

## Grantee Information

ID	5264
Grantee Name	KNHC-FM
City	Seattle
State	WA
Licensee Type	Local Authority

### 6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2017. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

**Joint licensee Grantees that have filed a 2017 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.**

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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.

Throughout the year, we participate in monthly ascertainment meetings of radio stations (both commercial and non-commercial) in the market. Those meetings help identify a variety of needs in our community. In 2017, we chose to focus on Marijuana Education to Youth, Homelessness and Food Security for Youth, and challenges faced by our LGBTQIA community. We partnered with area organizations, provided informational and educational on-air messaging, used our social media platforms to expand awareness, and one of our on-air hosts spun music at an event that highlighted the needs of homeless youth and resulted in clothing and financial support for a nonprofit focusing on that need.

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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 partnered with the Washington State Department of Health (through +GMMB) to help provide content for their "Listen To Your Selfie" campaign. We partnered with the Seattle Office of Civil Rights for a joint campaign raising awareness of gender identity. We partnered with Teen Feed to raise awareness of their program and needs and provided talent for a fundraising event. We partnered with Seattle Public Schools to raise awareness of Career and Technology Education options available to students in the Seattle Metropolitan area.

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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.

+GMMB reports "The first phase of the Listen2YourSelfie campaign has been highly successful at reaching youth across Washington State. The initial 10-week statewide digital ad buy outperformed industry standards across all platforms to deliver approximately 84 million

impressions, resulting in more than 430,000 clicks to the website and more than 9.2 million video completions. Youth who visited the website also spent nearly three minutes interacting with content, a clear indicator that the site effectively captured their attention." For our Gender Identity Campaign, more than 2,000 gender identity buttons were distributed through area businesses, health care, and mental health providers. The Office of Civil Rights has already committed to printing more buttons for PRIDE festivities in June, 2018. For the Career and Technology Education awareness campaign, Seattle Public Schools reports a 122% increase in the number of visitors to the CTE pages on their web site.

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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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

In 2017, we provided a variety of informational and educational messages aimed at the LGBTQIA community. In 2018, we plan to continue those messages and increase information about health care and mental health services available. We also will partner with the Office of Civil Rights to reprint and distribute gender identity buttons in the region and hope to increase the number of distribution points. In 2017, we started working with Teen Feed to bring awareness to teen homelessness and food security issues. In 2018, we will continue to work with them, increase the number of on-air messages, and produce short-form public service programming highlighting the needs of homeless youth. We are also considering producing some of the messages in Spanish. We continue to produce our Latino Dance show, Carnaval Mix, and air it on Sunday evenings.

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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 allowed us to continue to explore a variety of public affairs programs from non-free sources. We expanded our staffing capacity which, in turn, allowed for more involvement with area organizations. In addition, we were able to finalize one of our programs for national distribution and continue to work on two others with the same goal. We believe programs produced by KNHC will give our colleagues across the country more opportunities to attract and retain younger audiences, a key goal of many. Finally, we were able to increase the efficiency of our fundraising department with key resources and training.

**Comments**

**Question**

**Comment**

No Comments for this section