
Grantee Name	KVNF-FM
City	Paonia
State	CO
Licensee Type	Community

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 2018. 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 2018 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.

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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.

KVNF's primary goal is to continually increase the amount of locally produced news and public affairs programming. An ongoing goal is to have an hour of local public affairs every week day. In 2018, we produced and aired over 130 hours of local news and public affair programs of importance to the communities we serve in rural western Colorado. Our weekday newscasts regularly update listeners on the industries driving our local economies; coal, natural gas, ranching, farming, recreation and marijuana as well as local laws and election coverage. Our public affairs program Local Motion featured long form and in depth coverage on healthcare, economic development, local elections, emergency management, and natural resources. Our locally produced live call-in program "As the Worm Turns" continued to bring in more listeners and callers with questions and comments about farming, gardening, soil health, preserving food and weather patterns. All locally produced features are programs are posted to our website at kvnf.org. Links to these programs are often posted on social media. We continued our monthly DJ training courses, bringing in new DJs from the communities we serve. We will have a satellite studio in Montrose, Colorado up and running in the first quarter of 2019. The purpose of this studio is to help better serve the southern part of our coverage area and to provide our entire audience with additional voices and additional points of view.

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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.

In 2018, KVNF collaborated and partnered with several arts organizations and non-profits as well as local writers, journalists, farmers, musicians and artists. KVNF collaborated with the Delta County and Montrose County League of Women Voters to provide live coverage of two County Council debates. KVNF collaborated with High Country News in the production of West Obsessed. And KVNF continued to collaborate with the Chambers of Commerce and arts organizations in the towns of Ouray, Ridgway and Paonia to bring arts, music and cultural content to our service area. These partners included The Ridgway Concert Series, The Ouray Mountain Air Concert Series and Paonia's Pickin in the Park. Through these partnerships, we brought a diverse collection of live music to the airwaves broadcasting the content live for our listeners who were unable to attend the events in person. These collaborations also offered KVNF the opportunity to conduct outreach in person to far reaching parts of our broadcast area with booths at each event.

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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.

In 2018, our impact upon our service area continued to be substantial. Through our affiliation with Rocky Mountain Community Radio, we were able to provide statewide reporting through content sharing among other Colorado stations as well as the capital coverage where daily reports are available that cover state laws, elections and general assembly when it is session. Our news department partnered with five other Western Colorado community radio stations in the Western Slope Resources Reporting project. The purpose of this project was to report on natural resource conservation, share content, target diverse stakeholders in reporting and distribution and to advance a model in which we engage the public to create shared experiences. KVNF News continued to increase the coverage of issues and news affecting listeners in Delta, Montrose and several other larger towns and cities in our broadcast area. Each week in 2018, "Local Motion" provided insight and interviews with area news-makers relating to issues of regional significance including, but not limited to major layoffs at our local coal mines, climate change, oil and gas exploration and drilling, the economic challenges of our local municipalities and county government, our public schools and students, local artists and performers and farmers. Our live call in gardening program, "As the Worm Turns" provided our listeners with valuable information, the opportunity to consult with local master gardeners and has proven to be a valuable resource here on Colorado's Western Slope where agriculture, gardening and locally sourced food is a significant part of our daily lifestyle. Finally, through our community calendar and constant stream of public service announcements, we connect our listeners to important resources available throughout our 10,000 square mile listening area, bring them together at a variety of music and cultural events and expand awareness of public meetings and governmental hearings. Our listeners frequently let us know of our importance in their lives through their messages left on our toll free comment line and by their posts on our social media platforms.

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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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

The primary minority population served by KVNF in Western Colorado is Hispanic. In 2018, we continued to provide five hours of Spanish language programming every Monday evening. We continue to receive many positive comments concerning our commitment to Spanish language programming.

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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?

In 2018 the Community Service Grant that KVNF received from the Corporation for Public Broadcasting made up slightly over 25% of our overall income. And while KVNF continues to increase the level of private support it receives from listeners, businesses and foundations, without CPB support, KVNF would be a markedly different radio station. KVNF already operates at the bare minimum when it comes to basic overhead expenses. The only realistic place to cut would be program costs and personnel. It is doubtful that we could continue to be a member of National Public Radio and provide all of the national and international news, public affairs and information that comes with NPR membership. It would be almost impossible to continue to provide local and regional news on a regular basis. Very difficult decisions would have to be made as to the future direction of KVNF. CPB funding is the foundation KVNF relies upon to raise the additional funding necessary to provide the type of local/regional program service our audience expects and deserves.

Comments

Question	Comment
No Comments for this section	