

## **6.1 Local Content and Services Report for year ending June 30, 2016.**

- 1. Describe your overall goals and approach to address identified community issues, needs and interests through your stations 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 has a simple goal. To be a source of information that will inform and educate its listening audience. This information could come in the form of music, it could be a short public service announcement, or it could be broader based content relayed in the form of news and public affairs and the local, regional, or national level.

- **MUSIC.** Many people tune into KDUR for its choice music programming. This is a time of technological advancement where people don't need radio to be turned on to new artists. Yet KDUR's music programming ideology is that of new music. It's an important facet to any music shows broadcast, the programmers must play new music. This is a vital component to its programming, and it's a component that keeps listeners coming back.
- **PUBLIC SERVICE ANNOUNCEMENT.** Durango is a community with over 200 registered non-profits, and even more, smaller organizations, all that utilize KDUR's Public Service Announcement service. It's a way for organizations to get the word out about themselves and their events without having to plan for it in a budget. This service can relay information about local activism, fundraisers, gatherings, lectures, or other events that will educate the community. It's not limited to the non-profit world either; the school district, Fort Lewis College, the city of Durango, neighboring cities and towns and more utilize this service.
- **NEWS AND PUBLIC AFFAIRS PROGRAMS.** The national news programs aired on KDUR are a cornerstone of the broadcast schedule. In a world and at this time, where the source is constantly questioned, KDUR listeners have found a source of information that they can trust, and they've come to rely on. The stations local public affairs programs deliver vital community information on numerous issues. KDUR is a voice for the Durango community, an open door with a welcome invitation so that this active community can spread its activism and influence and inform the listeners. The local public affairs programs include the arts based 4-CORNERS ARTS FORUM which features interviews with local artists, OFF THE RIM which focuses on various events and the people making those events happen locally, and a sports program hosted by a local sports writer and an exercise science professor called CROSS AND PEEL. There

are other smaller modules that are made in partnership with local organizations that will be detailed in question #2.

KDUR's approach to community issues is simple; have an open door policy for the community to come in and utilize the facility to raise awareness. If its subject matter that is relevant, and the approach is allowed by the rules that govern KDUR, then it's content that is air-able on KDUR.

KDUR continues to maintain a digital presence by using its website and social media channels to deliver information about the station, information on local events, and archived programs. Station staff and volunteer programmers also remain active in the community, whether tabling at events or assisting as volunteer at other organizations activities.

Education remains at the fore-front of the stations purpose. As a part of Fort Lewis College, KDUR is part of the English Department curriculum. There are 2 levels of classes that teach students on-air techniques, marketing and community outreach, the use of editing software, FCC requirements, the operation of a music department, broadcast engineering issues, and basic skills necessary to run an office and organization. This is also made available to community members if interested.

KDUR partners with a variety of campus and community organizations for fundraising and the production of content. This is detailed in question #2.

KDUR continues to attempt to reach audiences that are as diverse as the station volunteers and the programming they present. Station staff and students have increased out-reach efforts to recruit more listeners, in addition to recruiting more potential programmers or volunteers willing to be a part of KDUR at any level. These recruiting efforts have taken place on campus, at community events, in the dormitories, and at the local high schools. They remain successful ventures, sparking interest which is seen at our meetings throughout the semester, and via new names pledging during membership drives. Below you will find an email from December 2015 complimenting the work the station does. This is a general reflection that represents many in the listening community:

"I want to thank KDUR for its great programming and wonderful DJs and staff. Additionally, I would like to commend KDUR for a great e-newsletter. Your December 2015 was most appreciated, not just for its information, but also for its upbeat-ness that reflects how much you all love what you do and bring it to your listeners. Also, I appreciate how you paid homage to the 2 DJs you lost recently, expressing your appreciation and for all of your volunteer DJs. Finally, thanks for your e-newsletter NOT bragging about what your station achieves--That is obvious from the tone and news you provide--and NOT asking listener/supporters to give more money (ex., double their contribution in an upcoming fundraiser---REALLY?!?!). I think most supporters give what they can, when they can. I know I do. Keep up the good work, KDUR!"

Meeting goals, creating content, building audiences, informing and educating remain a never-ending, and ever so important task. These are constants on the to-do list of a community radio station.

