

Grantee Information

ID	4092
Grantee Name	KUYI-FM
City	Kykotsmovi
State	AZ
Licensee Type	Community

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. Work with governance to establish plans and structure for KUYI operating goals and tasks; improve our CAB engagement and complete a strategic plan for KUYI. 2. Use community voices to improve and strengthen our programming; revise and update our on-air program schedule with community input through surveys. 3. Use dashboard and reporting tools to train and educate staff on KUYI compliance responsibilities; maintain compliance with dashboards to help with tracking and information. 4. Establish a plan to increase and manage community involvement. 5. Create a fundraising plan to be organized and make it achievable to our current ability.

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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.

In collaboration with tribal government programs and officials, KUYI effectively coordinated and executed community broadcasting, education/awareness, and information dissemination services. Our partnership with Native Public Media and the National Federation for Community Broadcasters (NFCB) included conducting capacity-building training for station staff and other policy development training, as well as initiating the development of an emergency operations plan for our studio. Furthermore, we engaged with various local programs, schools,

and agencies to conduct informational interviews, broadcast underwriting announcements, and organize projects aimed at fostering a safe, healthy, and culturally vibrant 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.

As an integral part of the central community of Hopi, KUYI recently completed its transition to our new studio modular with seamless execution, thanks to the cohesive efforts of our team. We are particularly grateful for the invaluable contributions of our engineer, electrician, and off-site tech support, whose expertise was instrumental in ensuring a smooth and successful transfer. This collaborative effort not only showcased the effectiveness of our teamwork but also played a pivotal role in the meticulous installation of equipment, underscoring our commitment to serving the community with excellence. We are now at a capacity to provide continuous programming and service to our local community members.

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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.

In our commitment to serving the Hopi tribal community, we prioritize ensuring access to the Hopi language through our programming. Our team of dedicated volunteer DJs are fluent in both English and Hopi, seamlessly integrating both languages on-air. Furthermore, we provide underwriting clients with access to translators who can accurately translate their messages for on-air broadcasts, ensuring inclusivity for all Hopi language speakers. Moving forward, we aim to enhance our Hopi-based programming, education campaigns, and activities with the support of our newly established community advisory board. By engaging culturally relevant methods and incorporating Hopi and other Native American music during peak listening hours, we have successfully fostered community involvement and connection.

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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?

In collaboration with the CPB grant, KUYI Hopi Radio fulfills a crucial public safety role in the surrounding Hopi rural communities while also serving as a vital connection to the Hopi lands and people. Through the medium of Hopi lavayi (language) and Hopi tatawi (traditional music), KUYI provides comprehensive local news, weather updates, cultural insights, and event coverage, alongside a diverse array of musical entertainment spanning various genres including Hopi and other traditional and indigenous music, reggae, country, hip-hop, rock, and pop. Moreover, CPB funding enables KUYI to broaden its scope by affiliating with Native Voice One and National Public Radio, thereby enriching local programming with nationwide news and related content. This not only enhances community engagement but also expands perspectives on global issues. One of the most significant impacts of KUYI's operations lies in its contribution to public safety. Serving as a reliable platform for broadcasting public safety and emergency announcements, KUYI Hopi Radio plays an indispensable role in disseminating critical information to ensure the well-being and safety of the surrounding communities.

Comments

Question

Comment

No Comments for this section