

Grantee Information

2022

ID	1653
Grantee Name	KDNA-FM
City	Granger
State	WA
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 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.

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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.

Radio KDNA broadcasts in Spanish because most of our listening audience is comprised primarily of immigrants who are Spanish speaking and economically and educationally disadvantaged. More than half of our listeners are farm workers. Over our 43 years of broadcasting, the Latino community has come to rely on Radio KDNA for up-to-date information on issues that are relevant and that affect their lives. Since it first went on the air, Radio KDNA has continued to engage its audience by providing a format that allows for on-air participation by community members. Radio KDNA continues its collaboration with community-based organizations, universities, schools, as well as state and federal agencies. KDNA sees its commitment to improving the economic, education and health needs of the Latino community as being a privilege it continues to hold dear. We invite representatives from different agencies to participate in our "Aqui y Alla" program, educational and public affairs talk show to inform and educate our communities on important topics or on services their agencies provide. We continue working on the Bienestar project with the University of Washington. The research current project is focus on the impact of COVID-19 in the farmworker community and the benefits of getting vaccinated, and what are the mental health needs with in the farmworker community. Also, the Bienestar Project with the Pacific Northwest Agricultural Center/UW continues it a Multi-Level approach to Heat-Related Illness Prevention in Agricultural Workers. This project will develop, implements, and evaluates an approach to prevent adverse heat health effects in agricultural workers with input from agricultural stakeholders and communities. Our staff will continue conducting focus groups, community board advisory and community meetings to educate and inform the communities on both of the research project. The project staff also keeps the community advised and updated on the progress made by the projects by utilizing our public affairs program "Aqui y Alla." One prime component of our collaboration with UW is educating people living in the Lower Yakima Valley on the dangers of drinking contaminated well water contaminated with nitrates from the dairy farms that are prevalent in that area. Many families are unable to drink the water from their wells due to contamination. This means that many families living below the poverty guidelines have to buy water with their limited income. This is completely unacceptable. Another project it is to provide information on how to prevent sexual harassment in agriculture many farmworkers encounter these issues in a daily basis. Through radio program on "Aqui y Alla" We also produce and air programs for the Statewide Health Insurance Benefits Advisors (SHIBA). SHIBA provides free, unbiased and confidential help with Medicare and health care choices to people of all ages and backgrounds but especially senior citizens. The Yakima Valley Farm Workers Clinic has Women, Infant & Children (WIC) satellite office in our community center. Not only do they have a radio program, but they also have an office in our building to better serve the women and children living in and around the Granger area. In 2017 we added additional community services such as a satellite office for the county's juvenile court in order to make it easier for juvenile offenders to comply with judicial orders. Other agencies in our community center include a local credit union that provides financial planning information to community members, an agency that assists youth to obtain their GED, a recruiting office for a local employer and an agency that offers driving classes.

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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 CPB community service grant allows us to produce, develop and air meaningful, educational and informational news, and public affairs programming. Some of our key initiatives were, and continue to be, immigration reform, education on nitrates in the water and how it affects

people's health, an awareness campaign on the high rate of sexual harassment in the orchards and warehouses, information on covid, prevention of opioids uses, as well as our continuing work on asthma. This year we started an educational campaign on gang violence prevention. In 2022 we received funding for a radio educational campaign on gang violence prevention from the Washington State Legislator. KDNA will create a radio media campaign and host events to the underserved populations in order to address prevention and education on gang violence and how youth and parents can access the resources available in the community. In 2021 KDNA organized a consortium made up of 35 different agencies and approximately 60 individuals, from school, law enforcement, local nonprofits, and medical professionals to assist in addressing the gang violence problem. Radio KDNA addresses issues pertinent to the Latino/immigrant communities due in large part to our continued eligibility for CPB community service grants. This grant allows us to produce, develop and air meaningful, educational, and informational news and public affairs programming. Some of our key initiatives meant we partnered with the Northwest Immigrant Rights Project (NWIRP), a nationally recognized legal services organization founded in 1984. Each year, NWIRP provides direct legal assistance in immigration matters to over 15,000 people. One of their goals is to achieve systemic change in policies and practices affecting immigrants through impact litigation, public policy work, and community education. Together we worked to bring up updated information on immigration. We also collaborated with the Yakima County's Groundwater Management Committee on nitrates in the water, and the Washington State Department of Agriculture, Northwest Justice Project and the University of Washington on the sexual harassment campaign.

