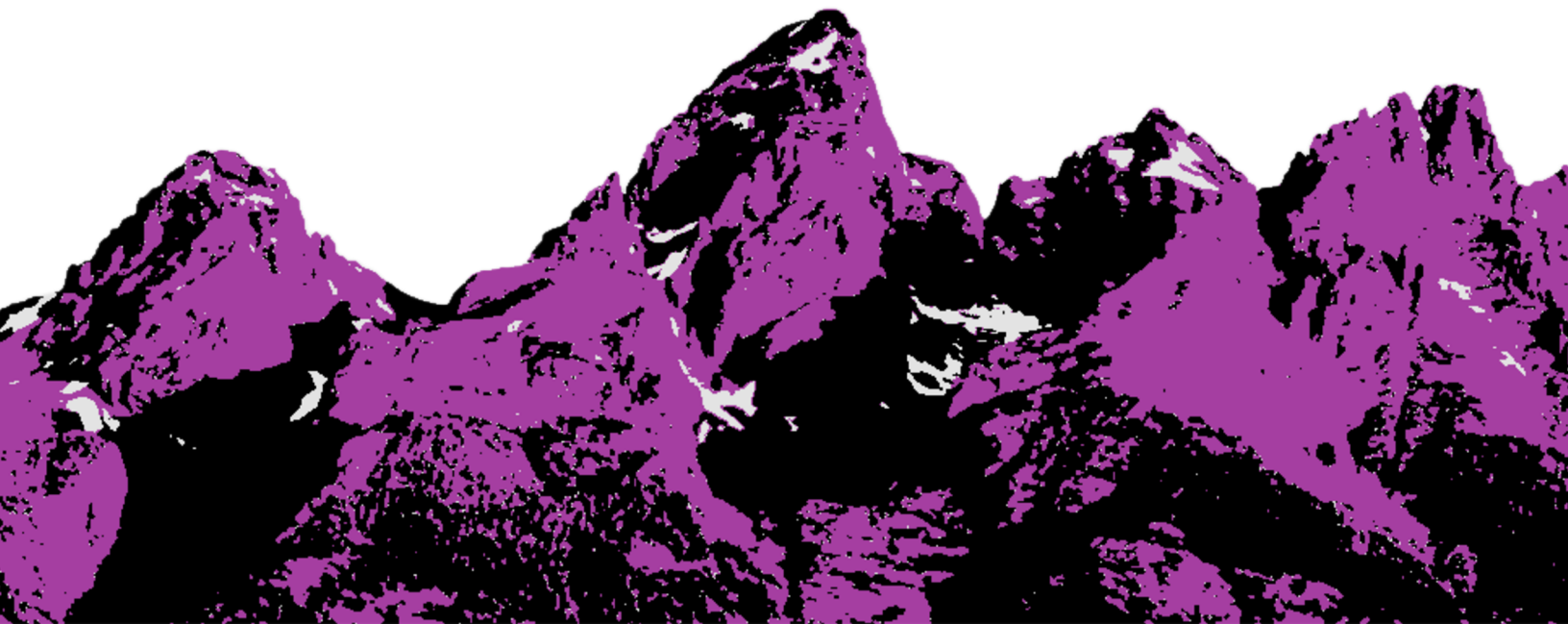




**Jackson Hole
Community Radio**

IMPACT REPORT

2024 Edition



DEAR READER

Thank you for tuning in, reading online and showing up. This year has shown us how much independent and reliable news matters here in Jackson.

In 2024 KHOL ramped up its coverage of town and county government and piloted a new Managing Editor position. Our reporters were on the scene in the aftermath of the Teton Pass landslide, covering both the human toll of the slide and the environmental forces that led to the collapse. Our reporting of the wolf incident in Daniel, Wyoming spurred worldwide conversations about the humane (and inhumane) treatment of wildlife.

KHOL co-presented candidate forums and broadcasted them on the airwaves to inform your vote. Our One Small Step initiative paired candidates running for office with those they aimed to represent. These conversations presented nuanced insight about those in power and those who seek it.

I'm always available to meet to hear your ideas about local news and public radio.

Thank you,



Emily Cohen
Executive Director

“A well-informed public is crucial for democracy to thrive, and journalism is an essential service — a public good — needed to make that happen.”

- Chronicle of Philanthropy



THE CHALLENGE

In 2020, Wyoming became the first state in the union without a daily print newspaper. Despite this, local news in the state's northwest corner is thriving. Jackson has a strong local paper and a growing public radio presence.

“Local news is the infrastructure for democracy.”

- Steven Waldman, Report for America founder

The importance of independent local journalism has never been greater. While newsrooms around the country are closing at an average of two a week, KHOL – and the Jackson community – proves that this doesn't have to be the case.

In fact, we're doing the opposite. We're investing in local news.

And this is made possible by of our community – because of people like you – believing in the power of local journalism.



OUR MISSION

To serve the Jackson Hole community of residents and visitors through independent local and regional news and by creating a forum for the free exchange of ideas and music discovery that informs, entertains and promotes a deeper understanding of the world around us.

