

## Corporation for Public Broadcasting (CPB) Station Activity Survey, 2017

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 2017. 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.

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.

KRCL is a non-profit, member-supported community radio station dedicated to broadcasting a curated mix of eclectic music and community information that inspires and engages.

Through a thoughtful mix of music, stories and public affairs programs created for a culturally open-minded community, KRCL is a catalyst for helping to build a more inclusive and engaged Utah. We reach listeners with a wide variety of music and civic engagement programming on and off the air. We champion Utah — the local music scene, arts and culture, neighborhoods and community organizations through in-depth conversations, special events, live broadcasts, curated music mixes and strategic partnerships.

KRCL believes radio can be a "town square" for a community, a centerpiece of music, cultural and social happenings. It can also break down barriers and bring people together. We inspire positive change and raise social awareness by increasing engagement with our community. KRCL's RadioActive is a daily, one-hour program that highlights the ongoing work of local non-profits, youth groups, artists and activists who are champions of issues important to Utahns, including air quality and the environment, immigration, human rights and equality, education, homelessness and healthcare.

KRCL seeks to actively engage new listeners through on-air and social media features, special events, partnerships and collaborations with widely acclaimed and lesser known non-profits and remote broadcasts at concerts, festivals and lectures.

In addition, KRCL's Community Advisory Board met quarterly in 2017 to discuss KRCL's programming and to identify community issues and interests relevant to the station. This committee consists of a broad range of community members including concert promoters, local business owners, non-profit professionals, KRCL volunteers and listeners.

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 partnered with and featured a variety of community members, organizations and institutions in 2017. Included are:

On-air interviews and conversations:

- Hillary McDaniel, Rock N' Roll Camp for Girls SLC - Call for volunteers
- Representative Greg Hughes (R-Draper), Speaker of the House - Utah House of Representatives - Discussion about Utah's homeless crisis
- Youth (high school) correspondents Saida Dahir and Mishka Banuri - Conversation on the effects of social media on kids
- Rev. Pastor France Davis, Calvary Baptist Church of SLC - Interview about the Birmingham Civil Rights National Monument
- Matt Pacenza, HEAL Utah - Discussion about energy-efficient school buses
- Peter Corroon, Utah Democratic Party Chair - Panel on future female leaders
- Samantha Eldredge, PhD student at the University of Utah - Conversation about disrupting the school-to-prison pipeline for Native American youth
- Troy Williams, Equality Utah - Interview about bills in 2017 legislature focused on equality
- Dr. Brian Moench, Utah Physicians for a Healthy Environment - Discussion addressing climate change
- Vicky Fuentes, Comunidades Unidas - Promotion of Tocate 2017 campaign
- Stan Penfold, Utah AIDS Foundation Executive Director - Panel on empowering people living with HIV/AIDS
- Members of Utah's Khadeeja Mosque - Conversation about the Fatwa against suicide bombers
- Kamaile Tripp, Upcoming events for Utah Pacific Island Heritage Month

Partnerships and/or remote broadcasts:

- Clean Air Fair, w/Catalyst Magazine
- Trailblazing Women of Journalism, a panel featuring KRCL's Lara Jones
- Earth Day event, w/the Salt Lake Community College's Thayne Center
- Tree planting event, w/TreeUtah
- Living Traditions Festival, w/Salt Lake City Arts Council (featuring music, art and food representing Utah's diverse ethnic communities)

- Utah Pride Festival, w/Utah Pride Center
- Utah Asian Festival, w/Utah Asian Association
- JCC Summer Concert Series w/Jewish Community Center
- Red Butte Garden Concert Series, w/University of Utah's Red Butte Garden
- Loud & Clear youth radio, w/Spy Hop Productions (a youth radio production workshop and radio series)
- Annual Gala/Allies Dinner, w/Equality Utah
- Music Meets Movies, w/Brewvies
- UBA Job Fair, w/Utah Broadcasting Association
- Old Crow Medicine Show, w/Eccles Theater
- Downtown Farmers Market, w/Downtown Alliance
- Utah Blues Festival, w/Utah Blues Society
- Project Homeless Connect Salt Lake City, w/Salt Lake City government (a one-day event that connected homeless individuals and families with services offered by volunteers)
- Ogden Music Festival, w/Ogden Friends of Acoustic Music

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.

KRCL is a vital resource for creating awareness of issues, events and organizations that are important to Utahans. We consistently hear from our listeners and partners about the significant and positive role that KRCL plays in our community.

KRCL's civic engagement program, RadioActive, devoted several programs to Utah's public lands featuring organizations involved in the issue, including the Southern Utah Wilderness Alliance, The Sierra Club Utah Chapter and Utah Dine Bikeyah. KRCL's role in creating awareness about complex legislation affecting Utah's public lands is critical in helping voters understand these issues.

