

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.

2023 was a big year for KRCL, as we exceeded 1000 guests on our daily hour-long program RadioACTive, executive produced by Lara Jones. We also hired two half-time production staffers to assist with the program and uploaded more than 30 pieces to PRX and the Rocky Mountain Community Radio network for sharing with other stations. We aired dozens of unique PSAs highlighting nonprofits and promoted dozens of unique community events in the Rallies and Resources segment as well. Meanwhile, 50+ local bands performed live in-studio at KRCL. We tabled at 50 different events throughout the year and over 4000 people downloaded our app.

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.

KRCL partners with Craft Lake City, the Downtown Farmers Market, League of Women Voters, Rock Camp SLC, Salt Lake Community College, Amplify Utah, Spy Hop Youth Media, SLUG Magazine, Salt Lake city Weekly, Tree Utah, Friends of the Great Salt Lake, Utah Film Center, and many other nonprofits and news organizations.

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 2017 Social Ventures Australia (SVA) published a study funded by the Australian government titled "More than radio – a community asset: Social Return on Investment Analyses of Indigenous Broadcasting Services." They studied stations from the Indigenous Broadcasting Service. Many are similar in their budget, listener base and urban nature to KRCL. On average they concluded community radio in Australia produced a SROI ratio of 2.87. While not identical to KRCL, we used this result to ensure reasonable results. We used the same methodology and similar financial proxies applied in that study to estimate SROI for KRCL. We found KRCL creates \$4.41 of impact for every \$1 invested.

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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.

Each year KRCL marks Black History Month, Women's History Month, National Hispanic Heritage Month, and Native American Heritage Month with special on-air programming. KRCL's RadioACTive team curates "Rallies and Resources," an online and on-air guide to help answer the question, "What can I do to help make a difference in my community?" Listeners can access information about social justice from local organizations. We continued our partnership with the Utah Film Center to program the "Black, Bold and Brilliant" film series and discussion panels exploring "what it looks like to exist in the fullness of Black beauty, strength, and brilliance." The panel of guests appeared nearly every Tuesday all year. KRCL airs original programs each week featuring music and voices from Indigenous Native Americans, the Polynesian Islands, Latin America, the Middle East, and Africa. We broadcast in Tongan language two hours weekly.

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 is essential to KRCL's continued success in our community. The CSG grant provides KRCL with a consistent source of funding that helps the station thrive. We can plan around it from a fiscal perspective each year. The requirements for open meetings and audited financials also help us build trust with the public. A well-funded community radio station in the heart of a state exploding with growth is an opportunity to deliver a big impact and continue to expand our reach. Thank you for being a big piece of the puzzle.