RECOGNITION

2 AWARDS



THE MOST PRESTIGIOUS AWARD IN BROADCASTING

8 AWARDS



TOP OF THE ROCKIES EXCELLENCE IN JOURNALISM AWARDS

8 AWARDS



PUBLIC MEDIA JOURNALISTS ASSOCIATION





OUR IMPACT

One Small Step

We revived last year's One Small Step initiative for election season. This program brings people from opposite sides of the aisle together for a conversation. For 2024 we paired candidates running for office with the constituents they aimed to represent. We held 10 conversations with local candidates for mayor, town council and county commission.



A wolf walks into a bar

This story reverberated throughout the country and world, sparking conversations about the role of an iconic (and elsewhere protected species) on Wyoming's landscape. KHOL broke the story and collaborated with Wyoming Public Media and WyoFile for subsequent coverage. This story showcases accountability journalism at its finest and collaboration between newsrooms.

Teton Pass – Jackson's artery

This story shows how we shine as a multimedia outlet. We were the first to share news of this incident on social media and alert tens of thousands of people about the catastrophic failure of a major thoroughfare. Subsequent KHOL coverage focused on the impact of the road collapse on commuters and businesses, as well as the environmental forces at play.



OUR IMPACT



Tlaxcala Resource Center: Open, then closed

When the Tlaxcalan state government established a resource center in April, KHOL delivered more coverage than any other outlet on the issue. Our sources and past reporting proved vital to breaking the news that the center had closed quietly five months later. Original reporting on the closure, and questions it has left behind, was picked up by public radio stations in Las Vegas and Aspen.



Alpine Charter School

Reporting on the approval process and controversy surrounding a new charter school in Alpine proved to be one of our most viewed stories of the fall. Conversations with sources in one of Jackson's largest commuter communities exposed the region's growing pains. This work gave us a foothold to establish trust in this broader coverage area.

Police response to missing person

KHOL was the only news organization to investigate police and media response to reports of a missing woman in Jackson. Our reporters pressed the police about their response policies and asked why the case had not been shared via a press release and why it took a month to post on Facebook. This story examined the subject's race as a Black woman. One day after this story was published, the Jackson Police Department sent out their first press release on the case. In it they noted an increase in media attention and that the woman had been found in another state after her boss saw an article.



OUR IMPACT

Music programming

14 new voices joined our airwaves with shows featuring jazz, independent rock and regional music. These additions bring the total time of locally curated music on air to 60 hours a week. In 2024, KHOL broadcasted approximately 250 new albums and 500 new singles. Check out our Best of 2024 Spotify playlist to hear what we loved!



KHOL co-presented three free outdoor concerts at the Center for the Arts featuring local and regional acts as well as concerts at the Mangy Moose, volunteer showcases at Teton Village and after-party sets at the Snow King Concert Series.



THE REACH OF OUR STORIES



At KHOL, we distribute important stories in multiple ways for numerous platforms, so that we reach people where they are and so that the stories are accessible beyond the airwaves.

Each KHOL story starts on the FM dial, but has the potential to reach **3.5 million people**.

PARTNERSHIPS

Our membership with the Rocky Mountain Community Radio (RMCR) coalition, which includes 20 noncommercial stations across four states, enables news and music sharing and collaborative reporting that explores shared experiences across our region: climate, the transition from fossil fuels, affordable housing and “loving a place to death.”



WYOMING PUBLIC MEDIA

Our partnership with WPR includes content sharing and an expanded statewide reach for our coverage. We have also joined forces to cover state government in Wyoming. This reporting is made possible by a two-year grant from the Corporation for Public Broadcasting that enabled us to hire two reporters to cover

the legislature, report on bills, and track the impact of state government on everyday Wyoming citizens. This is the first time that our organizations have had reporters full-time in the state capital. Our partnership was one of six collaborations selected from across the country as part of CPB’s effort to address civic information needs in the face of the increasing influence of misinformation and disinformation in public discourse.

FINANCIALS

The station's financial health has grown dramatically over the past five years. In 2020, the station's revenue doubled, largely thanks to grant opportunities related to pandemic response. We've put these dollars directly into our newsroom – resulting in staggering growth in engagement and membership and qualifying KHOL for the first time for funding from the Corporation for Public Broadcasting.



Since 2022 KHOL has received funding from the Corporation for Public Broadcasting. CPB funds stations that can demonstrate \$275,000 in local support. CPB support expanded our resources by nearly 50% and now accounts for approximately 25% of the station's total revenue.

CPB aims to ensure access to content and services that educate, inform, foster curiosity and promote civil discourse essential to American society.

Local reporting takes resources. Hiring retaining talent is an ongoing challenge.

