



Corporation for Public Broadcasting (CPB) Station Activity Survey, 2018

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.

Celebrating its 40th year of non-commercial broadcasting in Utah, KRCL is a non-profit, listener-supported community radio station dedicated to serving its audience through a curated mix of diverse music and community information that inspires, engages and informs.

Through a thoughtful mix of music, stories and public affairs programs created for a culturally open-minded and socially-conscious 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 the citizens of Utah — the local music scene, arts and culture, and neighborhoods and community organizations through in-depth conversations, special events, live broadcasts, town hall lectures, 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 of all ages and backgrounds 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 2018 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 more than 50 Utah non-profit organizations and institutions in 2018 to promote their missions, events and public service activities. In addition, KRCL's RadioActive team brought listeners conversations and stories highlighting issues and events that are important to building a more inclusive and vibrant Utah.

A sample of on-air interviews and conversations from RadioActive:

- OBSTACLES TO VOTING (hosted and produced by Utah's local chapter of March for our Lives high school students)

- ORIGINS AND RITUALS OF DIA DE LOS MUERTOS (an exploration of culture and tradition - featuring guests from Artes de Mexico en Utah)

-LIVING WITH CHRONIC ILLNESS (resources and stories featuring guests from Utah's Lupus Foundation)

-UNITY & HEALING POST MIDTERM ELECTIONS (featuring guests from Northern Utah's chapter of Black Lives Matter, Rev. Monica Dobbins, First Unitarian Church of Salt Lake City, Mormon Women for Ethical Government, Inclusion Center for Community & Justice)

-PROJECT HOMELESS CONNECT (a conversation about an event that connects people living with homelessness to professionals providing free services and resources - featuring guests from Housing & Neighborhood Development of Salt Lake City, Community Development Corporation of Utah, Project Homeless Connect, members of Utah's homeless community)

-ELECTION UPDATE (spotlighting the work of Utah's local chapter of The Poor People's Campaign, guests include Representative Josie Valdez (D), Representative Stephen Urquhart (R), reporters from Salt Lake Community College's student newspaper, The Globe)

A sample of KRCL events and partnerships:



- International Women's Day Rally at the Utah State Capitol featuring live music by Lucius (partnership with local Rock Camp for Girls and The State Room)
- "King in the Wilderness" free screening at Salt Lake City Public Library (documentary that chronicles the final days of Martin Luther King Jr.'s life)
- Equality Utah (Allies Dinner, Equality Utah's annual fundraiser)
- Flourish Bakery (quarterly promotion of a new Utah non-profit that focuses on teaching baking skills to people who have been incarcerated and/or struggling with addiction)
- Juneteenth Festival (in partnership with Utah Black Chamber of Commerce)
- Utah PRIDE Festival (in partnership with Utah's Pride Center)
- Spy Hop (ongoing partnership to promote youth-led media activities)
- University of Utah's Lifelong Learning (ongoing partnership to offer custom classes for KRCL's major donors)
- Live RadioActive broadcast from Maud's Cafe (in partnership with Volunteers of America's Utah Chapter - Maud's Cafe, a barista training program for Utah's homeless youth)
- World Refugee Day (partnered with Utah Department of Workforce Services)
- Living Traditions Festival (partnership with Salt Lake City Arts Council featuring art, music and food representing Utah's diverse ethnic communities)



- Tree Planting event (partnership with Tree Utah)

- Music Meets Movies (partnership with Brewvies in Salt Lake City and Ogden, featuring a different music documentary each month)

- Utah Blues Festival (partnership with Utah Blues Society)

- Red Butte Garden Outdoor Concert Series (in partnership with Red Butte Garden at the University of Utah)

- Marmalade Jam Festival (neighborhood festival partnership with the Capitol Hill Neighborhood Council)

- Ogden Music Festival (partnership with Ogden Friends of Acoustic Music)

- Backpack & Technology Drive (partnership with Big Brothers Big Sisters to provide new backpacks and gently used phones, laptops and tablets to kids in need returning to school)

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 receives feedback from listeners, non-profit partners, corporate underwriters and community members about the significant and positive role that KRCL plays for people throughout Utah.

- Through an ongoing partnership with Tree Utah, KRCL's listeners and staff have helped plant more than 1,000 trees along Salt Lake City's Jordan River Parkway, an underfunded area in Salt Lake City.



- In a partnership with Salt Lake Public Library, KRCL helped sell-out a public screening of "King in the Wilderness" to help bring awareness to the life and legacy of Martin Luther King Jr.

- KRCL's International Women's Day Rally brought nearly 400 men, women and children to Utah's State Capitol on the last day of the 2018 Utah Legislative session to celebrate women. Brooklyn-based band Lucius played live, including their song "Woman."

- KRCL's first ever Backpack & Technology Drive for kids in need going back to school resulted in thousands of dollars of donated items - including dozens of new back packs stuffed with electronics and school supplies.

