

Organization of the Year: KNAU

Website: <http://www.knau.org/>

<http://www.knau.org/about>

On behalf of the KNAU RadioActive Support Organization, it is with great pleasure that I nominate KNAU Arizona Public Radio for the Viola Award for Organization of the Year.

KNAU is a public service of Northern Arizona University, serving over 67,000 people each week. The station provides news, classical music, cultural and entertainment programming to everyone who has access to a radio in Flagstaff and throughout most of northern Arizona. The most recent surveys identify KNAU as the #1 radio station during from 6 a.m. to 10 a.m. weekdays, as well as #1 among listeners between the ages of 35 and 64 in the Flagstaff-Prescott market. Though KNAU serves all of northern Arizona, the audience is concentrated in Flagstaff.

Following are some of the significant benefits of KNAU's programming:

- KNAU's programs are available 24/7, and are free and universally available to everyone in Flagstaff. KNAU connects Flagstaff to the world and the world to Flagstaff by integrating local, regional, national and international news into its schedule.
- Two broadcast streams offer a choice of rich learning and cultural experiences, including over 100 hours of music programs each week, ranging from classical to Celtic and from jazz to new age.
- Science programs include two hours of Science Friday broadcasts each week, as well as news of science and research that is covered in shows like Morning Edition, Fresh Air, and All Things Considered by science correspondents including Richard Harris.
- KNAU has created and broadcasts local weekly programs with a scientific focus, including Southwest Book Reviews with local author Ann Cummins, the environmentally focused Earth Notes, Land Lines covering regional geology with Rose Houk and Michael Collier, Scott Thybony commentaries on science and archeology, and Inquiring Minds, which showcases NAU science research ranging from forest restoration to microbial genetics.
- All of KNAU's programs are supported by online availability, so listeners can listen online, download podcasts of programs they've missed, and get in-depth information about topics covered on air, all for free.
- Locally owned, operated, and responsive media is disappearing; however, as local newsrooms are being cut, KNAU is strong and expanding. KNAU remains a source of essential local news, from school closures to wildfires and extreme weather, and from art exhibits to live music performances.

In 2011, KNAU enriched our local community and focused national attention on Flagstaff in several ways:

- KNAU brought A Prairie Home Companion to Flagstaff on June 11 at Pepsi Amphitheater with a sold-out audience. In the nationwide broadcast to 4 million people over hundreds of radio stations, Garrison Keillor's skits poked fun at Flagstaff, Lowell Observatory, the Grand Canyon and Sedona. Garrison Keillor considered canceling the performance because of SB 1070 controversy and January Tucson shootings but KNAU management persuaded him to bring his show to Flagstaff for the second year in a row.
- On September 23, as part of the Flagstaff Festival of Science, KNAU hosted Science Friday's live, nationwide broadcast to 1.4 million people over hundreds of public radio stations. Host Ira Flatow featured Flagstaff scientists and scientific institutions – Flagstaff Festival of Science as the first science festival in the nation, Lowell Observatory, and cutting-edge forestry research based at NAU. Hundreds of local residents and students attended free of charge.
- KNAU was awarded five regional Edward R. Murrow Awards for Excellence in Broadcasting by Radio Television Digital News Association (RTDNA), the most in our five state region (AZ, NM, CO, WY, MT). These awards included the Murrow Award for Overall Excellence for fourth consecutive year.
- KNAU's Morning Edition was voted "Best of Flagstaff" by Arizona Daily Sun readers.

KNAU has listeners of all ages and walks of life, from students at NAU and CCC to home-bound seniors, as well as service and office professionals.

Collaborations during 2011 include:

- Helping to raise over 100,000 meals for hungry northern Arizona families through our partnership with St. Mary's FoodBank Alliance.
- Active collaborations on news and cultural activities with dozens of organizations throughout Flagstaff, including Flagstaff Cultural Partners, NAU, Lowell Observatory, the Grand Canyon Association, the Flagstaff Symphony, and Coconino Community College.
- KNAU broadcasts thousands of free PSA's for non-profit organizations each year and provides publicity for hundreds of local businesses and service organizations through our underwriting partnerships.
- KNAU supports local nonprofits by promoting events by donating Day Sponsorships and actively encouraging our members to donate their day sponsorships to local nonprofit organizations.
- KNAU provides free classical music, science, and news to whomever chooses to listen in Flagstaff and Northern Arizona. This service has been provided for 29 years.
- KNAU announces local art events including but not limited to Friday art walk, concerts, exhibits, readings, and gallery shows multiple times daily and is the source in Flagstaff for these important notifications.

- KNAU works in partnership with the Museum of Northern Arizona, Lowell Observatory, The Flagstaff Science Festival, and St. Mary's Food Bank to provide
- KNAU sends out weekly emails highlighting art events in Flagstaff.

KNAU's broadcasts for the last 28 years have provided a rich resource for lifelong learners of all ages, as a free source of information and culture, science and news. We appreciate your consideration and encourage you to award KNAU the Viola Award as Organization of the Year.