

KWSO CAB Minutes
Friday 10/14/22 2pm
Warm Springs Media Center

Participants:

Sue Matters, KWSO Station Manager
Neal Morningowl, KWSO Operations Manager
Pinky Beymer, Community Member
Jay Mathisen, JCSD 509J School District Superintendent
Brenda Bremner, BIA Superintendent, Warm Springs Agency

Minutes will be shared with other invitees who were not able to attend with opportunity for feedback as well.

Following introductions there was discussion about the purpose of the Community Advisory Board (CAB) as a requirement of the grant funding KWSO (CTWS) receive from the [Corporation for Public Broadcasting](#) (CPB). During KWSO's annual CAB meeting – there is opportunity for input on how to best serve the Warm Springs Community and have positive impact. The annual meeting is announced on KWSO as well as on our [website](#) (in the About Tab – under Policy/Compliance).

The annual meeting is open to the public with invitations sent to representatives from:

☀ Indian Health Service	☀ Tribal Enterprise	☀ Bureau of Indian Affairs (BIA)
☀ 509-J School District	☀ Natural Resources	☀ Human Services
☀ Public Safety	☀ Governmental Affairs	☀ Museum at Warm Springs
☀ Community Action Team	☀ Community Member(s)	

There was acknowledgement that currently KWSO is out of compliance for their Community Service Grant with CPB with overdue annual financial reporting which includes an audit for 2021. The CTWS is having capacity issues within the finance department and it has been a challenge to get the needed reports. This is still in progress.

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Shared some information from the National Federation of Community Broadcasters Newsletter about results of the Public Radio Tech Survey conducted by Jacobs Media Strategies. Some of the highlights were:

- 59% of the sample listens on a traditional radio, while 36% use a digital platform. Digital use is up, conventional radio listening is down.
- More than three in four people can connect a smartphone in their car.
- Bluetooth has taken over the radio as the most important feature among new car buyers.
- Broadcast radio still dominates in-car listening content but it is slipping.
- More than one in three mobile device owners downloaded their station's app and this is highest among music listeners.

- The station's stream is the most used feature once the app is downloaded.
- Usage and momentum of podcasts seem to be slowing, but podcasts reach nearly four in 10 weekly, especially among Gen Xers, Millennials, and News/Talk fans.
- One in four weekly podcast listeners skip ads almost all of the time.
- Nearly two in three read online newsletters featuring coverage of their local areas/regions weekly or more.
- Online word games are hugely popular.

Much of this was consistent with results from the KWSO annual survey (Provided printed reports of annual survey data)

Printed reports of KWSO monthly reporting 2022 (to date) was also reported showing program and issues information, plus news and public service content, as well online analytics.

Terrestrial Radio remains a free source of information, entertainment and company for folks on the Warm Springs Reservation.

For everything we do in broadcast form – we work to share the same at the places where people connect with us most. That includes our website and the Spílya Táimu [website](#). Plus KWSO Facebook, Twitter & Instagram. Spilyay Facebook. And KWSO also posts on SoundCloud and YouTube.

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There was some conversation about Tribal Sovereignty when it comes to spectrum. That led to some discussion about connectivity and telecommunication tower sites. KWSO assists Warm Springs Telecom with managing tower assets as a point of contact for outside entities interested in tower space.

There are commonalities for radio stations with most telecommunications systems with needs for tower locations, and line of sight delivery of signal.

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Talked about KWSO's annual budget which predominantly comes from three sources.

- Earned Revenue
 - Tower Lease
 - Tower Management Fee
 - Underwriting
 - Donations
 - Merchandise Sales
 - Membership
- Corporation for Public Broadcasting Community Service Grant
- Tribal Dollars (122 budget from Health & Human Services reimbursement dollars)

We sometimes have additional grants that are typically spent on a specific purpose.

In 2021 there was an extraordinary amount of underwriting received for COVID-19 messaging. This in effect reduced the \$ amount contributed with Tribal 122 dollars.

Also – because the majority of that underwriting came from a federal source, it did not qualify as Non Federal Financial Support for the CPB grant. Happy to have the money however it complicates the picture for our 2021 financial reporting which is still underway.

It was brought up that there is concern that when an individual makes a donation to KWSO or is a sustaining member – that money goes into the Tribal Bank Account – and the general fund.

KWSO's Tribal Budget is set up to project revenue and that money offsets costs of operations. So the revenue we bring in does support KWSO. However when revenue is over projections – it is used in place of Tribal Dollars which come in basically as a reimbursement.

Because KWSO is a department within the CTWS Tribal Government – our budgets are swept at the end of each calendar year.

There was some talk about the possibility of creating a "Friends of KWSO" non-profit that could hold money that is donated for specific purposes outside of KWSO's operations within the Tribal Government. Little is known of how that would work, but will try and learn more about possibilities.

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Some discussion about music programming. Current rotation is designed to meet as broad a listenership as possible without having folks tune out. It is really the information content that we are focused on.

The two main reasons folks list as to why they don't listen are that they:

- Are Country Music fans
or
- They Don't have a radio

The two basic music formats outside of special music programs are

- Talking Drum (daily 4-7am, 6-7pm + Sat & Sun 7-8am + 12-1pm)
and
- Hot Adult Contemporary Mix

Meeting adjourned at 3:20pm