Grantee Information

ID	4502
Grantee Name	KWSO-FM
City	Warm Springs
State	OR
Licensee Type	Community

1.1 Employment of Full-Time Radio Employees   Jump to question: 1.1 ▼

Please enter the number of FULL-TIME RADIO employees in the grids below.
The first grid includes all female employees, the second grid includes all male employees,
and the last grid includes all persons with disabilities.

1.1 Employment of Full-Time Radio Employees   Jump to question: 1.1 ▼

Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000							0
Managers - 2000					1		1
Professionals - 3000			2				2
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100			1				1
Craftspersons (Skilled) - 5200							0
Operatives (Semi-Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	3	0	1	0	4

1.1 Employment of Full-Time Radio Employees   Jump to question: 1.1 ▼

Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000							0
Managers - 2000							0
Professionals - 3000		1	2				3
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	1	2	0	0	0	3

1.1 Employment of Full-Time Radio Employees   Jump to question: 1.1 ▼

Major Job Category / Job Code / Joint Employee	Persons with Disabilities
Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-Skilled) - 5300	

Laborers (Unskilled) - 5400	[ ]
Service Workers - 5500	[ ]
Total	0

1.1 Employment of Full-Time Radio Employees
Jump to question: 1.1 ▾

Please enter the gender and ethnicity of each
person with disabilities listed above (e.g. 1 African American female).

1.2 Major Programming Decision Makers
Jump to question: 1.2 ▾

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making
major programming decisions. Include the station general manager if appropriate. Major programming decisions include
decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should
result in a double-counting of some full-time employees; employees having the responsibility for making major
programming decisions should be included in the counts for this item and again,
by job category above, in the full-time employee Question 1.1.

1.2 Major Programming Decision Makers
Jump to question: 1.2 ▾

Of the full-time employees reported in Question 1.1, how many, including the station general manager,
have responsibility for making major programming decisions?

1.2 Major Programming Decision Makers
Jump to question: 1.2 ▾

	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Total
Female Major Programming Decision Makers			1		1		2
Male Major Programming Decision Makers			1				1
Total	0	0	2	0	1	0	3

1.3 Employment of Part-Time Radio Employees
Jump to question: 1.3 ▾

Please enter the number of PART-TIME employees in the grids below. The first grid
includes all female employees, the second grid includes all male employees,
and the last grid includes all persons with disabilities.

1.3 Employment of Part-Time Radio Employees
Jump to question: 1.3 ▾

Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000							0
Managers - 2000							0
Professionals - 3000		0	1				1
Technicians - 4000			0				0
Sales Workers - 4500							0
Office and Clerical - 5100			0				0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-skilled) - 5300							0
Laborers (Unskilled) - 5400			1				1
Service Workers - 5500							0
Total	0	0	2	0	0	0	2

1.3 Employment of Part-Time Radio Employees
Jump to question: 1.3 ▾

Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000							0
Managers - 2000							0
Professionals - 3000		1	0				1
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100			0				0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	1	0	0	0	0	1

1.3 Employment of Part-Time Radio Employees
Jump to question: 1.3 ▾

Major Job Category / Job Code	Persons with Disabilities
Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	0

1.4 Part-Time Employment   Jump to question: 1.4 ▼

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?

1.4 Part-Time Employment   Jump to question: 1.4 ▼

Number working less than 15 hours per week   3

1.4 Part-Time Employment   Jump to question: 1.4 ▼

Number working 15 or more hours per week   0

1.5 Full-Time Hiring   Jump to question: 1.5 ▼

Enter the number of full-time employees in each category hired during the fiscal year.
(Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

1.5 Full-Time Hiring   Jump to question: 1.5 ▼

No full-time employees were hired (check here if applicable)   ☐

1.5 Full-Time Hiring   Jump to question: 1.5 ▼

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000					0
Managers - 2000					0
Professionals - 3000	1		1		2
Technicians - 4000					0
Sales Workers - 4500	0				0
Office / Service Workers - 5100-5500					0
Total	1	0	1	0	2

1.6 Full-Time and Part-Time Job Openings   Jump to question: 1.6 ▼

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occured, please enter zero.

