Grantee Information

ID	1513
Grantee Name	KSHI-FM
City	Zuni
State	NM
Licensee Type	Local Authority

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1 ▼

Please enter the number of FULL-TIME RADIO employees in the grids below.

The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

and the last grid include:	s all persons with di	sabilities.					
1.1 Employment of Ful	II-Time Radio Empl	oyees				Jump to d	uestion: 1.1 🕶
Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000							0
Managers - 2000			1				1
Professionals - 3000							0
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100			1				1
Craftspersons (Skilled) - 5200							0
Operatives (Semi- Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	2	0	0	0	2
1.1 Employment of Ful	II-Time Radio Empl	oyees				Jump to o	question: 1.1 🕶
Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000							0
Managers - 2000							0
Professionals - 3000				0			0
Technicians - 4000			1				1
Sales Workers - 4500							0

Office and Cler 5100	ical -						0
Craftspersons (- 5200	Skilled)						0
Operatives (Se Skilled) - 5300	mi-						0
Laborers (Unsk 5400	illed) -						0
Service Worker 5500	'S -						0
Total		0	0	1	0	0	0 1
1.1 Employme	nt of Full-Time Ra	adio Employees			Jump to question	n: 1.1 🗸	
Major Job Cat Job Code / Joint Employe					Persons with Disa	abilities	
Officials - 1000							
Managers - 200	00						
Professionals -	3000						
Technicians - 4	000						
Sales Workers	- 4500						
Office and Cler	ical - 5100						
Craftspersons (Skilled) - 5200						
Operatives (Se	mi-Skilled) - 5300						
Laborers (Unsk	illed) - 5400						
Service Worker	rs - 5500						
Total						0	
1.1 Employme	nt of Full-Time Ra	adio Employees			Jump to question	n: 1.1 🕶	
	e gender and ethn abilities listed abov	iicity of each ve (e.g. 1 African A	merican female).				
1.2 Major Prog	ramming Decisio	n Makers			Jump to question	n: 1.2 🗸	
major programme decisions about result in a doubt programming d	ming decisions. Inc t program acquisiti lle-counting of som ecisions should be	clude the station ge ion and production ne full-time employe	eneral manager if appro , program developmen ees; employees havino unts for this item and a	opriate. Major progra t, on-air program sch g the responsibility fo	g responsibility for maki mming decisions includ neduling, etc. This item r making major	de	
1.2 Major Prog	ramming Decisio	n Makers			Jump to question	n: 1.2 🗸	
		ed in Question 1.1, ijor programming d	how many, including t ecisions?	he station general m	anager,		
1.2 Major Prog	ramming Decisio	n Makers				Jump to que	estion: 1.2 🕶
	African American	Hispanio	Native American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Total
Female			1				1
Major Programming Decision Makers							
Male Major Programming			1				1

Total		0	0		2		0	0	0		2
1.3 Employmen	t of Part-Tim	e Radio Em	ployees				Jun	np to question: 1.	.3 🗸		
Please enter the includes all fema and the last grid	ale employees	, the second	d grid includ	les all mal	s below. The first on the first of the employees,	ırid					
1.3 Employmen	t of Part-Tim	e Radio Em	ployees						J	Jump to q	uestion: 1.3 🕶
Major Job Cate	egory /	African American Females		Hispanic Females	Nativ America Femalo	an	Asian/Pacific Females	Whit Non-Hispan Female	ic One	Than Race nales	Tota
Officials - 1000											0
Managers - 2000)										0
Professionals - 3	3000										0
Technicians - 40	00										0
Sales Workers -	4500										0
Office and Cleric 5100	cal -										0
Craftspersons (S - 5200	Skilled)										0
Operatives (Sem skilled) - 5300	ni-										0
Laborers (Unskil 5400	led) -										0
Service Workers 5500	-										0
Total		0		0		0	0		0	0	0
1.3 Employmen	t of Part-Tim	e Radio Em	ployees						J	Jump to q	uestion: 1.3 🕶
Major Job Cate Job Code	egory /	African American Males	ŀ	Hispanic Males	Nativ America Male	an	Asian/Pacific Males	Whit Non-Hispan Male	ic One	Than Race Vales	Tota
Officials - 1000											0
Managers - 2000)										0
Professionals - 3	3000										0
Technicians - 40	00										0
Sales Workers -	4500										0
Office and Cleric 5100	al -										0
Craftspersons (S - 5200	Skilled)										0
Operatives (Sem skilled) - 5300	ni-										0
Laborers (Unskil 5400	led) -										0
Service Workers 5500	-										0
Total		0		0		0	0		0	0	0

