

Grantee Information

ID	1284
Grantee Name	KNNB-FM
City	Whiteriver
State	AZ
Licensee Type	Community

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.

KNNB's main goal is to keep radio listeners informed with different departments and services they may offer. These scheduled talk shows give information on diabetes education, alcohol/drug use recovery and school information. The talk show hosts gives the dos and don'ts, respectively.

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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.

KNNB Apache Radio Station collaborates with the Indian Health Service as well as local school districts for any school related announcements (examples:immunization clinic schedule, school closures and issues). Other departments include but not limited to CHR, John Hopkins, Rainbow Treatment Center, Tribal Education and Fire Department. These are local non-profit departments that provide valuable information to the public.

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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.

The impact KNNB Apache Radio Station's partnerships and key initiative had was more people were made aware of the local help that they could get for their addictions, treatment for various diseases and immunize for their protection. The White Mountain Apache Housing Authority also has scheduled talk shows to let the community know that there are assistance available.

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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.

During daytime hours, announcements are read in the local White Mountain Apache language and will continue for the foreseeable future.

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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?

Without the CPB funding, KNNB Apache Radio Station would not be in service as CPB provides a majority, if not all, the funding for KNNB's programmings and daily operations. This funding provides White Mountain Apaches with news from NPR, Native Voice One and local organizations or department talk shows. Thank you.

Comments

Question

Comment

No Comments for this section