- Best Utah Radio Station Award (KRCL) - voted by readers of Salt Lake City Weekly

- Best Utah Public Affairs Radio Program (KRCL's RadioActive) - awarded by Society of Professional Journalists (SPJ-Utah)

- #2 Best DJ (KRCL's John Florence) - voted by readers of Salt Lake City Weekly

- Listener email: A week or so back I drove a crew to Elko in the dead of night. Timing was such that I was driving back to Salt Lake across the salt flats about dawn. It was an incredible morning, for both the eyes and ears. The dawn in russet mantle clad, as Shakespeare would say, was in full brilliance. A few wisps of clouds, the tiniest sliver of a new moon peeking above the distant mountains, all reflected in mirror smooth standing water on the surface of the salt. And John was on the radio. It was the morning he started off "These Three Songs" with Willis Alan Ramsey. My initial guess was songs mentioning Oklahoma or songs performed by artists who use three names. The theme turned out to be Texas, so I guessed wrong. But the wondrous vista before me made me so happy that I had eyes to see such delicate but forceful beauty. So happy that I could appreciate life as it rolled along. My usual quip is "I believe in God, but I have no faith in religion." Whatever the power is that is out there, I have seen and felt it many times in my life. It can be difficult in these times to not get bogged down in the fog of the current political climate and to maintain an optimistic outlook on this wondrous life. Music helps. -M. B.

- Listener email: Hi Radioactive! I listened to your show yesterday with my 12 year old son and wanted to make you and the students from Herriman High School aware of some additional resources that may be helpful for you, your listeners, schools and parents. September is suicide prevention month! The



American Foundation for suicide prevention has an annual community walk that just occurred this month at liberty park. Thousands were in attendance. AFSP also has lots of resources here along with a screening tool. Thanks so much for bringing this discussion out into the light. We love you Radioactive! Love, M. S.

- Listener email: Hi Ebay, I heard a bit of your program yesterday. Thank you for introducing me to K'naan! I am loving the story telling, music and poetry. So powerful. Thank you!!! I so appreciate you! I knew it was Chali 2na as soon as I heard him when you played "America." What a blast from the past! I saw Ozomatli twice with my bf when I lived in Hawaii between 2000-2004. I recently listened to an album that I had wore out back then and it had total new meaning. I was so blinded. I am working on recognition and education. Glad to have all of you at KRCL in my newish Utah world. What a way to wake up!

Warmly, Amy

- Listener email: Eugenie, I happened to be listening to your show yesterday during the "Women Who Rock" segment when you were covering Neko Case. I really enjoyed that and later explored more of her music. I'm enjoying your coverage of Ziggy Stardust... (just starting) - I thought this was a really interesting album - its fun to think about it again (and to remember my initial reaction to it and Bowie in general). Thanks for putting together so many great programs. I really enjoy your show and hope to catch it more frequently. M. H. (listening in Centerville)

Listener email: Ebay, We have your show cranking in the radiology department at Intermountain Medical Center (IMC) in Murray. Friday afternoons in this hospital are always crazy, and your soul party helps everyone, patients and staff. Loved the old school Eddie Bo tune, but I really love everything about this show. C. H.

- Listener email: I'm sitting in my car struck by the hope and excitement I feel as I listen to women's voices today and know it will be all day today. Thank you. Pointer sisters, Janis Ian, and now "People get ready". - I'm ready!!! B. V.

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.



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 (civic engagement), Friday Night Fallout (hip hop and rap music), Living the Circle of Life (music and news 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).

In 2019, KRCL will partner with Framework Arts and Escalante Elementary (a low-income Title 1 public school) to create a multi-media art show focused on the topic of 'Work.' A group of children for whom English is a second language will work with an art teacher and radio producer to interview and photograph their parents. The work will then be displayed and exhibited at a west-side (lower-income neighborhood) Salt Lake City coffee shop, Mestizo.

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 allows KRCL to develop a compelling vision for public service that goes beyond the scope of our daily broadcast operations. The CSG grant allowed KRCL to engage with existing and new audiences and partners with increased visibility in our community throughout the year.

KRCL's RadioActive team hosted Ballots Talk, a town-hall style series of civic engagement lectures that covered Utah ballot initiatives (in partnership with The Salt Lake City Library - Marmalade Branch). And KRCL's Program Director is working with a select team of local artists and musicians in partnership with SLUG (a local arts & culture zine) and the Salt Lake Public Library to curate digital archives of local music releases into a format that can then be downloaded by the public.

KRCL's CPB grant also saved the station (and our listeners) this year when the station's online stream "box" died (all of our online streams were taken offline, resulting in a flood of correspondence from unhappy listeners). After days of troubleshooting, the station's engineer was able to purchase a new streaming box - ensuring the viability of KRCL's online streams.

As KRCL celebrates its 40th year of broadcasting in Utah, the CPB's CSG grant is critical in expanding on our original mission to provide a diverse mix of public affairs programming and music to under-



represented and marginalized communities. We get to step outside of the broadcast booth to engage our listeners directly - to provide faces to the voices and build ongoing relationships with our stakeholders. In addition to being a beloved community radio station in Utah - KRCL has become a recognized "brand" in Utah ... a reflection of our neighbors and friends, of people who are searching for connection and meaning in an increasingly polarized world. We're grateful for the financial support we receive from CPB.