

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 2021. 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 2021 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.

This year, we produced a series of campaigns to serve our community. Coping 101 is a student-led conversation on mental health topics with the goal of destigmatizing those topics and creating life-saving resources. We collected and aired coming out stories from the LGBT community, provided information and education on voter registration (including WA's Future Voter Program), aired a Stop AAPI campaign, an Anti-Bullying campaign, and gave current and retired US military members a place to share their stories.

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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.

For Coping 101, we partnered with Seattle Children's Hospital, TeenLink, and Imagine by Northpoint. For our Coming Out Stories, we partnered with Gay City and Seattle PRIDE. For our Voter Registration campaign, we partnered with Washington's Elections Office with the Secretary of State. For the Stop AAPI Campaign, we partnered with the Office of Civil Rights. For the Anti-Bullying campaign, we partnered with the Black Box Project. And for the Military stories, we worked with StoryCorps.

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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.

For Coping 101, we uploaded eight episodes and have had 807 total downloads as of Feb 1st. We collected more than three dozen coming out stories in the month of September and aired many of them during the month of October. We also engaged with hundreds of individuals at the PRIDE festival held during coming out weekend.

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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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

We continue to air Carnival Mix, a two-hour Latin Dance program on Sunday evenings. The host of the program presents in both English and Spanish. Over the past year, our audience estimates for Hispanic listeners have remained an average of 6% but some months have been as high as 10%. Throughout the year, some of our information messages are presented in Spanish.

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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?

C895 continues to serve our listening audience with high-energy dance music and educational/informational interstitial messages. The CPB grant gives us the ability to continue and expand that work. In addition, the additional grant funds received as part of the CARES act have given us the ability to replace aging equipment more readily, which makes our broadcast stream more reliable to all listeners.

Comments

Question	Comment
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No Comments for this section