**2021 CPB-SAS Survey, Section 6**

**Prepared by Tristin Tabish, 01/19/22**

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.

We were collectively hoping that 2021 would bring a definitive end to the challenges of the COVID-19 pandemic. As vaccines rolled out and they (along with mask-wearing) became politicized, we realized that we needed to continue taking pandemic precautions and focus programming on providing essential resources and information for our community. We focused on airing PSAs related to mental health, COVID financial resources (mortgage and utilities assistance), vaccines and mask-wearing info per the Utah State Department of Health and CDC, and worked with a producer to feature a series on the stories of Utahns affected by the pandemic. In addition, we provided a local and compassionate voice - a positive source of hope - from DJs playing music curated from their hearts and intended to help connect our community. Our collective efforts were recognized with The Best Radio Station Award from readers of The Salt Lake City Weekly, a local music and culture publication.

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 sought to support nonprofits, agencies and organizations that pivoted their in-person programming to an online hybrid throughout 2021. We featured lectures, concerts, craft fairs and films. Local partners included: Rock Camp, Tree Utah, Salt Lake Community College, Craft Lake City, Downtown SLC Farmers Market, Salt Lake City Arts Council, Utah Film Center, VOA-Utah and Utah Pride Center.

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 continued to receive correspondence and feedback from listeners, partners and friends throughout our community expressing their appreciation for the station's public service. As music and arts venues accommodated live concerts and audiences with revised COVID protocols, they expressed gratitude to KRCL for partnering with them during an unprecedented time. Listeners who had been isolated throughout 2020 shared that they felt a deeper connection with KRCL's DJs and our music community. They were finally able to leave the house, mask-up and dance with their friends to live music. We also received an outpouring of support during both on-air fundraisers, with listener sentiments echoing the need for independent media and local DJs who care about their community. KRCL is proud to be at the heart of so much community support!

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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

In addition to celebrating Black History Month and National Hispanic Heritage Month with special on-air music programming, KRCL's RadioACTive team curated "Rallies and Resources," an online and on-air guide to help answer the question, "What can I do to help make a difference in my community?" Listeners could access information about social justice opportunities from local organizations. In early spring, the team also partnered with the Utah Film Center to program the "Black, Bold and Brilliant" film series and panel that explores "what it looks like to exist in the fullness of Black beauty, strength, and brilliance." And KRCL partnered with local award-winning filmmaker and podcast producer Loki Mulholland again in 2021 to air several episodes of his podcast, "The Uncomfortable Truth." Mulholland is the son of Freedom Fighter Joan Trumpauer Mulholland and explores the complexities, history and stories surrounding racial equity. KRCL also aired original programming featuring music and information from the Polynesian Islands, Latin America, the Middle East and Africa.

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 funding is essential to KRCL's continued growth and success in our community. 2021 didn't ease up as far as the COVID-19 pandemic went, and fundraising efforts lagged throughout the year. However, CPB's CSG grant provides KRCL with a stable, consistent source of funding that keeps the station thriving - even in uncertain and unprecedented times. A well-funded community radio station in the heart of a state that's exploding with growth is an opportunity to serve greater audiences and expand our reach. Our vision is as limited as our funding, and so we're always grateful for our friends at CPB who help make our public service mission possible every day.