

## Grantee Information

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

### 6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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 2022. 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 2022 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.**

### 6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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. Cultivate a distinct broadcast format with primary emphasis on current issues, educational and cultural programs; 2. Communicate Native issues and programs in order to improve an understanding and appreciation of Native cultures; 3. Broadcast programming which reflects diversity and talent; 4. Create and maintain a local outlet and production capability for statewide and national public radio programming with particular emphasis on Hopi perspectives and interests; and 5. Provide a model radio station and local training program for volunteers in radio broadcast careers.

### 6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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.

KUYI worked hand in hand with many of our tribal government programs and officials to ensure our service for community broadcasting, education/awareness, and information dissemination was successfully coordinated and executed. We worked with Native Public media on election and campaign policy training and initial steps in creating an emergency operations plan for our studio. We work with many local programs, schools, and agencies to host informational interviews, underwriting announcements, and projects throughout the year that is geared towards creating a safe, healthy, and overall culturally strong community.

### 6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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.

KUYI Hopi Radio is finishing the year with many highlights after coming out from staff overturn, pandemic trials, and other forms of challenges. This quarter we've worked toward establishing capacity amongst the new staff team, finalizing the KUYI studio modular delivery and other building logistics. Lastly, we closed the year with the formation of the KUYI Community Advisory Board. The impact we've created in our community is immeasurable in the area of public safety. We continue to be a vital and one of few sources for emergency communication for our small, rural community that spans across 200+ miles.

### 6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

It is our honor to ensure our Hopi tribal members/listeners have access to the Hopi language through our programming. Our dedicated volunteer DJs speak both English and Hopi, and use it interchangeably on-air. In addition, Underwriting clients have access to translators who can translate their message and record for on-air playing. This allows for accessibility for all Hopi language speakers. Our plan is to utilize our newly established community advisory board to assist KUYI in creating more Hopi based programming, education campaigns, and activities. We have been successful in engaging our community members because we use culturally relevant methods as well as Hopi and other Native American music during our highly traffic listening hours.

## 6.1 Telling Public Radio's Story

Jump to question: 6.1 

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?

With the support of the CPB grant, it allows KUYI Hopi Radio to provide a connection to its Hopi lands and people through Hopi lavayi (language) and Hopi tatawi (traditional music). It is the go-to source for local news, weather, cultural information and events, as well as for musical entertainment. It's musical selections span a broad range of genres including Hopi and other traditional and indigenous music, reggae, country, hip-hop, rock and pop. In addition, funding support from CPB, provides a window on the world through its affiliations with Native Voice One and National Public Radio, which informs our local community with nationwide news and other related content. The impact is great in the area of public safety. KUYI Hopi Radio fulfills essential public service responsibilities by reliably broadcasting public safety and emergency announcements.

### Comments

#### Question

#### Comment

No Comments for this section