

Grantee Information

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

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) 

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 2022. 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 2022 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.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) 

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. This is important especially during the pandemic with the broadcast from the Community Health Representatives giving updates on information regarding COVID 19 and syphilis. There are schedules talk shows to give information on the COVID 19 positive cases on the White Mountain Apache Tribe; the local Whiteriver Hospital also gives information on the what to do and not to dos.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) 

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 Whiteriver Hospital as well as local school districts for any school related announcements (example: immunizations clinic schedule). Other departments are CHR, Elderly Feeding Site, John Hopkins, Rainbow Treatment Center (local substance abuse rehabilitation center), Tribal Education Department and Apache Behavioral Health Service. These are local non-profit departments that provide valuable information to the local public.

6.1 Telling Public Radio's Story

Jump to question: 6.1

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

6.1 Telling Public Radio's Story

Jump to question: 6.1

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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

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

6.1 Telling Public Radio's Story

Jump to question: 6.1

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 programming and day to day operations. This funding provides the White Mountain Apache Tribe with news from NPR, Native Voice One, and local organizations or department talk shows. Thank you.

Comments

Question Comment

No Comments for this section