

KWSO Community Advisory Board Meeting Minutes Friday January 24, 2014

Those in Attendance:

KWSO – Sue Matters, Brutis Baez & Liz Smith

Community Health – Tammy Wilson

Indian Health Service – Carol Prevost

Community Member – Lyle Rhoan Sr.

Natural Resources – Bobby Brunoe

Utilities – Don Courtney

Warm Springs Elementary – Dawn Smith

Overview of Corporation for Public Broadcasting Community Service Grant Program. Requirements for Compliance with annual award. The “non federal” “match” is going to become an issue with KWSO’s reduced Tribal budget dollars.

- KWSO has moved into the CTWS Health and Human Services Branch and will bill for Public Service Announcements and program production for relevant content to the branch’s guiding principles. However – we will need to track if those payments come from federal sources and if so – we are happy to have the money to employ staff BUT it doesn’t help our cause for picking up our Non Federal Financial Support – from the Tribal funding cut.
- Alternative ideas include: increase memberships sold, increase business underwriting, do fundraisers, seek foundation grants, look for new revenue sources that meet the NFFS criteria.

KWSO wants to do better in collecting data across sources to demonstrate impact. We do an annual survey at the Pi-Ume-Sha Health Fair and last year’s responses showed 92% of those asked listen to KWSO. Morning is the most listened time of the day. But simple listening information doesn’t really demonstrate impact. So we’d like to partner with folks who have the ability to ask clients something specific about KWSO.

Example: Warm Springs Elementary did a Parent Survey that showed 62% of respondents have heard the Warm Springs Elementary Update on KWSO and they had the opportunity to offer comments.

An anecdotal story we have that I wished we had saved data on was from a few years back. It was the giveaway of Mt Hood Meadows uniform coats, snow pants, lost and found items, hats, gloves. We announced it for a day and then opened up the social hall the next afternoon – within an hour almost everything was gone. So that was a pretty good measure of “x” number of announcements on the radio resulting in “y” number of people, showing up.

Now we have the ability to share information pretty effectively on Facebook too, so that’s something we can utilize to have impact... we just need to do better in gathering numbers to demonstrate the impact.

We always are interested in new partners and collaborative projects.

THERE ARE MANY WAYS KWSO SHARES INFORMATION....

KWSO news is always looking for story ideas. If you have verifiable information - call the KWSO newsroom at 553-1968 and ask for Will Robbins or Liz Smith.

KWSO produced 2 weekly News Magazines. We love to interview folks! Focusing on current issues, programs and people making things happen in our community

- **The Warm Springs Program** runs Monday through Saturday featuring 5 new segments on a topic each week.
- **Our People and Mother Earth** takes a look at Warm Springs Resources: Cultural; Natural and Human. With 5 new segments each week - the program runs Sunday thru Friday.

Public Service Announcements are a way to educate and inform our listeners. You can come record your own announcement or send us your information. Public Service Announcements fall into the following categories:

Culture/History	Family/Parenting	Substance Abuse Prevention
Health	Safety	Department/Program Awareness
Events/Opportunities	Financial Literacy/Consumer Awareness	

The Community Calendar is a listing of events and activities taking place in the Warm Springs Community over the next several days. If there is something going on - we'd like to make sure you get it on the Community Calendar so everyone will know.

Talking Circle is a one hour live call-in talk show that returns to the air in February 2014, each Friday at Noon. We are always looking for guests to join in a discussion about their areas of expertise.

CONTACT INFORMATION

KWSO 91.9 FM
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Sue's phone: 541-460-2255
Fax: 541-553-3348

Community Calendar lsmith@wstribes.org
Pow Wow Trail msohappy@wstribes.org
News Information kwsonews@wstribes.org
(news directors are William Robbins wrobbins@wstribes.org &
Liz Smith lsmith@wstribes.org)
Music and Station Operations bigb@wstribes.org
Rodeo Results and Info dwananwit@wstribes.org
Everything Else smatters@wstribes.org

THE SOONER WE HAVE YOUR INFORMATION - THE BETTER JOB WE CAN DO GETTING THE WORD OUT

At KWSO our mission is to provide the Warm Springs Community with quality radio programming that empowers, educates and entertains.

KWSO FUNDING

2014 CTWS Budget

REVENUE

Leases	-\$23,500
Other Revenue	-\$40,538
Underwriting	-\$55,000
Total	-\$119,038

PERSONNEL \$155,983 (4 FULL TIME POSITIONS)

OPERATING EXPENSES \$16,426 (Basically – Electricity and Phone + some supplies)

GENERAL EXPENSES \$9,841 (OIS computer charges)

TOTAL **\$63,212**

CPB CSG FY 2014 = \$174,546 (INCLUDES 3 FULL TIME POSITIONS +
all National Programming, Contracts, Operating and Training Costs)

KWSO PRODUCTION RATE SHEET

\$200/hour	Voice/Talent
\$150/hour	Studio Time with Engineer
\$100/hour	Research/Writing
\$150/hour	Production/Editing

Typical time needed to produce a WSPG/OPME – 5 parts 3-5 minutes each

Interview – 1 hour (Studio Time)	\$150
Research/Writing – 2 hours	\$200
Voicing - .5 hour	\$100
Production/Editing – 6-12 hours	<u>\$900-\$1800</u> \$1350-\$2250

SAMPLE KWSO UNDERWRITING PACKAGES

MHS Sports – full year = \$1000

Native America Calling - \$300/month

Holiday Message PSA Packages - \$50 - \$200

Per PSA cost - \$30/60 second \$20/30 second

This American Life - \$200/month or \$2000 for an annual agreement

The Warm Springs Program or Our People & Mother Earth \$500/month or \$4000/year