

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 2023. 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 2023 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.

During FY23, our goals included helping young adults address mental health concerns and destigmatize the topic. We worked to address blood shortages in our area by encouraging individuals under the age of 21 to make their first blood donations. We worked to educate drivers about traffic safety in an effort to reduce traffic fatalities. And we helped educate listeners about earthquake preparedness and safety.

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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.

To address mental health, we produced two podcasts each month, identifying specific topics and interviewed clinicians, specialists, and therapists. In producing these podcasts, we partnered with Seattle Children's Hospital and a variety of other mental health providers. We interviewed a series of artists to learn how they use their art, in various forms, to combat mental health symptoms and encourage healing. For these productions, we partnered with 4Culture. To address community blood shortage, we partnered with Bloodworks Northwest as a partner in their Music's In Your Blood campaign. In January, 2023, we produced a private concert with Sofi Tukker for all youth under the age of 21 who donated blood between September and December 2023. For traffic safety education, we partnered with Washington Traffic Safety Commission; and for Earthquake Safety and Preparedness, we partnered with the Washington Emergency Management Agency.

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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.

Our mental health podcasts were downloaded a total of 1,533 times. More than 500 youth qualified to attend our Sofi Tukker concert by giving blood. We have no metrics for Traffic Safety or Earthquake preparedness.

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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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.

Every week, we offer two hours of music programming focused on the Latin Dance community. Those two hours of programming are, primarily, hosted in Spanish. Throughout the summer, we partnered with a variety of LGBTQ+ groups to provide music and engagement at four different PRIDE festivals / events

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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 helps us maintain 1.5 fundraising staff, which we leverage to raise more NFFS from our community. Having those staff dedicated to fundraising also means other staff are not diverted to fundraising activities and can create, produce, and engage with our audience and community in more ways.

Comments

Question Comment

No Comments for this section