

Grantee Information

ID	1290
Grantee Name	KHSU-FM
City	Arcata
State	CA
Licensee Type	University

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 occurred in Fiscal Year 2018. 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 2018 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.

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.

In the past year, KHSU added about a dozen locally produced shows and/or programming segments, many of them focused on bringing diversity to our local programming, on giving voice to under-represented groups in our communities of license. We continued to build out our 24/7 Spanish-language service and Spanish-speaking HSU students are producing local content for that service. During 2018, there was vigorous community debate over KHSU's mix of local content and national content, and Humboldt State University engaged that discussion at the highest levels, including the CSU Chancellor's Office. University officials have reviewed hard data on where KHSU listeners actually listen and have engaged the discussion on what content best fulfills HSU's community mission. We anticipate some evidence-based decisions to be made in 2019, informed by that data.

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.

As noted above, in the past year KHSU added a diversity series to local programming, focusing on giving voice to under-represented voices in our communities of license. That initiative involves working with a number of local groups and individuals from under-represented voices. We also worked with local young people from indigenous communities to produce more programming that gives voice to their concerns and views. We anticipate continuing these initiatives with a particular focus on working with Native youth in media training and experience. In addition, as part of HSU's reassessment of what type of programming fulfills HSU's community mission, we anticipate exploring collaborations with other universities and public broadcasters.

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 California Endowment and Building Healthy Communities asked us to be partners in Del Norte County in the summer of 2018, working with young people in media training. The work was successful enough that they recently approached us, asking us to continue the collaboration with them in northern Humboldt County. Measuring the direct impact of that partnership and resulting programming is difficult, but the combination of high ratings in our markets and a stated desire by our audience to learn about important issues would suggest that KHSU and its listeners are connecting to their communities in a meaningful way.

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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

As noted above in the past year KHSU added about a dozen locally produced shows and/or programming segments, many of them focused

on bringing diversity to our local programming, on giving voice to under-represented groups in our communities of license. Specific examples: Immigrant Voices allows our undocumented neighbors to tell their story anonymously and safely. We continued to build out our 24/7 Spanish-language service and Spanish-speaking HSU students are producing local content for that service. We worked with tribal youth in media training in Del Norte County and are now beginning the same media training with tribal young people in Humboldt County.

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 for KHSU is the difference between simply surviving and being able to move forward and address community issues. Without CPB funding, we would be forced to make cuts in both depth and breadth of programming, both local and national.

Comments

Question	Comment
No Comments for this section	