Decision Makers

Major Job Category / Job Code				Persons with Dis	abilities
Officials - 1000					
Managers - 2000					
Professionals - 3000					
Technicians - 4000					
Sales Workers - 4500					
Office and Clerical - 510	00				
Craftspersons (Skilled)	- 5200				
Operatives (Semi-skille	d) - 5300				
Laborers (Unskilled) - 5	400				
Service Workers - 5500	ı				
Total					0
1.4 Part-Time Employ	ment			luman to quantic	
		stion 1.3, how many worked	less than 15 hours	Jump to questioner week and how many	П. 1.4 ♥
worked 15 or more hou			Too man to nour	you moon and mon many	
1.4 Part-Time Employ	ment			Jump to questio	n: 1.4 🕶
Number working less th	an 15 hours per wee	k			
1.4 Part-Time Employ	ment			Jump to questio	n: 1.4 🕶
Number working 15 or r	nore hours per week				
1.5 Full-Time Hiring				Jump to questio	n: 1.5 🗸
		ach category hired during t nclude employees who cha			
1.5 Full-Time Hiring				Jump to questio	n: 1.5 🗸
No full-time employees	were hired (check he	ere if applicable)			
1.5 Full-Time Hiring				Jump to o	uestion: 1.5 \
Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	То
Officials - 1000					
Managers - 2000					
Professionals - 3000					
Technicians - 4000					
Sales Workers - 4500					
Office / Service Workers - 5100-5500		0			
Total	0	0	0	0	
1.6 Full-Time and Part	-Time Job Openina:	S		Jumn to questio	n: 1.6 🗸
Total			0	Jump to questio	n: 1.6 🗸

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occurred, please enter zero.

1.6 Full-Time and Part-Time Job Openings		Jump	o to question: 1.6 🗸
Number of full-time and part-time job opening	ıs		1
1.7 Hiring Contractors		Jump	o to question: 1.7 🕶
During the fiscal year, did you hire independe	ent contractors to provide any o	of the following services?	
1.7 Hiring Contractors		Jump	o to question: 1.7 🕶
		C	check all that apply
Underwritting solicitation related activities			
Direct Mail			
Telemarketing			
Other development activities			
Legal services			
Human Resource services			
Accounting/Payroll			
Computer operations			
Website design			
Website content			
Broadcasting engineering			
Engineering			
Program director activities			
None of the above			✓
Comments Question No Comments for this section	Comment		
2.1 Corporate Management		Jump	o to question: 2.1 🕶
Chief Executive Officer	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer - Joint		\$	
Chief Operations Officer	1.00	\$ 66,582	2
Chief Operations Officer - Joint		\$	
Chief Financial Officer		\$	0
Chief Financial Officer - Joint		\$	
Chief Digital Media Operations		\$	
Chief Digital Media Operations - Joint		\$	
2.1 Corporate Management		Jump	o to question: 2.1 🗸

Please list the Other Job titles in this sub-category not listed above

2.2 Communication and Promotions		Jump to question: 2.2 ✔
Publicity, Program Promotion Chief		\$
Publicity, Program Promotion Chief - Joint		\$
Communication and Public Relations, Chief		\$
Communication and Public Relations, Chief - Joint		\$
Head of Audience		\$
Head of Audience - Joint		\$
Social Media Specialist / Manager		\$
Social Media Specialist / Manager - Joint		\$
2.2 Communication and Promotions		Jump to question: 2.2 ♥
Please list the Other Job titles in this sub-category not	listed above	
2.3 Programming and Productions		Jump to question: 2.3 ✔
Programming Director		\$
Programming Director - Joint		\$
Production, Chief		\$
Production, Chief - Joint		\$
Executive Producer		\$
Executive Producer - Joint		\$
Producer		\$
Producer - Joint		\$
Digital Content Director		\$
Digital Content Director - Joint		\$
Digital Project Manager		\$
Digital Project Manager - Joint		\$
Managing Director, Audience Engagement		\$
Managing Director, Audience Engagement - Joint		\$
2.3 Programming and Productions		Jump to question: 2.3 ✔
Please list the Other Job titles in this sub-category not	listed above	camp to quodion. 2.0 v
2.4 Development and Fundraising		Jump to question: 2.4 ✔
Development, Chief		\$
Development, Chief - Joint		\$
Member Services, Chief		\$
Member Services, Chief - Joint		\$
Membership Fundraising, Chief		\$
Membership Fundraising, Chief - Joint		\$
Major Giving Fundraising Chief		\$

