

## Grantee Information

<b>ID</b>	1285
<b>Grantee Name</b>	KAWC-AM
<b>City</b>	Yuma
<b>State</b>	AZ
<b>Licensee Type</b>	University

### 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 2014. 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.

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.

Our greatest achievement in the last year was the construction of a new transmitter to serve La Paz County, Arizona. This community along the Colorado River on the Arizona/California border has never been served by a local public radio station. The transmitter has added more than 20,000 potential listeners and has already helped KAWC develop a loyal following in the community. La Paz county is a rural setting that includes the Colorado River Indian Tribes (CRIT) Reservation. We are serving this new community with regular public service announcements, our daily National Native News reports and reports produced by our news department on issues important to La Paz County residents. We also supplied a moderator and technical support for a candidate forum held in the La Paz county seat, Parker.

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.

KAWC has worked with several local partners to produce programming addressing important local issues in southwest Arizona. KAWC worked with local television station KYMA to host a city council candidate forum for Yuma. We also worked with local television station KECY to host a candidate forum for legislative District 13 in the state House of Representatives. KAWC also

brought nationally acclaimed political satirist Mark Russell to Yuma for an event that drew a large and enthusiastic audience. KAWC also partnered with several departments on the Arizona Western College campus to celebrate AWC's 50th Anniversary. In collaboration with AWC TV Services we produced a series of first-person accounts of the impact higher education at AWC had on individual lives. Those recordings were broadcast on KAWC AM and FM and also archived on a website and made available at walk-up kiosks across the AWC campus.

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.

KAWC launched a "Spirited Discussions" series of events intended to bring the community together in an informal setting to talk about important issues. Our first event featured the new mayor of Yuma and generated a frank and open discussion about the future direction of Yuma. KAWC also launched a new series of reports called "Work Stories" that highlights the careers of many local residents from firefighters to police officers to health care workers and teachers. KAWC also worked with the Freedom Library in Yuma to help host a debate on the proper role of government in America. The debate featured a noted conservative writer and filmmaker as well as a former official in a Democratic Presidential Administration and a leading author supporting the Libertarian perspective. The evening drew a large audience from across the political spectrum and generated a lot of positive feedback for giving different views a chance to be heard in a civil and respectful setting.

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.

KAWC serves a majority-minority community in southwest Arizona. All our programming decisions are driven by a commitment to serve our entire community. KAWC has continued the effort to tell the stories of our Spanish language residents by hiring our second Spanish-language capable reporter. For example, in the past year we have broadcast and made available online stories about Diwali celebrations by Yuma's Hindu community; an investigation of the large homeless population that comes to Yuma every winter; we focused on Arizona Western College's efforts to improve its veteran services; we reported on a wind power project in southeast

California that could threaten cultural sites important to one of our local Native American communities; we described the impact Latino voters have on area elections; we described the lives of the children of farm workers; quantified the local impact of the crisis in the state of Arizona's foster care program and we reported on Tucson Diocese Bishop Gerald Kicanas and his campaign to bring humanitarian relief to migrants along the US/Mexico border. KAWC broadcasts in English, but we do air programs of specific importance to minority audiences including Latino USA and National Native News.

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 Community Service grant KAWC receives from the CPB is critical to our ability to serve a rural, minority majority population in southwest Arizona. Currently, CPB funding represents about 17 percent of the station's annual operating budget. Thanks to a bonus received as a minority audience serving station (MASS) in the last grant cycle we were able to pay for half the cost of our new transmitter construction project to serve a new audience, never before served by a CPB station, in La Paz County, Arizona. We were also able to invest in a matching grant from a local contributor to move our main FM transmitter in Yuma. This move has doubled the size of our service area and brought public radio to new audiences in eastern Yuma County, western California and northern Mexico. Because Yuma County has a very low percentage of college educated adults, and the highest unemployment rate in the United States, KAWC has a significant challenge generating listener support for our programming. While our pledge drive results are growing, and our new transmitters should help significantly, we continue to rely on the infusion of CPB funding to pay for our national programming and generate new local programming. Our latest effort is a collaboration with other CPB funded stations across Arizona to create a new Arizona Science Desk. Under this program KAWC will use our CSG funding to pay our match for a new reporter position, based in Yuma, to produce reports on efforts to build science, technology, engineering and math (STEM) based industries in southwest Arizona. Our primary focus will be on high tech agriculture and research and development companies centered around our Marine Corp Air Station and US Army Proving Ground facilities. The expectation is that hearing the stories will encourage our minority majority audience to pursue careers and entrepreneurial opportunities in STEM industries. As our licensee is facing huge cuts in state funding and a decline in enrollment, it is unlikely KAWC could pursue any of these goals without our CPB grant.