

## 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 2020. 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 2020 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.

We believe education and entertainment go hand in hand so we use interstitial messages throughout the day to share vital information. This year, our goals were to focus on topics chosen by area youth and allow them take the lead in producing the interstitial content.

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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.

Key initiatives included LGBTQ+ health topics, consent in sexual and non-sexual relationships and stress management. When the pandemic hit, we pivoted to hand washing, mental health, and remote learning. We partnered with Seattle Public Schools and Seattle Children's Hospital for content including interviews, web resources, social media posts, and on-air messaging.

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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.

Both Seattle Public Schools and Seattle Children's hospital reported increases in webpage visits during and immediately after the campaign. Websites for both of those organizations included significant amount of content, resources, and referrals to other resources.

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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 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.

In FY20, we continued to produce Carnaval Mix, a bi-lingual music program featuring Latinx dance music and conversation. In 2021, we are

exploring the possibility of producing and airing a World Music show with multiple hosts speaking a variety of world languages that are not already available in our market.

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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?

Our CPB grant has made it possible to continue serving our audience during this time of significant disruption to our revenue stream and devote additional airtime to messages around key topics.

Comments

**Question**

**Comment**

No Comments for this section