| ID | 4502 |
| :--- | :--- |
| Grantee Name | KWSO-FM |
| City | Warm Springs |
| State | OR |
| Licensee Type | Community |

1.1 Employment of Full-Time Radio Employees $\quad$ Jump to question: 1.1 V
Please enter the number of FULL-TIME RADIO employees in the grids below.
The first grid includes all female employees, the second grid includes all male employees,
and the last grid includes all persons with disabilities.

1.1 Employment of Full-Time Radio Employees
Jump to question: 1.1 V
Major Job Category /
Job Code /
Job Code /
Joint Employee
Officials - 1000
Managers - 2000
Professionals - 3000
Technicians - 4000
Sales Workers - 4500
Office and Clerical - 5100
Craftspersons (Skilled) - 5200
Operatives (Semi-Skilled) - 5300
Laborers (Unskilled) - 5400




No Comments for this section
2.1 Average Salaries FULL TIME EMPLOYEES ONLY

| \# of Employees | Jump to question: 2.1 V |  |
| :---: | :---: | :---: |
|  | Avg. Annual Salary | Average Tenure |
| 1.00 | \$ 44,726 | 11 |
| $\square$ | \$ |  |
| $\square$ | \$ $\square$ |  |
| $\square$ | \$ $\square$ |  |
|  |  |  |
| $\square$ |  |  |
| $\square$ | \$ |  |
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|  | \$ $\square$ |  |
| 1.00 | \$ $\quad 30,000$ | 9 |
| $\square$ | \$ $\square$ |  |
|  |  |  |
|  | \$ |  |
|  | \$ |  |
|  | \$ |  |
| 2.00 | \$ $\square$ 26,000 | 7 |
|  | $\$ \square$ |  |
| $\square$ | \$ $\square$ | 0 |
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## Question Comment

piume -16 lang $-2 \mathrm{hr} /$ week $=104$ opme - half $=18$ hours yearly $=9129$
news 6 months $(4 \times 13 \times 5 \times 26) / 60=112$ news 6 months $(4 \times 9 \times 5 \times 26) / 60=7818 \mathrm{hr}$ WSPG +9 hr OPME +6 school update 223
Veterans Day - 18
football + basketball 60
will + sue brutis, liz, marge, delson $66 \%$ of total plus all Groove Central + Talking Drum


#### Abstract

6.1 Telling Public Radio's Story

Jump to question: 6.1 V

The purpose of this section is to give you an opportunity to tell us and your needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occured in Fiscal Year 2014 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 2014 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 a they relate to radio operations in such report. You CPB allude the date the report was submitted to submitted.


6.1 Telling Public Radio's Story

Jump to question: 6.1 V

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, services, such as multiplatform long and short-form content, digital and in-person engagement, education

In addition to our own initiatives, we see our work as an extension of the work being done by organizations and programs within our community. Our initiatives are based on what we come to learn about: through work with partners; from our annual community survey; and
from priorities \& goals set by our Tribal Council. We collaborate with other entities to further their efforts. We continuously have two weekly short form programs we produce that cover 1) Resources: Natural, Cultural \& Human and 2) Public Affairs, News \& Current Events. Each week's program has 5 segments and each segment repeats 8 times in one day. Repetition is something that seems to work. Folks hearing a
program more than once is effective - and the repetition allows more people to hear the segments. We rotate Public Service Announcements program more than once is effective - and the repetition allows more people to hear the segments. We rotate Public Service Announcemen in two ways 1) 4 PSAs are set daily -1 in a heavy rotation, 1 in medium and 2 in light rotation (this gives us the ability to really ramp up messaging to tie in with an event or a purposeful focus and 2) Monthly - 8 categories of PSAs are set for categories like: Culture \& History, Awareness. That comes out to more than 60 PSAs that run every day (not counting underwritten messages). This past year we added a Multimedia Journalist and re-launched our website, www.kwso.org. There is now coordination between our radio broadcast work - our website - our Tribal Newspaper (Spilyay Tymoo = Coyote news) - our Social Media sites (FB, Twitter) - our Sound Cloud and YouTube pages From September (the re-launch of our website) to December 2014: our website users went from $663->1856$; sessions went from $1856->$ 3430. The other analytic we found interesting was: in September, website access was $66 \%$ from desktops \& $27 \%$ from mobile devices \& in December website access was $48 \%$ from mobile devices and $41 \%$ from desktops. The Community Survey I mentioned earlier, that we did in June/July 2014 we asked how folks listen to music. $97 \%$ said radio - but interestingly $27 \%$ said on their phone and $21 \%$ on their desktop. So everything the system has understood to be shifting (with regard to new platforms) was supported in our survey and is playing out with our multimedia efforts.
6.1 Telling Public Radio's Story

