

# KWSO Community Advisory Board Meeting Minutes

Friday October 18, 2019

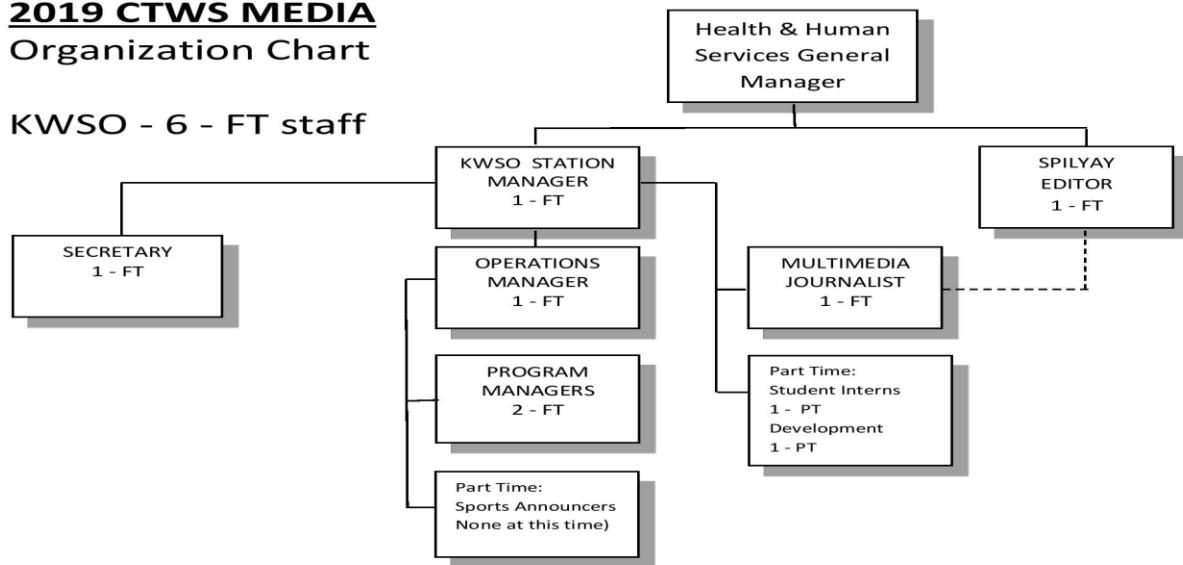
10-11:30am – Warm Springs Media Center

Attendees: Sue Matters (KWSO station manager), Gerald Danzuka (community member), Chris Watson (Warm Springs Community Action Team), Jim Manion (Warm Springs Power & Water Enterprises), June Smith (Boys & Girls Club), Liz Woody (Museum at Warm Springs), Bobby Brunoe (CTWS Branch of Natural Resources), Ken Parshall (509J Superintendent)

1. Discussion of the Corporation for Public Broadcasting Community Service Grant Program that KWSO is part of.
  - CPB is the steward of the [federal government's investment](#) in public broadcasting and the largest single source of funding for public radio, television, and related online and mobile services.
  - Talked about CPB CSG compliance
  - KWSO operates with funding from: the CPB CSG, CTWS Tribal Budget, & revenue generated through underwriting, tower lease payments, tower management work, memberships, events & merchandise sales.
2. KWSO operations overview

## 2019 CTWS MEDIA Organization Chart

KWSO - 6 - FT staff



KWSO Positions	Grade	Category	Status	Funding
Station Manager	13	MIT	Full Time - Filled	122
Operations Manager	11	TM	Full Time - Filled	108
Multimedia Journalist	10	TM	Full Time - Filled	122
Program Manager	8	TM	Full Time - Filled	122
Program Manager	8	TM	Full Time - Filled	108
Secretary	6	TM	Full Time - Filled	122
Student Intern	1	TM	Half Time - Filled	108
Grant Writer	1	Other	Part Time - Filled	108

Discussion about assessing future equipment needs and planning for equipment replacement and needed upgrades.

