

## Hewel Ni'ok KOHN CPB CSG

### Local Content and Services Report FY 2019

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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.*

A major emphasis for Hewel Ni'ok during fiscal year 2019 is the development of the youth media division. The youth media division will develop and provide local issues content impacting the youth of the Nation. Further, as a multimedia division, it will assist and encourage local youth in digital media production to give voice to these issues. Hewel Ni'ok will be seeking the funding of position to coordinate these efforts and hope to have this position in place for the 2020 fiscal year.

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 presented above, Hewel Ni'ok began the development of youth media division and held several focus group sessions with local schools, youth organizations and communities. The feedback from these focus group meetings assisted the design and concept of the youth media division. It is anticipated that the division will develop, produce and host a web based youth channel. It will also assist local youth to produce musical and issues programming for the channel. Finally, it will provide resources to train local youth in digital media production to address identified issues on other platforms.

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 movement towards developing the youth media division within Hewel Ni'ok has garnered support from the community and local youth groups. Increasing the audience of Hewel Ni'ok by going to the media platform has been a goal for several years which is now

becoming a reality. This effort will permit Hewel Ni'ok to target an audience that has been is a minority.

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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.*
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, in supporting the broadcast operations of Hewel Ni'ok, has afforded the Nation a media that has been invaluable to preserving the language and providing the means for the membership to participate in its governing through gavel to gavel coverage of the proceedings of its legislative body. CPB funding primarily provides for distribution and transmission of Hewel Ni'ok's operations.