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 fully planned to return to a full event and partnership level in 2021. Expectations for live and in-person events in 2021 were much slower to return as planned. We did not host our first in-person event until April of 2021, for a sustaining member event. Which was very well attending with only 4 no shows. The comments we received from those in attendance ranged from “they held onto their invitations with great excitement” to a sense of relief that they could get out and see other people again, finally. Our listener supporters were very appreciative in every effort we made to host live events. We also partnered with The Friends of Colorado Springs Jazz for their live concert series over the summer. Again, everyone in attendance were also our listeners and deeply appreciative of our efforts to provide quality live music events. The community issues in the forefront were that of our local musicians that were hit so hard financially during the pandemic. We were able to provide opportunities for them to perform in front of their audience. We continued to broadcast concerts, whether live, recordings, virtual hybrids or archival performances to support our community arts organizations and also provide quality music programming for our listeners. We learned so much over the last 2 years; we can work remotely and pivot our communications and still accomplish our mission. However, we also learned that what our listeners really want is connection. Our listeners depend on us for connection, especially in person.

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.

During our on-air fundraising drives, we began hosting Community Partnership Days to bring awareness to our community of the current needs, especially during the pandemic. We partnered with Care and Share Food Bank to provide much needed nourishment to our community with the assistance of our corporate partner GE Johnson. We also partnered with The United Way to provide books for our younger members of our community with our corporate partner GE Johnson. Many listeners were still not comfortable with attending in-person events, so we assisted our educational partner, Colorado College with broadcasts of their faculty concerts to enable listeners to experience these concerts. We partnered with The University of Colorado Springs / Theatreworks, for their presentation of “Lady Day” production of Billy Holiday’s life to provide support for this theatrical offering to a more diverse audience. We programmed and broadcast the traditional Fourth of July program for the Pikes Peak Region and shared our actual programmed broadcast on a simulcast for four other local radio stations in our community for their listeners. We continue to broadcast our Classics for Kids program, loved by all ages. We complement this broadcast with a special section of our monthly newsletter with an educational feature. We continued to pivot to provide broadcasts to complement in-person opportunities. We sponsored the Blues on the Mesa all day blues festival for the community, as it was outdoors, it was well attended. The Friday night bi-weekly summer Jazz in the Garden concert series returned to an in-person concert. This is a free event for the community of which we broadcast live as well to provide the concert for those unable to attend, especially during this challenging time. During October Arts month, we provided a virtual passport for an educational and enriching experience for our listeners. When listeners completed certain sections of their passports, they received prizes as they traveled with their passports.

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.

Our community partnership days with Care and Share food bank provided awareness of how they are pivoting during this time by using food trucks to get the food out to our region. This was a new concept that was critical to our region to get food to those in the smaller towns and areas that do not have the large food bank facilities. Providing nourishment to our listeners and then providing music as a companion was very well received. We heard and continue to hear from our listeners how much they have depended on us during this challenging time to be their constant companion when they were isolated in their homes.
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.

We broadcast the bi-lingual program, “Concierto” hosted by Frank Dominguez on KCME. WE also air Latin Jazz Express, a weekly program on Jazz 93.5. We now air “The Brazilian Hour” provided by the Ministry of Foreign Affairs of Brazil, one of our most popular programs on Jazz 93.5. We partnered with UCCS/Theatreworks for their production of “Lady Day” a biographical depiction of the life of Billy Holliday as well as the specific struggles she encountered in our society. The promotion of this production of her story to a more diverse audience was very important to our Jazz 93.5 audience as Billy Holliday is a very important part of the foundational history and the formation of the genre of Jazz. 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, as well. Education is the key to preservation of this American art form, which is our overall mission.

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?

The CPB grant allows us the funding to hire a full-time experienced development director to build our overall fundraising program as well as our partnerships in the community. Our mission is to provide the best in classical and jazz music to our listeners, as well as educate and preserve the genres for future generations to enjoy. As we provide and preserve, we partner with other music arts organizations in our community to continue to support and promote our vibrant arts community. During the 2020 year, our underwriting revenue was down $200,000 which needed to be made up in other areas to include individual donor giving, a renewal program, acquisition mailing campaigns, new grant sources and additional large donor giving. Our fundraising plan became a higher overall percentage of our revenue.