Major Giving Fundraising Chief - Joint		\$	
On-Air Fundraising, Chief		\$	
On-Air Fundraising, Chief - Joint		\$	
Auction Fundraising, Chief		\$	
Auction Fundraising, Chief - Joint		\$	
2.4 Development and Fundraising			Jump to question: 2.4 ❖
Please list the Other Job titles in this sub-category not list	sted above		
2.5 Underwritting and Grant Sollicitation		4	Jump to question: 2.5 ♥
Underwriting, Chief		\$	
Underwriting, Chief - Joint		\$	
Corporate Underwriting, Chief		\$	
Corporate Underwriting, Chief - Joint		\$	
Foundation Underwriting, Chief		\$	
Foundation Underwriting, Chief - Joint		\$	
Government Grants Solicitation, Chief		\$	
Government Grants Solicitation, Chief - Joint		\$	
2.5 Underwritting and Grant Sollicitation			Jump to question: 2.5 ♥
Please list the Other Job titles in this sub-category not list	sted above		
0.0 Basedonat Fundamentary and Information Tanks of			
2.6 Broadcast Engineering and Information Technological	pgy	•	Jump to question: 2.6 ♥
Operations and Engineering, Chief		\$	
Operations and Engineering, Chief - Joint		\$	
Engineering Chief		\$	
Engineering Chief - Joint		\$	
Broadcast Engineer 1		\$	
Broadcast Engineer 1 - Joint		\$	
Production Engineer		\$	
Production Engineer - Joint			
Trouble Linguistics		\$	
Facilities, Satellite and Tower Maintenance, Chief		\$	
•			
Facilities, Satellite and Tower Maintenance, Chief		\$	
Facilities, Satellite and Tower Maintenance, Chief Facilities, Satellite and Tower Maintenance, Chief - Joint		\$	
Facilities, Satellite and Tower Maintenance, Chief Facilities, Satellite and Tower Maintenance, Chief - Joint Technical Operations, Chief		\$ \$	
Facilities, Satellite and Tower Maintenance, Chief Facilities, Satellite and Tower Maintenance, Chief - Joint Technical Operations, Chief Technical Operations, Chief - Joint		\$ \$ \$	
Facilities, Satellite and Tower Maintenance, Chief Facilities, Satellite and Tower Maintenance, Chief - Joint Technical Operations, Chief Technical Operations, Chief - Joint Information Technology, Director		\$ \$ \$ \$	
Facilities, Satellite and Tower Maintenance, Chief Facilities, Satellite and Tower Maintenance, Chief - Joint Technical Operations, Chief Technical Operations, Chief - Joint Information Technology, Director Information Technology, Director - Joint		\$ \$ \$ \$ \$	

