

2022 CPB-SAS Survey, Section 6
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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.

2022 was a huge year of change for KRCL as we moved into and launched a brand new facility with new broadcast studios during Q1. This has enabled a return to more in-person guests, primarily via our daily hour-long program RadioACTive, executive produced by staffer Lara Jones. 876 guests we hosted over the first 11 months of 2022, including 254 people speaking the Underserved, 218 speaking about Environment/Health, 198 speaking about Education/Government, and 188 speaking about Arts. We also continued airing locally created PSAs consistently throughout the year. Once again, KRCL was voted Best Radio Station by readers of the City Weekly.

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.

KRCL partners with Craft Lake City, the Downtown Farmers Market, League of Women Voters, Rock Camp SLC, Salt Lake Community College, Spy Hop Youth Media, SLUG Magazine, Tree Utah, Utah Film Center, and many other nonprofits and outlets.

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 2022, Jillian Hermansky surveyed 285 public stations across the U.S, publishing her results in the paper, *Impact of Community Radio on Community Development in the United States*. She concluded: “as a platform for marginalized and community voices, community radio serves as a space for local discussions on issues, challenges, and development initiatives that directly impact the immediate community, a key element in other words, of community development.” At KRCL, our reach is growing. Our listenership has grown over 9 percent year-over-year the past 3 years resulting in a 70,000 weekly cume, according to Nielsen data from Radio Research Consortium.

Independent studies of the quantitative return on investment in community radio are rare, but there was an Australian report that is applicable to the impact KRCL has on the Salt Lake City community. In 2017 Social Ventures Australia (SVA) published a study funded by the Australian government titled “*More than radio – a community asset: Social Return on Investment Analyses of Indigenous Broadcasting Services*.” They studied stations from the Indigenous Broadcasting Service. Many are similar in their budget, listener base and urban nature to KRCL. On average they concluded community radio in Australia produced a SROI ratio of 2.87. While not identical to KRCL, we used this result to ensure reasonable results. We used the same methodology and similar financial proxies applied in that study to estimate SROI for KRCL. We found KRCL creates \$4.41 of impact for every \$1 invested.

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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

Each year KRCL marks Black History Month, Women’s History Month, National Hispanic Heritage Month, and Native American Heritage Month with special on-air programming. KRCL's RadioACTive team curates "Rallies and Resources," an online and on-air guide to help answer the question, "What can I do to help make a difference in my community?" Listeners can access information about social justice from local organizations. We continued our partnership with the Utah Film Center to program the "Black, Bold and Brilliant" film series and discussion panels exploring "what it looks like to exist in the fullness of Black beauty, strength, and brilliance." KRCL airs original programs featuring music and voices from the Polynesian Islands, Latin America, the Middle East and Africa.

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 essential to KRCL's continued success in our community. The CSG grant provides KRCL with a consistent source of funding that helps the station thrive. The extra help during the pandemic helped the station avoid staff cuts and that helped us meet our operational budget goals, even in uncertain times. A well-funded community radio station in the heart of a state exploding with growth is an opportunity to deliver big impact and hopefully continue to expand our reach. Thank you for being a big piece of the puzzle.