

2020 CPB-SAS Survey, Section 6
Prepared by Tristin Tabish, February 4, 2021

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.

2020 was perhaps the most tumultuous year in KRCL's 41-year history: In March 2020, Utah was hit by the global COVID-19 pandemic and a series of frightening earthquakes. We saw massive social justice protests and in September we experienced an inland hurricane that uprooted thousands of trees and destroyed homes throughout the valley. Despite the chaos, KRCL's DJs set-up on-air studios in their basements and bedroom closets as part of COVID-19 quarantine. The station didn't miss a beat, providing essential information and connecting people in a time when they felt isolated, afraid and anxious. We collaborated in new ways, helping organizations promote their in-person content online. We looked at how we could serve our local community that was struggling from quarantine - musicians, performing arts venues, local businesses - providing on-air features and underwriting specials to help ramp-up support.

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 sought to support nonprofits and organizations that, seemingly overnight, were forced to pivot their in-person programming to online content. We featured virtual concerts, lectures, plant sales, craft fairs and films. Local partners included: Rock Camp, Salt Lake Academy of Music (SLAM), Wasatch Community Gardens, Craft Lake City, Downtown SLC Farmers Market, Alliance House, Rose Wagner Theatre, Salt Lake City Arts Council, Utah Film Center, Utah Pride Center and Alzheimer's Foundation.

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 a time of high anxiety and unknowns, KRCL provided a solid platform where organizations could amplify their missions, services and events. We heard the sentiment over and over again that KRCL was providing an essential service for local nonprofits, businesses and listeners alike: the station was connecting our community and helping folks to feel more balanced and hopeful. Listeners wrote letters and sent emails and messages expressing their gratitude for the station. Whether it was a heartfelt and compelling music set about protest music or a show about COVID-19 and mental health, KRCL provided an essential service throughout 2020 to our community and beyond.

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.

KRCL's RadioACTive team curated "Rallies and Resources," a daily online and on-air guide to help answer the question, "What can I do to help make a difference in my community?" Listeners could access information about social justice virtual lectures, marches, calls for volunteers and more from local organizations. The team also partnered with the Utah Film Center to program the ongoing "Black, Bold and Brilliant" film series and panel that explores "what it looks like to exist in the fullness of Black beauty, strength, and brilliance." And KRCL partnered with local award-winning filmmaker and podcast producer Loki Mulholland to air several episodes of his podcast, "The Uncomfortable Truth." Mulholland is the son of Freedom Fighter Joan Trumpauer Mulholland and explores the complexities, history and stories surrounding racial equity. Embedded in his work is the question of how can we end racism if we're afraid to talk about it? KRCL introduced Mulholland to NCFB where he plans to offer his podcast to community radio broadcasters across the U.S.

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?

I've been fortunate to work in public broadcasting for 30+ years. And throughout the decades, I've been told and read and heard that radio is dying. It's dead. Over. I never bought into this fallacy and maintained my belief in the power of this medium. 2020 confirmed that radio is indeed an essential platform. With generous funding from CPB, KRCL was able to go beyond everyday operations to provide extraordinary programming for our constituents in a chaotic and uncertain environment. We helped buoy our business community and amplify the goings-on of local nonprofits. Through intimate conversations - familiar voices - and imbuing a sense of positivity and hope in everything we broadcast, KRCL was able to shine bright in the dark times of 2020. CPB's funding means everything to our organization and community as we step into the light of better and brighter days for our state and nation. Thank you for your ongoing support of public broadcasters, CPB!