

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 2024. 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 2024 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 focused on serving a variety of communities that don't often get attention for their needs. These included youth, the Deaf and Hard of Hearing, those experiencing food insecurity, and those experiencing a variety of mental illnesses. On-Air messaging, podcasts, and a dance party featuring haptic suits were all produced in collaboration with community partners.

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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.

Youth mental health: We partnered with a variety of mental health providers to produce on-air messaging and our Coping 101 podcast series. Student interns researched and wrote questions and interviewed guests for each podcast. We partnered with the WA Dept of Health to help produce calming videos that raised awareness of youth-centric mental health & self-care tips. DanceABLE was an all-ages dance party for members of the Deaf and Hard of Hearing Community. We partnered with the Museum of Flight, who hosted the dance party at their facility, ASL educational programs in the Seattle Area, and Seattle Children's Hospital. Haptic suits were available so attendees could experience the music through vibration. Food Insecurity - We partnered with Food Lifeline, a nonprofit organization that provides food to area food banks to produce Dance Against Hunger. During a full day of activities, we invited listeners to join us in to sort and pack food which was then distributed to area food banks.

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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.

Youth Mental Health - we produced 23 podcasts, which were downloaded a total of 1,586 times from podcasting platforms. Two other stations downloaded episodes to air in their markets. DanceABLE - more than 50 deaf and hard of hearing individuals attended the haptic dance at the Museum of Flight. Thousands of people attended activities happening at the museum the same day. Food Insecurity - During our Dance Against Hunger event, participants packed more than 24,000 pounds of food that was then distributed to area food banks.

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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 2024, and any plans you have made to meet the needs of these audiences during Fiscal Year 2025. If you regularly broadcast in a language other than English, please note the language broadcast.

We aired messaging and engaged members of the 2SLGBTQIA+ community during Coming Out Month, specifically to affirm and uplift that community outside of PRIDE Month. We partnered with a nightclub to co-produce a Female-affirming event and all-Female production team. Femm-identifying individuals are historically underrepresented in the Dance Music industry and we worked to intentionally empower disrupters like those behind this event.

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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 gives us the opportunity to work more closely with community members in critical areas of engagement. We are able to leverage out grant funds as we seek additional funds from other granting organizations. Together we have human resources necessary to be more active in our community, partner with other non-profits and raise awareness of community needs that we would not otherwise be able to do.

Comments

Question

Comment

No Comments for this section