Please list the Other Job titles in this sub-category not listed above

2.7 Journalists, Announcers, Broadcast and T	raffic		Jump to question: 2.7 ➤
News / Current Affairs Director		\$	
News / Current Affairs Director - Joint		\$	
Music Director		\$	
Music Librarian/Programmer		\$	
Announcer / On-Air Talent	1.00	\$ 36,095	3
Announcer / On-Air Talent - Joint		\$	
Reporter		\$	0
Reporter - Joint		\$	
Public Information Assistant		\$	
Public Information Assistant - Joint		\$	
Broadcast Supervisor		\$	
Broadcast Supervisor - Joint		\$	
Director of Continuity / Traffic		\$	
Director of Continuity / Traffic - Joint		\$	
2.7 Journalists, Announcers, Broadcast and 1	raffic		Jump to question: 2.7 ✔
Please list the Other Job titles in this sub-categor			Jump to question.
· ·	•		
2.8 Education and Community Engagement			Jump to question: 2.8 🗸
Education, Chief		\$	
Education, Chief - Joint		\$	
Volunteer Coordinator		\$	
Volunteer Coordinator - Joint		\$	
Events Coordinator		\$	
Events Coordinator - Joint		\$	
Section 2. Average Salary Totals	2.00	\$ 102,677	5
2.8 Education and Community Engagement			Jump to question: 2.8 ✔
Please list the Other Job titles in this sub-categor	y not listed above		Z.O T
Comments	•		
Question	Comment		
No Comments for this section			
3.1 Governing Board Method of Selection			Jump to question: 3.1 ✔
Enter the number of governing board members (i ex-officio members) who are selected by the follow		d both voting and non-	
3.1 Governing Board Method of Selection			Jump to question: 3.1 ✔
Ex-Officio (Automatic membership because of ar	nother office held)		7
3.1 Governing Board Method of Selection			Jump to question: 3.1 ✔
Appointed by government legislative body (included or other government official (e.g. governor)	ling school board)		0

3.1 Governing Board Method of Selection	Jump to question: 3.1 ▼
Elected by community/membership	0
3.1 Governing Board Method of Selection	lump to question: 2.4 A
Other (please specify below)	Jump to question: 3.1 V
Cition (picture openity below)	
3.1 Governing Board Method of Selection	Jump to question: 3.1 ▼
Division Director Finance Director	
3.1 Governing Board Method of Selection	Jump to question: 3.1 ▼
Elected by board of directors itself (self-perpetuating body)	oump to question.
• • • • • • • • • • • • • • • • • • • •	
3.1 Governing Board Method of Selection	Jump to question: 3.1 ✓
Total number of board members (Automatic total of the above)	9
3.2 Governing Board Members	Jump to question: 3.2 ▼
Please report the racial or ethnic group of the members of your governing board by gender. Ple number of governing board members with a disability.	ease also report the
3.2 Governing Board Members	Jump to question: 3.2 ♥
For minority group identification, please refer to "Instructions and Definitions" in the Employment	nt subsection.
3.2 Governing Board Members	Jump to question: 3.2 ▼
African American Hispanic Native American Asian / Pacific	More Than White, Non-Hispanic One Race Total
Female 5	5
Board Members	
Male 4	4
Board Members	
Total 0 0 9 0	0 0 9
3.2 Governing Board Members	Jump to question: 3.2 ▼
Number of Vacant Positions	0
3.2 Governing Board Members	Jump to question: 3.2 ✔
Total Number of Board Members (Total should equal the total reported in Question 3.1.)	9
3.2 Governing Board Members	Jump to question: 3.2 ♥
Number of Board Members with disabilities	0
Comments Question Comment	
No Comments for this section	
4.1 Community Outreach Activities	lump to question: 41 M
Did the grant recipient engage in any of the following community outreach services, and, if so,	Jump to question: [4.1 ▼] did the outreach activity have a
specific, formal component designed to be of special service to either the educational commun diverse audiences?	
4.1 Community Outreach Activities	Jump to question: 4.1 ✓
	Yes/No
Produce public service announcemnts?	Yes
Did the public service announcements have a specific, formal component designed to be of speducational community?	ecial service to the Yes