- 2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community non-profits, 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 your area.**

KDUR continues to partner with a variety of organizations to create content. Some of these organizations are part of Fort Lewis College, others are within the city of Durango. The relationship proves beneficial to all involved; content is created for broadcast, and news of the organizations is conveyed to the listener. The end result is education for all involved.

Partnerships are detailed below:

- **ROCKY MOUNTAIN COMMUNITY RADIO:** RMCR is a collection of stations in the state of Colorado. Content and ideas are shared; this content includes news stories created by the organizations shared reporter, as well as stories from the news department of individual stations. Troubleshooting technical issues, problem solving, and fundraising ideas are also shared amongst the group.
- **CITY OF DURANGO:** The 2 minute module “Momentum” heard daily on KDUR is a partnership with the city. The program addresses commuting and alternative travel in the city. KDUR also supports Durango’s “Green Business Round Table,” educating listeners about green initiatives in the community.
- **UNITED BLOOD SERVICES:** KDUR works with UBS to promote monthly blood drives.
- **FORT LEWIS COLLEGE WRITING DEPARTMENT:** KDUR and the Writing Department produce the show “Making a Difference” which explores themes found in the book selected for the colleges “Common Reading Experience.” The CRE assigns a book each fall that all incoming students must read, and the book is discussed in a variety of classes.
- **FORT LEWIS COLLEGE ATHLETICS:** KDUR produces a weekly sports update that highlights FLC teams and successful student athletes.
- **EL CENTRO:** KDUR partners with the FLC Hispanic and Cultural Resource Center, producing the weekly program “El Centro” that airs news and highlights events in the Hispanic community.
- **FLC ENVIRONMENTAL CENTER:** KDUR produces a weekly short that highlights the environmental activism work of the center and their projects on campus and in Durango.
- **FLC STUDENT UNION PRODUCTIONS:** KDUR partners with SUP on the promotion of their events.
- **FLC OUTDOOR PURSUITS/RECREATION SERVICES:** KDUR partners with OP on the promotion of their events.
- **FLC MUSIC DEPARTMENT:** KDUR staff regularly hosts tours from the Music Department, which includes lectures on media and music business.
- **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: In the winter KDUR airs daily reports that alerts listeners to avalanche danger.
- 9-4 SCHOOL DISTRICT: KDUR regularly hosts tours and speaks to middle and high school students about media and radio.
- GAY AND LESBIAN FUND: KDUR works with the Gay and Lesbian Fund for Colorado to promote their state-wide work.
- GOOD DIRT RADIO: KDUR works with the organization that produces the 5 minute program “Good Dirt Radio” which highlights environmental initiatives nationwide.

KDUR continues to seek partners for additional content. These are valuable friendships that benefit all organizations involved.

**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 or related resources? Please include direct feedback from a partner(s) or person(s) served.**

“I heard it on KDUR.”

It’s a fantastic, often heard statement that’s a direct reflection of listenership. It’s a statement that comes daily from regular listeners regarding music programs, but it’s also a statement that comes after news programs, public affairs programs, or even after someone hearing 20 seconds of a public service announcement that bends an ear.

Many students on the Fort Lewis College campus are made aware of events through tabling efforts. Station staff makes itself present at “Back to School” events, of which there are 3 to 4 at the start of each semester. Throughout the semester there are another 2 tabling opportunities. These are a success, measured in the amount of students looking to get involved. Each fall is more successful than the last, when up to 100 people come out to apply for radio programs or schedule training. The spring semester is slightly less, but still attracting up to 70 people looking to be part of the team.

The public affairs programs heard on KDUR feature community activists, artists, and organizers. They come on the various programs to talk about their work or their events. The time spent being interviewed results in greater numbers at said events, a success story from utilizing KDUR and its invitation to be interviewed.

Public Service Announcements go hand in hand with the aforementioned interview programs. If a PSA is read on the air, there is a great chance the studio line will ring seconds after the announcement is made from a listener looking for more information. These announcements tie the listening community to organizations that can help, educate, or offer assistance to the listener.

Listener feedback also come in the form of emails, phone calls, or simple word of mouth. Verbal feedback is a common occurrence for the station staff as they are stopped on the street, in the

grocery store or in other public settings. It's a constant way the station staff stays in touch with the listening community.

