

KWSO Community Advisory Board Meeting

Friday September 14, 2018

2-4pm - Warm Springs Media Center

Those in Attendance:

Carol Prevost - Warm Springs Indian Health Service

Diane Fuller - Warm Springs Indian Health Service

Michele Gonzales - Victims of Crime Services

Sue Matters - KWSO Station Manager

MINUTES

2018 PSA Campaigns

There was a review of Public Service Campaign Themes in 2017 and thus far in 2018. Health campaigns were predominant with Diabetes Education leading the way. In 2018 that is followed by Child Health (5-2-1-0), Parenting (Conscious Discipline), Warm Springs Community Action Team Classes/Programs, Crime Prevention, and Disaster Preparedness.

If any program or department is interested in disseminating information - KWSO would be happy to partner. There is opportunity as well to not only do on air messaging but also print/online articles and social media posts in collaboration with the Spilyay Tymoo.

2018 KWSO survey

Results were shared showing that 91% of people surveyed at the Pi-Ume-Sha Health Fair indicate they listen to KWSO. Also shared some of the things people said they would like to learn more about. This helps influence topics for program production. Drugs/Alcohol, Housing, Family & Culture were top responses.

Group Feedback

There was appreciation for the variety of content KWSO shares. Talked a little bit about a refocused effort to do new messaging for Victims of Crime Services.

Projects in the works

- The Dan Macy piano project which is looking for funds to restore the donated player piano. Programming and maybe some kind of display or show about the project could include audio interviews but also photos/video. Can have both a music and history focus that looks at the 40s and 50s in Central Oregon. Ongoing efforts are being made to identify funding sources.
- KWSO wants to get an Americorps/Vista staff person to do a KWSO Impact Study. It would be an effort to show our effectiveness, and how

people have taken action or altered behavior because of programming, etc. This could be useful in telling KWSO's story but also for others in the community to better understand what we do and what they can do.

- Added a new underwriting opportunity this year. We have a goal of 10 new underwriters and are up to 3 - so with room to grow - this effort will continue.
- Staffing has been reduced over the past 15 years. In order to start new initiatives but also just to maintain current levels of programming we could use more help. Funding is the issue - but if we can focus on content areas - we might be able to find some grants. Would love to create more Multimedia Producer positions. This means radio work but also increasing our work in: video, photography, print & social media. We only have one such staff position like this right now.
- Antenna Relocation - Before the end of 2018 KWSO will move its antenna to a higher location on our Eagle Butte tower. This should help the signal in some locations. Elevation is even better than power for terrestrial radio stations.

CPB compliance - Harassment Training

All staff successfully took an online workplace harassment class and so KWSO has met this new CPB requirement

Revenue

KWSO operation funding comes from the Corporation for Public Broadcasting in a Community Service Grant, from the Confederated Tribes of Warm Springs through the Health & Human Services Branch, and through revenue raised as part of our operations. That revenue includes: Underwriting & Membership programs; Tower Management; Tower Lease payments (Eagle Butte radio tower) and assorted other small efforts.

Minutes and handouts will be emails to Community Advisory Board members not in attendance to share information about KWSO and encourage input and collaboration.

