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. This section had previously been optional. Response to this section of the SAS is now mandatory.

Joint licensee Grantees that have filed a 2014 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.

KNAU focused on training new reporters, hosts, and producers to bring them up to NPR reporting standards and practices. KNAU was also chosen to participate exclusively in NPR’s pilot project for regional reporter training. News staff worked with NPR producers and sound engineers, in studio and in the field. Because of an increase in news staff, KNAU’s story production increased exponentially, including spot news, features and 2-ways. Several KNAU reporters had stories on the national network. KNAU’s newsroom focused on increasing posts and traffic on social media. This allowed us to earn over a thousand new followers on Facebook, and our Twitter feed was accessed by hundreds of people during a major forest fire last summer which threatened several communities. KNAU was the central source of information in northern Arizona during that fire. The news team contributed daily to the national newscast reporting fire updates. KNAU focused on giving our in-house meteorologist more air time. He is now regularly featured on our live local broadcasts of both Morning Edition and All Things...
Considered. He has also taken over production of automated weather updates which air throughout the day and night. KNAU was honored in New York with 3 national Edward R. Murrow Awards for writing, news series and continuing coverage. KNAU engages in numerous community services. NAU disseminates public service announcements for a wide geographical range of non-profit organizations. Students intern at KNAU. School groups, Scout troops, and other community organizations tour the station. Programming, news, underwriting and development staff lecture on campus and in K-12 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 2014 KNAU expanded efforts to engage younger members of its audience by utilizing digital platforms and social media. We also regularly participated in community activities including Flagstaff’s Festival of Science, Friday ArtWalk, NAU’s graduate services orientation and Community Farmer’s Markets.

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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.

KNAU continued its commitment to a collaboration with KJZZ and other public media partners on Fronteras: Changing America Desk to increase coverage of diverse topics. KNAU’s in-house Meteorologist represents the station in an ongoing collaboration with the local newspaper and the Flagstaff Community Foundation called E-928 - a project which created one collective site 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. KNAU interns provide a range of broadcast services including technical operations, newsroom assistance, and front office administrative responsibilities as well as membership drive support. As a department within the Advancement Division of NAU, KNAU is continually engaged with the educational community. KNAU staff members make 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 community colleges and K-12 schools in the area. KNAU placed high importance on educating listeners through public service announcements. Partnerships included the American Red Cross and the American Heart. We helped several organizations promote free tax assistance to the elderly. We also promoted local nonprofit food drives and fundraising events, including Flagstaff Family Food Center and Habitat for Humanity (Prescott and Flagstaff. 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.

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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.

KNAU was instrumental in covering, not only issues of local/regional interest, but also breaking news. The station’s increased news staff elevated KNAU’s ability to cover a wide range of stories simultaneously, thus reaching out to, and informing more people than was previously possible. New reporters were able to get out into the community and create public awareness of their professional personas, an important part of community engagement and trust. During the Slide Fire last summer, thousands of residents were poised to evacuate Flagstaff if the fire moved north. KNAU was able to report updates and be on scene 24/7 while the fire was at its most threatening. Listeners bombarded us with thank you emails, phone calls, tweets and Facebook comments. Many said there was nowhere else to find information as up to date and ongoing as KNAU. The same public reaction occurred in December of 2014 when a local police officer was killed in the line of duty. KNAU’s news staff was able to respond immediately by covering the story on air and on social media. Again, KNAU listeners thanked the station openly for covering the story with timeliness, accuracy and sensitivity. 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 Flagstaff Festival of
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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 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.

KNAU's increased news staff was able to cover a variety of diverse and multicultural topics. Some examples of those stories include the difficulties some Navajo tribal members face in obtaining delayed birth certificates, critical documents needed to receive state and federal benefits; a new Holocaust memorial exhibit at Northern Arizona University which focuses on the hometown "ghetto" of one of Flagstaff's well-known survivors of Nazi concentration camps. The exhibit was researched and assembled by NAU students; the power of dehumanizing language as it relates to the NFL's Washington team, long known as the "Redskins". While many are challenging the name as derogatory to Native Americans, some high school football players on the Navajo Nation are embracing the name with pride. KNAU also maintains an ongoing partnership with the Fronteras Changing America Desk which focuses on coverage of both Native American and Latino immigrant issues.

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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?

CPB funding is crucial to KNAU and the service it provides. CPB funding, along with institutional support from Northern Arizona University, provides the foundation of KNAU's operating 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. In 2014, our journalist won three National Edward R. Murrow Awards. We hire professional journalists, announcers, producers and development staff. Without CPB funding, KNAU would not be able to operate as a primary source of news and information for tens of thousands of listeners each week. The station would be unable to purchase the number and quality of public radio programs that connect our audience to the world.

Comments

Question

Comment

No Comments for this section