

Grantee Information

ID	1278
Grantee Name	KNAU-FM
City	Flagstaff
State	AZ
Licensee Type	University

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 2021. 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 2021 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.

The goal of KNAU's newsroom for the Fiscal Year 2021 was to increase reporting and our social media presence and continue to maintain a strong, but distanced newsroom through the pandemic. KNAU reporters are participating regularly in NPR and other webinars on various topics including social media reporting, regional journalism collaborations, pandemic reporting and tribal communities. KNAU's newsroom produces spot news, 2-way interviews, features, audio postcards and live breaking news coverage. Reporters attended numerous virtual community events as liaisons to the radio station. During fiscal year 2021 KNAU reporters had numerous features and spot news items on the national network and imbedded into larger form NPR content. In 2021, KNAU continued to train a new Morning Edition host/reporter. The KNAU news team participated in many virtual community activities including speaking engagement and guest lectures at educational and scientific institutions. As a news team, we continued to stay connected with Zoom meetings and constant communication. We outlined safety protocols for hosts and engineers and have continued to safely occupy the building.

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.

The pandemic and the Jan. 6 insurrection consumed the national and local news headlines. KNAU collaborated with NPR and Hopi Radio on

some news stories during fiscal year 2021. KNAU's news coverage mirrored regional stories in the national spotlight. We worked with local agencies on numerous stories to bring critical health and safety information to our listenership. In addition, we covered a diverse array of other issues, including homelessness, poverty, health, education, politics, tribal issues, water issues, environment and climate change. The news team continued to work with NPR's regional editor for the Southwest, Eric Whitney, with numerous KNAU stories going national. The partnership with the network gives KNAU a chance to take part in regional journalism collaboration opportunities.

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.

KNAU's news coverage is community-oriented. KNAU's full-time science reporter covers stories in all corners of the STEM realm, connecting with researchers, students and the general public. In Fiscal Year 2021, our weekly coverage included interviews with a top geneticist in Flagstaff doing research on COVID-19, as well as many other science-based stories related to the pandemic. We also continued coverage on education challenges and joblessness in the pandemic. KNAU's news team covers state politics, working with local, state and national officials. The news team reports all aspects of tribal news, but has a special focus on interesting and significant cultural angles of stories.

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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

KNAU is in a unique location geographically, bordering the country's largest Indian tribe – the Navajo Nation – as well as one of the most remote and private tribes, the Hopi. Our news coverage regularly includes tribal issues, including sacred land and artifacts, environmental, cultural and political topics. KNAU's tribal news coverage is often featured on NPR's national newscast. During fiscal year 2021, close to 100% of feature stories picked up by the network were related to Indigenous community issues in the U.S. KNAU also covered issues relating to COVID-19, immigration, DACA/Dreamers, deportation, travel bans, disabilities, health, education and many other topics that affect a diverse populations of listeners, including those from marginalized communities.

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?

CPB funding, along with institutional support from Northern Arizona University, provides the majority of KNAU's operating revenue and is absolutely critical to the station's operations. KNAU is able to leverage those funds with membership drives and program underwriting to more than triple the investments from CPB and NAU. CPB funding allows KNAU to produce local news programming which is often picked up by the network. We hire professional journalists, announcers, producers and development staff. Without CPB funding, KNAU would not be able to operate as a primary source of news and information for tens of thousands of listeners and the station would be unable to purchase quality public radio programs that connect our audience to the world.

Comments

Question

Comment

No Comments for this section