

KWSO Community Advisory Board Meeting

Friday October 13, 2017

2-3:30pm – Warm Springs Media Center

Those in Attendance:

Carol Prevost - Warm Springs Indian Health Services
Jim Manion - Warm Springs Power and Water Enterprises
Louie Pitt Jr. CTWS Governmental Affairs
Delson Suppah Sr. - KWSO Producer
Ted Viramonte - KWSO Development
Sue Matters - KWSO Station Manager
Chris Watson - Warm Springs Community Action Team
Hamilton Greeley - Community Member
Pinky Beymer - Community Member

MINUTES

Introductions - each participant shared a strength of KWSO -

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- Carol Prevost appreciates the health focus.
 - Jim Manion talked about how KWSO is a tool that entities and individuals in the community have as a resource.
 - Louie Pitt Jr. noted coverage of this year's wildfire and the importance of both local and national native news.
 - Ted Viramonte was happy to be at the meeting to gain more perspective on KWSO for the purpose of writing grant applications.
 - Chris Watson mentioned KWSO's video to promote input on the WSCAT Commissary Project to create a small business incubator facility and looks forward to KWSO's help in advancing small business efforts.
 - Hamilton Greeley & Pinky Beymer have attended previous CAB meetings and support the work of KWSO.
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Review of Monthly themed Public Service Announcements and Program Topics in 2017 so far. Discussion of Joint Health Commission Strategies and KWSO efforts to advance health education and prevention through our work. KWSO is part of the Tribes' Health & Human Services Department and participates in sharing data in the annual report.

KWSO does on air work but also includes the dissemination of information on our website at www.kwso.org and with our social media sites (Facebook & Twitter). Also - the archiving of programs online at Soundcloud/www.kwso.org. Also - video efforts.

Examples of some initiatives for program focus this year have been the continuation of our work with the Warm Springs Child Health Task Force and the 5-2-1-0 campaign. Also the ramp up of information for the Solar Eclipse - including safety information, preparation details, some science and the eclipse and associated event information. This was a good template for how we can pour it on for future event use as well - for something perhaps like promoting Pi-Ume-Sha with several categories of information. Eagle News for the WSK8 was

a new program that started last fall in an effort to remind families and students of what's going on at the school plus general information about education and encouraging words.

Shared Survey Results from the 2017 Pi-Ume-Sha Health Fair annual survey. Of 159 people surveyed 86% said they listen to KWSO. 13% said they rarely listen and 1% said never. Top programs are: Talking Drum, The Morning Routine, KWSO News, National Native News & Native America Calling & the Community Calendar. 52% of people have visited www.kwso.org and 34% look at KWSO's Facebook Page. Most people listen to the radio "in their car" followed by "at home."

Discussion about KWSO's budget for 2018 from the CTWS Health & Human Services Branch. Also some details about the Corporation for Public Broadcasting Community Service Grant Program. Also the grant from the Oregon Community Foundation that has supported Development work, which continues to fund a grant writer in a limited duration capacity.

Talked about the Solar Eclipse pledge drive which was the first pledge drive ever held for KWSO. It had limited success - but a lot was learned about running a drive. Focus was to drive folks to the website to purchase a KWSO membership. KWSO will participate for a second year in the National Federation for Community Broadcasters "Give Big to My Station" fundraiser that will begin on "Giving Tuesday" on November 28th and run through December. It is an online donation program that is driven on Social Media but will include on air promos as well. It is a simple financial donation with no premium other than support for the station. Logistically it is very easy to participate in.

There was discussion about KWSO's status as a Tribal Department and the practice of sweeping money at the end of the year into the general fund. KWSO projects revenue each year to support our operations and so any money raised is already accounted for in the spending. Rarely is there much money left to be swept. As the year progresses - an eye is kept on revenue and spending is adjusted as needed. Our ability to bring in revenue is built into our budget.

Projects on the radar for KWSO in the future:

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- Antenna relocation to the top of our Eagle Butte Radio Tower. Renegotiation of the AT&T lease asked for a large upfront payment to cover expenses to move the antenna to space on the tower previously occupied by a radio station that has vacated the site.
 - Player Piano Project - refurbish donated piano that belonged to Dan Macy Sr. Included in the project is programming to talk about the Dan Macy Band, and share about the 1940s and 1950s in our area, in general. The Jefferson County Historical Society is partnering with us to support this project. We are looking for a grant to do this.
 - HD2 channel - Not giving up on launching a second channel for Warm Springs language, culture and history. We have the basic equipment to do it although might need extra money for modifications. Mostly need some time and expertise to execute the project.
 - Documentary Film - would love to do a more formal video documentary. Possibly about job readiness as that is the new theme for Corporation for Public Broadcasting

American Graduate program. Recording Studio - exploring what we need for equipment and identifying a producer. We already provide studio space for recording in our production room but would like to ramp things up to have a dedicated space for this kind of work that ultimately could be a revenue stream.

Other

Update on rental of space at the Warm Springs Media Center to the Land Buy Back Program. They will use the conference room and a small vacant office. Short term rental that will generate revenue for KWSO.

Discussion to consider learning how to bring in an intern or interns to help with some of the projects. Should find some match \$ for Americorps program and reach out to colleges to learn more about how to set up an intern program.

Talked about the need for Warm Springs programs with visual, audio and video archives to inventory what they have and digitalize items to preserve them. Culture & Heritage has done a lot of this work and now houses much of their work at the Museum at Warm Springs. Cultural Resources does work for specific projects and folks sign releases limiting use of the material. Not much coordination among the entities. Still - this would be a great project to at least have a list of who has what. Definitely issues around who has access to the materials, however no steps have been taken to coordinate an effort - although it has been discussed for 20+ years.

Video work, although lacking in bells and whistles, is good medium for relaying information. Definite support for continuing video efforts as endorsed. Suggestion of doing a KWSO documentary.