1.6 Full-Time and Part-Time Job Openings   Jump to question: 1.6 ▼

Number of full-time and part-time job openings   5

1.7 Hiring Contractors   Jump to question: 1.7 ▼

During the fiscal year, did you hire independent contractors to provide any of the following services?

1.7 Hiring Contractors   Jump to question: 1.7 ▼

	Check all that apply
Underwritting solicitation related activities	☐
Direct Mail	☐
Telemarketing	☐
Other development activities	☐
Legal services	☐
Human Resource services	☐
Accounting/Payroll	☐
Computer operations	☐
Website design	☑
Website content	☐

Broadcasting engineering   ☑

Engineering   ☐

Program director activities   ☐

None of the above   ☐

Comments

Question	Comment
No Comments for this section	

2.1 Corporate Management   Jump to question: 2.1 ▾

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer	1.00	$ 53,403	20
Chief Executive Officer - Joint		$	
Chief Operations Officer		$	
Chief Operations Officer - Joint		$	
Chief Financial Officer		$	
Chief Financial Officer - Joint		$	
Chief Digital Media Operations		$	
Chief Digital Media Operations - Joint		$	

2.1 Corporate Management   Jump to question: 2.1 ▾

Please list the Other Job titles in this sub-category not listed above

Station Manager

2.2 Communication and Promotions   Jump to question: 2.2 ▾

Publicity, Program Promotion Chief		$	
Publicity, Program Promotion Chief - Joint		$	
Communication and Public Relations, Chief		$	
Communication and Public Relations, Chief - Joint		$	
Head of Audience		$	
Head of Audience - Joint		$	
Social Media Specialist / Manager		$	
Social Media Specialist / Manager - Joint		$	

2.2 Communication and Promotions   Jump to question: 2.2 ▾

Please list the Other Job titles in this sub-category not listed above

2.3 Programming and Productions   Jump to question: 2.3 ▾

Programming Director	1.00	$ 38,851	2
Programming Director - Joint		$	
Production, Chief		$	
Production, Chief - Joint		$	
Executive Producer		$	
Executive Producer - Joint		$	
Producer	4.00	$ 36,670	9
Producer - Joint		$	
Digital Content Director		$	
Digital Content Director - Joint		$	
Digital Project Manager		$	
Digital Project Manager - Joint		$	
Managing Director, Audience Engagement		$	
Managing Director, Audience Engagement - Joint		$	

2.3 Programming and Productions   Jump to question: 2.3 ▾

Please list the Other Job titles in this sub-category not listed above

Operations Manager Multimedia Journalist Program Manager

2.4 Development and Fundraising   Jump to question: 2.4 ▾

Development, Chief		$	
Development, Chief - Joint		$	
Member Services, Chief		$	
Member Services, Chief - Joint		$	

Membership Fundraising, Chief		$	
Membership Fundraising, Chief - Joint		$	
Major Giving Fundraising Chief		$	
Major Giving Fundraising Chief - Joint		$	
On-Air Fundraising, Chief		$	
On-Air Fundraising, Chief - Joint		$	
Auction Fundraising, Chief		$	
Auction Fundraising, Chief - Joint		$	

2.4 Development and Fundraising   Jump to question: 2.4 ⌄

Please list the Other Job titles in this sub-category not listed above

2.5 Underwritting and Grant Sollicitation   Jump to question: 2.5 ⌄

Underwriting, Chief		$	
Underwriting, Chief - Joint		$	
Corporate Underwriting, Chief		$	
Corporate Underwriting, Chief - Joint		$	
Foundation Underwriting, Chief		$	
Foundation Underwriting, Chief - Joint		$	
Government Grants Solicitation, Chief		$	
Government Grants Solicitation, Chief - Joint		$	

