

Grantee Information

ID	1513
Grantee Name	KSHI-FM
City	Zuni
State	NM
Licensee Type	Local Authority

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 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.**

Joint licensee Grantees that have filed a 2023 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.

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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.

1. Establish and sustain a locally-based radio broadcasting capacity that showcases Zuni viewpoints and concerns, enabling the sharing of the unique culture heritage and experiences across New Mexico and beyond through engaging programs and content. 2. Develop a distinctive broadcast style that prioritizes timely topics, learning opportunities, and showcasing diverse cultures. 3. Communicate effectively about Native issues and programs to foster a deeper appreciation for Culture and Heritage. 4 Continue establishing a well-structured radio station with state-of-the-art facilities that will serve as an excellent learning ground for those aspiring to pursue a career in the field of radio broadcasting. Offer hands on training programs, seminars, & workshops. 5. Develop programming that highlights diverse talent and perspectives.

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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.

Our team at KSHI worked tirelessly alongside Zuni Tribal Programs, Government Organizations, Emergency Management and local schools to ensure that every aspect of our community outreach initiative was planned meticulously and carried out flawlessly, from the live broadcast of educational presentations to important public service announcements. Our staff also collaborated with the State of New Mexico Elections to develop and implement effective strategies for reaching out to our community during the election season. Additionally, we assisted in creating informative PSA's regarding the importance of getting vaccinated against influenza and Covid-19 as well as taking advantage of available healthcare resources through the Medicaid expansion in New Mexico. We worked diligently throughout the year to develop strong partnerships with various Tribal programs, Local schools, community organizations and other relevant groups to provide insightful presentations and compiled a detailed calendar of important events aimed at fostering a safer and healthier community.

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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.

Demonstrating remarkable dedication and determination, our station closed the year on a high note, regardless of the various difficulties such as Covid protocols and changes within our staff. The significance of our mission to strengthen logistics and assemble a team tailored to meet the requirements of our cherished listeners cannot be overstated. Our persistent efforts have solidified us as a crucial ally during crisis, ensuring that timely communications reach every corner of our growing community and beyond. Our staff have been commended by our partners for their efforts in increasing public interest and shedding light on various challenges faced by the local population. Below is an

example of the feedback we received: "Its great news to hear the youth showing interest in broadcasting through their quotes" "Thank you for taking the initiative to bring the much needed awareness to our community, Keep up the great work.

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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 importance we place on preserving cultural heritage can be seen in how diligently our staff works towards ensuring that every community member has full comprehension whether they are listening live or streaming online internationally (in order to accommodate those who may not reside in Zuni) Our plans for FY 2024 is to collaborate with our local schools' bilingual program and Tribal Museum to create culturally relevant programs, activities, and public service announcements that showcase the Zuni culture and language.

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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?

The Station's sole funding source is the Corporation for Public Broadcasting (CPB), which provides essential support for the purchase of studio equipment, payment for programs from NV1, online streaming services, employee salaries, repairs, license fees, and automation fees. The CPB's funding is crucial to KSHI's success; without it, KSHI would not be able to operate effectively.

Comments

Question

Comment

No Comments for this section