LISTEN ONLINE at www.KWSO.org
KWSO 91.9FM PROGRAM GUIDE

TIME	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	TIME
6:00 AM	"TALKING DRUM" - PowWow Drum Music Mix, KWSO News, Warm Springs Program, Language, The Daily Dose, Community Calendar Powwow Trail Trahant Reports Powwow Trail Powwow Trail					TALKING DRUM History, Language Lesson, Comm Calendar, Daily Dose		6:00 AM
7:00 AM	The MORNING ROUTINE Our People & Mother Earth, KWSO News, Language, Warm Springs Program, Pulse of the Planet, Comm Cal Powwow Trail Word w/a Champ Jobs + Trahant					TALKING DRUM Warm Springs Program, Language, Comm Calendar		7:00 AM
8:00 AM	The MORNING ROUTINE Our People & Mother Earth, Comm Cal, KWSO News, Language, History, Money Minute Warm Springs Program + MUSIC MIX Language, Climate Connections, Local Information Powwow Trail Powwow Trail Job Report					LANGUAGE HOUR Our People & Mother Earth		8:00 AM
9:00 AM						Kids Tunes & Parent Tips	Swinging Down the Lane	9:00 AM
10:00 AM	National Native News/Native America Calling					This American	Amer Indian Living	10:00 AM
11:00 AM	Our People & Mother Earth + MUSIC MIX Language, Local Information					Jazz From the Left	Jazz From the Left	11:00 AM
12:00 PM	MUSIC MIX Language, Community Calendar, On This Day in Local History, Local Info Powwow Trail Trahant Reports					TALKING DRUM History, Language, Community Calendar		12:00 PM
1:00 PM	Warm Springs Program + MUSIC MIX Language, Pulse of the Planet, Local Information					INDGEFI Trahant Reports	Voices from the Circle	1:00 PM
2:00 PM	Our People & Mother Earth + MUSIC MIX Trahant Reports <-- Language Lesson & Local Information -->					OPME + MUSIC MIX Language, Local Info		2:00 PM
3:00 PM	Warm Springs Program + MUSIC MIX + National Native News Community Calendar, Language, On the Money Minute, Local Info Powwow Trail Job Report Powwow Trail Jobs					Warm Springs Program MUSIC MIX Language, Local Info		3:00 PM
4:00 PM	ALL THINGS CONSIDERED from NPR News Community Calendar, Our People & Mother Earth, The Daily Dose					Our People & Mother Earth MUSIC MIX , Daily Dose		4:00 PM
5:00 PM	ALL THINGS CONSIDERED from NPR News Community Calendar, Warm Springs Program, Lohdown on Science					MUSIC MIX Language, Local Info, Warm Springs		5:00 PM
6:00 PM	<----- BIRTHDAY GRAND ENTRY ----->							6:00 PM
	Our People & Mother Earth TALKING DRUM , Language, On this Day in Local History->						Trahant Reports	
7:00 PM	THINK OUT LOUD from Oregon Public Broadcasting Warm Springs Program Powwow Trail Word w/a Champ Job Report					WSPG HUNKY TONK HOUR	Beale Street Caravan	7:00 PM
8:00 PM	REBROADCAST National Native News/Native America Calling Language Lesson & Local Information					KWSO Saturday Night Oldies Show	UNDERCURRENTS	8:00 PM
9:00 PM	Warm Springs Program + KWSO's NIGHTSHIFT Language, Climate Connections, Local Information				FRIDAY NIGHT			9:00 PM
10:00 PM	Our People & Mother Earth + KWSO's NIGHTSHIFT Language Lesson & Local Information				MUSIC MIX			10:00 PM
11:00 PM	Warm Springs Program + KWSO's NIGHTSHIFT Language & Local Information Trahant Reports Local Info				SOUL DELUXE		11:00 PM	
TIME	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	TIME
12:00 AM	Our People & Mother Earth + OVERNIGHT MUSIC				WSPG	OVERNIGHT MUSIC		12:00 AM
1:00 AM	Warm Springs Program + OVERNIGHT MUSIC				OPME	Warm Springs Program		1:00 AM
2:00 AM	Our People & Mother Earth + OVERNIGHT MUSIC				WSPG	Our People & Mother Earth		2:00 AM
3:00 AM	OVERNIGHT MUSIC				OPME	WSPG		3:00 AM
4:00 AM	Our People & Mother Earth + FEATURED MUSIC SHOWS 70's show 80's show 90's show Y2K Tunes Big Band Oldies 60's show							4:00 AM
5:00 AM	Early Morning TALKING DRUM Language Lesson & Local Information							5:00 AM

