

Hewel Ni'oki KOHN CPB CSG
Local Content & Services Report
2016-2017

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.*

Since the inaugural broadcast of the Nation's first radio station, KOHN in 2004, it has been a long term effort of the Nation to provide complete coverage to all members within its boundaries, including satellite communities and members living aboard. In fiscal year 2017, the Nation began providing broadcast services to two additional such communities, the Florence Community near Florence, Arizona and the San Xavier Community south of Tucson, Arizona. These broadcast services will provide local content and information to resident members of these communities and more importantly, bring these members into active participation with the Nation's governance. It brings their voice into the process of self-governance.

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.*

As stated above, broadcast services to two additional satellite communities will bring these communities directly into the communal affairs of the Nation. Information about current events, activities and services impacting members will be made available to these communities via public service announcements, coverage of events, and the daily community calendar. Cultural and language preservation will also be enhanced through immersive language broadcasts and broadcast coverage of cultural events.

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.*

The immediate impact upon the two new communities was the ability to relay information to the community members of local emergencies and events that have a direct impact upon the members. Vehicle accidents impeding local traffic, planned power outages and deadlines for services by the Nation's departments and programs.

- 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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.*

During fiscal year 2013 Hewel Ni'ok began place a dollar value on the broadcast services provided to the members of the Nation through public service announcements, community events and coverage of local activities. This effort was started to provide the Nation's leadership a showing of use of funds provided for broadcast operations in terms of a return on the investment of the appropriation. A monthly target basis was formulated by dividing the total appropriation by each operational month. Each PSA and event announcement was valued at the same underwriting rate as if it were charged. Hewel Ni'ok has consistently surpassed the annual appropriation amount to affirm the return on investment by the Nation. In fiscal year 2017 Hewel Ni'ok provided \$809,615 of service value, exceeding the appropriated amount of \$557,664 for operations by \$251,950.

- 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?*

The majority of the grant funding is applied to distribution expense, engineering and associated fees for National programming. However, the most valuable asset of being a CPB grant recipient is the positioning of Hewel Ni'ok among its peers.