Local Content and Services Report

6.1 Telling Public Radio's Story

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 2019. 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.

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.

   Our overall goal is to keep our community safe via providing accurate information in times of local emergencies. Living in mountainous northern CA we experience threats of wildfires. Our geographical location moves the smoke from wildfires many miles from us to our valley, so our air quality diminishes accordingly. We monitor weather and air quality monitors and are part of our OES Safety Task Force we provide local updates as needed. On normal days we provide educational information and share daily resource notices for health and food distribution services. Local people like to announce the winners of local fund raising event over the air.

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.
We collaborated with KEET-TV our regional PBS station during the Country Music special produced by Ken Burns. We gathered local Native people who Country music has been a part of their lives. They were shown clips of the Ken Burns segments and responded of their Country music experience for the KEET-TV producer. We took part in the Native American Journalist Association survey regard Free Speech in Native Media. We did a live telephone interview about the survey giving our listeners information on where they could fill out the online survey. We did two live broadcasts of our Hoopa Tribal General Meetings. We took part in a community survey conducted by the Tribal Law and Policy Institute that has a goal to changing the unethical research of tribal communities through partnering with tribal communities to develop learning models that both empower and uplift the cultural strengths of the community. We did two interviews on-air with the TLPI survey managers and will soon take part in a larger event of all those they interviewed to give us an update of their findings. We made a local presentation about a special local health program we produced called Youth & Truth on Addiction. We interviewed 8th, 7th to 12th graders using 24 questions to listen to their comments, experiences and compassion for those addicted to drugs. This survey and their comments was published into a book, we made the presentation to a local community coalition group who meet monthly on an evening school night to share insights with the hopes of eradicating drugs from the community. Our presentation brought the voices and opinions of local youth to the table. We maintain an interactive Community Calendar of Events that allows people to submit local notices, non-profit sales, meeting events, sports events, well wishes. We carry a menu of local audio productions we either produced or co-produced.

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.

We have been using interstitial from the Youth & Truth on Addiction audio files. Some of the quotes we had adults record giving their name and leading with the topic question. People asked us why we had adults read the comments and not just use the youth voices. We did both, but having adults record the quotes gave the youth proof they were heard by adults. This was a success.

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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

We have several hours of recorded Hupa Language segments. We need to find new voices to use what they have shared and learned. There are three different local area Native languages that are taught in our local public high school. We want to hold a native Language Summit bringing all the languages and all the individuals who hold respective language class together to discuss how they can use KIDE-FM as a tool to share their respective language restoration efforts. We broadcast 24/7, we could invest in sub-carrier technology to bring native language experience to home kitchen tables.

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?

We use the CPB-CSG funds to support our daily operations. We could stay on the air without CPB, but we would only operate the minimum of the required FCC hours. Our daily broadcast would lose the depth of educational and cultural knowledge. We would lose one full time employee and our ability to purchase national disturbed programming. Our ability to be ready to help our community in times of emergencies would be a disaster of its own.