### 3. Accomplishments & Goals

#### 1) 2018 Accomplishments

- Continued to maintain current levels of local program production
- Successfully moved our antenna to a higher elevation on our Eagle Butte Radio Tower
- We were selected as 1 of 10 radio stations to participate in the Community Counts initiative with the National Federation of Community Broadcasters
- Exceeded our revenue projections (bottom line) for the first time ever (I think)
- Created a Warm Springs coloring book for hand out at Halloween (a physical version with some of the type of local information we share in broadcast form)

#### 2019 Accomplishments

- Continued to maintain current levels of local program production
- Participation in NFCB Community Counts Initiative including 2 in person meetings and one site visit here
- Created and distributed My Healthy Warm Springs Book at Pi-Ume-Sha Health Fair

#### 2) What is working?

We did a SWOT analysis and identified:

- Our advantage in providing local information - because we are local.
- Collaborating with programs, departments and local organizations
- We've proven our reliability and accuracy in news coverage & in emergency situations
- Recognize the need to always try and do better - navigate new platforms - work at quality - be willing to try new things.

#### 3) Gaps

Also from our SWOT analysis:

- Staff accountability & productivity
- Staff Development
- Equipment/Technology upgrades (need a plan & \$\$)
- More local news coverage across platforms (multimedia = additional staffing with qualified individuals)

#### 4) Recommendations

- Create a strategic plan as part of our participation in the NFCB initiative  
INCLUDE IN THAT:
  - Improve quality of work (in general & local program production)
    - Staff Development = performance reviews, ongoing coaching, accountability
    - New Staff = funding for qualified journalists
  - Continue to grow revenue to support operations
    - Underwriting
    - Grants
    - Membership

- Cover more local events, meetings, etc = additional qualified staffing = funding
- Equipment/Technology replacement/upgrades = funding & knowledge
- Start a list for future BIG long term projects
  - KWSO HD2 - Warm Springs Language Immersion Channel
  - Possible signal improvements
  - Expansion of Video Production capacity

#### 4. Programming Discussion & Ideas

- Home Improvement and Maintenance Basics - could be on air but also could include video and graphic elements shared through social media and the website. Partners could be Warm Springs Housing or Utilities Branch
- Cooking Basics. Include issues like food sovereignty, health, budgeting. On air content but again - could use social media to share videos (Meals with Neal), recipe cards. Could do a basic cook book. Can include a traditional component for things like cutting fish, handling meat. Partners could be OSU Extension, High Desert Food & Farm Alliance, Warm Springs Community Action Team, 509J School District. The district would be interested in partnering for adult classes for families and community members. Also include food handlers training and issues like food allergies.
- Veterans - consider intergenerational Veterans. Work on collecting more stories to share on Veteran's day when KWSO typically offers all Veteran Programming all Day. Try and coordinate with VFW & American Legion posts as well as with individuals.
- Personal Finance Skills & Knowledge. Basic practices for managing money, wise spending, saving, being prepared. Create ongoing short form series with Warm Springs Community Action Team and maybe WS Tribal Credit Enterprise.
- Careers. KWSO has a feature on medical careers that is sponsored on our Job Report but it would be a benefit to educate listeners, especially youth, about jobs, types of jobs, careers, and employment examples in our community.
- Geography. Natural Resources basic information is provided each summer for youth workers. More education on things like mountains, rivers, land types, reservation boundaries, etc. Many don't know these basics for the reservation.
- Law - Treaties, Sovereignty, Tribal Law, citizenship. Potential to partner with the Museum at Warm Springs on a big project in several formats to continue to create content out of the 2018 Treaty Symposium.
- Small Business development. Maybe a highlight of local small business people to demonstrate that business success is possible. Small business content in short form format. Work with Community Action Team.
- Public Safety - Interested in sharing information about # of responses and what the most common calls are about. Inform the public about the types of issues officers are dealing with. Opioid information about what is being seen in our community. Could tie messaging to Crime Hot Line and or available resources. Also do Pro-active messaging around safety (crime prevention, seat belt uses, don't drink and drive, etc.) Discussion about concerns for personal safety in today's world and education around that. Content can be developed for on air use but other components can be delivered as social media posts and Spilyay Tymoo articles.