THE ROAD AHEAD



We have grand plans for 2025.
We need to raise \$150,000 to fund these positions:

Managing Editor
Town and County Reporter
Immigration Reporter

THANK YOU



The Grand – \$30,000+

Community Foundation of
Jackson Hole
Corporation for Public
Broadcasting
Jackson Hole Travel &
Tourism Board
Snake River Brewery

Teton Crest – \$10,000+

William and Katherine
Burford

Inspiration Point – \$5,000+

Christy Walton
Jill Baldauf & Steve Grossman
Jolie and Chuck Nelson
Phil Hartl
Stephen and Myrna
Greenberg
Wyoming Arts Council
Wyoming Cultural Trust Fund

Cascade – \$2,500+

Adam Forste and Evelyne
Aikman
Brandon and Erin Whitesell
Mark and Renee Havens
Paul and Shirley Piper
Seeley Foundation

Rockstar – \$1,000+

Adam Foley
Alex Kerr
Barbara and John Vogelstein
Bland and Liza Hoke
Charles Kusek and Jane Davis-
Kusek
David and Christine Murdoch
Deborah and Jim Ramo
Edgar Jannotta and Erika
Pearsall
Garth and Christy Gillespie
James and Anita Miles
Joe Albright and Marcia Kunstel
Charitable Fund
Kolodziej / Machon Charitable
Fund
Mosco Family Donor Advised
Fund
Nancy Richardson
Panoram Foundation Inc.
Scott Schumaker and Tiffanie
DeBartolo
Stephen and Lisa Nesbitt
Stephen and Mary Lynne Kneller

THE TEAM

Dante Filpula Ankney
Senior Reporter (Left)
Emily Cohen
Executive Director
Sophia Boyd-Fliegel
Managing Editor
Rachel Stevens
Deputy Director
Reed Russell
Development and
Outreach Director
Jack Catlin
Music Director (Right)



Jenna McMurtry
Reporter (Left)
Zoe Curran
Digital Producer (Right)



THE BOARD

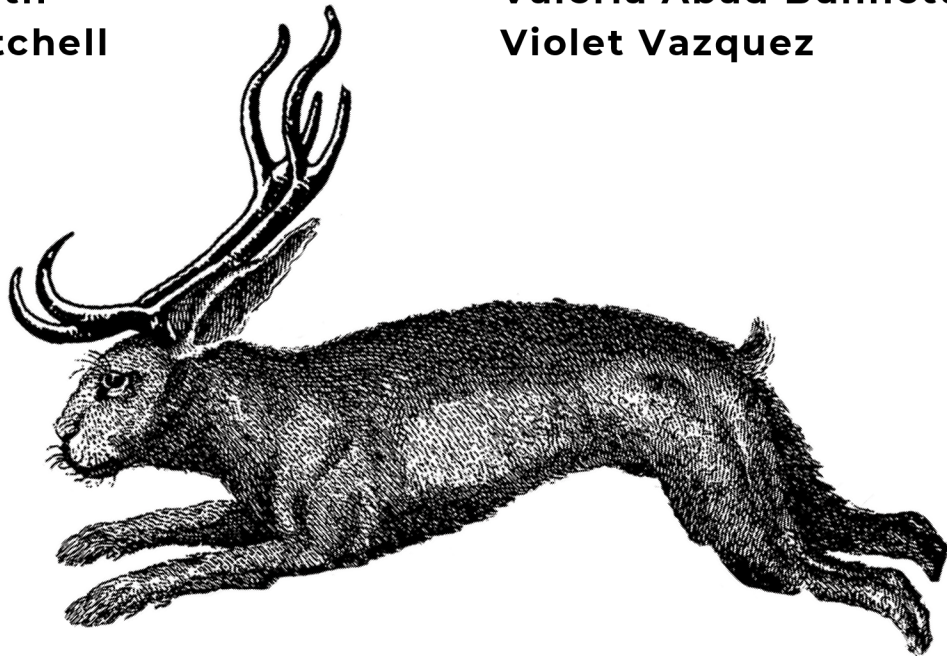
Alex Kerr
Bill Burford
Garth Gillespie
Jill Baldauf (Chair)
Jolie Nelson (Secretary)
Kevin Cohane (Treasurer)
Phil Hartl
Rani Carr



VOLUNTEER DJS

Aaron Hallenbeck
Aaron Hawkins
Alex Blackwelder
Andrew Clark
Antuanett Lopez
Bill Helm
Brandon Whitesell
Cameron Rood
Chuck Hattemer
Chris Coughlan
Cori Patrick
Daniel Huckel
Daniel Sanford
Delya Shock
Eli Bernstein
Ethan Oxman
Evan Ballew
Ford Hebard
Graham Trainor
Hunter Singleton
India Smith
Jason Mitchell

Jim Ramo
John King
Johnny Fifles
Karl Schmidt
Ken Jenkoski
Kevin Doyle
Kevin Pusey
Lacey O'Sullivan
Logan Owings
Mark Byall
Mark DeOrsay
Massey Zieman
Mike Walker
Mike Werner
Parker Steveson
Pat Wright
Peter Henderson
Rachel Cohn
Ruby Jenco
Robert Stanfield
Valeria Abad Bunnett
Violet Vazquez



WHERE TO FIND US



On the airwaves **89.1 FM**



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On podcast platforms



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10% off pizza at Handfire Pizza

10% off at the Art Association Art Supply Store*

10% off at Highpoint Cider Taproom

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