2/9/2018 Print Survey

Gran	ntoo	Infor	mat	ion

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

## 1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1 ▼

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 Fu	ıll-Time Radio Empl	oyees			Jump to q	uestion: 1.1 ▼
Major Job Category / Job Code / Joint Employee Officials - 1000	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Tota
Managers - 2000						
Managers - 2000					1	
Professionals - 3000			2			
Technicians - 4000						
Sales Workers - 4500						
Office and Clerical - 5100			1			
Craftspersons (Skilled) - 5200						
Operatives (Semi- Skilled) - 5300						
Laborers (Unskilled) - 5400						
Service Workers - 5500						
Total	0	0	3	0	1	4
1.1 Employment of Fu	ıll-Time Radio Empl	oyees			Jump to q	uestion: 1.1 ▼
Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Tota
Officials - 1000						
Managers - 2000			1			
Professionals - 3000			1			
Technicians - 4000						

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Sales Workers - 4500								
Office and Clerical - 5100								
Craftspersons (Skilled) - 5200				0				
Operatives (Semi- Skilled) - 5300								
Laborers (Unskilled) - 5400								
Service Workers - 5500								
Total	0	0		2	0		0	
1.1 Employment of Fu	ıll-Time Radio Eı	mployees				Jump to questic	n: <b>1.1 ▼</b>	
Major Job Category / Job Code / Joint Employee						Persons with Di	sabilities	
Officials - 1000								
Managers - 2000								
Professionals - 3000								
Technicians - 4000								
Sales Workers - 4500								
Office and Clerical - 5100	)							
Craftspersons (Skilled) -	5200							
Operatives (Semi-Skilled	) - 5300							
Laborers (Unskilled) - 54	00							
Service Workers - 5500								
Total							0	
1.1 Employment of Fu	ıll-Time Radio Eı	nployees				Jump to questic	n: <b>1.1</b> ▼	
Please enter the gender person with disabilities lis			ale).					
1.2 Major Programmir	ng Decision Mak	ers				Jump to question	n: <b>1.2 ▼</b>	
Please report by gender major programming decisions about program result in a double-countin programming decisions s by job category above, in	sions. Include the s acquisition and pro ig of some full-time should be included i	tation general manageduction, program de employees; employe n the counts for this i	er if appropriate elopment, on-ai es having the re	Major progi r program so	ramming decision cheduling, etc. 1	ons include This item should		
1.2 Major Programmir	ng Decision Mak	ers				Jump to questic	n: <b>1.2</b> ▼	
Of the full-time employee have responsibility for ma			ncluding the stat	on general r	manager,			
1.2 Major Programmir	ng Decision Mak	ers				Jump to ques	stion: <b>1.2</b> ▼	
	African nerican	Hispanic	Native American	Asian/Pa	acific No	White, n-Hispanic	Total	

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Female Major Programming Decision Makers			1		1	2
Male Major Programming Decision Makers			1			1
Total	0	0	2	0	1	3
1.3 Employment of Pa	art-Time Radio Em	nployees			Jump to question: 1.3	▼
Please enter the number includes all female emploand the last grid includes	yees, the second gri	id includes all male emp	v. The first grid loyees,			
1.3 Employment of Pa	art-Time Radio Em	nployees			Jump to qu	uestion: 1.3 ▼
Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000						0
Managers - 2000						0
Professionals - 3000			1			1
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100			0			0
Craftspersons (Skilled) - 5200						0
Operatives (Semi- skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	1	0	0	1
1.3 Employment of Pa	art-Time Radio Em	nployees			Jump to qu	ıestion: 1.3 ▼
Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000						0
Managers - 2000						0
Professionals - 3000		1	2			3
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi- skilled) - 5300						0