Did the public service announcements have a minority community and/or diverse audiences?		nt designed to be of special service to the	Yes
Broadcast community activities information (e.gagencies)?	g., community bulletin boa	ırd, series highlighting local nonprofit	Yes
Did the community activities information broads service to the educational community?	cast have a specific, form	al component designed to be of special	Yes
Did the community activities information broads service to the minority community and/or divers		al component designed to be of special	Yes
Produce/distribute informational materials base	ed on local or national pro	gramming?	Yes
Did the informational programming materials have educational community?	ave a specific, formal con	nponent designed to be of special service	to Yes
Did the informational programming materials have the minority community and/or diverse audience		nponent designed to be of special service	to Yes
Host community events (e.g. benefit concerts,	neighborhood festivals)?		No
Did the community events have a specific, forn community?	nal component designed t	o be of special service to the educational	No
Did the community events have a specific, forn community and/or diverse audiences?	nal component designed t	o be of special service to the minority	Yes
Provide locally created content for your own or	another community-base	d computer network/web site?	No
Did the locally created web content have a spe educational community?	cific, formal component d	esigned to be of special service to the	No
Did the locally created web content have a spe minority community and/or diverse audiences?		esigned to be of special service to the	No
Partner with other community agencies or orga school district)?	nizations (e.g., local com	merical TV station, Red Cross, Urban Lea	igue, Yes
Did the partnership have a specific, formal comcommunity?	ponent designed to be of	special service to the educational	Yes
Did the partnership have a specific, formal comand/or diverse audiences?	ponent designed to be of	special service to the minority community	/ Yes
Comments			
Question	Comment		
	Comment		
Question	Comment	Jump to que:	stion: 5.1 🕶
Question No Comments for this section	Comment	Jump to que:	stion: 5.1 🗸
Question No Comments for this section 5.1 Radio Programming and Production	Comment	Jump to que: Jump to que:	
Question No Comments for this section 5.1 Radio Programming and Production Instructions and Definitions:	am production in each of y, programming intended	Jump to questhe following categories did the grant recipion retional distribution is defined as all p	stion: 5.1 v
Question No Comments for this section 5.1 Radio Programming and Production Instructions and Definitions: 5.1 Radio Programming and Production About how many original hours of station programming this year? (For purposes of this surve	am production in each of y, programming intended	Jump to questhe following categories did the grant recipion retional distribution is defined as all p	pient rogramming
Question No Comments for this section 5.1 Radio Programming and Production Instructions and Definitions: 5.1 Radio Programming and Production About how many original hours of station progromplete this year? (For purposes of this survedistributed or offered for distribution to at least 5.1 Radio Programming and Production	am production in each of y, programming intended	Jump to quest the following categories did the grant recip for national distribution is defined as all p ant recipients local market.)	pient rogramming
Question No Comments for this section 5.1 Radio Programming and Production Instructions and Definitions: 5.1 Radio Programming and Production About how many original hours of station progromplete this year? (For purposes of this survedistributed or offered for distribution to at least 5.1 Radio Programming and Production	am production in each of ey, programming intended one station outside the gr	Jump to quest the following categories did the grant recipler national distribution is defined as all p ant recipients local market.)	pient rogramming
Question No Comments for this section 5.1 Radio Programming and Production Instructions and Definitions: 5.1 Radio Programming and Production About how many original hours of station progromplete this year? (For purposes of this surve distributed or offered for distribution to at least 5.1 Radio Programming and Production For Music (announcer in studio playing principally a sequence of musical	am production in each of ey, programming intended one station outside the gr	Jump to quest the following categories did the grant recipion national distribution is defined as all pant recipients local market.) Jump to quest for Local Distribution/All Other	pient pient programming stion: 5.1 Total
Question No Comments for this section 5.1 Radio Programming and Production Instructions and Definitions: 5.1 Radio Programming and Production About how many original hours of station progromplete this year? (For purposes of this survedistributed or offered for distribution to at least 5.1 Radio Programming and Production For Music (announcer in studio playing principally a sequence of musical recording) Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to	am production in each of ey, programming intended one station outside the gr	Jump to quest the following categories did the grant recipler national distribution is defined as all plant recipients local market.) Jump to quest For Local Distribution/All Other	pient rogramming stion: 5.1 V Total 5,850

Documentary (includes highly produced longform stand alone or series of programs, principally devoted to indepth investigation, exploration, or examination of a single or related multiple subject matter)		1,400	1,400
All Other (incl. sports and religious — Do NOT include fundraising)			0
Total	0	8,736	8,736
5.1 Radio Programming and Production		Jump to ques	stion: 5.1 🗸
Out of all these hours of station production during principal charge of the production? (Minority ethn Asian American/Pacific Islander.)			
5.1 Radio Programming and Production		Jump to ques	stion: 5.1 🗸
Annroy Number of Original Dragram House			

Comment

Approx Number of Original Program Hours

5,850

Comments

Question

No Comments for this section

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 occured 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.

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.

KSHI Radio is dedicated to addressing the pressing challenges facing the Zuni Community. Issues like diabetes, respiratory illnesses, inadequate education, substance abuse, violence, homelessness, hunger, and suicide significantly impact our population's well-being. To combat these threats, KSHI collaborates with Zuni Tribal Programs, Indian Health Service, Housing Services, Community Health, Social Services, the Zuni Education Career Program, and the Food Pantry. We deliver weekly broadcasts via radio and online platforms, raising awareness and providing valuable information and entertainment in both English and Zuni languages. With the decline of Covid-19 in the community, KSHI has resumed local programming, engaging government leaders through live broadcasts and public service announcements to further highlight these critical issues.

