

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.

a. KGHR's broadcast area covers northeast Arizona. This includes the Navajo Nation and Hopi Nation and other surrounding communities. Our communities are very rural with limited technology, which allows for radio to be the perfect method of communication. With the help of the Corporation of Public Broadcasting (CPB) funding KGHR is able to provide quality information and entertainment to these communities. Our goal is to continue to serve these communities in every way that we possibly can. KGHR broadcasts in the Navajo, Hopi and English language to serve our native and non-native speakers. We support tribal, health and educational organizations along with many more. We provide free and paid PSAs in Navajo, Hopi and English language. Again, our goal is very simple and that is to continue to serve the needs of our communities with quality information and entertainment.

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.

a. KGHR key initiative is to spread the information of our local education, health and government organizations. We have aired many free PSAs that address health safety, road safety, school updates, mental abuse, alcohol abuse, cyber bullying, bullying and many more issues within our communities. Organizations that we have partnered with include Tuba City Regional Health Care Corporation, Greyhills Academy High School, Navajo Nation Special Diabetes Program, Navajo Health Command Operating Center, Hopi Tribal Government, Tuba City Boarding School, Local Law Enforcement, Tuba City Chapter House and many other Chapter Houses that serve as local governments. We have worked actively with these organizations to get their message out there as well as supporting their cause. KGHR has also worked on creating Navajo language learning content that features local teachers and students and address the declining language usage concern in our communities.

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

a. KGHR delivers world and local news, school, health and governmental information as well as public service announcements (PSAs). Since the onset of COVID-19, KGHR has been an essential method of disseminating vital information in Diné, Hopi, and English.

People have responded well to our key initiative which is to promote Navajo history and practices as well as the Diné language. Our social media response is great and very active. We hope to develop a streaming service in the near future. This will extend our community service beyond the reach of our terrestrial signal. Now, more than ever, the CPB support is needed to help create a clear power full signal.

- 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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast**
 - a. We work closely with our licensee, Greyhills Academy High School, in meeting the needs of minority and diverse audiences. Our KGHR personnel assist in both school activities and outreach programs, along with programming of high school sporting events. We hope to recruit more student volunteers and to restore a previously successful educational program to train students in writing, journalism, interpersonal communication, computer programming and other workings of a radio station. These efforts are made in the Dine, Hopi and English languages. KGHR is the only source for community information in our service area. KGHR is the only source for creating, disseminating and/or perpetuating knowledge within your community or to Indigenous peoples at large.
- 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?**
 - a. Without the Corporation of Public Broadcasting (CPB) funding KGHR would not be able to serve our community. Quite frankly, KGHR would not be in existences without the CPB funding. KGHR relies heavily on the CPB grant funding to run everyday operations and future projects. KGHR was able to make the necessary repairs and updates at our tower site on Preston Mesa near Tuba City to keep our radio station up and running. With the funding KGHR was able to purchase equipment to produce quality content. This content is vital to our community and culture. As a radio station located on the Navajo Nation, stories and other oral teachings are vital to sustaining our tradition. This funding allows KGHR to serve indigenous and rural listeners who rely solely on radio to get community information.