2017 PSA Campaigns

Rank	#PSAs	Title	Subject
1	960	For the Health of it/Food of the Month Diabetes Educ	Diabetes Awareness
2	932	HPV Vaccine 1-4	Health
3	895	5-2-1-0 Childhood Obesity	Child Health Education
4	530	Alcohol Awareness 1-9	Health Education
5	490	HOPE Diabetes Info/Awareness	Diabetes Education
6	427	Conscious Discipline 1-5	Parenting
7	373	Pi-Um-Sha Events	Events
8	357	December Holiday Events	Event
9	320	Let's Talk Diversity	Diversity
10	319	Fire & Safety Tips	Safety Information
11	310	WSCAT Tax Info 1-4	Tincome tax tips
12	296	We Are Native	Prevention
13	270	Food Safety 1-3	Safety
14	253	Suicide Prevention 1 & 2	Suicide Prevention
15	214	Child Abuse Prevention 1-3	Child Abuse Prevention
16	214	Strengthen Your Nation	Mental Health
17	213	Washanaksha Grant	Opportunity
18	203	Sexual Assault Awareness	Violence Prevention
19	201	Dangerous Decibels	Health
20	182	HUD VASH 1 & 2	Housing
21	180	Lupus	Health
22	177	Total Solar Eclipse Events	Events
23	174	Cancer & Tobacco Use	Health
24	172	Elder Abuse	Violence Prevention
25	171	Outdoor Market	Event

2018 PSAs thru August

Rank	#PSAs	Title	Subject
1	943	For the Health of It + Fit Food Tip	Diabetes Education
2	780	Hope Diabetes Education	Health Education
3	600	5-2-1-0	Health
4	580	Concious Discipline	Parenting
5	526	WSCAT Classes and Programs	Program/Service Awareness
6	500	Warm Springs PD Crime Prevention	Safety
7	500	Disaster Preparedness	Emergency Prep
8	480	Warm Springs History 1-4 (MAWS)	History
9	347	Fire Safety - Fire Management	
10	333	BRFSS	Health Survey
11	304	Alcohol Awareness 1-6	Health
12	280	CTWS HHS Departments/Services	Health/Education Services
13	229	We R Native 1-3	Prevention
14	200	Physical Activity 1 & 2	Health
15	200	Parenting Tips	Parenting
16	114	Alcohol Awareness 1-6	Health

2018 KWSO Survey Results

In-Person survey conducted at the Pi-Ume-Sha Health Fair

Age 7-12	6	4%		
Age 13-18	10	7%	97761	82%
Age 19-30	13	9%	97741	12%
Age 31-45	36	24%	Other	2%
Age 46-60	54	37%		
Age 61-75	25	17%		
Age 76+	3	2%	Yes I Listen	91%
Total	147		I Don't Listen	8%
Attended an event heard on KWSO				
Yes	116	79%		
No	23	16%		
5-2-1-0 Question				
Correct	77	52%		
5 fruits & vegetables question				
Correct	96	65%		

Why Folks Listen

63	Local News
44	Community Calendar
41	Native News
39	Talking Drum
36	KWSO Music Mix
30	Birthdays
27	History
27	Language Lessons
24	Native America Calling
22	KWSO Sports
20	The Morning Routine
16	Emergency Information
14	Eagle News/School Info
14	Interviews
12	NPR All Things Considered
12	Weekend Programs
7	Science Programs
6	OPB Think Out Loud

What Community Issues Would You Like to Learn More About

language lessons	drug/alcohol concerns	history	more languages - learning
police & drug	drugs	homeless	development
wellness	casino ownership	community events	activities
birth control	community planning	where the cops are	meth contamination
meth cleanup	meth	what's going on	drug prevention
drugs	education	drug prevention	culture
home matters	history & legends	health	Indian language lessons
drugs & alcohol	meth	culture	canoe journey
healthy lives	helping seniors in need	senior's program	public safety
ADD	affordable housing	vandalism	campus area cleanup
Homeless	departments	Financial	housing closures
Treaty	Indian language	Water	Housing
bed bugs	infrastructure progress	family programs	anti drug/alcohol
water sanitation	natural foods and areas	water pollution	water
bed bugs	history	homelessness	activities
healthy options	housing	culture	culture connection
youth recognition	financial security & saving	maintenance	the clean up crew
housing	economic solutions	diabetes	prevention
littering	what time language starts	holidays	kid stuff
activities for kids and families			business development & housing
community small business center campus area			homeless support/assistance
need more live interviews, etc.			how to learn better job services
cultural education at WSK8			