

## Grantee Information

ID	4089
Grantee Name	KSDS-FM
City	San Diego
State	CA
Licensee Type	University

### 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 2022. 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 2022 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.**

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.

Our goal is to be the voice of jazz and blues in the San Diego Community. We achieve this goal through programming, public service and partnerships. We support many local arts organizations and have a strong community presence. In addition to on-air support we also utilize our website and social media outlets.

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.

We partner with a variety of non-profits including several educational programs. Partners include The San Diego Art Museum, Water For People, UCSD Music Workshop, The Young Lions educational program, The San Diego Symphony, La Jolla Music Society, Athenaeum Music and Arts Library and San Diego Center for the Performing Arts. We also work with numerous street festivals throughout the summer. We also continued our Music Matters program which collects used musical instruments for underprivileged students.

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 partnerships usually have significant impact by increasing awareness and enhancing attendance. The Music Matters program has a major impact on local music education. Many of our partner organizations struggled to survive due to the impact of COVID so we were active in helping communicate to the 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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

Our jazz and blues format reaches a diverse demographic. We study the audience constantly to try to make sure we are meeting the needs of the community. We design many on air projects and produce numerous events that are designed to educate as well as entertain. We work closely with World Cultures on campus and have major programs dedicated to Black History Month Women's History Month and Hispanic Heritage Month.

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 extremely important in our ability to serve the community. Fundraising is always challenging and the impact of COVID has affected our activities in various ways. In the past we've been able to create community events that have raised funds for the station but we've not been able to do that for awhile. We are also just getting back to a normal on-air fundraising schedule. The CPB funding has always been vital to our ability to serve the community and even more so over the last two years. The CPB funds allowed us to function and continue to carry out our mission

#### Comments

Question	Comment
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No Comments for this section

