

## **KWSO Community Advisory Board Meeting**

Warm Springs Media Center 10-10-16

### Participants:

Sue Matters, KWSO

Chris Watson, Community Action Team

Louie Pitt Jr., Governmental Affairs

Lyle Rhoan Sr., Community Member

Hamilton Greeley, Community Member

### **Current Public Service Campaigns**

- 5-2-1-0 in collaboration with the Warm Springs Child Health Task Force
  - Public Service Announcements
  - Interviews used in weekly programs monthly Sept – Dec
  - Social Media Information
  - Video
- VOTE
  - Voter Registration encouragement
  - Register to vote button at [www.kwso.org](http://www.kwso.org)
  - Get out the vote campaign – on air, online, flyers
  - Election Night Coverage

Discussion around doing work for broadcast but also trying to reach people online through social media, website posts, with YouTube videos and program archiving on SoundCloud. Always important to not forget to put a flyer at the post office as well – to share information.

### **Upcoming special programming**

- Halloween Music on Halloween
- Election Coverage on November 8<sup>th</sup>. Hoping to get permission to use NPR coverage but also working with Oregon Community Media and KBOO for state coverage. KWSO will do local election coverage.
  - Working on weekly programs featuring candidates. Governor candidates Brown and Pierce are featured this week.
- Veteran's Day programming – planning on all Veteran's Day programs on November 11<sup>th</sup>. Would like to add an hour of new material/interviews so looking for veterans to interview
- Thanksgiving – want to do a day of special programming featuring Native American content, possibly bring back Wisdom of the Elders – do local language programming and Talking Drum mix.

### **NEW Ideas for programming**

#### **PLACES**

There was discussion about the Warm Springs Community Action Teams interest in converting the old Commissary Building into a small business incubator that could house retail space but also office space and offices for business support businesses like a book keeper. What is the history of the building? Several stories have been shared but there isn't a definitive timeline. It is the oldest building on the

reservation... we could collect stories from community members, do some research and document the history.

There is interest not just on historic buildings but also about places. Indian People have their places and in Warm Springs. An example is the oratory rock adjacent to the KWSO parking lot. Chief Wallulatum said that leaders would give great speeches from that rock. Also – the rock and a matching rock across the field once was the site of horse races. This could be another “place” that we gather information about.

The “places” initiative could be a goal for the upcoming year to identify, research and gathering interviews about 6 places in Warm Springs or Ceded Lands and create Our People and Mother Earth Programs using that information. It would be great to include historic documents, photos, etc. in a multimedia version of the programs as well.

### **ECONOMIC ISSUES**

What if we asked people about their business ideas and what our community needs to create more small business and to drive economic development. This would be an effort to cover the local economy with a specific focus on the current climate, possibilities and barriers. There is such a limited number of registered businesses in Warm Springs – that there is certainly room for growth.

A focus like this could include: interviews with people who have ideas but also folks who have some success. They could share how their business has maintained or grown. There is also opportunity for education on basic business practices and getting started. It would be great getting folks to think outside the box and start dreaming and planning to launch a small business.

The “economy” initiative could maybe be a focus quarterly. We can partner with the Warm Springs Community Action Team for education and suggestions about interviewees. This content could be used in the Warm Springs Program series for 4 distinct programs in the year ahead.

### **General Information**

#### **Compliance**

A one page list of mandatory compliance issues was shared. There are requirements that are a condition of KWSO’s participation in the Corporation for Public Broadcasting Community Service Grant Program and also as part of the Communications Act Requirement.

KWSO maintains compliance and has participated in a couple webinars this past month to ensure we are getting the rules right. Certification of compliance is due soon – to receive our next grant award.

#### **Reporting**

KWSO creates a monthly report for our Health & Human Services Branch Manager. The information within each report includes programs and issues covered each month in KWSO weekly news magazines, local news stories and public service announcements. For programs and public service announcements we also track what Joint Health commission strategies the content matches up. This is used in the annual Health Report that our branch contributes to.

The monthly report is available in KWSO's Public File and also online at [www.kwso.org](http://www.kwso.org) . Go to the About tab and choose "policy/compliance" in the drop down menu.

### **Survey**

It was suggested that we do a survey to identify what programs folks like to listen to. Annually KWSO does an in-person survey at the Pi-Ume-Sha Health fair that asks some basic demographic information – but that doesn't go into a lot of detail.

Professional surveys cost a minimum of \$5000 to measure listenership and details of listening habits. The in person survey – is conducted by KWSO staff.

When we have done an online survey using "survey monkey" we have found that people respond to questions about programming that do not necessarily listen to the station. However, it is important to measure our effectiveness of delivering information in non-broadcast ways as well as on the air and so consideration should be given to collecting that data as well. Analytics are available for our website as well as social media and we have begun to include some data in our monthly report.

It would be a good goal to add a second in person survey or to solicit feedback exclusively on the air to measure impact and listener patterns. At the same time – we should look at doing an online gathering of feedback for those who access our website or visit our social media sites.

In the coming year, it would be a benefit to do additional surveying to add to our annual Pi-Ume-Sha Health Fair collection of feedback.