Jump to question: 6.1 V
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 Tribes' Health \& Human Services Branch was a strong partner that yielded dissemination of information across 15 health strategies. The focus areas were in: Child Development, Fetal Alcohol Spectrum Disorders; Parenting Tips, Pre-K Literacy, Youth Fitness, Child Abuse
Prevention/Awareness, Educational \& Employment Opportunities, Health Information \& Services, and Violence Awareness (Children, Intimate Partners, Elders). There is also a focus on promotion of healthy activities and events that studies have shown act as a protective factor for youth in offering an alternative to less safe or less healthy behaviors. Our Tribal Council's Priorities \& Goals Implementation Plan mentions by
name, KWSO's role in improving communication with the Tribal Membership, Specifically we are tasked with communicating using broadcast, name, KWSO's role in improving communication with the Tribal Membership, Specifically we are tasked with communicating using broadcast, print, website, social media and other means. We have also been asked to assist with General Council Meetings and Town Halls as far as lending structure, rules, time limits. And Tribal Council is tasked with improving their process for sharing meeting minutes and information with
KWSO. Communication was listed as the 8th priority on a list of 14 , so recognition of what we are able to accomplish through our work KWSO. Communication was listed as the 8th priority on a list of 14 , so recognition of what we are able to accomplish through our work our presence at High School Football and Basketball broadcasts, we have also become involved as major planners for a back to school BBQ each fall that this year fed 1200 people. It is also an opportunity for youth to pick up some school supplies and for the community to demonstrate support for our youth and the importance of education. We ran "school updates" weekly that covered information about curriculum, details about the opening of a new school, recruitment for a new alternative high school program and we worked with our Tribal Education Committee on an effort to educate young families on the importance of preschool literacy efforts. In the state of Oregon, KWSO is working with other Community Radio Stations to form a membership organization that will support and advance collaborative efforts around programming, development, staff training and engineering. We have successfully drafted bylaws and are poised to solidify the organizationa structure in 2015 . There have already been several collaborative programs produced and high quality live broadcasts of a blues festival. Collaboratively generating some revenue that will trickle back to stations is a big goal of the group. This is also an opportunity to identify
content for program production that is of common interest to diverse communities across our state.
6.1 Telling Public Radio's Story

Jump to question:
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 June each year there is a big community health fair with educational booths and takeaway items. It's an opportunity to catch a good cross section of people for our annual survey kick off. This year 212 people completed our short survey and of that $97 \%$ said they listen to KWSO The age range of respondents was $7-76$ years. Although not impact alone, it does demonstrate our potential. Partner Story 1 - Warm Springs Community Action Team (WSCAT) from Chris Watson, Executive Director "In October and November 2014, we hosted a 10members on how they first heard about the class, over $3 / 4$ (in informal surveys) said they heard about the class on KWSO. They also stated that hearing about the course on the radio and seeing it posted on the website reminded them that they had class on particular nights, bolstering our attendance and graduation rate. From December through January we've hosted a Pathways Home homeownership cois that has also attracted a significant number of community members. In this 6 -session series, we have had 15 participants, 10 of whom will complete the class this week. When Bruce Engle and I, the two instructors in the class, spoke to participants, 9 of them said they'd heard about, or been reminded of, the classes on KWSO, primarily by listening to the radio but also by seeing it posted on the website. The website has helped us keep participants abreast of our schedule for our Building Native Communities: Financial Skills for Families course, a recurring 6 -workshop course that occurs 5 times per year." Partner Story 2 - ROOTS Alternative High School from Dawn Smith, Program Administrator "ROOTS is a credit recovery/high school completion alternative program In the Jefferson County School District. It is located on the Warm Springs Indian Reservation and serves students grades $9-12$. ROOTS replaced the traditional online credit recovery high school program in its partnership with the Confederated Tribes of Warm Springs and its focus on hands-on/site specific curriculum and classes in the area of Natural Resources. Students attending ROOTS may continue to complete credits online only or may choose to accelerated their credit recovery by taking on-site classes from a certified Agriculture teacher working with Tribal representatives in all the Natural Resources/Ag areas. KWSO provided ROOTS a voice to the community during the 2013-14 school year by working with the program to deliver information to parents and the community over the radio. In the summer/early fall of 2014, KWSO continued to help with the student recruitment process by airing important program and contact information, When ROOTS began in the fall, the program had no address and no phone number. KWSO stepped in and provided parents with needed information and the program was able to recruit nearly 30 students before most community members even knew where to find the program and two months before ROOTS received phone service. With KWSO's assistance, the ROOTS program was able to get a full roster of students off to a great start in September, 2014. KWSO continues to be a valuable community partner to the program. Not only does it provide ideas, information, and important contacts to the ROOTS program, the station continues to be the program's primary voice to the Warm Springs community." Partner Story 3-Oregon State University Extension, Warm our first 4-H Horse Club Meeting in January 2015. Some of the attendees follow the 4-H Facebook page, but others learned about the meeting exclusively through KWSO. As a result, we have 5 new $4-$ H horse club members, and more planning to sign up."
illiterate adults) during Fiscal Year 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you
regularly broadcast in a language other than English, please note the language broadcast.
Our programming focus is on the residents of the Warm Springs Indian Reservation of Oregon. Our target audience is Native American. We
also program and include in our community calendar and news - relevant information and stories for the communities in our surrounding area
(which includes a significant Latino population) and the region. We plan on continuing to maintain this focus. We do air a minute long
language lesson most every hour of every day and offer an hour long "Language, Culture \& History" hour on Saturday and Sunday mornings.
The Confederated Tribes of Warm Springs consist of 3 distinct Tribes each with their own language and cultural practices. We rotate
language programming equally.
6.1 Telling Public Radio's Story
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 our CPB funding - we wouldn't be able to afford National Programming, including most all the Native American programs offered by he Native Voice 1 network. We would not be able to utize the Associated Press service for news content. There would be no news director quality source than AP. Our news director also contributes to the production schedule for our weekly news magazines so either other quality source than AP. Our news director also contributes to the production schedule for our weekly news magazines, so either other
Programming Coordinator, a critical producer for programming on Traditional Lifeways and the passing on of Native Traditions. That would also impact Tribal Language Lessons production. To summarize: without CPB CSG funding KWSO would offer less high quality Native
Programming, News and Cultural programming.
Comments
Question Comment

No Comments for this section
7.1 Journalists Jump to question: 7.1

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.


Comments

No Comments for this section

