

KDUR STATION ACTIVITY SURVEY/LOCAL CONTENT AND SERVICES REPORT (SECTION 6) FOR THE CORPORATION FOR PUBLIC BROADCASTING FOR FY ENDING JUNE 30, 2018



**KDUR 2019 STATION ACTIVITY SURVEY/LOCAL  
CONTENT AND SERVICES REPORT (SECTION 6)**

**COMPLETED FOR CPB BY STATION MANAGER  
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**LOCAL CONTENT AND SERVICES REPORT FOR YEAR ENDING JUNE 30<sup>TH</sup> 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.

**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 continues to be a great source of news, information and entertainment for listeners in the Durango/La Plata County Colorado area that listen to radio in its most traditional sense (with a radio!) and via digital/computer-based platforms. The station goal is reflected in the mission written above; to not only bridge a gap and offer great programming, but to be the source listeners go to when they need information. Many organizations in Durango who provide local services deemed vital alert the listener to their local services via interviews and public service announcements. This is the best way KDUR can assist these organizations, whether it be through the reading of public service announcements every 15 minutes of the broadcast day or interviewing local groups on our public affairs programs about their work in the community and various fundraising events.

**MULTI-PLATFORM LONG AND SHORT-TERM CONTENT-** KDUR's public affairs programs consist of varying content; this could be anything from in-depth interviews regarding the work of community non-profits or Fort Lewis College campus organizations, to interviews with local artists and musicians. The coverage can vary, with some shorter pieces being aired within a larger music program, to stand alone interviews on one of our locally produced programs. No matter the length and method of broadcast, KDUR strives to convey information relevant to the community and connect the dots between organizations providing a service and community members needing said service.

**DIGITAL AND IN PERSON ENGAGEMENT-** Most of KDUR's programs are aired live. The concept of "live radio" is something that is becoming rare, due to the availability of recording software and its ease of use. As sad as that may be, it's just becoming much easier for program hosts to put together programs well before their intended to air. That's not the case at KDUR, as staff believes in the immediacy of radio and the belief that better programming is produced in a live situation. That said, all KDUR's programs that are produced in house are made available to the listener, if they want a program, for a later date. Our archiving is not as substantial as we would like due to lack of bandwidth, however it's made known to our listeners that digital files of our programs are available. In-person engagement comes from our shows airing "live" a majority of the time, in addition to KDUR staff and volunteers taking the role of being "voices of the community" very seriously. Staff often speaks in Fort Lewis College classrooms, or classrooms at other schools in its listening area. Staff has also been part of panels for educational events, in addition to being on hand and in the public at the stations own events. Connecting with the listener on many levels is what makes this radio station unique; the walls are knocked down and the sense of community is at the fore-front of everything we do. Technology, and the fact that you can listen to your favorite radio stations anywhere in the world on a computer or your phone has broadened the community immensely; KDUR likes to think that community is a border-less idea and our in-person engagement can happen anywhere.

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**EDUCATION SERVICES-** The education services KDUR provides is of course education about radio. Every 15 weeks volunteers apply or re-apply for radio shows, and many of those first-time applicants are new to the world of radio, thus are trained in the basics of hosting a radio show in its most traditional sense, which includes playing music, reading underwriting announcements and public service announcements, and properly identifying the station as required by the Federal Communications Commission. Other more advanced people interested in taking radio to the next level are instructed on the ins and outs of hosting and producing a public affairs program; this education includes information on the art of interviewing and show production, whether done live or using a program like Adobe Audition. The content of many of these programs are educational in themselves, depending on the content being discussed. Some may feature guests enlightening the listener to the work of various organizations, some may feature singular topics that educate the listener on said topic. KDUR staff also are frequently asked to speak in classes at Fort Lewis College or other local schools, speaking about media, the history of radio, or ideas such as the role of radio and media in the community. Even a simple music program takes on an education nature, as many KDUR programmers bring forth a wealth of knowledge on the show they are hosting and the artists they are playing. Educating the public is a major part of the broadcast!

