

- 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.**

KUVO maintains three broadcast signals: 89.3 FM, HD2 (a news, public affairs and culture service), and HD3 ("The Other Side of KUVO" – an eclectic music service). KUVO programs KVJZ – Vail, CO (88.5 FM) and a translator in Breckenridge, CO (K209ED at 89.7 FM).

KUVO also maintains a digital stream of all three channels enjoyed globally through the Internet. KUVO communicates via social media channels including its website (www.kuvo.org), Facebook, Twitter and YouTube channels. In-person engagement around Colorado is described below.

- 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.**

KUVO collaborates extensively with its television partner Rocky Mountain PBS on key investigative news packages and public affairs initiatives, including "Losing Ground," which features in-depth, data-driven reporting on persistent racial inequities in Colorado, and "Untreated," which reported on unmet mental health needs.

The weekday morning music, news and public affairs show "First Take with Lando and Chavis" features locally-produced information content including many live and recorded interviews with newsmakers from politics, business, technology, energy and environment, health care equity and education reform, food and agriculture, arts and culture, and neighborhood issues in metro Denver, along the Front Range and I-70 corridor (including Eagle and Summit Counties) and around Colorado.

Additional reporting support was provided through collaborations with Rocky Mountain Community Radio's Capitol Coverage project, the Inside Energy local journalism center, the Rocky Mountain PBS investigative team, and the television program "Colorado State of Mind."

In June of 2015, KUVO launched a series of audio, web and video vignettes of young jazz musicians based in Colorado. Marking KUVO's 30th anniversary of broadcasting, the series was titled "30 Under 30," and it received wide acclaim. More importantly, the series documented young artists and supported their careers with credible, professional coverage.

Through broadcast content, promotional support and in-person visibility, KUVO's community partnerships in FY 2015 include the Aurora Arts Festival and Aurora Fox Theater, Denver Arts and Venues, Mi Casa Resource Center, Denver's Cinco de Mayo event, Salute to Seniors, Arvada Center for the Arts and Humanities, the Colorado Black Arts Festival, Juneteenth, Su Teatro, Urban Spectrum Youth Foundation, Metro Denver Hispanic Chamber of Commerce, Denver Public Schools 8th Grade Career Fair, A Taste of Colorado, Inner City Health Center, Museo de Las Americas, Denver

Public Library – Blair Caldwell African-American Research Library, NewsEd, the Newman Center, Lakewood Cultural Center, City of Broomfield Cultural Affairs, Children’s Museum at Marsico Campus, University of Northern Colorado – Greeley, History Colorado, CU Presents, Black American West Museum, Lone Tree Arts Center, Butterfly Pavilion, Byers-Evans House Museum, Curious Theatre, and more.

KUVO broadcast live and served as media sponsor for the annual, free Five Points Jazz Festival, promoting the legacy of one of Denver’s most storied historical districts, as well as the free summer jazz series at Denver City Park. KUVO also provided extensive media support for the following music events and organizations: Greeley Jazz Festival, Earl Klugh’s Weekend of Jazz (Colorado Springs, CO), Estes Park Jazz Festival, Conifer Blues Fest, Summit (County) Jazz, Longmont Jazz Festival, Evergreen Summerfest and Evergreen Jazz Festival, Chicano Music Festival, Colorado Symphony, Jazz on Second Avenue (Niwot, CO), Telluride Jazz Festival, Jazz Aspen Snowmass, concert series at Denver Botanic Gardens, The Vail Jazz Festival (a year-round music education and performance outreach to Eagle County), and more.

KUVO also broadcast live blues and R & B from Tony P’s on 17th Avenue (Denver’s restaurant row).

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.

In FY 2015, public service announcements aired throughout the broadcast schedule promoting the events and services of an estimated 90 different non-profit organizations across our communities of service.

In calendar 2015, KUVO continued its commitment to music education by hosting and broadcasting 14 collegiate, high school and middle school bands live from the Phyllis A. Greer Performance Studio.

A few comments from KUVO listener-members (paid subscribers) in 2015:

- “I love your educational info, I love the community you create.” (Diane, Niwot, CO)
- “Jazz is an important art form.” (Carol, Lakewood, CO)
- “I realized that commercial radio doesn’t foster that sense of discovery and investment of being that obviously goes into your programming. You can’t fake that, and it matters to me.” (Michael, Black Hawk, CO)

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 2015, and any plans you have made to meet the needs of these audiences

during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

Topics covered in FY 2015 include: arts, food and agriculture, health care access, and energy issues. Going forward, KUVU news and public affairs targets include continuing coverage of health care equity, housing access, arts education, transportation and energy.

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 funding (including the Community Services Grant and other grants) partially fund the KUVU news and public affairs department, providing listeners with a full-service listening experience in an age of hyper-niched radio listening.

Funds from CPB were also used to sustain web content and social media content. These community affairs and digital media efforts are central to effectively serving KUVU's minority and underserved listenership in the 21st century.