

LOCAL CONTENT AND SERVICES REPORT FOR YEAR ENDING JUNE 30TH 2017

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.

KDUR'S MISSION STATEMENT- KDUR, volunteer and student powered community radio, creates a bridge between Fort Lewis College, La Plata County and the rest of the world, offering diverse music, alternative news, and local public affairs programming. The station provides educational training opportunities in a professional setting for Fort Lewis College students and community members.

KDUR's goal continues to be a source of information that educates its listening audience. Public Service Announcements, music programming, news and our locally produced public affairs programs all serve the educational aspect of the radio station.

- **Public Service Announcements** – Durango and La Plata County Colorado continues to have what seems to be a record number of community based non-profits, many of which utilize KDUR via its Public Service Announcements. These announcements are read every 15 minutes throughout the broadcast day, with many of the events promoted through said announcements getting a larger dose of coverage via public affairs programs (detailed later in this narrative.) This remains a great way for organizations to get the word out about themselves, their organizations, and their activities. PSA's are also placed on our community bulletin board on the KDUR website.
- **News-** KDUR's acquisition and airing of National Programming is something that brings in and keeps listeners. It's this programming that listeners have come to trust, rely on, believe in, and value. Listener feedback regular comes with a compliment about the BBC News or Democracy Now, and in the very rare instance that a news program comes on late due to technical issues or problems with the Public Radio Satellite System, listeners will call in and ask why. However, those problems are seldom.
- **Locally Produced Public Affairs Programming-** Local public affairs programs on KDUR include a 30 minute arts based program called "The Four Corners Arts Forum," a program called "Off the Rim" which highlights various non-profits in the area, and "The Music Lesson," which features interviews and live performances of musicians performing in town. There is also the program "Cross and Peel," which is a sports based program highlighting local athletes from Durango and Fort Lewis College. These programs feature audio snapshots of the local area, incorporating members of the community and the contributions to the town that these people make. Shorter radio modules that are produced locally with partners will be detailed in question #2.
- **Music-** Many people tune into KDUR for its music programming; KDUR boasts over 60 scheduled DJ's (that number is over 100 when counting DJ's that solely fill-in when needed) that bring knowledge and passion to their radio programs. The advent of streaming services proved to KDUR staff that the station has streaming services beat, as the station has been a source for new sounds on various shows since its inception in 1974.

KDUR continues to have a simple approach to addressing community issues- have an open door invitational policy that community members can utilize for involvement in the station, if said involvement falls within the rules of CPB and the FCC. If the subject matter is relevant then it can be content that's fit for broadcast.

KDUR continues to maintain a healthy digital presence by using social media outlets and its website (www.kdur.org) to deliver content. Information on local events, archived programs, community announcements, communication via programmers, and of course station information all can be found via these sites. Station staff and volunteer programmers also continue to remain active in the community, whether tabling at events or assisting as volunteers at various community events. The digital and in-person engagement go hand in hand; the digital presence serves as a way to promote in-person engagement, and in person or on-air engagement finds its way to our digital presence.

Education continues to drive KDUR. Being a part of a small liberal arts college means KDUR is a part of the English Department and Media Studies curriculum. 2 levels of classes introduce students to the many facets of radio, from broadcast and engineering to underwriting sales and marketing. The use of editing software, FCC requirements, grant writing and broadcast engineering are things all covered throughout the academic year. Interested community members can also seek out this educational opportunity. KDUR also hosts weekly training session in programming, in addition to training sessions on a requested basis in production skills.

KDUR's community relationships and partnerships is detailed in question #2.

KDUR continues to attempt to reach audiences that are as diverse as the station volunteers and the programming they produce. Outreach efforts are a daily activity for staff; recruiting listeners and potential programmers increases the stations donor base, in addition to increasing the number of hours of content. These efforts take place on the campus of Fort Lewis College, in the community of Durango, and at the high-school level. These remain successful, reflected in the record number of people that come to our programmer meetings and via new donors.

KDUR was also included in a blog on the website "Medium" that listed the station as one of the top stations to listen to in 2017.

The never ending to-do list that exists at KDUR includes setting and meeting goals, creating content, building audiences, and informing and educating the public, which includes the public that make radio and the public that ingests radio. Which is exactly what community radio should do!

- 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.**

KDUR continues to partner with a number of organizations from the community and from the Fort Lewis College Campus. A number of those partnerships include:

