

## KMHA: 2019 Local Area Support Report (LCSR)

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### 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.

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.

This goal from last year is still accurate, but we have begun achieving it by hiring a full time On-Air Personality for our Morning/Daytime slot which has significantly increased our listener base, and has engaged the Community more, we continue to secure enough funding to continue to hire sufficient amount of qualified on-air talent (and find qualified talent) to address the Community need for local news reporting. With the restoration of partial CPB funding, we were able to purchase some badly needed new equipment for Remote Broadcasts, which is enabling us to feature live local talent, and air live interviews with community Elders regarding Culture, Language and Community.

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 have metrics reported from our Tribal Partners of increased numbers of users taking advantage of programs such as the Diabetes Center and the Health Clinic, as well as many questions answered for our listeners regarding the new Judicial Building and Services, because of the increase in Public Service Announcements that we started in 2018. We reached out via radio, social media, newspaper, and email to our tribal partners and select non-tribal business partners letting them know of our concentrated efforts to increase public awareness of local activities through PSA announcements.

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.

Our concentrated efforts at making our listeners aware of our "Community Corner" segment, where we are broadcasting Public Service Announcements, as well as some local Community Events, have impacted the Community by increasing awareness to Local Health and Wellness Programs available to the community through both Tribal entities and local businesses. More and more Tribal Health Organizations are coming to us to help spread awareness to the Tribal and Surrounding Communities on issues ranging from Diabetes Care, IHS Services, Recovery Programs, Missing and Indigenous Woman & Children Programs, as well as information on what Community Leaders are doing to ensure the Health, Wellness & Safety of all Tribal and Non-Tribal residents in our listening area and the Reservation.

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 launched a program at the end of 2019 inviting Community Members who have English as a Second Language, to come in and broadcast a show incorporating both their native language and English, so that other listeners of that language can feel comfortable and part of the Community, and also so that listeners who do not know the language can perhaps pick up on some of the language to better communicate with neighbors, as well as learn some cultural aspects that may help all people within a Community better understand each other and create a positive environment in the Community. We are currently developing a show with a native Spanish speaking individual which we hope will be the beginning of a popular language series in conjunction with a Native American Language Series.

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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?

Without this funding, it would be impossible for us to not only provide the Community with the national Native Programming that we currently do, but it would be severely hamper our ability to continue to develop local programs and series and provide Community Bulletins (Community Bulletins and PSA's are currently free if impacting community). Our budget without CPB funding is very limited, even with fund raising efforts, and without CSG funds it will become necessary to move funds from areas such as employee development/training, employee compensation etc, which is already very thin. Moving this funding to cover programming and other costs currently covered by CSG funds would impact morale, employee retention goals and other areas critical to success.