

Local Content and Services Report

6.1 Telling Public Radio's Story FY-2015

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.

The overall goal was to maintain our community role to inform the public about planned community, tribal government events and meetings. We maintained our public communication role as part of the Office of Emergency Services task force addressing seasonal natural emergencies such as the effects of this year's drought, the regional area wild fires, road conditions and safety routes. We continued our partnership support services to our Tribal Education programs; to our medical services, to our tribal council's needs to address the community of current issues. We used our regular broadcast services, in studio interviews, social media network, and late in 2015 we launched our broadcast streaming services. The launch date was our 35th anniversary, 12-16-2015.

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 an entity of the Hoopa Valley Tribal government we are one of two media outlets of the tribal community. We are affiliated members of The National Federation of Community Broadcasters, and Native Voice One of which our manager has a seat on the NV-1 Advisory Council. Other affiliations are with The Pacifica Radio Foundation, and Public Radio International. These connections bring the outside worldviews to our community on a daily basis. Locally we provide collaborative services with our Health, Education, Human Resources, Emergency Services and Public Utilities tribal governmental entities. We partner with the local Public Education Agency wherein we involve high school and middle school students in program features and with the introduction of program production. Our business community is under developed there is no organized civic sector.

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 2015 our key initiative and partnership was with the Office of Emergency Services during the Summer/Fall drought and wildfire season. OES relied on KIDE to inform the public about water conservation and about public health and air quality. We contracted with a local independent producer to create a workplan with skit scripts to address the drought. We produced an six part series of interviews with environmental experts called Drought, What's it all About. The community learned detailed and useful tips about ways to conserve water, and important explanations the environmental effects of low water levels. During the wildfire experience where no fires were in our community, we did experience the smoke drifting into our air. We

maintained hourly and often sooner updates of Particulate Matter readings from air quality monitors stationed at certain elevations. We accessed these monitors via the internet. With the drought and low water levels our domestic water system was in danger of collapsing due to unforeseen equipment failure. KIDE made many PSAs to notify all domestic water users to not use the domestic water for non-essential purposes like washing cars and watering ornamental yards. People were repeating our notices across their dirty car rear windows and trunk lids.

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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

KIDE-FM is owned and operated by the Hoopa Valley Tribe. Our target audience is Native American women 25 to 55 years of age. Our Tribal Council is our Board of Directors. All members are Hoopa Valley Tribal members, elected in office by the Hoopa Valley Tribal membership. Our 2015 six-member staff was made up of four Hoopa Valley Tribal members, one non-native spouse of a tribal member and parent of two tribal members, and one non-native who is a close friend of a tribal member. We do produce some Hupa Language segments, but not as a service to second language people. We do need to expand our broadcast time for more Native languages. It is a matter of community organizing we just have not had the staff capacity to succeed further.

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 impact of our CPB funding keeps us on the air. There is no local business sector to earn meaningful revenue. Our community experiences a 46% unemployment rate. The Hoopa Valley government budget is divided by over 40 departments and legislative expense demands. We use part of our CPB-CSG to pay two staff and augment the fringe benefits of two other staff. The CSG balance pays other key operational support. Without the CPB funding at this time our tribal government would have to strongly consider the closure of our service. In the 11th month of FY-15 we succeeded to win tribal council authorization to be the one allowed entity to apply for the 3-year grant from the Administration for American Indians, ANA. If approved, we will win an influx of funding the likes of which we have never experienced. It will give us an experienced managerial team who will mentor our staff and community to guide our operation toward more meaningful content.