2.5 Underwritting and Grant Sollicitation   Jump to question: 2.5 ⌄

Please list the Other Job titles in this sub-category not listed above

2.6 Broadcast Engineering and Information Technology   Jump to question: 2.6 ⌄

Operations and Engineering, Chief		$	
Operations and Engineering, Chief - Joint		$	
Engineering Chief		$	
Engineering Chief - Joint		$	
Broadcast Engineer 1		$	
Broadcast Engineer 1 - Joint		$	
Production Engineer		$	
Production Engineer - Joint		$	
Facilities, Satellite and Tower Maintenance, Chief		$	
Facilities, Satellite and Tower Maintenance, Chief - Joint		$	
Technical Operations, Chief		$	
Technical Operations, Chief - Joint		$	
Information Technology, Director		$	
Information Technology, Director - Joint		$	
Web Administrator/Web Master		$	
Web Administrator/Web Master - Joint		$	

2.6 Broadcast Engineering and Information Technology   Jump to question: 2.6 ⌄

Please list the Other Job titles in this sub-category not listed above

2.7 Journalists, Announcers, Broadcast and Traffic   Jump to question: 2.7 ⌄

News / Current Affairs Director		$ 0	0
News / Current Affairs Director - Joint		$	
Music Director		$	
Music Librarian/Programmer		$	
Announcer / On-Air Talent		$ 0	0
Announcer / On-Air Talent - Joint		$	
Reporter		$	
Reporter - Joint		$	
Public Information Assistant		$	
Public Information Assistant - Joint		$	
Broadcast Supervisor		$	
Broadcast Supervisor - Joint		$	

Director of Continuity / Traffic   [   ] $ [   ]   [   ]

Director of Continuity / Traffic - Joint [   ] $ [   ]   [   ]

2.7 Journalists, Announcers, Broadcast and Traffic   Jump to question: [2.7 ▾]

Please list the Other Job titles in this sub-category not listed above

2.8 Education and Community Engagement   Jump to question: [2.8 ▾]

Education, Chief   [   ] $ [   ]   [   ]

Education, Chief - Joint   [   ] $ [   ]   [   ]

Volunteer Coordinator   [   ] $ [   ]   [   ]

Volunteer Coordinator - Joint   [   ] $ [   ]   [   ]

Events Coordinator   [   ] $ [   ]   [   ]

Events Coordinator - Joint   [   ] $ [   ]   [   ]

Section 2. Average Salary Totals   [6.00] $ [128,924]   [31]

2.8 Education and Community Engagement   Jump to question: [2.8 ▾]

Please list the Other Job titles in this sub-category not listed above

Comments

Question	Comment

No Comments for this section

3.1 Governing Board Method of Selection   Jump to question: [3.1 ▾]

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

3.1 Governing Board Method of Selection   Jump to question: [3.1 ▾]

Ex-Officio (Automatic membership because of another office held)   [   ]

3.1 Governing Board Method of Selection   Jump to question: [3.1 ▾]

Appointed by government legislative body (including school board)
or other government official (e.g. governor)   [   ]

3.1 Governing Board Method of Selection   Jump to question: [3.1 ▾]

Elected by community/membership   [8]

3.1 Governing Board Method of Selection   Jump to question: [3.1 ▾]

Other (please specify below)   [3]

3.1 Governing Board Method of Selection   Jump to question: [3.1 ▾]

The Confederated Tribes of Warm Springs Tribal Council acts as KWSO's Governing Board. Elections are held every three years for 8 members of Tribal Council that are decided on by vote from three voting districts. There are also 3 hereditary Chief positions that serve for life, that represent each of the three Tribes of the Confederated Tribes - the Warm Springs, Wasco & Paiute peoples. Currently there is a vacancy for the Wasco Chief who passed away in 2022. His successor has not yet been decided on by the Wasco people.

