

6. Local Content & Services Report

6.1 Telling Public Radio's Story

<p>The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2015. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.</p>	<p>Joint licensee Grantees that have filed a 2015 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.</p>
<p>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.</p>	<p>Hewel Ni'ok KOHN will continue with its expansion of services effort to provide broadcasting to two more satellite community. One of these communities, the Wa:k community, is adjacent to the metropolitan area of Tucson which has made it difficult for the Nation to provide service due to the saturation of commercial radio; the Nation successfully obtained a low power construction permit to provide service for the community and it is expected that service with local produced programming will commence in 2017.</p>
<p>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.</p>	<p>Hewel Ni'ok KOHN has began discussions with the Tohono O'odham Community College to develop a partnership in which TOCC will produce for broadcast a educational weekly program focusing on TOCC's academic mission, KOHN will also continue with its new partnership with the Cultural Center and Museum to provide digital documentation of events and educational presentations of the Museum. Under a cooperative agreement, these short documentaries will be made available on KOHN's YouTube channel as well in the Museum's archives.</p>
<p>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.</p>	<p>These new partnership will not only provide KOHN with more direct engagement with the community but will expand the engagement efforts of these institutions of the Nation. The cultural and educational objectives of these institutions will be expanded beyond their immediate service and be available to all members of the Nation through broadcasts and online delivery.</p>
<p>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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.</p>	<p>Constant feedback from local listeners, community leadership and the governing body provide KOHN with targeted topics to develop responsive programming. For example, the major objective for 2017 will be round table discussions regarding the history behind place names. the community voiced the importance of presenting this to the younger generations in order to correct misconceptions and proper names of traditional areas and locations.</p>
<p>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?</p>	<p>Our association with CPB gives KOHN a prestige that we are among peers on a National basis. The grant funding's most effective benefit is the blanket coverage on performance licensing and streaming rights, without which our programming would not be as comprehensive as it is in terms of reaching our members through out our vast Nation and abroad.</p>