

Local Content & Services Report (October 1, 2021 – September 30, 2022)

CPB Grant SAS Report

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.

Cheyenne Mountain Public Broadcast House has been reactive in the previous years, but with new focus and leadership, the goals to be a strong community resource in the community are in process. New conversations and community partnerships began in FY22 and are in the works to be implemented in FY23. Partnerships that will bring more local concerts to the radio, that will bring classical music to the youth and outdoors, that will educate the community on the history and richness of jazz music and will elevate the next generation of youth musicians. Our goal is to get out into the community in new places so that the stations can engage with a broader audience including festivals, parades, community events and more, exposing and educating these new audiences on classical and jazz music in their community.

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.

During our spring and fall fundraising campaigns we partner with local non-profits for Community Partnership Day to help raise funds for the station and awareness for these community organizations. In Fall of 2021 our partner Care & Share Food Bank was highlighted and over 6,000 pounds of food was donated by our sponsor GE Johnson. Spring 2022 School District 11 was our partner of which Sparks Wilson provided 34 theater makeup kits to the Visual and Performing Arts department at the high schools.

In February 2022 we began highlighting local youth musicians in our monthly newsletters to spotlight their work as a young artists and the organizations they are involved with, elevating the work these entities are doing in the community. Organizations included several local schools, the youth symphony, the children's chorale, jazz society and others. Each month we highlight two different students: one on Classical KCME and one on Jazz 93.5.

These are just a couple of our key partners in the community that we work with to engage and collaborate.

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 2021 we launched a 3-minute interview segment on both stations that spotlights local performances, musicians, organizations, etc. During FY22 we highlighted over 200 events and worked with over 100

different organizations and artists. This interview opportunity provides artists with a much larger audience than they could reach on their own, helping them elevate their mission/arts. Filling the seats in concert halls and theaters is an urgent need in the community following the pandemic, and these interviews are a way to help meet that need. This also helps CMPBH stay relevant in the cultural community in the Pikes Peak Region filling a need and the mission here at CMPBH.

Pam Chaddon, Chamber Orchestra of the Springs, says, "KCME's Performance Spotlight is a crucial tool for Pikes Peak region artists, performers, and arts organization to share on a deeper level about their creative work and upcoming events. Host Keith Simon asks thoughtful and engaging questions that not only help artists speak about their mission clearly and concisely, but also serve as an important marketing outlet by providing all the necessary information – dates, times, contact, website, tickets – for potential attendees of upcoming events. Performance Spotlight is an important resource that local creatives rely on to share their artistic vision and activities with a wider audience."

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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

We broadcast the bi-lingual program, "Concierto," hosted by Frank Dominguez on KCME. Weekly programs on Jazz 93.5 include Latin Jazz Express and The Brazilian Hour, which is provided by the Ministry of Foreign Affairs of Brazil. Education articles are researched and written for the website and our station newsletters on a variety of topics including black history, women's history, influence of music on individuals and society, and more.

When an audience is educated about a specific genre of music, they are more likely to want to learn more about it and to listen. Education is the key to preservation of this American art form, which is our overall mission.

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?

Cheyenne Mountain Public Broadcast House went through a transition year in FY2022 with new executive leadership. This grant gave the station the ability to continue strong community service during this time without a development director. CPB funding is approximately 10 percent of our overall funding, which helps balance the revenue structure keeping the stations sustainable into the future with unsure individual giving due to outside affects.