

Hewel Ni'ok KOHN CPB CSG Local Content and Services Report FY 2025

Grantee Information

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| 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 continues with its primary objective of providing information on local issues impacting upon the citizens of the Tohono O'odham Nation. Emphasis is given to delivering news and public affairs information in the O'odham language. This effort is a part of the Nation's commitment to revitalizing and preserving its language.

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 remains as an engaging partner with local programs in language revitalization and preservation. It has increased immersive O'odham language programming at both of its broadcasting studios for its daily programming.

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 is no available significant data, there is a notable increase in the daily use of the O'odham language in public discourse, during legislative sessions, official public events and on-air broadcasting.

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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year

2024. If you regularly broadcast in a language other than English, please note the language broadcast.

Efforts are being made to increase Hewel Ni'ok's on-line presence through the engagement entities to assist Hewel Ni'ok in providing a custom downloadable application for its program streams. Investments are also being made to increase on-line listenership, especially among the young people of the Nation, by providing internship for youth programmers.

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?

As the only viable media for disseminating public information to the citizens of the Tohono O'odham Nation, Hewel Ni'ok continues with its investment of broadening its programming delivery through web content and on-line presence. CPB funding allows for the hiring of local members to develop and provide programming for this purpose.