**COMMUNITY INFORMATION-** Public Affairs Programs and Public Service Announcements make up the bulk of conveyed community information, but that isn't the bulk of that information. Various programs on KDUR include community issues of the past, and community issues that can impact the listeners at a later-date. The staff and station volunteers have an ear to the ground mentality, and the phrase "will you email me information on that event, so I can relay it to our on-air volunteers" is something said multiple times a week. A week ago, station manager Bryant Liggett was part of a meeting at Fort Lewis College, and the discussion led to talk of a handful of professors who did some work at an orphanage in Mexico. Someone said, "that sounds like something that would make a great radio topic" and the wheels were put in motion to interview these participants. Things like that are regular occurrences at KDUR. The station continues to provide information for the community that is important for day to day living like weather related school closings or city council meetings, but that information can also be things of great interest that may not only inform but inspire!

**PARTNERSHIP SUPPORT-** KDUR's partnerships in the community creates on-air content. This will be further detailed in question #2 of this section, but let it be known that the partnerships remain vital and productive for all parties involved in said partnership.

**OTHER ACTIVITIES-** Any other activities outside of the broadcast can include "out of studio" fundraisers that bring listeners together who are unified by the common bond of supporting a station like KDUR. KDUR and community radio is something the staff, volunteers and listeners carry like a badge of honor, and many of the people involved in making radio are also involved in other organizations that do great work for the community as well.

**AUDIENCES REACHED-** KDUR has had great success in reaching new audiences annually. This is documented by the number of new donors that are recorded each membership drive, a number that increases each year. Much of the KDUR audience tunes in for various music shows (over 50), while others tune in solely for a nationally aired news program like Democracy Now! The KDUR audience is varied. Music fans interested in new indie rock or folk or bluegrass. News junkies interested in the state of the world, or local people tuning in to hear their friends and neighbors. KDUR also has 2 shows

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broadcast in Spanish, so audiences at times could be people whose second language is English. Staff reiterates the idea there is a program for you on KDUR, not matter what kind of music you like, what language you speak, or what you believe in. The one common bond for the entire audience is that the listener has great taste in music (pop-music and classic rock has a place in the world and KDUR offers something different, new, exciting) a quest for information, and a desire to better themselves and the world around them.

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 partners with multiple organizations in the Durango/La Plata County community as well as an organization with members throughout the state of Colorado (with one member in Eastern Utah). These partnerships are fruitful, as they provide broadcast content, assist KDUR in the education of its listeners, and assist the partners in delivering information of the work they do. Everyone involved benefits when organizations come together with KDUR with offerings for the community. These partnerships are detailed below:

- **Rocky Mountain Community Radio:** RMCR is a collection of 18 stations within the state of Colorado, and one in Moab, Utah. This collective shares the financial duties of the funding of a reporter based at the capitol building in Denver. This reporter produces news stories on numerous statewide issues, many of which are produced during the legislative session. In addition to news stories made by this reporter, other stations in RMCR with a news department make their stories available via Content Depot to other stations in the partnership. These 18 stations also share ideas, collaborate on radio station related issues and problems, and participate in an annual conference. One of the benefits of this partnership for a station like KDUR is providing news content for KDUR listeners.
- **Fort Lewis College El Centro:** El Centro is the Fort Lewis College Hispanic and Cultural Resource Center, partnering with KDUR on the production and airing of the weekly radio module "Centro-Vision." This partnership also works closely with "Diversity Programming/Diversity Collaborative," detailed below.
- **Fort Lewis College Diversity Programming/Diversity Collaborative:** KDUR works with this Fort Lewis College organization on the 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 2018 was a performance by singer and activist Radmilla Cody.
- **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.