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Laborers (Unskilled) - 5400		
Service Workers - 5500		
Total	0 1 2	0 0
1.3 Employment of Pa	art-Time Radio Employees	Jump to question: 1.3 ▼
Major Job Category / Job Code		Persons with Disabilities
Officials - 1000		
Managers - 2000		
Professionals - 3000		1
Technicians - 4000		
Sales Workers - 4500		
Office and Clerical - 5100		
Craftspersons (Skilled) -	5200	
Operatives (Semi-skilled	) - 5300	
Laborers (Unskilled) - 54	00	
Service Workers - 5500		
Total		1
1.4 Part-Time Employ	ment	Jump to question: 1.4 ▼
Of all the part-time emplo worked 15 or more hours	oyees listed in Question 1.3, how many worked less than 15 hours per week and he per week, but not full time?	ow many
1.4 Part-Time Employ	rment	Jump to question: 1.4 ▼
Number working less tha		3
1.4 Part-Time Employ	rment	Jump to question: 1.4 ▼
Number working 15 or m		1
1.5 Full-Time Hiring		Jump to question: 1.5 ▼
Enter the number of full-t	ime employees in each category hired during the fiscal year.	
	promotions, but do include employees who changed from part-time to full-time state	us during the fiscal year.)
1.5 Full-Time Hiring		Jump to question: 1.5 ▼
No full-time employees w	vere hired (check here if applicable)	✓
1.5 Full-Time Hiring		Jump to question: 1.5 ▼
Major Job Category / Job Code	Minority Female Non-Minority Female Minority Male Non-Min	nority Male Total
Officials - 1000		0
Managers - 2000		0
Professionals - 3000		0
Technicians - 4000		0

Sales Workers - 4500

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Office / Service Workers - 510						0
Total	0-3300	0	0	0	0	0
Total		О	0	О	0	О
1.6 Full-Tim	e and Part-Ti	me Job Openings			Jump to question	on: <b>1.6</b> ▼
previously fille regardless of whether it was the promotion	ed positions and whether they w s filled by an int of an employe	time and part-time open d newly created positions erer filled during the year ternal or an external cand e who stays in essentiall filled). If no full-time or particular filled).	<ul> <li>Include all positions the life in job opening was fill didate. Do not include as the same job but has a same job b</li></ul>	at became available du led during the year, incl s job openings any posi a different title (i.e. whe	rring the fiscal year, ude it regardless of tions created through re there was no vacancy o	or
1.6 Full-Tim	e and Part-Ti	me Job Openings			Jump to question	on: <b>1.6 ▼</b>
Number of full	l-time and part-	time job openings				0
1.7 Hiring C	ontractors				Jump to question	on: <b>1.7</b> ▼
During the fisc	cal year, did yo	u hire independent contra	actors to provide any of	the following services?		
1.7 Hiring C	ontractors				Jump to question	on: <b>1.7</b> ▼
					Check all	that apply
Underwritting	solicitation rela	ted activities				
Direct Mail						
Telemarketing	ı					
Other develop	ment activities					
Legal services	3					
Human Resou	urce services					
Accounting/Pa	ayroll					
Computer ope	erations					
Website desig	ın					<b>✓</b>
Website conte	ent					
Broadcasting	engineering					•
Engineering						
Program direc	ctor activities					
None of the al	bove					
Comments						
	Comment					
	Station Manag			/D I		
		urnalist - News Director F	rogram Manager - Anno	ouncer/Producer		
	Secretary Operations Ma	nagor				
	Operations Ma	inager iger - Announcer/Produci	or.			
	Ü					
2.1 Average	Salaries FUL	L TIME EMPLOYEES	ONLY		Jump to question	on: <b>2.1</b> ▼

# of Employees

Avg. Annual Salary

Average Tenure

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2/9/2018			Print Surve
Chief Executive Officer	1.00	\$ 46,437	14
Chief Executive Officer - Joint		\$	
Chief Operations Officer		\$	
Chief Operations Officer - Joint		\$	
Chief Financial Officer		\$	
Chief Financial Officer - Joint		\$	
Publicity, Program Promotion Chief		\$	
Publicity, Program Promotion Chief - Joint		\$	
Communication and Public Relations, Chief		\$	
Communication and Public Relations, Chief - Joint		\$	
Programming Director	1.00	\$ 33,075	12
Programming Director - Joint		\$	
Production, Chief		\$	
Production, Chief - Joint		\$	
Executive Producer		\$	
Executive Producer - Joint		\$	
Producer	2.00	\$ 27,440	12
Producer - Joint		\$	
Development, Chief		\$	
Development, Chief - Joint		\$	
Member Services, Chief		\$	
Member Services, Chief - Joint		\$	
Membership Fundraising, Chief		\$	0
Membership Fundraising, Chief - Joint		\$	
On-Air Fundraising, Chief		\$	
On-Air Fundraising, Chief - Joint		\$	
Auction Fundraising, Chief		\$	
Auction Fundraising, Chief - Joint		\$	
Underwriting, Chief		\$	
Underwriting, Chief - Joint		\$	
Corporate Underwriting, Chief		\$	
Corporate Underwriting, Chief - Joint		\$	
Foundation Underwriting, Chief		\$	
Foundation Underwriting, Chief - Joint		\$	
Government Grants Solicitation, Chief		\$	