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.

KSHI is dedicated to amplifying its impact on the Zuni community through strategic collaborations. We actively foster partnerships with local and external organizations to raise awareness about critical issues facing our community. Our valued relationships with NV1 and NPM ensure our audience remains well-informed about matters concerning Native communities at large. Furthermore, KSHI maintains robust connections with key community stakeholders, including Tribal Programs, local schools, and the Indian Health Service. This allows us to effectively disseminate vital information regarding health, education, and other pressing social concerns. We utilize a multi-pronged approach, leveraging live broadcasts, timely live copy, and impactful pre-recorded public service announcements to reach a broad audience and promote positive change.

6.1 Telling Public Radio's Story

Jump to guestion: 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.

KSHI's proactive distribution of essential information regarding key community issues has significantly increased public

awareness. This, in turn, has drawn a larger listenership to our programming and music. Furthermore, this increased visibility has piqued the interest of local and external organizations eager to support our initiatives, specifically the broadcasting of presentations, program events, and the production of Public Service Announcements (PSAs) in the Zuni language.

6.1 Telling Public Radio's Story

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.

Our dedication to preserving cultural heritage is reflected in our staff's commitment to ensuring every community member fully understands our initiatives, whether they attend events in person or stream them internationally. To further this mission, our FY 2025 plans include collaborating with local schools' Tribal Organizations and the Zuni Youth Programs. This partnership will allow us to create culturally relevant programs, activities, and public service announcements that showcase the rich Zuni culture and language.

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?

The lifeline of KSHI lies with the Corporation for Public Broadcasting (CPB), serving as the station's sole source of funding. This crucial support from the CPB underpins virtually every aspect of KSHI's operations. From enabling the purchase of vital studio equipment and securing high-quality programs from NV1, to powering online streaming services and ensuring the station can meet essential obligations like employee salaries, repairs, license fees, and automation fees, the CPB's funding is indispensable. Without this vital financial backing, KSHI's ability to operate effectively, and indeed to operate at all, would be severely compromised. The CPB's contribution is therefore not just beneficial, but absolutely fundamental to KSHI's very existence and success.

Comments

Question

Comment

No Comments for this section

7.1 Journalists

Beat Reporter

Jump to question: 7.1 ✓

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

7.1 Journalists											Jump to que	stion: 7.1 🕶
Job Title	Full Time	Part Time	Contract	Male	Female	African- American	Hispanic	Native- American	Asian/ Pacific	White, Non- Hispanic	More Than One Race	Othe
News Director												
Assistant News Director												
Managing Editor												
Senior Editor												
Editor												
Executive Producer												
Senior Producer												
Producer												
Associate Producer												
Reporter/Producer												
Host/Reporter												
Reporter												

Jump	to	question:	7.1	~

Anchor/Reporter				
Anchor/Host				
Videographer				
Video Editor				
Other positions not already accounted for				
Total 0 0 0	0 0	0	0 0	0
Comments Question Comment				
No Comments for this section				
8.1 Which Content Management System (CMS) is your station using?	Jump to question: 8.1 ▼			
CMS is a platform that facilitates creating, editing, organizing, publishing web and mobile conte				
8.1 Which Content Management System (CMS) is your station using?	Jump to question: 8.1 ✔			
	Check all that apply			
Grove				
Bento				
WordPress				
Drupal				
None				
8.1 Which Content Management System (CMS) is your station using?	Jump to question: 8.1 ✔			
Other				
8.2 Which Customer Relationship Management (CRM) System is your station using?	Jump to question: 8.2 ✔			
CRM is a platform for planning and tracking direct marketing and fundraising programs and lea	ad campaigns; managing and			
tracking communications with prospective and current donors/members; and serves as a datal and/or member data to build profiles.	base for storing user, donor			
8.2 Which Customer Relationship Management (CRM) System is your station using?	Jump to question: 8.2 ✔			
	Check all that apply			
CDP				
Salesforce				
Blackbaud				
Carl Bloom				
Roi Solutions				
Adobe				
Allegiance				
None				
8.2 Which Customer Relationship Management (CRM) System is your station using? Other	Jump to question: 8.2 ✓			
8.3 Which Email Service Provider (ESP) is your station using?	Jump to question: 8.3 ♥			

ESP is a platform that provides services and templates for developing, launching, tracking email campaigns and email marketing activities.