- **Fort Lewis College Diversity Programming/Diversity Collaborative:** KDUR works with this Fort Lewis College organization on their Real History of the America's Celebration, happening annually in lieu of Columbus Day. The stations efforts include promotion of the event, interviews with the events guest speakers, and the production of the events annual concert, which in fiscal year 2017 was a performance by the Canadian hip-hop/electronic music activist band TRIBE CALLED RED.
- **Fort Lewis College El Centro-** KDUR partners with the FLC Hispanic and Cultural Resource Center producing the weekly module "Centro-vision." **See question #3 for a quote regarding this partnership.**
- **Fort Lewis College Writing Department:** KDUR and the writing department produced the program "Making A Difference" that explores the book annually selected for the "Common Reading Experience," where incoming freshman all have to read the same book, which is then taught in various classes. "Making a Difference" is hosted by professors and students, and explores themes explored in the selected book.
- **Fort Lewis College Music Department:** KDUR staff regularly hosts tours for the students studying music at Fort Lewis College, and once a semester lectures in the "music business" class about the relationship between musicians and public media.
- **Fort Lewis College Athletics:** KDUR produces a weekly sports update that highlights sports activities on the FLC campus.
- **Fort Lewis College Environmental Center:** KDUR produces a weekly short that highlights the activities of the college Environmental Center. Staff and students of the Environmental Center often are guests on various public affairs programs as well.
- **Fort Lewis College Student Union Productions:** KDUR assists in the production of various student events in addition to assisting with promotion of said events.
- **United Blood Services:** KDUR partners with the local chapter of United Blood Services to help with their "Pint for Pint" Blood-drive each October. With UBS using many local media outlets, including KDUR, they manage to exceed their blood donation goals at this annual drive.
- **Rocky Mountain Community Radio:** RMCR is a collection of 16 stations in within the state of Colorado. This collective shares a reporter based at the capital (with one in the future reporting from the Western Slope) that produces news stories on statewide issues. Content and ideas are shared within the group, and a list-serv is utilized for troubleshooting issues and fundraising ideas.
- **City of Durango:** "Momentum" is a 2-minute module heard daily on KDUR, addressing commuting issues in the city while suggesting alternative to automobile travel. KDUR also supports the local "Green Business Round Table," educating listeners about green initiatives in the community.
- **Durango Independent Film Festival:** KDUR hosts an annual show in partnership with the Film Festival, interviewing film-makers about their work.
- **Colorado Avalanche Information Center:** KDUR airs daily reports about high danger avalanche areas, alerting back-country skiers to trouble areas and where to avoid if going into the back country of the San Juan Mountains, located North of Durango.

- **Gay and Lesbian Fund for Colorado:** KDUR partners with the Gay and Lesbian Fund for Colorado, producing announcements about their state-wide work.
- **9-R School District:** KDUR often speaks in classrooms throughout the county and hosts tours for grade and high school students and staff.
- **Durango Bluegrass Meltdown:** KDUR is a sponsor of the city of Durango's annual bluegrass festival. This includes station staff performing emcee duties, and staff interviewing various musicians that perform at this annual event. **See question #3 for a quote regarding this partnership.**
- **Community Foundation of Southwest Colorado:** KDUR proudly helps promote this organizations summer concert series, which benefits select organizations found within La Plata County Colorado.

These partnerships all remain vital and beneficial to all involved. Helping spread information is part of the stations statement of purpose, and KDUR continues to seek out new partnerships annually. In addition to the organizations listed above, KDUR regularly has community members on its various public affairs programs; these interview programs highlight the important work done city and county wide by said organizations.

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.**

The impact and partnerships KDUR has greatly assist the community. It's a positive result for all parties involved, for both the station and its staff, the other community partners, and ultimately, the listeners.

The locally produced interview programs heard on KDUR feature community event organizers, musicians and artists, and non-profit organization staff. The community members heard on KDUR are spreading the word about their work, often resulting in this discourse falling on new ears, alerting people to the work done by said organizations. This benefits all parties involved. Public Service Announcements are a second part to these interviews, further promoting organizations and their events.

Listener feedback comes via phone call, email, word of mouth. Durango is a small community. The station staff and programmers are your neighbors, people seen at the grocery store, hardware store, on the street or in the neighborhood. Therefore KDUR is often discussed in formal and informal settings, and feedback often heard by station staff. Staff tells new programmers, "There is always someone listening" and station staff regularly connects dots between listener, program, and various organizations. A recent fundraiser (January 2018) was highly praised, with feedback coming in many forms. Feedback from programming, as well as programming praise is common between listening community and station staff and volunteers.

Below are quotes from 2 members of organizations that partner with KDUR.

“El Centro de Muchos Colores Hispano and Multicultural Resource Center partners with KDUR to produce and air a 7-minute radio show called “Centro-vision.” The program is created and produced by a team of student employees who learn valuable skills that help them on the job and in future positions. They also are able to showcase a unique and often-time underrepresented population through their stories, events, interviews and the featured Latino artist of the week. KDUR and El Centro’s partnership to create “Centro-vision” is providing a venue to showcase the Hispanic culture that is so prominent in the Southwest.” – Shirena Trujillo-Long, Coordinator of El Centro, Fort Lewis College.

“The Durango Bluegrass Meltdown has grown and thrived over the past 24 years. The support of KDUR community radio is remarkable with their dedication to our festival. KDUR assists us with promotion for our events in the way of PSA’s and underwriting. They also go out of their way to insure that artists are played on the air in the months leading up to our festival. One of my favorite things that they do is make an effort to pursue the artists that perform at our festivals and take it upon themselves to produce recorded and live interviews that offer engaging programming accompanied by Meltdown performers and board members. Furthermore, it is a tremendous pleasure to have our local radio volunteers or station staff emcee at the festival, bringing an animated and collective community voice to our patrons. KDUR and their support are an enormous asset to the Durango Bluegrass Meltdown and we cherish their support.” –Tommy Frederico, Board President, Durango Bluegrass Meltdown.

