

KXCI's 2018 Local Content and Services Report

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.

KXCI executes its mission 24-7 with a terrestrial signal reaching 35,000 listeners in Tucson and Southern Arizona, from Green Valley to Oro Valley and from Oracle to Benson. All programming is archived in two-week increments via Radio Free America (streaming archives expire after two weeks as per RIAA guidelines). Video content documents the work of local and touring musicians, fostering national interest in our local music scene. Connecting diverse communities is achieved through our mix of eclectic musical programming and by offering an accessible, multi-tiered media platform on which our community can amplify their voices and tell their stories.

Community-oriented topics are explored on shows produced by our own volunteers, including Southwest-centric environmental concerns, urban biking safety, and University of Arizona's research endeavors. We regularly invite community leaders on-air to discuss upcoming cultural events, spreading the word about everything from the All Souls Procession to the Tucson Hip-Hop Festival.

In response to community demand and our own mission to diversify programming, we recently launched three new programs: "In Our Own Voices: Amplifying Tucson's LGBTQ+ Communities," "Artistories" (focusing on visual and performing artists), and "The Nonprofit Spotlight," which highlights the mission and important services of other non-profits in our region.

Also in direct response to community demand, we expanded our educational programs and now offer classes in DJing, podcasting, public speaking, and voice technique year round. All this is in addition to our increasingly popular summer Youth Broadcasting camps, which include a day of programming when students take their skills to the air for a showcase set.

Our special programming initiatives have broadened and deepened as well. In 2018 we produced hand-curated days of programming focused on International Women's Day, Martin Luther King Jr. Day, Giving Tuesday (we invited dozens of local non-profits on air to share their missions), and partnered with 40+ cities and radio stations around the globe to celebrate International Clash Day (celebrating the music and message of UK band The Clash). In addition to our annual year-end, top-100 countdown, we also do a special holiday show in December called "Sonic Solstice" with all local musicians covering holiday classics or performing original holiday-oriented material.

In 2018, KXCI conducted an in-depth, online survey of 1,828 listeners to learn how they use our services, what they would like to hear more of, and what they value most. We are using this detail-rich data to guide our approaches to programming and strategic planning and will continue to survey our audience regularly to learn more from this valuable benchmark as we grow.

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 the area.

The connectivity inherent in KXCI's mission and powerful broadcast platform continuously drives us to forge deep and evolving connections within our community. All staff regularly tap into logical networks including the Association of Fundraising Professionals, Giving Round Table, Lodestar Center, the Alliance of Arizona Non-Profits, and attend the Arts Congress advocacy event at our state capitol.

We have a robust, intern-driven relationship with City High School and have recently created opportunities for their radio students to share their work on the air. Creative collaborations with other arts organizations including the Tucson Museum of Contemporary Art (MOCA) were ignited in 2018, and some of our most compelling on-air content was the result of partnerships with the University of Arizona Africana Studies Department during Black History Month and the College of Humanities during their Soundscapes lecture series, in which professors came on the air to guest DJ and discuss the ways in which music illuminates and intersects with their academic areas of expertise, including examinations of race, class, gender, and identity.

We are in the midst of forging a partnership with the Jewish History Museum to illuminate their ongoing work to tell the current and past stories of the Southwestern Jewish community from an intersectional vantage point. Our new mini-program "The Nonprofit Spotlight" and our practice of sharing the microphone with other local non-profits on Giving Tuesday were designed to amplify the voices of our non-profit partners while connecting our listeners with vital services, including those offered by Iskashitaa Refugee Network, Make Way for Books, Sky Island Alliance, Indigenous Peoples Law and Policy Program, Pima Council on Aging, LGBTQ+ Alliance Fund of the Community Foundation for Southern Arizona and more.

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.

One of KXCI's greatest strengths is bringing awareness of community needs by sharing our partners' messaging with the community. This runs the gamut from spreading the word about the Southern Arizona AIDS Foundation to volunteer recruitment for the All Souls Procession. Through on-air interviews and Community Impact Announcements, we cultivate and illuminate diversity and widen conversations about a healthier, more inclusive direction for our greater community.

In FY 2018, our two new hires created two new mini-programs, "KXCI Conversations" and "The Nonprofit Spotlight." These programs offer a fresh way to bring targeted programming into underserved communities while raising general awareness about valuable services and events happening in Tucson and Southern Arizona.

On a recent "KXCI Conversation" Director of Outreach Elva De La Torre spoke with Delisa Patricio and Mercedes Marquez from United Way of Tucson's Youth Leadership Council about "The Backpack Project," which seeks to highlight the current conversation about young people between the ages of 16 and 24 who are not in school and not working due to economic, social, and educational barriers. Other recent "The Nonprofit Spotlight" guests included Southern Arizona Adaptive Sports, which aims to transform lives through adaptive sports and Coyote Task Force which provides job training for adults recovering from mental illness.

