

Grantee Information

ID	1283
Grantee Name	KXCI-FM
City	Tucson
State	AZ
Licensee Type	Community

6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2021. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

Joint licensee Grantees that have filed a 2021 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

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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's goal is to execute our mission to connect the communities of Tucson and Southern Arizona with each other and the world with informative, engaging, and creative community-based programming. We broadcast nearly 100% original programming 24/7 with a terrestrial signal reaching the Tucson metro area and rural portions of Southern Arizona, from Green Valley to Oro Valley and from Oracle to Benson. Outside of this region, listeners stream KXCI online around the world. All of our music programming is archived in two-week increments via our playlisting service Spintron (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 primarily by our own volunteers. We produce half-hour long-form public affairs programs like Broad Perspectives Radio that focuses on issues affecting women. In 2020 we added a half-hour long Captain's Log Project so that listeners could specifically share how COVID-19 was impacting their lives. We continued producing this show in 2021. In April 2021, the Boom Goddess Radio podcast, hosted by a senior woman of color joined the broadcast public affairs lineup. We also expanded our youth programming to a full hour of two youth hosted shows running back to back. These were created during our Youth DJ Camps offered through our Education Department. KXCI broadcasts short-form (3-5 minute) programs in between each music program. Some of these programs include: A Poet's Moment, Artistories, Flicks, Growing Native, Mrs. Green's World, Nonprofit Spotlight, Pedaling the Pueblo, Southwestern Trails, and Thesis Thursday. These are all developed and produced locally and they highlight local people and topics such as poetry, local arts organizations and artists, films available locally, regional and seasonal botany, LGBTQI+ issues, refugee resettlement, the environment, the local cycling community, regional hiking, and University of Arizona undergraduate science researchers. We continue to strengthen our partnerships with the University of Arizona's Africana Studies Department and the College of Humanities. Professors join us on air to guest DJ and discuss how music illuminates and intersects with their academic areas of expertise. As a result of one of these guest DJ sessions, Professor Tyina Steptoe joined our volunteer DJ roster hosting Soul Stories, a weekly show exploring the roots and branches of R&B. This program now airs in a prime time slot on Saturday afternoons. Our special programming initiatives have broadened and deepened as well. We produced days of locally-produced programming focused on International Women's Day, Martin Luther King Jr. Day, Black History Month Programming, Juneteenth, and we joined with other radio stations around the globe to celebrate International Clash Day (celebrating the music and message of UK band The Clash). This past year we celebrated the 75th Birthday of Tucson's own Linda Ronstadt with a very special live interview. The segment featured a conversation with Tucson's first Latina Mayor and was our most listened to day of programming.

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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.

In FY2021 KXCI continued to expand partnerships with the University of Arizona. KXCI began a new partnership with the UofA Student Engagement and Career Development Department. This project began in September of 2021 with a faculty member inviting KXCI to participate in a semester-long course project, the Design Thinking Challenge. The project will be completed in FY2022. KXCI regularly invites community leaders on-air to discuss upcoming cultural events, spreading the word about everything from Cyclovia, the Tucson Hip-Hop

Festival, and Tucson Meet Yourself. This year we partnered with local booksellers, Bookmans, and the nonprofit Miniature Time Machine Museum to deliver our Youth DJ Camps virtually. These camps resulted in the creation of youth programming that is now featured on The Future of Radio show that airs on Sunday afternoons.

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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.

KXCI broadcast over 12,000 Public Service Announcement spots in FY2021 highlighting the work of local nonprofits and sharing important messages from local government agencies. In addition to our PSAs, our program The Nonprofit Spotlight invites our local community leaders to provide information about their programs and services to the Southern Arizona community. Last year we invited over 25 organizations to share detailed information with your listeners. Some of the guests included The Native American Advancement Foundation, Arizona Poison Prevention, Literacy Connects, and Arizona Justice for Our Neighbors. KXCI also continued producing new content for the program, The Captain's Log, that began during the pandemic. Inviting the community to share their stories of living through the pandemic continued to be a source of healing and connection for our listeners. We continue to expand our partnerships through our Youth DJ Camps. This past year we partnered with Bookmans, the largest used book retailer based in Arizona. This partnership allowed us to expand our curriculum to include Zine making. The students received a more comprehensive overview of the visual aspect of music. It also provided the opportunity to share our messages with a wider audience. "The partnership with KXCI for the Virtual Youth Camps brought new customers and families to our stores. Listeners to KXCI trust them as a vital community resource. We reached a more diverse community through this partnership with KXCI. The partnership enabled Bookmans to offer our resources and programs to a broader audience. It was an excellent example of what happens when nonprofit organizations and businesses partner here in Tucson." Stephanie Engs Community Manager Bookmans Entertainment Exchange We also continued to hear from parents about their child's involvement in the camps. "Hi there! I am Liam's (DJ Lobo's ??) mom. Thank you both so much! He is so proud of having participated in the Youth DJ Camps! Susy O."

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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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

Through our PSAs we are able to share important community information and resources. Many of the organizations that we have featured serve minority and other diverse communities. Our short-form program The Nonprofit Spotlight provides a platform for local nonprofits to inform all community members about programs, services, and resources that are available. This past year we informed our listeners about adult basic literacy and English language acquisition for adults provided by Literacy Connect. We shared resources about free legal and social services to adults and unaccompanied children in immigration custody in Arizona that are offered by The Florence Immigrant & Refugee Rights Project. Sister José Women's Center shared information about their programs for homeless women that include access to showers and laundry, meals, and clothing. In FY2021 KXCI launched a new bilingual short-form program, Tejiendo Identidas/Knitting Identities. The program is about the identity and culture of the people of Tucson and their work in the community. The program airs in both English and Spanish. In January 2022 KXCI also began airing Amplifying Voices, a project highlighting the voices of people making positive change in our community. This project centers the voices of people who are lgbtq+, black, indigenous, and people of color and promotes cultural changes that support healing for people from all backgrounds and also airs in both English and Spanish. KXCI continues to work on all aspects of Diversity, Equity, and Inclusion. As an important move towards a higher level of DEI work, in July of 2021 the KXCI Board of Directors named the first Latina and LGBTQ+ Executive Director. This move will strengthen the organization's capacity to center DEI in decisions and discussions around programming, collaborations, partnerships, and work in the community.

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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?

Funding from the CPB is critical to the success of KXCI. This grant is our largest source of funding and it provides the funding needed to continue to highlight community voices. This funding makes it possible for KXCI to focus on fulfilling our mission and serving our community. 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 socioeconomic status. These are all directly dependent upon CPB grants. KXCI's revenue sources include individual, sustaining, and major donors, 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. CPB money is utterly essential to KXCI reaching our goal of providing greater digital content and expanded programming to engage a more diverse audience. CPB funding enables us to fiscally sponsor 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 station, CPB support is leveraged in seeking other grant opportunities. The CPB continues to be one of our most important funding sources.

Comments

Question

Comment

No Comments for this section