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2/9/2018			Print Surve
Government Grants Solicitation, Chief - Joint		\$	
Operations and Engineering, Chief		\$	
Operations and Engineering, Chief - Joint		\$	
Engineering Chief		\$	
Engineering Chief - Joint		\$	
Broadcast Engineer 1		\$	
Broadcast Engineer 1 - Joint		\$	
Production Engineer		\$	
Production Engineer - Joint		\$	
Facilities, Satellite and Tower Maintenance, Chief		\$	
Facilities, Satellite and Tower Maintenance, Chief - Joint		\$	
Technical Operations, Chief		\$	
Technical Operations, Chief - Joint		\$	
Education, Chief		\$	
Education, Chief - Joint		\$	
Information Technology, Director		\$	
Information Technology, Director - Joint		\$	
Volunteer Coordinator		\$	
Volunteer Coordinator - Joint		\$	
News / Current Affairs Director	1.00	\$ 33,904	17
News / Current Affairs Director - Joint		\$	
Music Director		\$	
Music Librarian/Programmer		\$	
Announcer / On-Air Talent		\$	
Announcer / On-Air Talent - Joint		\$	
Reporter		\$	
Reporter - Joint		\$	
Public Information Assistant		\$	
Public Information Assistant - Joint		\$	
Broadcast Supervisor		\$	
Broadcast Supervisor - Joint		\$	
Director of Continuity / Traffic		\$	
Director of Continuity / Traffic - Joint		\$	
Events Coordinator		\$	
Events Coordinator - Joint		\$	

2/9/2018				Print Survey
Web Administrator/Web Master		\$		
Web Administrator/Web Master - Joint		\$		
Total		5.00 \$	140,856	55
Comments			,	
Question Com	nment			
No Comments for this section				
3.1 Governing Board Method of Selection			Jump to o	question: 3.1 ▼
Enter the number of governing board members (including ex-officio members) who are selected by the following met		both voting and non	-voting	
3.1 Governing Board Method of Selection			Jump to d	question: 3.1 ▼
Ex-Officio (Automatic membership because of another offi	ce held)			
3.1 Governing Board Method of Selection			Jump to o	question: 3.1 ▼
Appointed by government legislative body (including school or other government official (e.g. governor)	ol board)			
3.1 Governing Board Method of Selection			Jump to o	question: 3.1 ▼
Elected by community/membership				8
3.1 Governing Board Method of Selection			Jump to o	question: 3.1 ▼
Other (please specify below)				3
3.1 Governing Board Method of Selection			Jump to o	question: 3.1 ▼
There are 3 hereditary Chiefs that serve on the Tribal Couvoting districts on the Warm Springs Reservation and servare elected by Tribal membership every 3 years. There are from the Seekseequa District.	e for life. The 8 other	members of Tribal	Coucil, which is KWS	O's Governing Board,
3.1 Governing Board Method of Selection			Jump to o	question: 3.1 ▼
Elected by board of directors itself (self-perpetuating body	)			
3.1 Governing Board Method of Selection			Jump to o	question: 3.1 ▼
Total number of board members (Automatic total of the ab-	ove)			11
3.2 Governing Board Members			Jump to o	question: 3.2 ▼
Please report the racial or ethnic group of the members of number of governing board members with a disability.	your governing boar	d by gender. Please	e also report the	
3.2 Governing Board Members			Jump to o	question: 3.2 ▼
For minority group identification, please refer to "Instructio	ns and Definitions" in	the Employment su	ubsection.	
3.2 Governing Board Members			Jur	mp to question: 3.2 ▼
African American Hispanic	Native American	Asian / Pacific	White, Non-Hispa	anic Total
Female Board Members	3			3
Male Board Members	8			8
Total 0 0	11	0		0 11