RadioActive also featured a show with Rixt Luikenaar MD, a doctor at the Rebirth OB/GYN Clinic + Gender Center in Holladay, Utah. The program discussed discrimination that transgender individuals face when seeking medical procedures on their path to transition. KRCL received an email from a parent of a transgender teen after hearing the show:

"Yesterday, like every day, I was driving home from work at 6:30p. The moment the radio came on I recognized Dr. Luikenaar's voice ... Dr.Luikenaar is my seventeen year old son's doctor. My son is tenacious, hardworking, driven, kind, athletic, and so much more. He sings and plays guitar. He enjoys

skateboarding, playing basketball, arguing with his siblings, and hanging with friends...oh and he's transgender ... you see, identifying as transgender is only a part of who he is. He's a typical teen who gets to go through puberty with his peers. He is able to date and experience love and heartache. This would not be the case without the medical care from Dr. Luikenaar ... thank you for informing your listeners on this topic which is so close to my heart."

KRCL receives feedback and anecdotes from listeners who heard music and/or information on the station that inspired them to act - purchasing a ticket to a concert, voting for an issue that affects them, volunteering for an organization that resonates with them.

Receiving feedback from non-profit partners helps us understand how we're serving our listeners and the broader community, and how we can expand our services to a more diverse audience:

"In general terms, OFOAM (Ogden Friends of Acoustic Music) and KRCL compliment each other by supporting and promoting music of the Americana genre. OFOAM presents many of the musicians that are played on air at KRCL. By having a booth at the Ogden Music Festival, community outreach happens and new KRCL volunteers are recruited. By giving away tickets on-air to OFOAM's festivals and concerts, more people are given the opportunity to see new venues and experience live music in Northern Utah. About 28% of attendees at the Ogden Music Festival come from SLC and I am confident KRCL plays a role in that." -Michelle Tanner, OFOAM Executive Director

"KRCL plays a crucial role in helping Craft Lake City redefine the word craft by getting the word out to local artisans, DIY engineers, craft foodies, performers and art lovers across Utah about the services we provide to help elevate, promote and inspire Utahs vibrant DIY culture." -Meggie Troili, Craft Lake City

"Volunteers of America, Utah greatly values the partnership that exists with KRCL. We look forward to many years of this collaborative community relationship where we value the integral work of KRCL and also feel valued." -Sarah Cavalcanti, VOA Utah

"Red Butte Garden\* has a successful outdoor summer concert series featuring acts that are unknown in the pop world of commercial radio. Through KRCL their DJs play this music, the listening community love this music, and the DJs tell our shared community that these bands are playing locally. Without this kind of programming, this kind of community conversation our organization would not thrive and the people who live here might miss out on a whole lot of great music!" -Bryn Ramjoue', Red Butte Garden at the University of Utah

\*Red Butte Garden concert series statistics, 2017: 98% sell out

"KRCL has been a stalwart ally to the LGBTQ community for over three decades. Thank you for embracing queer Utahns long before it was cool!" -Troy Williams, Executive Director of Equality Utah

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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

KRCL features music and public affairs programming that seeks to engage diverse audiences. Native Americans, Pacific Islanders, African Americans, Hispanics, youth, women, refugees and LGBTQ+ communities are all represented on and off the air through programs including RadioActive, Living the Circle of Life (produced by and for Utah's Native American community), Ipuaro (public affairs and music for Utah's Samoan community, focus on cultural unity) and Tala Koula (bi-lingual program produced by and for Utah's Pacific Islander community).

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's Community Service Grant has allowed KRCL to enhance the station's community engagement efforts, giving us the resources we need to have a significant presence and impact on and off the air. We were able to purchase equipment that allows us to produce high-quality broadcasts from events throughout the state, including the Living Traditions Festival and Twilight Concert Series (Salt Lake City Arts Council) and the Red Butte Garden Outdoor Concert Series (University of Utah) in Salt Lake City. We were also able to host town halls and open mics that featured a diversity of people and organizations highlighting critical issues. Through remote broadcasts, KRCL is able to be more visible in our community, personally engage with Utah's citizens and attract a new demographic to our audience.

KRCL's CPB grant funds also allowed KRCL to engage with our listening audience through a series of surveys. One of these surveys targeted non-listeners and community members unfamiliar with KRCL and its programming. KRCL seeks to better understand the needs of existing listeners and how to expand our services to a growing population of diverse communities. CPB is a critical partner in providing the funds to help to expand our audience and the scope of our mission in a saturated and competitive media environment.