CPB-SAS FY-2017

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 2017. 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.

The role of KIDE Hoopa Tribal Radio is to lead the Hoopa Valley Community towards the creation of a Quality of Life Statement based on the common values of the Hoopa Community: Embracing the environment, economy, social well-being, and our Native Cultural Values. To enact this effort our staff trained in a Holistic Management online course that taught us how to engage with people to find common values we share and to discuss how best to direct our lives to strengthen our community based on the common values we hold. Our identified community issues are the same pillars that are our common holistic values. We discuss our community issues on social media and on-air. Our Community Issues logs reflect our attempts.

This new holistic community view and understating opened our awareness to the missing element of local youth in our station and as a strong element of our audience.

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.

In 2017 we engaged with the Tribal Aid to Needy Families as the offered funded job positions for Summer Youth Workers and College Interns. A team of four TANF workers and our own youth aged staff increased our listener base by their creative local Hupa Language segments. We were able to use the Tribal Planning Department services to submit a major grant fund that we did not have the capacity to attempt. This process opened our face to face discussions with the local public school district, local students, teachers and parents.

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.

One outcome of our Summer Youth and college Internships resulted in the creation of a local high school “Radio Club”. We later leveraged a Consensus Building session on the status of media in Hoopa. The Radio Club students and their faculty advisor, the local tribal newspaper editor and our staff discussed media in Hoopa with a consensus building facilitator from About Listening Inc. How we would fund a full blown community consensus building workshop series is still in planning stages.

One of long term productions, Health Matters, as weekly five minute produced show that features healthy living and awareness of causes and treatments of illness common to our
population. This production was acknowledged as One of Twelve Podcast to Hear in 2017, by NFCB and the social media service Medium. When the author was asked why we were chosen, the author said we support our member stations and no one else is doing a podcast as you are.

We were at the ready to discuss on-air the process of reopening our local grocery store after it was closed two years ago. A contracted firm held a public session to gain input from the community about the reconstruction of the store, its floor arrangements, lighting, parking, amenities, services, and appearance.

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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

KIDE Hoopa Tribal Radio serves the Hoopa Valley Indian Reservation and portions of surrounding communities of whom have Native American citizenry. The majority of our broadcast is in the English Language, we do produce local Native language segments in the effort to assist native Language restoration. In 2018 we will continue Native language restoration programming as we have and add Native Language segments to our online website and social media formats.

The younger people who participated in the Dakota Access Pipe Line protests seem to becoming aware of similar matters locally. We did produce an interview of a person from a regional agency who was recruiting local tribal people to make the journey DAPL. While the production was not of our making, the service we provided to our community informed and educated our audience.

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 that our CPB funding has on our ability to serve our community is, it allows us to generate a broadcast. It helps us retain two full time paid staff positions who generate our broadcast content. Without CPB funding we would be harder pressed to address the holistic needs of our community. We would be reduced to becoming a music formatted station who runs PSAs each hour and most of both would be computer programmed.