

KWSO Community Advisory Board Meeting Minutes

Friday October 1, 2021

2-3:30pm via ZOOM from the Warm Springs Media Center

Below the minutes is advanced information that was provide to CAB participants prior to the Zoom Meeting.

In Attendance:

Sue Matters, KWSO

Jaylyn Suppah & Jillisa Suppah, Papalaxsimisha

Hyllis Dauphinais, Warm Springs Health & Wellness Center

Diane Fuller, Warm Springs Indian Health Service

Jay Mathison, Jefferson County 509J school district

Elizabeth Woody, Executive Director of the Museum at Warm Springs

Brenda Bremner, Bureau of Indian Affairs Superintendent - Warm Springs Agency

Caroline Cruz, GM CTWS Health & Human Services Branch

TJ Foltz, Warm Springs Prevention

Mike Collins, CTWS Managed Care Program

MINUTES

Welcome by KWSO Station Manager Sue Matters. Overview of current operations with a brief summary of how the station has handled the COVID-19 pandemic.

Self-Introductions by participants

Discussion of programming elements. Philosophy that goes into programming decisions in advancing programs and services awareness for the community. Also the need to effectively communicate through radio but also utilizing online platforms, our website, social media and even by printing a flyer and posting it. That way we reach people in multiple ways. Staying focused on serving the community however we can.

Question for participants: Is there something you recently heard or saw online that led you to learn something?

- Language Segment engages listener with the local community and history of people here.
- On This Day in History segment featuring local historic information. Good perspective of local history and what happened, when, and who was involved.
- Not a big radio listener - listens in car but no radio at home. Listens to radio on a phone app. Goes to Facebook. Would love an app that describes places on the reservation and in ceded lands that have significance. Lots of opportunity for creating educational materials with Senate Bill 13 curriculum being developed on Oregon Native history including local content.
- Not a radio listener - would typically listen to phone app in the car. Recently has gotten into a radio habit. Uses Tune In to listen to KWSO. Likes the local information as well as National and Regional news programming. Community Calendar information is good and also the responsiveness of getting new information on the air in a timely

way is great. Big Birthday Grand Entry fun even with less participation in recent years - there are fond memories of it as an institution that the station has done for over 30 years.

Question for participants: What are some ideas for a topic or an initiative for KWSO Programming.

- Indian Health Service interested in “patient centered medical home” ideology that a patient isn't just served by a provider but by a team of people. When ready - there will be a need to educate the community about this concept and changes that will come with updates that will come with new facilities and new systems of operating.
- So many resources in the community not just for health but also for education. Need to increase efforts to share about local resources that folks might not be aware are available.
- Senate Bill 13 information would make for some excellent content to share with listeners in the community. Both State Level and Tribal Level curriculum. Maybe an on air effort but also information shared online.
- Water issues content
- Education around leadership and/or the function of governments or school districts, roles of officials, how systems work and who they serve.
- Partnerships with state agencies, connections to things happening outside the reservation but that have positive impact here.
- Infrastructure needs that might have resources if individuals knew about them. Again - how do systems work and what is available to help.
- Tribal Budget public awareness. No public meetings so trying to come up with alternate ways to education/share information.
- School district interested in feedback on what information people need. Willing to participate in sharing information and meeting needs. Might consider some youth mental health education and include trends being seen in schools.
- Community Talk show on KWSO in collaboration with Dr. Shilo Tippett with a focus on mental health and addressing issues from the pandemic.

Audio from the virtual KWSO CAB meeting is available upon request. If you are interested in listening in - just email sue.matters@wstribes.org

ADVANCED INFORMATION

1. KWSO Funding

- KWSO operates with funding from: the Corporation for Public Broadcasting, CTWS Tribal Budget, & revenue generated through underwriting, tower lease payments, tower management work, memberships, events & merchandise sales.
- 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.
- KWSO is part of the CPB Community Service Grant Program
<https://www.cpb.org/sites/default/files/stations/radio/generalprovisions/FY-2022-Radio-General-Provisions.pdf>

Here is a copy of our 2020 [AUDIT](#)

2. KWSO is in a Restructuring Phase.

From our experience in the NFCB Community Counts initiative in 2018 & 2019 we were able to identify some of our strengths and weaknesses and a plan for how to evolve from that.

- Ongoing connections to local programs, departments, organizations and key individuals are critical in helping KWSO to provide the Warm Springs Community and surrounding areas with useful information on a daily basis as well as in emergency situations.
- We must continue to provide timely and accurate information to maintain public trust in our reliability. This needs to happen across all content for broadcast as well as online platforms.
- KWSO needs staff journalists and producers who can effectively share information across a wide range of topics primarily through audio but also utilizing other media to convey the same content.
- We have to continue to grow and improved our use of both traditional broadcasting as well as new technologies to reach as many people as possible.
- All around we need to maintain high quality because that's what our community deserves.

3. Some things we are proud of...

“At KWSO - our programming and online content seeks to inform, educate and have positive impact. For listeners and those connecting online, KWSO is public media with a local lens.”

EFFECTIVE CONNECTIONS

To learn more about our NFCB Community Counts Initiative project “Effective Connections” you can check out our project video: <https://youtu.be/xQ-Jupp-Zhl>

COMING HOME: WARM SPRINGS

In 2020 & 2021 we were selected as 1 of 10 entities nationwide to participate in a CPB Coming Home to Community Initiative. Our proposal has been submitted and we are waiting to see if we might move forward doing a project we call ‘CPB Coming Home: Warm Springs “Digital Natives”’

A little more explanation, our proposal and a video taste of what we would like to do can be found at: <https://kwso.org/2021/09/coming-home-digital-natives/>

OUR WARM SPRINGS HOME

Was a storybook we created to accompany our focus on “HOME” in 2020. It built on a similar storybook we created a few years ago in collaboration with the Warm Springs Child Health Task Force, around healthy living. The books were distributed to youth at the 2020 Halloween Walk Through event at the Community Center. Here is a look at our video version of the story: <https://youtu.be/ljDYXc3Ddr8>

EMPOWER WARM SPRINGS

KWSO was asked to document stories of the COVID-19 pandemic in 2021. We created a campaign called “Empower Warm Springs” that involved ongoing on-air messaging and information about the latest local COVID-19 data - and we also flooded our social media with graphics that included information and encouragement. We also did a series of videos featuring local people sharing their stories.

You can see some of the content we created and learn more by hitting this link: <https://kwso.org/2021/03/empowerwarmsprings-2/>

4. Looking ahead to the rest of 2021 + 2022 - we have a couple goals we are pretty excited about...

- **Increased staffing** utilizing American Rescue Act Stabilization funding from the Corporation for Public Broadcasting. This will fund an additional Multimedia Journalist Position for 5 years.
- **A KWSO app** to help make listening to KWSO easier for anyone with a smart phone. The app is currently being developed and we hope to launch it by the end of the year.