

Hewel Ni'ok

KOHN FM & KOHH

Local Content & Services Report

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 Tohono O'odham Nation successfully completed and put into operation KOHH providing broadcast services to the San Lucy Community of the Nation, a satellite community. The broadcast enables the distance community to receive information on local events, participate in the governing process by listening to the gavel to gavel coverage of the Legislative Council session held monthly. In pursuing its stated goal of providing broadcast coverage to the entire Nation, Hewel Ni'ok began construction of the Nation's LPFM station to serve Florence Community, another satellite community. It is expected that the service will be operational in 2016.

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.

Hewel Ni'ok continued its partnership with the local nursing home by broadcasting a weekly segment produced by the staff of the Archie Hendricks Nursing Home. The weekly segments address common health issues faced by the elderly and it is conducted in both English and O'odham. Hewel Ni'ok also provided extensive coverage of the candidates for the Tohono O'odham Nation elections during which a new chairman and vice chairman were elected. Coverage included broadcasting and streaming debates and forums, in studio presentations and reporting results on Facebook.

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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.

Hewel Ni'ok's coverage of the Nation's elections engaged the voters to identify with the candidates and provided focus to the candidates that voters were concerned about. Voters voiced positions on issues directly to candidates via email and text messaging and hearing the candidates respond to their positions on the broadcasts. While mail-in ballots did not significantly increase, voter turnout at the polls did. More significantly for the primary than the general election. KOHN's multimedia staff were able to film and present the inauguration of the newly elected officers on KOHN's YouTube channel enabling the membership throughout the world to be "there."

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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.

Through KOHN's multimedia staff, the daily O'odham Phrase of the Day has been archived on KOHN's website. Thus re-enforcing language preservation through the interactive page developed and maintained by the multimedia staff. The new challenge is sustaining the language through increased use on air and through available media platforms.

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?

Continue providing programming in the local ingenious language and preserving the Nation's cultural literacy.