**Grantee Information**

<table>
<thead>
<tr>
<th>ID</th>
<th>1278</th>
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<tbody>
<tr>
<td>Grantee Name</td>
<td>KNAU-FM</td>
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<tr>
<td>City</td>
<td>Flagstaff</td>
</tr>
<tr>
<td>State</td>
<td>AZ</td>
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<tr>
<td>Licensee Type</td>
<td>University</td>
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**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 2013. 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 2013 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**

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station’s vital local services, such as multiphase format and short-form content, digital and in-person engagement, education services, community information, community support, and other activities, and audiences you reached or new audiences you engaged.

KNAU reorganized its newsroom, which allowed the station to provide both long-form, in-depth coverage of important community issues, as well as coverage as important day-of news. KNAU continued to invest in Fronteras: Changing America Desk. Our network provided listeners with coverage of crucial issues and events such as Arizona’s controversial immigration laws. KNAU maintained a State Capitol Bureau to cover Arizona’s extremely volatile political issues and connect rural Arizona with the state capitol in Phoenix. KNAU engages in numerous community services. We brought on an in-house meteorologist who covers stories ranging from wildfire management to water resource management. During weather emergencies, such as winter snow storms, KNAU broadcasts information about school closings and road conditions. NAU disseminates public service announcements for a wide geographical range of non-profit organizations. Students intern at KNAU. School groups tour the station. Programming, news, underwriting and development staff lecture to classes. KNAU sponsors events for numerous cultural and public affairs organizations including Flagstaff Cultural Partners, Grand Canyon Association, Flagstaff Symphony, Chamber Music Sedona, and many more. One of KNAU’s suncarrier channels is used to transmit Sunsounds, a radio reading service. During FY13 KNAU also worked to engage younger members of our audience by refocusing efforts to utilize digital platforms and social media. We also regularly participated in community activities including Flagstaff’s Festival of Science, Friday ArtWalk, and NAU’s graduate services orientation.

**6.1 Telling Public Radio’s Story**

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.

KNAU collaborated with KJZZ and other public media partners on Fronteras: Changing America Desk to increase coverage of diverse topics. We collaborated with the local newspaper and the Flagstaff Community Foundation by launching E-928, a project which created one repository for emergency information dissemination in the Flagstaff area. KNAU operates an internship program designed to assist members of the community to acquire skills needed for broadcast employees. Interns at the radio station have come predominantly from Northern Arizona University, the licensee of KNAU. The radio station typically employs seven interns at any given time. They provide a range of broadcast services including technical operations, web maintenance and design, newsroom assistance, and front office administrative responsibilities. We also collaborated with the Civic Service Institute at NAU for the National AmeriCorps program. As an NAU department, KNAU is continually engaged with the educational community. KNAU professional staff frequently makes presentations to NAU classes on subjects such as broadcast journalism and management. Staff participates in university hiring committees and other University committees addressing concerns such as marketing, public affairs, and finance. We also maintain partnerships with area community colleges including Northland Pioneer College, Coconino Community College and Yavapai College. KNAU placed renewed importance on educating listeners about public service announcements. Partnerships included national organizations such as the American Red Cross and the American Heart
Association to promote regional screening events. We also promoted local nonprofit food drives and fundraising events, including but not limited to, Flagstaff Family Food Center, Habitat for Humanity (Prescott and Flagstaff), Prescott Firefighter and Family support and organizations that support volunteer work in Haiti. We support educational talks and seminars hosted by Northern Arizona University, Prescott College, Prescott Public Library, Sedona Public Library, and Coconino Community College. The station also supported art and cultural initiatives such as music recitals and performances, art exhibits, film series (Flagstaff and Sedona) and visiting artists and performers.

6.1 Telling Public Radio’s Story

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.

Refocusing KNAU’s newsroom resulted in increased awareness and understanding about local issues. By partnering on the E-928 project, KNAU became a bridge to other local emergency services (fire, police, forest service, etc.) and a strong collaboration was established. The collaboration with Americorp resulted in the creation of a new position and the full-time hire of the Americorp Team Member. KNAU’s commitment to and collaborative efforts with other local non-profits resulted in increased awareness and attendance as reported to the station by several groups, including the Museum of Northern Arizona, Flagstaff Festival of Science, The Arboretum and Goodwill of Northern Arizona. KNAU placed a high priority on reengaging and strengthening, existing collaborations and developing new partnerships during FY13 - all of which played a key role in strengthening conversational ties across diverse communities.

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 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.

KNAU interacts with numerous persons who articulate needs of minority and diverse audiences. The station has extended FM coverage throughout northern Arizona, enabling its signal to reach Native American residents of the following reservations: Navajo, Hopi, White Mountain Apache, Hualapai, Havasupai, Yavapai, and Paiute as well as urban Indians. KNAU collaborates with Native American public radio stations in the region to provide program and mentoring services. KNAU maintains a partnership and program rebroadcast agreement with KUYI-FM, Hotevilla, AZ licensed to the Hopi Foundation. In FY13, KNAU donated equipment to KUYI, allowing that station to upgrade its studios. KNAU regularly produces and distributes news programming about regional Native American people, issues and events. During FY13 KNAU produced long-form features and news spots for integration into newscasts. In gathering interviews and information for Fronteras: Changing America Desk, KNAU continues to place emphasis on coverage of both Native American and Latino immigrants.

6.1 Telling Public Radio’s Story

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 is essential to KNAU and the service it provides. There are no corporations which could provide major funding headquartered in northern Arizona. CPB funding, along with institutional support from Northern Arizona University, forms the bedrock of KNAU revenue. The station is able to leverage those funds with membership campaigns and program underwriting to more than triple the investments from CPB and NAU. CPB funding allows KNAU to operate with a major market sound. We hire professional journalists, announcers, producers and development staff. Without CPB funding, KNAU would not be a primary source of news and information for tens of thousands of listeners each week. The station would be unable to purchase the full array of public radio programs that serve the public’s curiosity and connects it to the world.

Comments

Question

Comment

No Comments for this section