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SAS-Radio \ 6. Local Content and Services Report

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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 2019. 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 2019 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.

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 participated in community ascertainment meetings with other area broadcasters. At these meetings, we were introduced to a wide variety of organizations working to meet the needs of our community. In 2019, we renewed our partnership with the Office of Civil Rights to support the needs of and bring awareness to, the LGBTQ community. During PRIDE month, we aired interstitial messages from a broad range of community voices in support of the community. Our area is facing a homelessness and mental health crisis and we devoted a significant number of hours of public affairs

programs to explore this topic and potential solutions. During a significant winter snow storm in February, we served our community with information about how to navigate the snow safely. This included transportation schedules, how to avoid over-exertion when clearing snow, proper dress for prolonged exposure to the elements, and winter driving tips. During earthquake preparedness month, we aired an extended interview, during morning drive programming, talking about how to prepare for an earthquake and what to do when an earthquake strikes to remain safe at home, work, or school

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.

In an effort to engage youth with broadcast and social media skills, we provided hands-on instruction to more than 100 high-school aged students. They honed their on-air skills, produced content, and wrote social media for the station. We partnered with the Seattle Office of Civil Rights to produce pronoun awareness buttons, distributed them to public schools throughout the region and to community members through more than a dozen area businesses and at Seattle and Tukwila PRIDE festivals. We partnered with Seattle and Tukwila PRIDE to promote their annual festivals and hosted

region and to community members through more than a dozen area businesses and at Seattle and Tukwila PRIDE festivals. We partnered with Seattle and Tukwila PRIDE to promote their annual festivals and hosted booths to engage participants. At those events, we distributed thousands of temporary tattoos and hundreds of transgender pronoun awareness buttons. We partnered with the Office of Emergency Management to provide educational announcements and an extended interview to highlight ways to prepare to stay safe during an earthquake and how to survive in the aftermath.

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.

One of our key initiatives was transgender awareness. At Seattle and Tukwila PRIDE festivals, we distributed more than 750 transgender pronoun awareness buttons to attendees. We also provided those buttons to dozens of area businesses at no charge. Health educators within Seattle Public Schools requested 1,500 buttons to use in conjunction with transgender curriculum. In addition, PRIDE clubs at all 18 Seattle Public High Schools received hundreds of pronoun awareness buttons to distribute to club members and supporters.

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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

Our Latin Dance program, Carnaval Mix, broadcasts with a mixture of English and Spanish language conversation. The host includes information of interest to Spanish-speaking and non-Spanish-speaking listeners. This year, we also aired some interstitial community service messages in Spanish during that program.

5. Please assess the impact that your CFB 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?

This year, in addition to producing and distributing Cafe Chill, we were able to hire a part-time staff person to provide liaison services between stations carrying Cafe Chill and the producer. This person was funded through our restricted grant. The person we hired was a recently graduated minority, giving her training and experience in working with stations in this new role. At a time of station consolidation and increased dependence on syndicated programming, we are proud that all program decisions are locally-made, and our on-air and office staff continue to live and work in our community.

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