

Hewel Ni'oki KOHN CPB CSG
Local Content & Services Report
2017-2018

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.*

Hewel Ni'ok has revisited a long desired service to reach the youth population of the Nation. In this effort, Hewel Ni'ok began a working group of its youngest employees to examine available and affordable on-line media to develop a stream channel devoted to the youth audience. In its initial form, the stream will be a 12 hour, 2 hour block programming with a repeat for overseas audiences. The challenge to the project is obtaining legal authority from the governance to outsource the media to a third party whom will be required to submit to the Nation's legal jurisdiction.

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.*

Hewel Ni'ok was approached by the local LGBTQ+ community for assistance in hosting regular meetings which accepted and supported. In addition to this effort, Hewel Ni'ok's Community Affairs Director accepted an invitation from a Tucson LGBTQ+ producer's group to assist in the collaboration of media production. This effort is also with the partnership of KXCI, a Tucson community radio station. The project, LGBTQ+ Amplified, will provide quarterly production training this year and then proceed with production in the next phase.

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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.*

While there have yet to be any measurable impact, Hewel Ni'ok takes the position that simply supporting and providing the facility for the LGBTQ+ local community to meet and focus on issues is a step forward. Hewel Ni'ok will seek an assessment from the group as well as recommendations for additional support.

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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.*

Hewel Ni'ok remains concerned of its outreach to the Nation's citizen residing off the Nation in major metropolitan areas. Hewel Ni'ok recognizes that its public stream requires improvements to maintain this outreach. Again the challenge to addressing this issue remains to be the ability to identify a service provider willing to submit to the Nation's legal jurisdiction.

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?*

Through its affiliation with Native Voice One and the National Public Radio Satellite System, Hewel Ni'ok finds great appreciation for the national discourse on Native American issues to its audiences. The Nation itself has been the focus on some of these issues relating to immigration and the international border. Being able to bring this discourse to the local community would be one area that would be a challenge without the resources provided by CPB.