2/9/2018 Print Survey 3.2 Governing Board Members Jump to guestion: 3.2 ▼ Number of Vacant Positions 0 3.2 Governing Board Members Jump to question: 3.2 ▼ Total Number of Board Members (Total should equal the total reported in Question 3.1.) 11 3.2 Governing Board Members Jump to question: 3.2 ▼ Number of Board Members with disabilities Comments Question Comment No Comments for this section 4.1 Community Outreach Activities Jump to question: 4.1 ▼ Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific, formal component designed to be of special service to either the educational community or minority and/or other diverse audiences? 4.1 Community Outreach Activities Jump to guestion: 4.1 ▼ Yes/No Produce public service announcemnts? Yes Did the public service announcements have a specific, formal component designed to be of special service to the educational Yes community? Did the public service announcements have a specific, formal component designed to be of special service to the minority Yes community and/or diverse audiences? Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)? Yes

Did the community activities information broadcast have a specific, formal component designed to be of special service to the Yes educational community? Did the community activities information broadcast have a specific, formal component designed to be of special service to the Yes minority community and/or diverse audiences? Produce/distribute informational materials based on local or national programming? Yes Did the informational programming materials have a specific, formal component designed to be of special service to the Yes educational community? Did the informational programming materials have a specific, formal component designed to be of special service to the minority Yes community and/or diverse audiences? Yes Host community events (e.g. benefit concerts, neighborhood festivals)? Did the community events have a specific, formal component designed to be of special service to the educational community? Yes Did the community events have a specific, formal component designed to be of special service to the minority community and/or Yes diverse audiences? Provide locally created content for your own or another community-based computer network/web site? Yes Did the locally created web content have a specific, formal component designed to be of special service to the educational Yes community? Did the locally created web content have a specific, formal component designed to be of special service to the minority Yes community and/or diverse audiences? Partner with other community agencies or organizations (e.g., local commercial TV station, Red Cross, Urban League, school Yes Did the partnership have a specific, formal component designed to be of special service to the educational community? Yes Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?

Comments

Question Comment

No Comments for this section

5.1 Radio Programming and Production

Jump to question: 5.1 ▼

Instructions and Definitions:

	amming		

Jump to question: 5.1 ▼

About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)

5.1	Radio	Progra	amming	and I	Pro	duction

Music (announcer in studio playing principally a

sequence of musical recording)

Jump to question: 5.1 ▼

For National Distribution For Local Distribution/All Other Total

Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)

News and Public Affairs (includes regular coverage of news events, such as that produced by a newsroom, and public issues-driven listener participation, interview and discussion programs)

Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)

All Other (incl. sports and religious — Do NOT include fundraising)

Total

26	5,538	5,564
	142	142
	130	130

55 55

5,866

5,893

5.1 Radio Programming and Production

Jump to question: 5.1 ▼

Out of all these hours of station production during the year for about how many was a minority ethnic or racial group member in principal charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)

27

### 5.1 Radio Programming and Production

Jump to question: 5.1 ▼

4,400

Approx Number of Original Program Hours

#### Comments

Question Comment

75%

Talking Drum

M-F 12-6am 50 min/hours, 6-9am - 30 min/hours, 9-10 + 11-4 + 6pm - 45 min/hours, 9pm-mid 50 min hours Sat 12-6 50 min/hours, 6--8 45 min/hr, 9-10 45 min/hr, 11 60 min/hr, 12 50 min/hr, 2-mid 50 min/hours Sun 12-6 50 min/hours, 6--8 45 min/hr, 11 60 min/hr, 12 20 min/hr, 2-7 50 min/hours

OPME 52 weeeks Pi-Ume-Sha Lang, Culture, History Hour (2x/week)

WSPG 30 minutes/week News 30 min/day 5 days a week

Remembering Jim Pepper

Additional Veterans Programming 2017

## 6.1 Telling Public Radio's Story

Jump to question: 6.1 ▼

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 occured 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.

Joint licensee Grantees that have filed a 2017 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 as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

# 6.1 Telling Public Radio's Story

Jump to guestion: 6.1 ▼

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.

