

Hewel Ni'ok KOHN CPB CSG Local Content and Services Report FY 2024

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.

The Tohono O'odham Nation has been informed that the O'odham Language has been determined to an endangered language. For this reason, Hewel Ni'ok will continue with its efforts to assist in the revitalization and preservation of the 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 has created and funded 2 positions which will provide immersive language speaking for daily broadcasts. Further, its Cultural Affairs Director will enlist local residents to share cultural education in the O'odham language strengthen the use of the language.

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.

Hewel Ni'ok will rely on the Tohono O'odham Nation's O'odham Language Center for any measurable impacts in terms of the increase in use and retention of the language.

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.

As noted above, Hewel Ni'ok is responding the determination that the O'odham Language has been recognized as an endangered language and is therefore assisting in the Nation's revitalization and preservation efforts. Hewel Ni'ok's efforts will be the immersive use of the O'odham Language by fluent speakers on a daily basis.

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?

CPB funding assists the Tohono O'odham Nation in effectively providing a media, radio broadcasting to reach its citizens in their original spoken language.