Grantee Information

ID 1285
Grantee Name KAWC-FM
City Yuma
State AZ
Licensee Type University

6.1 Telling Public Radio’s Story

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 2023. 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.

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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.

Our aim is to inform and educate the community on the most important issues impacting residents through long-from conversation, field and spot news reports, and engagement projects. Utilizing community partnerships and the deep relationships cultivated over years with local officials and civic leaders, we explore topic areas, map out strategies for coverage and identify key target audiences. On the news side, much of this is informed by the issues of the day but KAWC understands the Colorado River and drought, immigration and the border, agriculture and food safety, and changing demographics as key topic areas.

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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.

To provide comprehensive coverage on issues of statewide and national importance KAWC has cultivated a variety of partnerships to expand its offerings. For several years we’ve worked with KJZZ’s Fronteras desk to exchange content on border and regional issues. ASU’s Cronkite School of Journalism also shares content, covering topics like sports and higher education. The Colorado River Reporting Project out of the Colorado River and drought, immigration and the border, agriculture and food safety, and changing demographics as key topic areas.

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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.

Generally, success leads to further cooperation and future projects. Our deep relationship with county health providers during Covid directly led to future stories on other public health topics. The local public health director tells us our regular, on-going coverage of Covid and other topics were key to their public awareness campaign and contributed to public trust and ultimately led to a business relationship for the station. Our focused election coverage on rural parts of the region was not only lauded by local officials but garnered the attention of our national partners and led to a countrywide report with the NPR show Here & Now. Our expanded coverage of the Colorado River and Drought through the Colorado River Users Association. One member noting it is one of the most important additions we have made to programming in years.

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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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.

The news department is always assessing the best way to reach and share information with our Spanish speaking listeners. To that end we have adapted how we share Spanish language quotations and how we translate on-air - allowing more time and providing context beyond just a word-for-word translation. We've also explored creating a program to translate our content for web. Concurrently, our sister station KOFA has been more experimental, launching a program created and produced by first generation college students - most of whom are Latinx - called "Siendo Primero/ Being First." The show mixes music and fun with a topic of the day, like depression, learning two languages, and fear of missing out. The show "code switches" between English and Spanish and provides an outlet for young voices in the community, which is majority Hispanic.

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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?

We innovate and change based on our ability to count on regular funding and long term planning would not be possible without our relationship with CPB.

Comments

No Comments for this section