

Grantee Information

ID	1294
Grantee Name	KIDE-FM
City	Hoopa
State	CA
Licensee Type	Local Authority

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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 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, earthquakes, 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.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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 tribal government took on sharing local COVID-19 Updates generated by our local clinic and Office of Emergency Services, Incident Command Team during the COVID-19 Pandemic. These reports became a weekly program hosted by the Fire Chief and Director of Emergency Services, focusing on the number of COVID-19 infections, the status of Firefighting actions in our area and the OES efforts to mitigate the effect of smoke caused by these mega-fire events. We also have a weekly program, the Friday Edition, that spotlights the work of Tribal and Indigenous people who are doing things for their communities. We also provide live, remote broadcast of the Local High School sports teams regular schedule, and any tournaments they may go to.

6.1 Telling Public Radio's Story

Jump to question: 6.1 

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.

In the aftermath of the COVID-19 pandemic, KIDE has been 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. 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 Interview programs to thank the radio station for our public services. We also broadcast the Regular Session of our Tribal Council meetings and broadcast quarterly General public Meetings on our FM frequency locally and reach out to Tribal Member not currently living on the Reservation using our web stream audio. We also assisted the Tribal Council's efforts to reach out via Zoom access.

6.1 Telling Public Radio's Story

Jump to question: 6.1 

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.

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. We continue to broaden our offerings by putting on more Production and On-Air staff this year.

6.1 Telling Public Radio's Story

Jump to question: 6.1 

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?

The Hoopa Valley Tribal Budget allocation to KIDE has allowed us to pay our one part-time and 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. The goal is to leave in place a workable system in mind, body, spirit and finances.

Comments

Question

Comment

No Comments for this section