

## **CPB Reporting Requirements**

### **STATION EXECUTIVE MANAGEMENT**

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Beverly James  
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### **BOARD OF DIRECTORS**

The Seattle Schools Board of Education serves as the KNHC Board of Directors.  
The list of directors can be found at the following link.

<http://www.seattleschools.org/district/schoolboard>

### **COMMUNITY ADVISORY BOARD MEMBERS**

Sharon Peaslee  
Sherry Carr  
Harium Martin-Morris  
Sue Peters  
Stephan Blanford  
Martha McClaren  
Betty Patu

### **OPEN MEETINGS**

KNHC is licensed to the Seattle Schools Board of Education. The calendar of their open meetings can be found here.

<http://www.seattleschools.org/cms/One.aspx?portalId=627&pageId=15493>

## **AUDITED FINANCIAL STATEMENT**

<http://portal.sao.wa.gov/ReportSearch/Home/ViewReportFile?arn=1011927&isFinding=false&sp=false>

## **COMPENSATION AND CONTRACTOR INFORMATION**

FTE employees \$286,092

Contractor compensation: \$146,900

## **LOCAL CONTENT AND SERVICES**

<http://www.c895.org/schedule/>

## **DIVERSISTY STATEMENT**

Seattle Public Schools Seattle Public Schools ("SPS") provides Equal Educational Opportunities and Equal Employment Opportunities and does not discriminate in any programs or activities on the basis of sex; race; creed; color; religion; ancestry; national origin; age; economic status; sexual orientation, including gender expression or identity; pregnancy; marital status; physical appearance; a disability; veteran or military status; or the use of a trained dog guide or service animal. SPS provides equal access to the Boy Scouts and other designated youth groups.

SPS complies with all applicable state and federal laws and regulations, including but not limited to: Title IX, Title VI of the Civil Rights Act, Section 504 of the Rehabilitation Act, and RCW 49.60 ("The Washington Law Against Discrimination"). SPS's compliance includes, but is not limited to all District programs, courses, activities, including extra-curricular activities, services, and access to facilities.

KNHC regularly identifies issues in the local community through the Broadcaster Ascertainment process. Both commercial and non-commercial broadcasters invite widely diverse members of the local community. Employers and employees, public servants, non-profits, government agencies, many ethnic community leaders, educators and commercial interests are all invited. Broadcasters meet monthly seeking comments over a broad range of needs and interests through a broad variety of ongoing relationships with local nonprofit organizations who represent a diverse ethnic and income demographic.

KNHC seeks to understand and give a public voice to those organizations that may not otherwise have the resources to publicize their specific needs to the community. To this end, KNHC maintains a community calendar of listings from qualified 501(c) organizations and others holding events to support the efforts of those nonprofits. KNHC also regularly schedules public service announcements covering the activities and needs of such organizations. KNHC also regularly broadcasts interviews with those organizations.

KNHC hourly newscasts are gathered through the station's affiliation with the Associated Press. Newscasts regularly feature national and international issues as well as local news segments. .

KNHC also serves as a working lab for students interested in pursuing a career in radio broadcasting. Students receive an authentic work experience and their work airs on KNHC.

KNHC utilizes a wide variety of delivery options to reach its diverse audiences throughout the Puget Sound region and worldwide. Audiences listen to our broadcast signal at 89.5FM, the website at <C895.org>, the C89.5 Community Calendar, and a variety of social media.

KNHC uses its relationships with a broad variety of nonprofit organizations and the station broadcasts coverage of the needs of those organizations as an informal initiative to create public awareness of those needs and public participation.

The variety of public service to community organization is evidenced by the many organizations featured.

Key public service programming initiatives include;

“Do-One-Thing”

Do-One-Thing is an initiative that encourages young people to make healthy choices in their lives. The program encompasses many aspects of their lives including diet and exercise, both of which are out of control with many young people today. Other areas of have included getting involved in the community, reading, learning one new thing, etc. It’s about empowerment told in highly personal stories. The program is distributed via broadcast messaging, social media to enable easy peer to peer communication, as well as community events.

**On air messaging:** A wide variety of messaging produced by students presenting personal stories of how new activities changed their lives.

**Social Media:** Including Facebook, Twitter, Instagram and ZipWhip. Listeners share how they relate to the program and describe what they did. Contests have been organized around this with prizes from sponsors. Social Media is managed daily.

**Events:** C-89.5 hosts teams to do things like the End AIDS Walk, and Heart Walk.

KNHC also hosts dances to get people moving. Events like the Listenership Appreciation Parties, the annual Sunset Boat Cruise, where the event is centered around having fun and events are family friendly.

**Educational:** C89.5 also cooperates with local institutions in an effort to promote continued learning. Events like the series of Laser Dome shows at the Seattle Center Science Center, Seattle Youth Pride Kickoff, Pridefest at the Center, Bumbershoot Festival at the Center, The International District Dragonfestival ,

**Underwriting model:**C-89.5 is uniquely suited to take on this initiative. Many companies have been associated with the program because of our position in the community, our audience and the cause. Sponsors engage from many areas to support the on air messaging and the social media management. Here are some programs we have aired:

1. Health Care: this is traditionally one of public radio’s largest categories. Seattle Cancer Care Alliance, Children’s Hospital, UW Medicine, Fred Hutchinson
2. Associations: WA Dairy Commission
3. Grocers: PCC, Whole Foods Markets
4. Health Associations: American Diabetes Association, Heart Association,
5. Insurers: Premera Blue Cross
6. Health Food producers
7. Government Agencies: King County Health, WA Department of Health, WA Dept. of Transportation
8. Seattle Parks Department
9. Green non-profits: Seattle Tilth, Seattle Farmers Markets

10. Restaurants: Portage Bay Café, Julia's, Vegetarian restaurants
11. Financial: Metropolitan Credit Union

Feedback received from listeners and the community organizations whose activities we promote is overwhelmingly positive, indicating listener awareness of and participation in community events directly due to our broadcast coverage.

KNHC regularly interacts with its audience relating to breaking news and other content via software that allow the station to interact via “text to landline”. This groundbreaking technology is widely used by the audience and make for a more vigorous interaction relating to issues raised in the news.

The station expects that as the result of CPB national programming financial support will fund diverse programming that serves the needs of the entire listening community and a portion of the salaries of part-time broadcasters who provide it to the listeners. Without such funding, program decisions have been based on those programs that are free rather than what is best suited to meet audience needs.