

**6. Local Content & Services Report**

<p><b>6.1 Telling Public Radio's Story</b></p> <p>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 2015. 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. <b>This section had previously been optional. Response to this section of the SAS is now mandatory.</b></p>	<p><b>Joint licensee Grantees that have filed a 2015 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.</b></p>
<p>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.</p>	<p>We have several ongoing programs promoting community events and new items. In addition to airing these interviews on KSJE, we also provide them as on-demand podcasts on our website, www.KSJE.com and they are shared on our social media platforms</p>
<p>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.</p>	<p>KSJE has ongoing relationships with all local school districts, San Juan College, all local city and county governments and many art galleries and artists. Representatives from these organizations appear regularly on KSJE to discuss their programs and activities and ongoing efforts.</p>
<p>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.</p>	<p>Our programs raise awareness of these issues on our community. We can measure how many times a podcast is downloaded. Nielsen Audio does not provide reliable measurements for our listening audience.</p>
<p>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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.</p>	<p>We broadcast a locally-produced world music program every week. We also work with San Juan College students to produce a student radio hour, the only such program in the county. Our program "Fiesta" is broadcast in both english and spanish. We have done several programs on the issue of street inebriates in our community, and the efforts to provide long-term treatment options.</p>
<p>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?</p>	<p>We are applying for CPB funding and hope if it is granted we can improve and enhance our marketing efforts to raise our visibility in the market and attract more listeners (and more community financial support) to our unique, quality programming.</p>