"Pedaling the Pueblo," our mini-program focused on cycling in Tucson, recently featured a deaf cyclist via an interpreter providing an insight into the challenges that deaf cyclists face, but ultimately, showing that all cyclists in our community share common joys and challenges.

A majority of our partners report either growth in their existing events or solid results with first time projects after partnering with KXCI. We continue to be seen as a first choice media partner for many festivals, events, and community service projects. We regularly receive concrete feedback that we are the organization that connects individuals to the community with information about meaningful events and causes in the community through our Community Impact Announcements. In a recent thank-you letter to KXCI, Community Food Bank of Southern Arizona's CEO Michael McDonald wrote, "If it weren't for your generosity, we likely would have had to expend cash for what you gave as an in-kind contribution. These are dollars saved which we are able to apply directly to support the programs and services we provide. You are helping lead the way to a healthy, hunger-free community."

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 2018, and any plans you have

made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

In addition to the valuable data we gleaned from our initial listener survey and plan to acquire from future surveys, our Community Advisory Board meets on a regular basis and has diversified to include more youth leadership from other non-profit organizations who provide concrete feedback about community needs and interests.

In FY 2018, KXCI began its partnership with BLAX – Artists, Creatives, Intellectuals, and Entrepreneurs invested in elevating BLACK Culture and widening the aperture on the lens that defines BLACKNESS. This laid the groundwork to launch programming on Martin Luther King Day on January 21, 2019 in the form of 15 unique audio segments that tell the stories of our community members in their own voices. As 2019 continues, the segment is expanding to a monthly long-form programming segment.

We are currently renovating our ground floor production studio to not only upgrade outdated equipment and software, but also to make structural changes that increase the space's accessibility so that differently-abled programmers will feel more comfortable utilizing our platform to create content reflective of their perspective.

KXCI is collaborating with our neighbors in Armory Park, The Jewish History Museum and Prince Chapel African Methodist Episcopal Church to highlight the unique ties between the historic Black and Jewish religious communities. KXCI will co-host a museum gallery chat and discussion open to the public, which we will document with professional videography and broadcast an interview with the Museum Director Bryan Davis and Rev. Dr. Margaret Redmond after the event.

We continue to be members of the Tucson Hispanic Chamber of Commerce. Our Director of Outreach has recently engaged the Mexican Consulate and we are discussing ways to collaborate on projects and programs for the Latinx communities of Southern Arizona.

Our bilingual Director of Outreach has started producing Spanish versions of some of our mini-programs which will be airing later in 2019.

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?

Our funding from the CPB makes it possible for KXCI to focus on fulfilling our mission and serving our community. KXCI's mission is to connect the communities of Tucson and Southern Arizona to each other, and to the world, with informative, engaging and creative community-based radio programming. Our goals include continuously informing listeners about local issues and events through terrestrial broadcast and digital platforms while also creating additional programming reflective of the

community's diversity on multiple levels including ethnicity, age, and socioeconomics. These are all directly dependent upon CPB grants. Through our volunteer orientations, educational services such as our Podcasting Classes, Youth DJ Summer Camp, Adult DJ Training classes and internships, we develop diverse and independent voices to promote civic and cultural engagement within the greater community.

Without CPB funding we would not be able to execute our mission and goals with success. Our non-profit partners would be left without a powerful, independent media voice and would be significantly, negatively impacted in terms of their ability to raise awareness about and connect community members in need with their services.

KXCI operates on a very slim budget of approximately \$800,000 a year and manages to create a vibrant station and community resource with only seven full time employees, and a small handful of part-time employees and interns. Any fewer employees and the basic necessities of running a radio station would not be fulfilled. Our revenue sources include membership, underwriting, classes, and grants, including significant funding from the CPB. If one of these revenue sources falls short, KXCI would not be able to provide the community with 24-hour programming or all the community outreach and engagement we provide. In 2019 CPB money is utterly essential to KXCI reaching our goal of providing greater digital content and expanded programming to engage a more diverse audience.

Pragmatically, the CPB grant makes everything the station does possible including our event sponsorships of other cultural and community organizations, as well as our ability to host local and national musicians. CPB support keeps us focused on our mission, our audience, and most importantly, our community. In addition to providing security and stability for our small station, the CPB support is leveraged in seeking other grant opportunities.

Without the CPB the diversity of community programming across the country would be in peril. Frankly speaking, the accountability of completing this report allows us to review our successes and initiates the discussion of how we can improve. Furthermore, CPB funding is directly related to the tremendous growth we've experienced over the last year. We are now capable of doing true community outreach on an unprecedented scale. As we like to say at KXCI: with the power of the microphone the possibilities are endless, and thanks to the CPB, we can share those possibilities with an increasingly diverse, inclusive audience.