At KWSO we offer programming that is useful to the Warm Springs Community. We do that on-the-air and online with audio, video, print articles & graphics. We are walking the talk of working in a multi-platform environment. Programming is designed to provide useful information and be entertaining and is designed to maintain as many listeners as possible utilizing a "Hot Adult Contemporary" format for the majority of the time. Designated special program slots appeal to specific segments of the community. To increase our community's awareness of current events and issues, provide education and promote healthy lifestyle - we need to gain and hold listeners. We share information with live reads on our "Community Calendar." We share information in pre-recorded Public Service Announcements (PSAs). Each month there are 8 categories of PSAs that rotate through every day (about 3x a day). We also schedule 4 rotations of PSAs daily to be able to ramp up messaging as needed. There is a heavy rotation (18x/day), medium rotation (10x/day) and 2 light rotations (5x/day) every day. We stream our broadcast 24/7 so folks can listen live on their radio or at our website. And now we archive our morning radio programs 5am - 9am each day using the Radio Free America Service. The link to those programs are toward the bottom of our website home page. We create PSA campaigns with partners in the community that may include a pre-recorded message, maybe a news story or a weekly news magazine feature to elaborate on a subject. Our top local news stories are printed on our website weekdays and the news magazines turn into podcasts that are posted on our website using SoundCloud. We sometimes take the PSA campaigns a step further by creating graphics for printed flyers or online sharing. We schedule social media posts in support of the campaign content (Facebook & Twitter) and occasionally we create a video that is shared online with some having been shared on a DVD give away. KWSO coordinates with the Spilyay Tymoo Tribal newspaper and we share articles that often tie in with our radio work to disseminate information through print as well.

## 6.1 Telling Public Radio's Story

Jump to guestion: 6.1 ▼

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.

HEALTH In 2017 KWSO aired 3600 Public Service Announcements about health services/programs, opportunities & education related to: obesity, fitness, heart health & diabetes. The second year of involvement in the Warm Springs Child Health Task Force, an effort focused on reducing obesity in young children led to KWSO: news magazine programs, news stories, PSAs, live reminders on our community calendar, posts on our website and links to additional information - including videos we produced to promote the 5-2-1-0 guide for healthy kids. We created a graphic for t-shirts and 5-2-1-0 posters for classrooms at the Reservation school and exam rooms at our Indian Health Services Clinic. Additionally we have participated with the Task Force at community events to engage with children and families. Activities, in which a majority of Tribal Members participate, have included: Pi-Ume-Sha Health Fair; 4th of July Parade; Back to School BBQ; Halloween Trunk or Treat; Christmas Lights Parade; & our K-8 School Family Holiday Craft Night. KWSO creates media to share information and educate our community. Our utilization of the Warm Springs Joint Health Commission health strategies allows us to focus on the same issues our health professionals are working on. In addition to the Child Health Task force, health partners include: Indian Health Service; Tribal Community Health; Tribal Wellness Program; & the Jefferson County Health Department. EDUCATION A partnership with our local school district has led to an increase in content around school activities, information for families, advice for supporting students We air "Eagle News" weekday mornings which is a one minute report of school activities, tips and information. Throughout each year, KWSO news magazines feature interviews with School administrators, teachers and school staff. School district information is shared on our daily community calendar and the district is an underwriter of our "On the Day in Local History" segment. Additionally - KWSO has participated in school engagement nights and events. Our photos of school district activities and athletics is the most popular draw to our Facebook Page. We focus on encouraging youth and celebrating achievements - with positive messaging around Education in general. Another Education partner is the Oregon Health Science University "On Track" program that is exposing our Native Youth to careers in science and medicine. We have actually developed tags to our weekly job report to feature information about those careers in an effort to plant seeds for youth to consider.

# 6.1 Telling Public Radio's Story

Jump to guestion: 6.1 ▼



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.