8.3 Which Email Service Provider (ESP) is your station using?	Jump to question: 8.3 ✔
	Check all that apply
Mailchimp	
Constant Contact	
GoDaddy	
SendGrid	
None	
8.3 Which Email Service Provider (ESP) is your station using?	Jump to question: 8.3 ➤
Other	
8.4 Which Marketing Automation Platform is your station using?	Jump to question: 8.4 ✔
Marketing Automation Platform is a platform to automate marketing actions or tasks, streamline mark measure the outcomes of marketing campaigns. These tools provide a central marketing database for and interactions, create segmented, personalized, and timely marketing experiences for donors and provide automation features across multiple aspects of marketing including email, social media, lead digital advertising, and more.	or all marketing information members. They also
8.4 Which Marketing Automation Platform is your station using?	Jump to question: 8.4 ✔
Mailabina Madadia Disfans	Check all that apply
Mailchimp Marketing Platform	
Hubspot Marketing Hub	
Adobe	 ✓
None	
8.4 Which Marketing Automation Platform is your station using? Other	Jump to question: 8.4 ♥
Comments Question Comment No Comments for this section	
9.1 Did your station have the capability to relay CAP-compliant EAS alerts during your station's FY{{FY}}?	Jump to question: 9.1 ✓
Yes	
No	✓
9.1 Did your station have the capability to relay CAP-compliant EAS alerts during your station's FY{{FY}}?	Jump to question: 9.1 ✔
If no, why not?	
The station's EAS equipment requires repairs and is presently out of service.	
9.2 Please consult your EAS equipment log and enter the number of alerts during your station's FY{{FY}}. Include all required tests.	Jump to question: 9.2 ♥
Number of alerts received from the Emergency Alert System (EAS):	0
Number of EAS alerts relayed over the air:	0



9.3 Please select your internal procedure for relaying the following categories of EAS events
Jump to question: 9.3

that occurred during your station's FY{{FY}} (examples in parentheses). If your policy varies by Event Code, please select "Varies/No policy" and provide further explanation.

 National alerts and tests (EAN, NPT, RMT, RWT)
 Automatic relay

 Non-Weather civil alerts (CAE, CDW, CEM, LAE, LEW, TOE)
 Automatic relay

 Non-Weather environment alerts (AVW, EQW, FRW, HMW, NUW, RHW)
 Automatic relay

 Non-Weather imminent danger alerts (EVI, SPW)
 Automatic relay

 Weather alerts (BZW, DSW, FFW, FLW, SVR, TOA, TOR, WSW)
 Automatic relay

9.3 Please select your internal procedure for relaying the following categories of EAS events _Jump to question: 9.3 v that occurred during your station's FY{{FY}} (examples in parentheses). If your policy varies by Event Code, please select "Varies/No policy" and provide further explanation.

Further explanation (Optional)

9.4 Please describe the relationship between your station and local emergency management Jump to question: 9.4 v agency that occurred during your station's FY{{FY}}.

Zuni Pueblo lacks an established Emergency Management system.

- 9.5 For your primary transmitter only, please list the make and model of your EAS equipment $_{\text{Jump}}$ to question: $\boxed{9.5\,\text{v}}$ as of the end of the $\{\{\text{FY}\}\}$ calendar year.
- Stations may have to list this info for separate transmitters
- Below is what your station entered last year, please review and make necessary edits

	Call letters	Model	Make
1	KSHI	FM100	CROWN BROADC
2			
3			
4			
5			
6			
7			
8			
9			
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44		l 1]			
45							
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47							
48							
49							
50]			
9.6 (For State Networks, Duopolies, multiple transmitters) Does your station have separate EAS equipment located at each additional transmitter site allowing for geo-targeted, locally-relevant alerts as of the end of {{FY}} calendar year?							
Yes							
No					~		
N/A							
Comments							
Question		Comment					
No Comments for this sec	ction						