KDUR also continues to utilize local venues to host an array of fundraisers or events. This connection with the business community to host these events is the best way for staff to have solid, face to face communication with the listeners. It's personable; staff is friends with listeners, and this has been reflected in successful membership drives and other fundraiser. Success will continue to be monitored through feedback, and though success of on-air membership campaigns and other events.

**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 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. 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 15 years. 11 of those years the program has been called "La K Machine", hosted by FLC students and community members. It has featured news for the Hispanic community, as well as featured artists. Within that program is "El Centro," a program produced in partnership with the Fort Lewis College Hispanic Cultural Resource center, highlighting on-campus and in town events and news from the Hispanic Community. This program also airs on Saturday afternoons. In FY16 KDUR had 10 Native American students producing weekly music programs. The FLC student body is roughly 25% Native American, with over 120 different tribes represented. The variety of shows hosted includes rock and hip-hop, along with traditional Native American music. Fall of 2015 also featured a 3 hour traditional music program hosted in Navaho. There is also a Native American DJ hosting a bluegrass radio program.

"I am the first Dine'/Apache (indigenous) bluegrass radio DJ nationwide. I am promoting music borne from this nation's immigrants. How's that for ironic? Now that is the freedom and beauty of public radio." –Stephanie Dressen.

KDUR continues to air the nationally syndicated programs "This Way Out" and "Latino U.S.A." Both are staples of our syndicated programs, and important programs within our diverse programming schedule and important to the listening community. KDUR also continues to work with the FLC diversity coordinator to publicize campus programs and events aimed at the minority and underrepresented community.

Throughout FY17 KDUR will continue to air these programs, as well as continue outreach to the minority community in Durango and on the FLC campus to increase these programs. Outreach is a job that never ends. KDUR is lucky. Being on a college campus there are new students every semester, many of which are willing to become part of the KDUR broadcast community. Station staff also continues to participate in Safe-Zone and Common Ground trainings.

KDUR also airs the program THIS WAY OUT, a news magazine focusing on LGBT issues. The station also partners with the Gay and Lesbian Fund for Colorado, promoting their events and work via underwriting announcements.

KDUR's broadcast engineer is also legally blind, and a great asset to the operation of the radio station and the education of the staff.

**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?**

The impact CPB funding has had on KDUR is nothing but positive. The stations reception of funding through the Community Service Grant has provided growth; growth of audio outreach, growth of listeners and donor dollars, growth of the staff, and growth of volunteer involvement.

- CPB funding has made it possible to increase the quality of our programming. The acquisition of nationally and internationally syndicated programs like Democracy Now! or The BBC Newshour would not happen if not for the C.S.G. grant.
- Funding has aided in the acquisition and maintenance of professional broadcast equipment, resulting in more volunteers interested in making radio in a state of the art facility.
- Funding has assisted in the training of volunteers, whether those volunteers want to host public affairs programs pertaining to local issues, or simply play music.
- Community Outreach has been aided by our analog and digital presence, which has resulted in increased donor dollars.

Funding has also assisted in hiring staff. As part of a college, KDUR has employed students throughout the year. This has not only aided KDUR, this has aided the students and enhanced their college experience, giving them the understanding of working in a professional environment with a professional staff. As noted below, this has aided employees both personally and professionally.

“Being the Music Director at KDUR pretty much shaped my complete college experience. My involvement in the radio station introduced me to all of the people that I am still friends with today, even after graduating college. This includes students and promoters that were met through the job. The job also prepared me for much more responsibility. Most of the jobs that I had before did not take any self-motivation or personal responsibility. But as Music Director it was my responsibility to get everything I needed to done without anyone hovering behind me and checking up on me. This was preparation for work in the real world.” – Nic Hassinger, MD 2015/2016

CPB funding has given KDUR financial stability, allowing the station to plant even deeper roots in Durango and at Fort Lewis College. Funding has allowed the station staff to focus its energy on training and programming which is part of the mission, while also allowing

fundraising staff to further their skills at raising funds at the grass-roots level. The stations method of programming, broadcasting, outreach and education is certainly enhanced, and successful, as a result of funding from CPB. KDUR is a station that makes life richer for its listeners, and that richness is enhanced as a result of CPB funding.