## 5. KWSO Participation in the NFCB CCI

### **KWSO's "Effective Connections" Initiative 2019**

KWSO's "Effective Connections" project is building robust collaborations with Health, Mental Health & Prevention partners. Focusing on 6 community events, this year, KWSO will create enhanced content and leverage all platforms to better publicize happenings as well as purposefully increase information dissemination and content focused on health education and local resources. Focus groups with partners will identify issues for emphasis, strategies for data collection and creation of a template for integrating media into health education work. Measurement will include insights from partners as well as feedback from the community.

#### **Events/Content Topics**

- April 20<sup>th</sup> Easter Egg Hunt event (Family, Parenting, Protective Factors)
- May 10<sup>th</sup> Honor Senior Day (Senior Program Services, Elder Abuse)
- May 29<sup>th</sup> & 30<sup>th</sup> Trauma, Healing & Resiliency Conference (Mental Health, Suicide Prevention, Protective Factors)
- June 26<sup>th</sup> Pi-Ume-Sha Health Fair (Health Information, Education & Local Resources)
- 4<sup>th</sup> of July Parade (Summer Safety, Child Safety, Family, Protective Factors)
- August 29<sup>th</sup> Back to School BBQ (Family, Education, Youth Opportunities, Local Resources.)

## 6. CPB Coming Home Video Opportunity

### **KWSO Radio Pre-Production & Planning Proposal for "Coming Home: Connecting to Community" COMING HOME: WARM SPRINGS**

#### **SUMMARY**

Coming Home: Warm Springs would examine what home means to those who live on the Warm Springs Reservation in rural Central Oregon. KWSO will partner with experienced film makers to train and engage community members in gathering and sharing stories. Our pre-production and planning work will include focus groups discussing how to

proceed in examining all aspects of “home” including issues like: historic displacement; the value of preserving tribal traditions, lifeways, languages, food gathering & religious practices. We will look for stories about: relatives & ancestors, places & past times, tribal & personal culture.

### DRAFT ACTION PLAN

For some Americans, the idea of “Home” is complicated. For Warm Springs & Wasco People it leads to the Columbia River and its Tributaries. For Paiute People it was a vast swath of lands in Eastern & Southeastern Oregon, Eastern California, Nevada, & Utah. For those living today, the real, defacto Home is the Warm Springs Reservation.

Looking across the media landscape - even on the internet in places like Youtube - it's not easy to find a real look inside today's Reservations. The stories we do find are told from the outside in. Sometimes they are earnest attempts to shed light on culture, or to take a hard look at the challenges we face. Rarely do they capture an authentic look at our real lives, and what this place we call “Home” means to us. Rarest of all are stories told by our people themselves.

We believe the right people to tell the story of “Home” at Warm Springs are already here. Our role in producing these stories will be three fold - *Convening*, hosting a community focus group on what this project can be, and listening to the people who want to engage in it; *Training*, in partnership with professional Documentary filmmakers and producers to help these people to build the skills to take the lead on telling their own stories and increase KWSO's capacity to do so, and *Production Support*, to ensure there is professional mentorship and the technical skills necessary to see the stories to completion.

We believe that the potential of our project - collaborations between Public Media stations, local documentary filmmakers and trainers, and the people who call “The Rez” home, will be sustainable and replicable across the country. We hope that our proof of concept and pilot can be the start of something bigger. With this funding, we intend to engage our community, produce the pilot, and build a roadmap for what building a network of stories will look like.