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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 2020. 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 2020 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.

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiform 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 and approach to address identified community issues, needs, and interests have taken shape via local interviews with local people and agencies involved with maintaining community services. The most valuable service of KIDE is our Emergency Alert services. We are the only electronic broadcast service in eastern Humboldt County, California. When fire, floods, air quality and road conditions may change that may endanger the community's health and safety the community turns to KIDE for honest and helpful information. Other important activities have included townhall venue activity. We shared a community listening session regarding our audio productions, Youth & Truth on addiction. We co-published a paperback book report with the Medical Center Board of Directors. We started this fiscal year to use audio copies of Zoom News coverage of Ethnic Media Services on community health issues that had a large coverage of the early months of the COVID-19 pandemic. Our tribal government took on sharing local COVID-19 Updates generated by our local clinic and Office of Emergency Services, Incident Command Team. As the pandemic waged on these live on-air presentations were weekday programs. The Tribal Chairman hosted these sessions, the full KIDE staff provided support and updated data dissemination. Our attempts to reach out to younger age students flattened due to the need of social distancing and distant learning. We had submitted a grant proposal to create a year long community workshop on the topic of, The Quality of Life in Hoopa Valley. We met the April 4th 2019 deadline with the thought project would start in the Summer 2019. The pandemic pushed that plan to November 2019 and to date has not been awarded to any applicant. Our goal was to bring 60 community members together for a 3-day workshop each quarter year. The intent was to use a Consensus Building method to establish a Holistic Quality of Life Statement for the Hoopa Valley. This thought and possible plan is on hold. Of the programs broadcast on-air we also do web-streaming. Individual local program productions can be subscribed to as podcasts.

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.

As mentioned above in response 1, in order to organize and gather information and topics to share on-air we have networked with our Kimaw Medical Health Center for production topics, guests to interview and knowledge to share. These programs address the community's concern about illegal drug abuse and efforts to the community to heal from the effects. We dedicate broadcast time with the Hoopa Valley Tribal Council for their regular scheduled governmental meetings. Pre-COVID, we also did live remote coverage of their quarterly General Membership Meetings that usually take half a Saturday. These meetings bring the Tribal community together and offer a deeper level of understanding of our local government at work. Our networking with the Ethnic Media Services, San Francisco, CA started as an effort to reach ethnic populations well counted in the 202 U.S. Census. This worked well for us as an independent revenue base. EMS, in my opinion, paid the true value of the media services we render. Our networking with EMS extended into the COVID-19 pandemic as a resource for medical news and health coverage to the ethnic population of California. Our EMS pandemic coverage gained us additional revenue. Regarding the U.S. Census and COVID we also networked with the Native Public Media in Albuquerque, NM for a limited series of both Census and COVID informational materials. Another local Native organization we connected with was the Northern California Indian Development Council, Eureka, CA for a series of Census PSAs and a local interview production regarding the 2020 U.S. Census. Regarding other Health, Education, Environmental, Cultural and Government networking KIDE has produced 52 Friday Edition programs in FY-2020. Our prime production of the year was a 3-part Friday Edition series with our Tribal Women Spiritual Leader, Malodie Moore who we reached out to tell us the story of any experience our Tribe had with diseases. This was an excellent story spanning the time before settlers arrived here 1850 to the present COVID-19 experience. We shared time and insights with our 5th District Humboldt County Board Of Supervisors; as for education and culture, we had a Friday Edition with the new Superintendent of the Klamath Trinity Joint Unified School District. In this regard we promoted for the KTJUSD the access for the public to witness the Board of Education's interviews of the candidates on Zoom. Regarding Culture, the Hoopa Elementary School, Indian Education Center shared their audio Tribal Language CDs we edited into short segments to be used throughout the broadcast day to bring the sound of the 3 Tribal Languages to our local and internet listeners to their homes, offices and car radios.

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.

Since the COVID-19 pandemic threat began in CA the radio station was used by our Board of Directors. The Hoopa Valley Tribal Council to inform the local community about the threats of COVID-19 and the practices the community needs to use to flatten the curve of the effects of COVID-19. While no scientific survey has been done through the community, the statistics imply that the collaboration of KIDE with the Tribal Government, the Kimaw Medical Center and the Hoopa Office of Emergency Services as worked to, (at this writing), show there have been no deaths in our community due to COVID-19. As for assisting the community to access the public/departamental services they need, we promoted the access numbers to any face-to-face closed offices and reminded people to wear facial masks and obey social distancing while receiving curbside services. We do not conduct survey monkey outreach, or mailed out surveys to the public, most of our feedback is heard while we shop in the only grocery store. People will stop us to say they heard certain programs. People call-in during our live COVID-19 Update programs to thank the radio station for our public services. We feel that the use of KIDE to bring the important information and education about COVID-19 and for the live broadcasts of the Tribal Council meetings, the Tribal Council financial allocation to KIDE in FY-21 increased by 45% over FY-20.

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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

Our license was issued to the Hoopa Valley Tribal Members 18 years of age and older by the FCC. Our programming, production and engagement address the needs of our Native American community. As for a second language population we have a need to support the restoration of our local Native languages as "second languages" learned and practiced. To this end we have dedicated broadcast time to bring the sounds of these languages to our listeners at large. We continue to invite the collaboration of Native Language teachers to use our community broadcast service to promote and share their language lessons to the general population. We are willing to expand our broadcast service to the deployment of sub-carriers channels to open 24/7 Tribal language lessons and discussions. This would be a major collaboration with existing and future Tribal languages teachers and teaching methods. A truly fundable project which only KIDE could offer as another tool to the community. As mentioned in answer #3 due to the 45% funding increase in Tribal budget allocations to KIDE we will be opening a new staff position to take over some of the work done now by two current staff members so they can focus more on the purpose of their hiring. Due to the CPB-CARES funds we received we are extending these funds to pay our former Station Manager to take over as the Lead Producer/Mentor to assist a new Manager with any media networking and managerial networking that person may need, and to mentor any new paid staff, or volunteer or community member who may want to learn production skills, or how to improve their audio practices. The CPB-CARES funds will run through 9-30-2023 at which time the current Lead Producer/Mentor will retire.

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?

Given that the Hoopa Valley Tribal Budget allocation to KIDE in FY-20 was a 29% reduction of what was received in FY-19, the FY-20 CPB allocation allowed us to pay our three full time paid staff full wages and fringe benefits, no reduction in work hours or lay-offs happened. The In-Direct services of the Hoopa Tribal Administration sustain our CSG eligibility. In-Direct services do not provide day-to-day human capacity to produce local programming. We were able to pay all of our operational fees such as, but not limited to, electricity, telephone, wireless internet and satellite provided programming and the stream-casting of our signal over the Internet. In FY-20 we received the CPB-CARES Funds, this was a welcomed and timely boost to build more human production capacity. Since there are no set expenditure limits and we are facing the need to replace our Station Manager as he reaches retirement, we decided to shift him to be our Lead Producer/Mentor at full time wages in FY-21 and FY-22 at 30 hours a week. This move opens his Tribal allocated salaried position to a new hire. It allows the new Lead Producer/Mentor to orientate the new Manager in media networking and tribal department networking should this person has no experience with either or both systems. And this allows the Lead Producer/Mentor to be the fourth full time staff to focus on local productions and to train any other new paid or volunteer staff while he is on paid staff. The goal is to leave in place a workable system in mind, body, spirit and finances.

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