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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.

Radio KDNA is committed to keeping the Latino community informed on immigration. The Northwest Immigrant Rights Project (NWIRP), KDNA's longtime partner, has a monthly program which they use to keep the community updated on immigration information. We also provide information on becoming a US citizenship. Radio KDNA produces a CD and a hard copy, in Spanish, containing all the questions asked during a citizenship interview. The Granger School District has become one of KDNA's partners in a joint effort to reduce the dropout rate. Other school districts use the radio's facilities to tutor students who need remedial help as well as students who have been expelled to keep students from falling behind in their studies. Also, in 2019 we partner with the Granger School District and Sunnyside School District using the radio to provide educational campaigns to bring awareness to students and the community about school violence prevention and mental health support with the intent to prevent violence against others or self. Yakima Valley Farm Workers Clinic's WIC (Woman, Infant and Children) program has voiced their pleasure at how successful a satellite office in Granger has been. This satellite office started as a test site to ascertain if an office in Granger was going to be financially feasible; it has been. In 2017 the Juvenile Court opened an office in the KDNA building to facilitate meetings between youth offenders, their parents, and the court system. Again, it was a test site to see if it was going to be successful. It has been as if both youth and parents are meeting their obligations.

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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 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.

Radio KDNA's primary mission is to educate and inform the Spanish speaking Latino/immigrant communities in the Yakima Valley. Most of KDNA programming is geared toward that goal. We accept suggestions from the public, by telephone, correspondence or in person. We regularly host and attend health or job fairs in an effort to personally talk to our listening audience and ask for suggestions. We also encourage the community to attend the Community Advisory Board (CAB) meetings and to give us their programming suggestions/recommendations. All of our programming and production is in Spanish however, our public engagement materials in both English and Spanish. We also utilize our public affair program, Aqui y Alla, to ask our listening audiences for suggestions on programming. One of those suggestions actually made it possible for us to work with a group who wanted positive changes in the way the Department of Labor & Industries (LNI) processed claims filed by injured workers. Another suggestion had made possible a partnership with Employment security to provide information on job opportunities for the farmworker community. Our plan is to continue broadcasting, producing, and engaging our listeners in Spanish as well as continuing to attend health and job fairs, and to strengthen our working collaborations with local community-based organizations, e.g., Yakima Farmworkers Clinic, Skylar Educational Academy, educational institutions: the University of Washington, Heritage University, and local school districts. Recently, we have extended our reach to local municipalities as well as law enforcement agencies and they are now participating in our public affairs program. We are continuing our one hour talk show titled "Libertad Emotional," or Emotional Freedom" that started in 2018 with Esperanza Nave, a psychologist, to discuss mental health issues in an effort to lift the veil of secrecy and shame associated with mental illness and depression. Our goal is to make it easier for people to accept help with their mental issues and, perhaps, reduce the number of suicides in the Yakima Valley. To provide programming for our listening audience who have roots in Mexico and Central America, we broadcast a program entitled "Pulso," a daily one (1) news program that focus on events in Mexico and Latin America.

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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?

Without CPB funding, KDNA would not be able to continue broadcasting, producing, or engaging our communities at our current level. Without the CSG the reliable, dependable information on issues vital to the Latino/immigrant community would not be aired. The community would lose an important provider of news, public affairs programming, not to mention music. One of the things we hear over and over again is that our community appreciates the fact that we do not broadcast music that glorifies violence, drugs or alcohol. Our message to the Latino/immigrant community continues to encourage them to get an education, become citizens and vote in order to get their voices heard in the political process. More importantly, KDNA provides information on health issues such as nitrates in the water, the high rate of anencephaly in Yakima County, asthma, and their children, encouraging our listeners to participate in civic engagement. KDNA depends on CPB funding to carry on its mission of helping to improve the economic education and health needs of the Latino Hispanic population.

Comments

Question

Comment

No Comments for this section