KDUR 2020 STATION ACTIVITY SURVEY/LOCAL CONTENT AND SERVICES REPORT (SECTION 6) COMPLETED FOR CPB BY STATION MANAGER BRYANT LIGGETT JANUARY 2020
LOCAL CONTENT AND SERVICES REPORT FOR YEAR ENDING JUNE 30TH, 2019.

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 remains committed to identifying community issues and needs. By fostering a collaborative relationship with the Durango community, KDUR is able to honor this commitment and serve as an outlet for issues of community importance. With three full-time and two part-time staff members, as well as over 100 people representing the station through volunteer programming and show hosting roles, KDUR has open lines of communication to the community and its issues, needs and interests. It’s a simple relationship; if a community member wants to get the word out about an issue, or if a listener sees a gap in KDUR’s programming schedule, steps can be taken to close said gap. Many programs at KDUR have been created solely out of an interest that was expressed or a suggestion that was taken. An ongoing goal of KDUR is to keep a strong line of communication open between the station and the diverse community that we serve.

MULTI-PLATFORM LONG AND SHORT FORM CONTENT-
KDUR’s in house programming includes multi-platform long and short form content, that include our unique, off the mainstream music programs or one of our many public affairs programs that are aired throughout the broadcast schedule. Music programming is the way most people remain connected to KDUR; they like that our music is not heard on cookie-cutter radio stations. Our audience connects to KDUR for the music that we offer, which can vary from nationally-played artists, or up and coming locals.

In addition to the music programs, KDUR airs various public affairs programs, some of which are made in partnership with other Durango organizations (these will be detailed in another section.) KDUR’S half hour public affairs programs vary from local arts and culture to educational events and initiatives featured on the Fort Lewis College campus. It’s safe to say that if a non-profit is doing valued work in the community, they will at one point or another have an opportunity to discuss their work on-air. Smaller modules like
Momentum are 2-minute informational pieces that detail city information. It’s the long and short-term content, whether it be music or information in narrative form that keeps information flowing from organization to listener.

**DIGITAL AND IN PERSON ENGAGEMENT**- Much of what is aired on KDUR is aired live. KDUR does not archive all of its programs due to website storage, however KDUR does record most public affairs programs and our station staff give listeners a chance to archive programs themselves on a show by show basis. KDUR staff believes in the immediacy and in the now relationship component of radio. While many stations, both commercial and non-commercial continue to go the way of having everything pre-recorded, KDUR believes in an old-school approach to radio, and having it all done live. It makes the relationship between host and listener real.

KDUR staff does remain available and is often requested to participate in various panel discussion and other educational events, taking that in person engagement out of the on-air studio and into the community.

**EDUCATION SERVICES**- KDUR continues to educate its volunteers and listeners through its broadcast. This could be something as simple as turning on a listener to a musician’s body of work, or larger, more in depth information delivered via our news and public affairs programs. There is always something coming out of KDUR’s broadcast day that is “new information” to a listener.

KDUR continues to host open training sessions each Sunday for new program volunteers and show hosts; it’s often stated that the skills one learns at this radio station reach far beyond the need for broadcast. KDUR teaches multi-tasking, cures fear of public speaking, and teaches audio technology. Education is forever at the forefront of KDUR’s mission.

**COMMUNITY INFORMATION**- “If you want something announced on the radio, just tell me.” – Bryant Liggett, Station Manager. There’s a microphone, and a professional broadcast facility. We just however, need content. You then have the opportunity to deliver community information to the listener, and it’s what KDUR continues to do with its Public Service Announcements and Public Affairs Programs. KDUR staff makes it well known that your organization can utilize station airwaves to help relay your message. If the message fits into the parameters of the FCC, and is useful knowledge to the listeners, then KDUR will be the vehicle to deliver that community information.

**PARTNERSHIP SUPPORT**- This will be detailed in section #2 of this narrative.
AUDIENCES REACHED - Due to radio ratings organizations lumping SW Colorado (and Durango in particular) into Albuquerque, New Mexico’s area, and Albuquerque being four-hours south of Durango, it’s difficult to gauge the number of audience members. KDUR staff is however comfortable in the fact that audiences are being reached, solely from the growing number of people that donate money during membership drives. This number has steadily increased by at least five to 10 people each Spring and Fall. Constant forms of feedback that come in via email, phone calls, or even simple conversations on the street between KDUR Staff and listeners is a daily ritual that remind us of how many listeners we are reaching.

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 thrives on partnerships and these relationships create content. Partnerships help spread the word of the work KDUR does, as well as spreads the word of the stations partners. Many of KDUR's partnerships are detailed below.

ROCKY MOUNTAIN COMMUNITY RADIO - This 16-station collective of which KDUR is a member shares the financial duties of funding a reporter based at the capital that makes news stories for all member stations to air. In addition to the shared content, this partnership produces advice, training sessions and ways to combat common issues faced by radio stations.

FORT LEWIS COLLEGE - KDUR partners with various organizations on the Fort Lewis College campus to produce content and host educational events. Our partnerships with the Native American Center, El Centro de Muchos Colores, the Hispanic resource center, Outdoor Pursuits, Student Union Productions, the Music Department, the Environmental Center and Athletics allows KDUR to facilitate a strong relationship between Fort Lewis College and the Durango Community. By working with these student organizations and resource centers, KDUR is able to shed a light on the many happenings occurring on the Fort Lewis College campus. Many of these groups work with KDUR staff members, students, or volunteers to produce on-air content, that varies from relaying information about events, to showcasing student achievements, to
highlighting milestones in the community, to getting the listener caught up on the latest sporting event outcomes. KDUR also works with education and entertainment departments to produce various events of interest to the FLC Staff and student body, such as when KDUR partnered with the College Diversity Collaborative in October 2018 to bring Native American activist band SIHASIN for a concert and panel discussion on REAL HISTORY OF THE AMERICAS.

