

**Hewel Ni'ok KOHN CPB CSG  
Local Content and Services Report FY 2021**

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**Grantee Information**

<b>ID</b>	4597
<b>Grantee Name</b>	KOHN-FM
<b>City</b>	Sells
<b>State</b>	AZ
<b>Licensee Type</b>	Local Authority

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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.*

**Although direct person to person activities have been drastically restricted in this second year of the covid pandemic, Hewel Ni'ok has maintained its service to the communities by assisting the Nation's leadership, districts, programs and departments with messaging, continued programming on the issues relating to the pandemic and covering events virtually.**

- 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 participated in various Covid related campaigns with Native Public Media which included testing and vaccinations public service announcements. We also aired bi-weekly status updates for the Nation's Health Care Network and covered periodic medical updates made to the Nation's Legislative Council.**

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.*

**There is no direct data to indicate the impact of Hewel Ni'ok's participation may have had on the increased vaccinations and compliance of the Nation's mandates relating to the stay at home orders. However, Hewel Ni'ok has seen an increase in the number of people following its Facebook page over the previous year.**

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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.*

**In its continuing efforts to assist in the preservation of the Nation's official native language, Hewel Ni'ok has restored the Cultural Affairs Director position and began collaborations with the O'odham Language Center on producing segments of Hewel Ni'ok Voices of the People program to address efforts to revitalize and preserve the language. Hewel Ni'ok has also developed position descriptions to hire O'odham Language specialists to replace vacant on-air talent positions.**

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 CPB funding has enabled Hewel Ni'ok to remain a viable voice to the O'odham Nation by delivering information on issues in a manner that is relevant and relatable. Particularly in the current state of the Covid pandemic.**