

Hewel Ni'ok KOHN CPB CSG

Local Content and Services Report FY 2020

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.*

Continue with collaborative partnerships with local entities to assist with Native language preservation; develop the O'odham Youth Media into a viable stream focused on the young population of the Nation; and be a resource to the Nation leadership in providing critical information to the general public during the on-going pandemic.

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.*

The on-going pandemic has provided challenges in continuing to provide services of Nation's general public's interest. Through on line applications, Hewel Ni'ok has been able to inform the general public of critical information on Covid-19. Working with the Nation's Office of the Chairman and Vice Chairwoman, Tohono O'odham Legislative Council, Tohono O'odham Health Care Network and the Office of Emergency Management, critical information and medical updates were broadcast to the general public.

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.*

Timely and relevant information about the covid-19 virus, as well as regular updates, provided in the O'odham language, kept the communities of the Tohono O'odham updated and gave guidance to testing and vaccinations. While there are not specific data, Hewel Ni'ok believe it has been a major vehicle for informing the communities and residents.

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.*

Hewel Ni'ok continues its collaborative efforts in assisting with the preservation of the O'odham language. A two hour immersive program is broadcast on its low power station, KWAK-LP, during the workweek. In addition, Hewel Ni'ok continues with its progression to providing a Youth Media channel as an outreach towards a segment of the population that it has not been reaching through its on-air operations. It is expectation that this channel will be available in 2021.

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?*

During the Covid-19 Pandemic, the funding resource from CPB has helped in maintaining a level of broadcasting and programming that benefits the members of the Tohono O'odham Nation. Through these resources there was never an interruption of services to the communities of the Nation. Hewel Ni'ok was also able to accommodate its staff during the hardships of having to quarantine due to exposure to covid-19, minimizing economic hardship that would have prevailed.