

## CPB SAS 6.1 Telling Public Radio's Story

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.

Our broadcast area is a very large geographic area in northeast Arizona. Our goal is to be a community resource first for our Dine (Navajo) and other Indigenous peoples such as the Hopi and Tewa. We serve both Native and nonnative listeners on the Navajo and Hopi Nations and in surrounding communities. We do so with information, entertainment and community resources. Residents of remote rural living face many common challenges. We provide as much information as possible regarding these key common issues that are amplified by higher rates of poverty and fewer support services. We support Tribal efforts along with those of governmental, social services and nonprofits working to improve the lives of our listeners. We produce and broadcast free and paid announcements in Navajo and English to serve a broader audience. We are often the only broadcast outlet delivering information for local organizations wishing to promote their education and outreach events. We cover some Tribal events and tribal political forums when staff, volunteers and resources allow. Listeners from diverse backgrounds and demographics respond positively to the information and entertainment we provide.

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.

We have a very generous "open door" policy regarding opportunities for, local education, health and social service organizations to share their important messages with our listeners. We air many free recorded PSAs everyday. Nearly every weekday we also read current PSAs and community event information live. The majority of the organizations we partner with to disseminate information include tribal and governmental agencies, non profit organizations and national causes covering issues like veterans' affairs, higher education, coal mine closures and mineral rights, legal assistance, nutrition, children issues, social services, health care mental health, environmental issues, and elder care. We recorded the 4 1/2 hour Navajo nation 16 candidate presidential forum with both audio and video. We've worked with the Arizona Conservation Corps to fill summer jobs for Native Americans to serve on Ancestral Lands conservation crews at the Grand Canyon. We have helped the Navajo Nation aid families working at or living in the proximity of uranium mines or at risk of exposure to radon gas and other harmful byproducts of mining. We support the extensive efforts of the Navajo Nation Special Diabetes Program. We work with Navajo High School teachers, staff, students and parents to promote

education, vocational programs, sports, preservation of the Navajo language and extracurricular activities.

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.

Our partners report success sharing that people say they "heard it on KGHR." We do not have any "measurable impact" just these anecdotal reports at this time. Our work with other tribal neighbors on various issues seem to demonstrate a "strengthening of conversational ties across diverse neighborhoods" as there are very sensitive, long standing issues in these communities that did not prevent our work. We bring all kinds of people together and receive great feedback from listeners calling or coming to the station to comment about something they've heard on air. Our social media response is great and very active. Some of our Navajo and Native related posts receive astounding levels of interaction.

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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

We serve a huge rural and Tribal geography. Illiteracy and language barriers are known realities in Northeastern Arizona. We take these issues seriously and broadcast the Navajo language several times each day. We have Public Service Announcements or community opportunities or events airing in Navajo. We plan to continue to increase the frequency and quantity of Navajo language programming. Our goal is to hire another full time staff person to improve our volume of service. We air PSAs and some community events in both Navajo and English. We have fluent Navajo speakers at the school now and more will be a great asset to more coverage. Areas of focus will be teen suicide, domestic violence, elder abuse, drug/alcohol abuse, diabetes prevention/treatment. We restored our live, local high school sports broadcasts in January 2019. We will also develop segments to air live and in rebroadcast relating to local issues like education, health, resources and more. We will launch a new live interview program and a live Native Music program in 2019. We always work to share the stories, culture and heritage of our elders, youth, brothers and sisters. And we'll do all of this with a commitment to honoring our Navajo heritage and protecting and investing in the future for our children and their children.

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?

Plain and simple... KGHR would not be on the air if not for the essential funding provided by the Corporation of Public Broadcasting. The CPB funding allowed us to seriously invest in essential engineering work which improved our transmission and our reliability. We were finally able to install a backup generator last year. The CPB funding has allowed us to secure programming and delivery services from national providers that we would not have been unable to continue. Without CPB funding our equipment would have been lost due to inability to maintain it, required upgrades wouldn't be purchased and national programming would likely have been terminated. The CPB funding reopened opportunities for KGHR that are inconceivable without this financial support. It allows KGHR to provide for the social concerns of our neighbors and empowers us to believe in our ability to serve our community as we know they (we) deserve to be served. CPB funding allows KGHR to serve our community consistent with their needs to the best of our ability and resources. This funding empowers us to serve rural and indigenous listeners who do not have electricity and running water and certainly don't have television or internet services. For these neighbors and elders we are their companion and connection to the broader world.