

## Grantee Information

ID	4718
Grantee Name	KWMMR-FM
City	Point Reyes Station
State	CA
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 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.**

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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.

KWMMR's primary goals for last year and going into the next year are to partner more thoroughly with the community by "going to them." This means attending and recording more community events for either live or later broadcast, and capturing more community voices for the airwaves. KWMMR staff who work on new and information programming (we do not have a news department) attended a "short form audio journalism" workshop series, sponsored by the station, and are integrating these skills into our weekly news and information programming. This year KWMMR has launched a 3-hour Spanish language block that includes regional news and information from Mexico, the repeat of a live Spanish-language program that KWMMR airs during the week, and local voices and information, including PSAs. Post-pandemic shut down, KWMMR has been able to attract several new programmers who are bringing talk and music programming to the airwaves.

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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.

KWMMR partners with many organizations including the Marin County Free Library, Indivisible West Marin, SURJ (Showing Up for Racial Justice), a local historian, our District 4 County Supervisor, the local weekly Newspaper (The Point Reyes Light), School District Family Advocates, the local health clinic, County Public Information Officers, Community Centers in our many coastal communities, the Coalition for Equity and Justice, local water districts, first responders, and the local community housing and land trusts. KWMMR is a key participant in the West Marin Community Response Team that was formed during COVID and is funded by the County of Marin for at least one more year. The goal is to get important health and emergency information out to the residents of West Marin. KWMMR, as a media outlet plays a key role. KWMMR also partners with Pacific Gas and Electric, our utility in Northern California to help dispense important information about fire safety.

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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.

KWMMR's information via interviews, public service announcements, and other content has allowed listeners to learn about COVID and flu vaccine opportunities, as well as other health screenings, including vision and hearing at local health fairs. KWMMR has also been instrumental in providing information about COVID test distribution and local food bank hours. KWMMR also helps partner and area nonprofits to get the word out about different cultural, youth, senior, and community meetings and events.

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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 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.

This year KWMMR has launched a 3-hour Spanish language block that includes regional news and information from Mexico, the repeat of a live Spanish-language program that KWMMR airs during the week, and local voices and information, including PSAs. KWMMR is also in the process of creating a consistent process of creating all emergency updates in both English and Spanish.

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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?

KWMMR is very grateful for the ongoing support of CPB. In addition to the funding for produced programming and our general operations, the need for an annual audit keeps the KWMMR books in great shape, which is helpful for seeking additional funding for the station.

#### Comments

##### Question

##### Comment

No Comments for this section