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- **Fort Lewis College Student Union Productions:** KDUR assists in the production of various student events in addition to assisting with promotion of said events.
  - **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 that are aired in the form of underwriting messages.
  - **City of Durango:** "Momentum" is a 2-minute module heard daily on KDUR, addressing commuting issues in the city while suggesting alternatives to automobile travel.
  - **Durango Independent Film Festival:** KDUR hosts an annual show in partnership with the Film Festival, interviewing film-makers about their 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.
  - **Community Foundation of Southwest Colorado:** KDUR proudly helps promote this organizations summer concert series, which benefits select organizations found within La Plata County Colorado.
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.**

KDUR's partnerships continue to remain vital and beneficial to the community. For the organizations involved they remain beneficial as both organizations benefit simply from garnering attention to the independent organizations. There are people involved with the City of Durango that may not know about the services KDUR provides, and vice versa. Raising awareness is a major goal for these partnerships, and that awareness is raised not only for the organizations involved, but for the regular listener as well.

Examples of success from these partnerships are detailed below, quotes from some partners are also included in the narrative.

**Fort Lewis College Diversity Programming/Diversity Collaborative-** KDUR's partnership with the promotion of the Real History of the Americas Celebration each Fall aids in increased awareness of the day's activities, and the pre-event interviews with the speakers and musicians performing at the event gives the listener in-depth information on said speakers and musicians.

- "In the fall semester, KDUR and El Centro de Muchos Colores Hispano Resource Center at FLC partner together to bring in culturally relevant entertainers to our annual Real History of the Americas Day event held on Indigenous Peoples Day. KDUR's contribution and on-air time have been invaluable. We look

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forward to more partnership like this in the future.” – **Shirena Trujillo Long, Coordinator of Fort Lewis College’s El Centro de Muchos Colores Hispano Resource Center.**

**Rocky Mountain Community Radio-** The bulk of this content provides content in the form of news stories, many of which are produced from January to late March when the Colorado legislation is in session. Yet in addition to that content, Rocky Mountain Community Radio is an 18-station brain trust where ideas and content are shared. All stations involved have similar issues and similar problems. Station staff can put their heads together with other like-minded staff members to problem-solve, making the stations stronger and more competent in serving their respected communities.

- “Just a note to say thank you to KDUR for airing Capital Coverage; those stories are super beneficial, keeping me in touch with the state legislation. As a listener I’m thankful you air them!” -**Lindsay Marshall, KDUR donor.**

**Gay and Lesbian Fund for Colorado-** KDUR airs daily announcements on the state-wide work The Gay and Lesbian Fund does; without these announcements the work and the mission of this important organization may be less impactful. This work is also beneficial for the staff; KDUR is a safe place and open to EVERYONE, and KDUR’s partnership with this organization helps the staff better serve any and every-one interested in KDUR involvement.

**9-R School District-** The local school district relies on KDUR for announcements regarding weather related school closings and other school district issues. In addition to simple announcements, KDUR regularly hosts school groups that will tour through the facility, which includes staff speaking on the importance and impact of radio and media.

Indicators of success come in the form of the quotes from listeners and partners, but that success is also seen at event attendance. Aside from the small examples below, and the list of solid KDUR partners detailed in question #2, its arguable that KDUR has twice that many partners when counting the organizations that utilize KDUR for its Public Service Announcements. The Durango Public Library and the Powerhouse Science Center among others send information for PSA’s on a weekly basis. They rely on a station like ours to assist in getting the word out, and we’re happy to oblige. Each year in this survey I (Station Manager, Bryant Liggett) types out the phrase “I head it on KDUR” and that hasn’t and won’t change.

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 continues to investigate the needs and attempt to meet the needs of minority and diverse audiences. Now in its 17<sup>th</sup> year, “La K Machine” is hosted by FLC Students and Durango community members, featuring music and news all in Spanish. During that program KDUR also airs “Centro-Vision” which is a 10-minute program produced via the partnership between KDUR and “El Centro,” a partnership that is detailed in question #2.

KDUR also continues to work with El Centro and FLC Diversity Programming on the creation and production of the Real History of Americans Celebration, with past participation detailed in this narrative. As I type the RHOA Celebration for FY19 has already happened, but that will be detailed in next year’s SAS.

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In late FY18 and early FY19 KDUR also aired a program that featured traditional Native American Music and was spoken in Navajo.

