Grantee Information

ID	1513
Grantee Name	KSHI-FM
City	Zuni
State	NM
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 occured 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.

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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.

KSHI Radio Station staff has been working diligently to accomplish one principal goal: to broadcast pertinent unbiased information to our community regarding the existing health and social issues to a certain extent that respects the community's understanding and resiliency concerning so as to help them make better-informed decisions. PSAs addressing current health and social issues are disseminated on a rotational basis through live copy or pre-recording. Through collaboration with Tribal Programs, the station increased its live broadcast of The Shumakolowa's panel presentations regarding mental health, alcoholism/drug abuse, suicide, and the promotion of local resources and services available to the community. KSHI continues to carry a monthly health show provided by the local Indian Health Service Medical staff that covers various health topics i.e. Covid-19 vaccination, Influenza, diabetes, hypertension, cancer, mental health, and illegal drugs. Through our efforts of disseminating important information on such issues, our community has taken great efforts to get the necessary services to stay healthy and safe.

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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.

KSHI partnered with Tribal Programs like the Shumakolowa Health Program, New Beginnings, Tribal Prevention Program, Zuni Recovery, Indian Health Service, and the Zuni School District to produce content that emphasized current issues and cultural education for our listening community. The station's ongoing involvement with Native Public Media provided information on voting, encouraging Tribal members to vote through PSA campaigns. Collaboration with the local youth program ZYEP provided live broadcasts and production of Zuni storytelling during the winter months. Coordinated with Zuni Emergency Management/Tribal Leadership to provide information on Covid-19, encouraging the community on the importance of getting vaccinated and continuing with safety protocols. The station continues to work with local and outside organizations to provide a live copy/community calendar informing listeners of current events and available services.

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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.

KSHI's broadcasting of the Zuni Traditional Stories, panel presentations, local music, and educational programming increased our listening audience; listeners expressed their interests thru comments made on social media and phone calls to the station. Our online listeners commented: • Elah'kwa for your story. Your words are being heard by someone who need to hear hope. • Elah'wa for the music this afternoon. It kept me motivated! You are doing an excellent job reading the community announcements on air live. • Keshi from Glendale, AZ! Good to hear a piece of home ???? • Streaming from Newport, North Carolina.... • Steaming online from Lubbock, Tx. Jammin!! • It is a honor to be from Zuni an be able to listen to kshi music in Sioux falls south dakota alot of natives up here don't talk their own language so I'm glad I can still talk Shiri thank you from south Dakota • Listening in from Providence Rhode Island enjoying the music from the KSHI radio and always informed on whats goin on in the pueblo.. I LOVE THIS!! Thanks Kshi radio! • Alright, we get to listen to native hour and many more jams. • I finally get to listen to my hometown radio station, listening from Las Vegas, Nevada • Thank you so much!!! We truly appreciate your willingness and dedication for such services!!! During the winter months, KSHI also played an important role in our community by providing information on available food and heating resources. Our Staff worked with local programs to disseminate information in both English and Zuni. KSHI's impact on the local community through public access, news, and programming has been exceptional, our listeners are very vocal and often provide input on KSHI's operations and programming on a daily basis.

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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 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.

Through our PSA's we are able to share vital information and resources in the Zuni Language, An initiative between the local Youth Program (ZYEP) and the Zuni Museum resulted in the production and live broadcast of traditional stories during the Fall. Students and community members joined via Zoom, YouTube, and Facebook, audio was carried on KSHI Radio Station. A majority of our youth do not speak or understand the Zuni Language, therefore this effort continues to be a source for listening to the language being read through stories.

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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?

KSHI Radio Station is owned and operated by the Zuni Tribe. The station's sole funding comes from CPB. Funds are expended for the purchase of studio equipment, payment for programs from NV1, online streaming, employee salaries, repairs, license and automation fees, etc. Funding from CPB is critical to the success of KSHI, without these funds KSHI would not be operational.

Comments

Question	Comment

No Comments for this section