

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 covers a significant geographical area in northeast Arizona, which includes a larger portion of the Western Navajo Nation. With the financial support of the Corporation of Public Broadcasting (CPB), our goal here at KGHR is to produce, program, and distribute what is important to Indigenous communities; a cultural bridge and 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 which 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 have also aired health PSAs in Navajo, Lakota and Yupik. We are often the only broadcast outlet delivering information for local organizations wishing to promote their education and outreach events. Listeners from diverse backgrounds and demographics respond positively to the information and entertainment we provide, both in person and on social media. It is the goal of KGHR to serve it's community with as much quality programming as possible.

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 are open to all opportunities for, local education, health and social service organizations to share their important messages with our listeners. We air many free recorded PSAs every day. These PSAs address local concerns including road safety, drugs use, alcohol abuse, mental health, bullying, child abuse, health and diet, or many more. Nearly every weekday we also read current PSAs and community event information live. Organizations we partner with to spread information include tribal agencies, government agencies, nonprofit 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 work with the Navajo Nation Environmental Protection Agency (NNEPA) in their efforts to 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 have worked in partnership with the Navajo Nation Special Diabetes Program in their extensive efforts to educate families on the importance of exercise and a healthy diet. We have also worked with local organizations such as Tuba City Regional Health Care Corporation and Tuba City Boarding School. We work with Navajo High School teachers, staff, faculty, 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.

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. People have responded well to our key initiative which is to promote Navajo history and practices as well as the Navajo language. Our partners continue to work with us on a daily basis by continuing to send us information that improves our community in a positive way. We bring all kinds of people together and receive great feedback from listeners calling or coming to station to comment about something they've heard on air. We are extremely thankful to be able to help out our partners in spreading their message to surrounding communities. Our social media response is great and very active. Some of our Navajo and Native related posts received astounding levels of interactions

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?

KGHR would not be on the air if not for the vital funding provided by the Corporation of Public Broadcasting. 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. The CPB funding has allowed us to secure programming and delivery services from national providers that we would have been unable 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. We were able to stay on the air, with repairs made to the Studio Transmitter Link (or STL) from our studio in Tuba City, to our tower site on Preston Mesa. Some of our major upgrades, have included system software upgrades for our Digital Audio Delivery (or DAD) system, and our Emergency Alert System (EAS), which are all running with current system software updates. The CPB funding reopened opportunities for KGHR that are inconceivable without this financial support. It allows KGHR to bring awareness to a culture that is rich in oral tradition; a culture whose history and identity has always been delivered through language. CPB funding allows KGHR to expand this tradition through electronic media, into the 21st century by providing a modern means for sustaining cultural survival and empowerment. 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 bridge to the world beyond the horizon.