- “My experience with KDUR has been a positive learning experience as well as a teaching experiences. Learning about the way the station runs and how to go live on air, but also being able to teach those around me of who I am and where I come from. Speaking in my native Tongue helps me learn my language but it also gives me a chance to teach my listeners about the different styles of music and what they mean along with the stories behind the songs. This gives me a chance to help listeners understand not all natives are the same.” -**Lacey Tewanema, Hozhoni Ambassador, 1<sup>st</sup> Attendant 18-19, KDUR DJ and Fort Lewis College Radio Practicum Student**

The Fort Lewis College student body is roughly 25% Native American with over 120 different tribes represented from the all over the United States. In FY18 KDUR had 15 Native American students hosting weekly music programs, which included indigenous rock and hip-hop as well as traditional music. As we are now in the middle of FY19, those numbers are slightly higher, and will continue to remain steady. KDUR also continues to air bluegrass on Tuesday nights, hosted by a Native American female. KDUR also continues to reach out to the African American community for involvement, which has included the program “Fire and Rain” since 2007.

- “Shortly after I moved to Durango, 12 years ago, I noticed an ad in the local paper announcing a meeting for those interested in becoming a volunteer DJ at KDUR. I had done a radio show for two years while an undergraduate at Drew University and had also been a volunteer DJ at Armed Forces Radio and Television while in the Navy stationed in Spain for 2 and a half years. I love music so decided to attend the meeting. I nearly walked out before it started. I was three times older than most of the attendees (I turn 70 this summer) and I was the only African American present. Despite being a bit intimidated, I stayed for the meeting and filled out the paper work describing what type of music I’d like to feature if I was lucky enough to get a show. To my surprise, around eight that evening, I got a phone call from the very excited KDUR station manager saying they were committed to airing a diversity of music and had been looking for some time for someone to do a R&B show. They said they had DJs who did Hip Hop and Rap but no old-school R&B music. As I mentioned up front that was 12 years ago and I’m told by KDUR management and my fans that I have one of the most popular shows on the station. I feel very honored that at my age I get the opportunity to introduce a whole new generation to the best of yesterday and today’s R&B.” -**Captain Gail Harris, United States Navy (Retired), KDUR DJ.**

KDUR also continues to host the nationally syndicated programs “Latino USA,” and “This Way Out.” As we move into FY19 KDUR will continue to air those programs, and continue its outreach efforts for airing diverse programming, and continuing its volunteer recruitment efforts to include the minority community.

FY18 KDUR also had 2 disabled programmers and continues to employ a contract engineer who is legally blind.

Staff also continues to work with the Diversity Collaborative at Fort Lewis College to remain up to date and compliant with Common Ground and Safe Zone Trainings.

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?

KDUR’s involvement in the Corporation for Public Broadcasting Community Service Grant has allowed the station to grow in every way imaginable. The station has exceeded its fundraising goals during past membership drives, become advanced technologically, and been able to focus on programming. The

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station has also been able to better assist the students at Fort Lewis College, providing some with jobs that give them real-world employment experience.

- “As students’ progress through the ranks at KDUR, they're given the opportunity to usurp their student teachers. Motivation to volunteer and learn is rewarded at KDUR. I was fortunate to be an official KDUR employee throughout my junior year as the Music Director. Being on the Native American Tuition Waiver at Fort Lewis, my KDUR paychecks helped pay for my textbooks and food. Working at KDUR and hosting a weekly show for the past four years has exposed me to loads of unique music and has helped me to be a more accountable, well-rounded leader. My experience at KDUR is invaluable.” -**Douglas Dupont, Fort Lewis Radio Practicum College Student, KDUR DJ, former Music Director**

Because of this funding, KDUR is stable. Equipment works, and if it doesn't it can be quickly fixed. Staffing is as full as it can be, with each individual staff member bringing forth their best to better the station and the overall experience for everyone involved. The nationally syndicated and locally produced programming is top-notch. Without CPB funding all of this would suffer!

KDUR prides itself on being a major part of this community. People tune to 91.9 or 93.9 for information of any and all variety. News, local announcements, or music, it's all pertinent and because of CPB that information is delivered in a concise and impactful package. Without CPB CSG funding the listening experience would suffer.