

KUYI Community Representation Statement

88.1 FM | 89.1 LPFM | KUYI.NET



KUYI Hopi Public Radio

As a recipient of the Corporation for Public Broadcasting's (CPB) Community Service Grant (CSG), KUYI Hopi Public Radio, licensed by The Hopi Foundation, is committed to fostering diversity across all areas of our organization—our workforce, management, and advisory boards. This statement outlines our dedication to upholding these values and ensuring that our operations reflect the community we serve.

Hopi Community

KUYI is located on the Hopi Reservation in northern Arizona, a sovereign nation that spans over 1.5 million acres across Coconino and Navajo counties. The reservation comprises 12 villages situated on three mesas.

Governance

KUYI operates as a program of The Hopi Foundation, which serves as our licensee. The Hopi Foundation's Board of Trustees governs the organization, with 4 out of 5 trustees being Hopi tribal members. This ensures that the voices, values, and perspectives of the Hopi community are central to our decision-making. Additionally, the board includes one non-tribal member, whose diverse background and insights enrich our governance, reflecting a broader spectrum of experience. This inclusive leadership approach strengthens our ability to address the needs of the Hopi people while remaining responsive to the wider community.

Employees

The Hopi Foundation adheres to a formal recruitment process for filling vacancies, guided by our Employment Opportunity Statement. The majority of positions are located at The Hopi Foundation's headquarters in Kykotsmovi Village, AZ, while KUYI roles are based in Second Mesa, AZ. Our hiring practices emphasize fairness and the selection of qualified candidates to meet the needs of the organization and the community.

Programming Content

KUYI's programming is centered around three core areas: public safety, education, and entertainment. Our content includes talk shows in collaboration with local programs and individuals, news, community announcements, and genre-specific music. We offer diverse musical programming that resonates with the Hopi community while appealing to a wide audience. All programming is family-friendly, designed to engage and inspire listeners, and aims to foster community connection and enjoyment.

Community and Audience

KUYI recognizes the diverse makeup of our community and strives to offer programming that reflects and serves the interests of a wide range of listeners. Beyond broadcasting, we engage with our audience through social media platforms and our website, www.kuyi.net, extending our reach and impact.

Demographics

The Hopi Tribe consists of approximately 14,537 enrolled members, with 27% being youth, 57% adults, and 16% elders. The community faces challenges such as limited access to food, housing, and employment, with 50% unemployment and 30% living in poverty. However, the Hopi people have remained in their ancestral homelands, never removed, and continue to uphold strong cultural traditions. Agriculture remains a key practice, alongside other cultural activities within the social structure that has endured for centuries.