Our indicators of success are seen through attendance at events. Not only station events, but events the station helps promote. This is seen at non-profit fundraisers, in local businesses that choose to underwrite, and at community events. It common phrase from any of the aforementioned event participants is “I heard about this on KDUR.”

- 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.**

KDUR has featured an in-Spanish program on Thursday evenings for the last 16 years. “La-K-Machine” is hosted by FLC Students and community members, and features music and news. Within that program is “El Centro” detailed in question #2. Below is a quote from Alex Rodriguez, the host of “La K Machin.”

“‘La K Machin’ is important to me because with it I was able to develop a talent that I did not know I had. Thanks to this program I became a role model in my community and now my community depends on me by providing them with family entertainment as well as local and national news that they might not hear otherwise. ‘La-K Machin’ is important to my community because it is the only media source in Durango that is completely in Spanish and one of the few in the Four Corners area. ‘La-K Machin’ has developed a very close relationship with its community due to the charitable projects that it is involved in and its representation in numerous community events.” –Alex R, host of La K Machin, Thursdays 6-8 p.m.

KDUR also continues to work with El Centro and FLC Diversity Programming on the creation and production of its Real History of the Americas program, which includes speakers and musical guests.

In FY 17 KDUR had 12 Native American students hosting weekly music programs. The FLC student body is roughly 25% Native American, with over 120 different tribes represented from the continental U.S. and Alaska. These music shows include indigenous rock and hip-hop as well as traditional Native American music. KDUR also proudly has what may be the only Native American hosting a bluegrass radio program; “Rez Billy Breakdown” features traditional bluegrass music in addition to a segment within the program for traditional Native American music. Below is a quote from Stephanie Dressen, host of “Rez Billy Breakdown.”

“As a Dine’ (Navajo)/Apache bluegrass DJ, I am humbled and honored to host a weekly bluegrass radio show. Within my own indigenous traditions, music is used as a way to heal and a way to build community. As a radio DJ on community/public radio, I am able to share bluegrass music while building community. Music is medicine.” – Stephanie Dressen, host of Rez Billy Breakdown, Tuesdays 6:30-9 p.m.

KDUR continues to air the nationally syndicated programs “This Way Out” and “Latino U.S.A.” Both are staples of our syndicated programs roster, and important programs within our diverse programming schedule. They are also important to the community, and reflect the diverse community of Durango. KDUR also continues to work with the FLC diversity coordinator to publicize campus programs and events aimed at the minority and under-represented community.

Throughout FY18 KDUR will continue to air the aforementioned programs, in addition to continue outreach for programming for diverse audiences, and diverse programmers. In FY18 station manager Bryant Liggett will participate in the Common Ground course, with plans for the rest of the staff to do the same. Office Manager Sarah Flower completed Common Ground in FY17.

KDUR Staff will also increase communication with the Fort Lewis College Native American Center and El Centro of Fort Lewis College to assist in recruitment efforts for more Native American and Latino students and programmers. Station staff will also attempt increase efforts to work with the local organizations “Southwest Center for Independence” and “Community Connections.” This work includes recruitment of programmers with physical or mental disabilities.

KDUR’s contract engineer is legally blind, and FY17 KDUR has 2 disabled programmers. Diversity in its programming, and programming staff is a great asset to the station and its listeners.

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?

Simply put, CPB Funding has made it so KDUR is a better station, a facility that technologically far exceeds other stations both commercial and non-commercial in the area. It’s money that is spent wisely, allowing professional growth of the facility and programs, and personal growth of its staff and volunteers. Through the money provided via the Community Service Grant, KDUR has been able to:

- Broadcast more nationally syndicated programs.

- Spend more time recruiting and training programmers and show hosts.
- Fund for an office manager so upper management can put more efforts into training, programming and fundraising.
- Increase community outreach.

CPB funding has assisted in KDUR growing by leaps and bounds in the decade or so the station has been part of the Community Service Grant program. Better programs of the national and local variety, larger numbers of volunteers, more staff with specific skill-sets and professional equipment; all of those areas have improved due to CPB funding.

It's made KDUR a more stable station on a broadcast and financial level. Our donor numbers have grown, or donor dollars have grown, our "out of station fundraisers" are always a sold-out success, and the bond between the community and the station itself, its programming and personalities has grown. The education opportunities we provide our volunteers are streamlined and succinct, due to the fact that when planning these education opportunities there is very little interruption due to a thin staff. Through the hiring of staff funded by CPB the station staff can truly focus on independent facets of their job.

The station is truly a major part of the Durango media and social landscape. The information and education the station provides to its listeners and volunteers is valuable; listeners constantly give feedback to staff about things they've learned during a news or public affairs programs, or music they've heard on one of the specialty music shows. Volunteers, whether students or community members, have been able to take what they've learned and apply them in fields well beyond broadcast. KDUR truly makes Durango a better community and CPB funding has helped the station be a part of that "better community."