KWSO has aligned our approach to health programming with Warm Springs Joint Health Commission strategies to address our community's health needs. According to the 2016 Annual Health System Report for the Warm Springs Indian Reservation - "The Warm Springs Community faces significant health challenges." In collaboration with local health providers and educators - KWSO utilizes a range of media strategies to disseminate information in an effort to impact positive, healthy change. KWSO Public Service Announcements related to the Warm Springs Joint Health Commission health strategies are included in their annual report (example: the number of announcements increased from 12,850 in 2014 to 15.266 in 2015.) Tracking analytics from online efforts will begin more routinely in 2018. Ultimately, improved health statistics in the areas we focus on would show positive impact. There are multiple health challenges in our community. One issue is being overweight. The Warm Springs Tribal Behavior Risk Factor Surveillance Survey conducted in 2006 identified that of 374 adult respondents - the majority had a BMI (Body Mass Index) of either overweight (29.9%) or obese (45.7%) with 8.6% having a BMI of extreme obesity. Obesity contributes to the likelihood of heart disease and stroke, diabetes and asthma. According to the 2015 Annual Health System Report for the Warm Springs Indian Reservation Diabetes, Diabetes & Heart Disease were 2 of the top 5 causes of Death in Warm Springs in 2014. The report states "The majority of patients with diabetes died from related heart disease or kidney failure. This remains an area that needs emphasis for our local population and can be combated through healthier diets, increased physical activity and reducing the number of overweight and obese people in our community." By focusing in the areas of the most urgent Tribal health needs - our multimedia efforts are educating listeners and encouraging healthier behaviors. Efforts include: broadcast, online with our website, social media platforms, in partnership with our Tribal newspaper and in person. We utilize Tribal voices and images, local knowledge and expertise to create culturally relevant media that effectively communicates information and encouragement.

## 6.1 Telling Public Radio's Story

Jump to guestion: 6.1 ▼

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

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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.

There are 3 distinct and unique Tribal Languages for the Confederated Tribes of Warm Springs (Ichishkin = Shapatin, Kiksht = Wasco, Numu = Paiute). KWSO continues to offer a short phrase hourly, rotating through the languages. On weekends we air a one hour Language, Culture & History Program utilizing archival language lessons - both long and short, within the hour, and for each of the three languages. We partner with our Tribes' Culture & Heritage Language Program to create the language lessons. This past year - one of the teachers created language lesson videos that we included in a DVD that we distributed to the community. Some of the videos were created by KWSO utilizing our lesson audio matched up with visual elements. One thousand DVDs were distributed at community events and all the videos on the DVD were posted on our KWSO YouTube Page. That allows access to the videos either on a DVD player in homes or online via internet connected electronic devices. There is a Warm Springs Joint Health Commission health strategy that recognizes the value of creating cultural opportunities and events for the community to take part in. KWSO routinely promotes these events and ties wellness to culture. We created a Public Service Campaign based on the "We R Native" messaging that is Warm Springs Specific. Additionally - we have increased the use of local voices in culturally relevant messages about: voting, parenting, & HIV/Aids.

### 6.1 Telling Public Radio's Story

Jump to guestion: 6.1 ▼

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?

KWSO is located in Rural Central Oregon on the Warm Springs Reservation. We offer access to news and information to anyone who can listen to the radio. For many of our families who live in poverty, they may not be able to afford alternative sources for news. Most other radio station signals are focused on music with little Warm Springs local content. The Oregon Public Broadcasting station signal varies depending on where you live. OPB does however offer TV digital channels to our population center and one of those is their main radio channel. There is no other free TV signals in our community. Without CPB funding - we would not be able to offer the same level of local programming nor could we continue to offer any National Programming. CPB-CSG funding allows us to air Native Voice One programming focused on a Native American Population. Their flagship program "Native America Calling" has been aired on KWSO since it began. We also carry most all of their additional program offerings and even contribute one weekly program that they distribute nationally. We also use CPB funds to carry NPR's All Things Considered weekday afternoons. Our staffing lacks the capacity to offer thorough, in-depth, national news reporting - so we instead, choose to cover Warm Springs News better than anyone else. We rely on "All Things Considered" to cover national stories for our listeners. Without CPB funding - we would continue to focus on our local community, but with less staff and reduced content produced. We could no longer offer national programming.

#### Comments

Question Comment

No Comments for this section

7.1 Journalists

Jump to guestion: 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.

7.1 Journalists										Jump to d	uestion: 7.1 ▼
Job Title	Full Time	Part Time	Contract	Male	Female	African- American	Hispanic	Native- American	Asian/ Pacific	White, Non- Hispanic	Other
News Director	1				1			1			
Assistant News Director											
Managing Editor											
Senior Editor											
Editor											
Executive Producer											
Senior Producer											
Producer	4	0		2	2			3		1	
Associate Producer											
Reporter/Producer											
Host/Reporter											
Reporter											

2/9/2018					F	Print Survey							
Beat Reporter													
Anchor/Reporter													
Anchor/Host													
Videographer													
Video Editor													
Other positions not already accounted for													
Total	5	0	0	2	3	6	9	6	9	4	0	1	6

Comments

Question Comment

No Comments for this section