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- The program “Momentum” is a two-minute module heard daily on KDUR addressing commuting issues and other transportation issues in the city.

DURANGO INDEPENDENT FILM FESTIVAL- KDUR hosts an annual show that highlights the Film Festival and its educational programs.

9-R School District- KDUR regularly hosts tours of students interested in learning about audio and media.

Detailed above are just a handful of the on-air, program producing partnerships. Looking into the organizations that regularly utilize our Public Service Announcement service will yield a much larger number of “partnerships.” Local organizations rely on the informational avenue KDUR provides, spreading information of the great work so many organizations do each day.

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 partnerships have is the basic relay of information. Success is measured by the success of various events. If Fort Lewis College is having a speaker on campus to discuss the rising number of youth suicides in Southwest Colorado, the organizers of
said event will usually provide KDUR with information on the event, and line up an interview with the speaker, to be aired prior to the event. Many times this information makes its way to the listening community, thus increasing the attendance numbers. “I heard about this on KDUR” is a commonly heard phrase!

KDUR’s airing of public service announcements provide information on events at the public library, roadside beautification projects (where people are asked to assist in cleaning up various stretches of highways), concerts benefiting non-profits, health screenings, or self-help courses. The list of topics read on KDUR via PSA’s is quite long and detailed. The impact they have is connecting the dots. If someone wants to attend a Legal Aid produced “do it yourself” bankruptcy class they can, because they heard about it on KDUR.

The simplest way we indicate this connectivity between KDUR and listener is feedback about various programs. Much of this comes word of mouth, but some examples, (as pasted below) come via email.

KDUR -

Just wanted to express how brilliant the mixed bag by Pop Tart is. Today’s show on guns is especially moving. This is artistic radio at its highest; reminds me of many art installations I have heard in various museums and galleries all around the country. I know this subject is heavy, but it was almost cathartic to listen to...Maggot Brain by Funkadelic was the cherry on top of the social dialogue.

Looking forward to more brilliant shows from Pop Tart. Thank you for supporting this show and for being a great voice for radio in the 4 corners.

Cheers -

Christian

KDUR will continue to keep the lines of communication open and attempt to remain that conduit between organization and attendee.

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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.
KDUR currently has one Spanish speaking program; “La K Machine.” This program is now in its 18th year, and over the years has been hosted by various Durango community members. This program features news as well as a plethora of Spanish music, but most recently has been featuring regional and national Mexican music. Along with featuring music “La Ka Machine” airs “Centrovision,” a 10-minute program produced via the partnership between KDUR and El Centro De Muchos Colores, the Hispanic resource center at Fort Lewis College.

KDUR also continues to have growing numbers of Native American programmers. KDUR’s is owned by Fort Lewis College, which serves an incredibly diverse body of students. 35% of Fort Lewis College’s student body are Native American students, and more than 177 different Native American Tribes and Alaska Native villages are represented on this campus and many of the students that have participated in the radio practicum course are Native American students with an interest in multimedia studies. In FY19 KDUR had 17 Native American students hosting weekly music programs. KDUR also continues to air bluegrass on Tuesday Nights, hosted by a Native American female.

KDUR regularly airs public service announcements for classes at the Adult Education Center and other organizations offering education services, as well as having staff speak regularly in classes at Fort Lewis College and Pueblo Community College.

KDUR will continue its efforts to meet the needs of minorities and diverse audiences both on and off campus; one effort includes KDUR staff cooking a meal and inviting students to eat with the staff and learn about the station. This event, called “Food for Thought,” assists us in station recruitment but also allows us to connect with many Native American students, and this event is sponsored by the Native American Center. This has been an effective and worthwhile way for KDUR to be involved in more student outreach.

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 funding has provided KDUR with growth, in every way shape and form. Growth of an audience, growth of supporters, growth of music and public affairs programs, growth of volunteers. It takes money to make members, and the contribution from CPB has allowed KDUR staff to focus as much on programming and content as they do on fundraising. I've heard jokes around community radio circles that the on-air content
sometimes feels second to the organizing of fundraisers; while fundraising remains ever-important, CPB funding does tend to at times take an edge of.

KDUR spends the restricted money on the required acquisition of programming; this is programming like The BBC and Democracy Now, programs KDUR’s loyal listeners have come to rely on heavily. CPB funds also help staff maintain a state of the art facility.

CPB funding also pays for staff- which includes the hiring of student workers, adding real-work skills in a professional broadcast facility to their college experience.

“Working at KDUR has been a valuable and pleasant experience. The workplace is positive and upbeat, and everyone works hard to meet the goals of the station. It’s great to be able to train students who are passionate and invested in becoming both DJs and producers of exciting audio projects. It is at times difficult to adequately teach certain skills such as keeping an eye on the timings of songs played on the air so that underwriting and PSAs can be aired at the correct times listed on the traffic log, due the differing ways that people process information and experience time. The challenges are always rewarding in the long run, and seeing students succeed at sharing the music that lights a fire of passion within them helps to make the job at KDUR worthwhile. Another favorite part of the job for me is helping with the intake of new music that is sent to the station; I discover some of my new favorite artists this way, and articulating how I feel about an album and why is fulfilling and something I can be proud of.”

Thanks,
Chris Jahrling

Without this money KDUR’s broadcast, and therefore, the listener experience, would suffer. Unable to fulfill programming needs if KDUR didn’t receive this money, there would be holes in the programming schedule.

But because of this funding, KDUR is operationally steady. Equipment works and continues to do so because KDUR has the means via CPB to fix faltering equipment. Simply put, KDUR runs a state of the art operation because CPB has assisted KDUR in becoming a state of the art operation.