

Hewel Ni'ok KOHN CPB CSG Local Content and Services Report FY 2023

Grantee Information

ID	4597
Grantee Name	KOHN-FM
City	Sells
State	AZ
Licensee Type	Local Authority

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 Radio's broadcast signal provides information, education, and entertainment to our listeners who reside in many small communities. We aim to provide a reliable service on-air and online (via streaming) we are a vital source of community news as well as emergency updates. With the Covid-19 pandemic still affecting the nation we were able to maintain service to our communities. We continued to collaborate with Nation's leadership, districts, programs and departments with on air messaging 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.

The key initiatives are to educate, help community development, and provide helpful information to our members. Networking and creating an action plans with our various departments such as educational institutes, community non-profits, and community members etc. We have collaborated with the Arizona Children's Action Alliance to inform the communities on health and education for their child. We partner with the Tohono O'odham Community College in which we air a weekly show that is produced locally highlighting community issues, education and local interviews. The network has also worked closely with Native Public Media on a get out the vote campaign.

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 impact of our key initiatives has helped the different departments within the Nation to educate and inform on various issues such as health, education, culture, community events and more. Getting vital information to our communities by working with the medical team on the Nation to inform of vaccination clinics, mandates and the status of the Covid-19 pandemic.

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.

As a Native owned radio station we strive to preserve our native language through our immersive O'odham shows. Public service announcements are read in both our native language and English. In September 2022 we hired our cultural affairs director and has coordinated cultural programming for the network.

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 assisted in the broadcast and compliance to serve the Tohono O'odham Nation. CPB funding allows us to serve a very wide geographic area, covering parts of the Nation. Our CPB grant ensures that we can continue to provide quality public radio programming and meaningful community engagement. CPB helps to strengthen our efforts and as we continue to be a public resource.