3.1 Governing Board Method of Selection   Jump to question: [3.1 ▾]

Elected by board of directors itself (self-perpetuating body)   [   ]

3.1 Governing Board Method of Selection   Jump to question: [3.1 ▾]

Total number of board members (Automatic total of the above)   [11]

3.2 Governing Board Members   Jump to question: [3.2 ▾]

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

3.2 Governing Board Members   Jump to question: [3.2 ▾]

For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

3.2 Governing Board Members   Jump to question: [3.2 ▾]

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	More Than One Race	Total
Female Board Members	[ ]	[ ]	[1]	[ ]	[ ]	[ ]	[1]
Male Board Members	[ ]	[ ]	[9]	[ ]	[ ]	[ ]	[9]
Total	[0]	[0]	[10]	[0]	[0]	[0]	[10]

3.2 Governing Board Members   Jump to question: [3.2 ▾]

Number of Vacant Positions   [1]

3.2 Governing Board Members   Jump to question: [3.2 ▾]

Total Number of Board Members (Total should equal the total reported in Question 3.1.)   [11]

3.2 Governing Board Members   Jump to question: [3.2 ▾]

Number of Board Members with disabilities   [   ]

Comments

Question	Comment
No Comments for this section	

Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific, formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?

	Yes/No
Produce public service announcemnts?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the educational community?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Produce/distribute informational materials based on local or national programming?	Yes
Did the informational programming materials have a specific, formal component designed to be of special service to the educational community?	Yes
Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Host community events (e.g. benefit concerts, neighborhood festivals)?	Yes
Did the community events have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Provide locally created content for your own or another community-based computer network/web site?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the educational community?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Partner with other community agencies or organizations (e.g., local commerical TV station, Red Cross, Urban League, school district)?	Yes
Did the partnership have a specific, formal component designed to be of special service to the educational community?	Yes
Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes

Comments

Question	Comment
No Comments for this section	

Instructions and Definitions:

About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)

	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recording)		5,112	5,112
Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)		1,686	1,686
News and Public Affairs (includes regular coverage of news events, such as that produced by a newsroom, and public issues-driven listener participation, interview and discussion programs)		405	405
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)		10	10
All Other (incl. sports and religious — Do NOT include fundraising)		907	907
Total	0	8,120	8,120

Out of all these hours of station production during the year for about how many was a minority ethnic or racial group member in principal charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)

Approx Number of Original Program Hours	5,000

Comments

Question	Comment
No Comments for this section	

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occured in Fiscal Year 2022.

Joint licensee Grantees that have filed a 2022 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so

Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▾

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

At KWSO we continue to align much of our locally produced content with the goals of the Branch of Tribal Government which we are part of – Health & Human Services for the Confederated Tribes of Warm Springs. Guidance comes from the Joint Health Commission strategies for community health and wellness. Health program priorities, strategies and plans include promotion of healthy cultural and recreation events that promote community, pride and belonging. Health and Mental Health education related to: specific diseases & conditions, risks, available resources, opportunities and encouragement for health improvement. We work closely with programs within our branch who are on the front line and who include: Behavioral Health; Community Health & Wellness; Children's Protective Services; Prevention; Social Services; Homeless Initiative; Recreation; & Senior Wellness. Additional content is created in the areas of Tribal Governance, Public Safety, Public Utilities and Infrastructure, Education and Schools, Culture & Heritage, Native Language, Social Services, and Natural Resources. We partner with the programs and organizations in those arenas to deliver timely information and education. Broadcast content is delivered in multiple ways utilizing weekly news magazines, daily short form local news casts, pre-recorded public service announcements, and live reads. That partners with online posts of the same content in the form of podcasts, social media posts, website articles, and videos. KWSO remains committed to monitoring new trends that emerge in our community. We are at the ready to create new content to increase awareness and educate across our platforms.

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▾

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

Mental Heath and Wellness remains an ongoing focus. New information shared in 2022 included perspective about Trauma and its impact on physical health and your body. We worked with an MD working out of our Behavioral Health program sharing how traumatic events in life impact both mental health as well as physical health. KWSO created both broadcast series and a social media campaign on "Addiction" in collaboration with our Prevention Programs. Another series/campaign was created on "Protective Factors" – what that is and how they can make a positive difference especially in the lives of youth. Protective Factors are a key element in the Warm Springs Tribes Joint Health Commission Strategies in creating a healthier community. Protective Factors was also the focus of a KWSO news magazine that ran for a week and was also posted as a podcast. The Addition and Protective Factor efforts were coordinated and produced by college student interns. On Air messaging, written articles in our Tribal Newspaper (Spilyay Tymoo), and social media posts were created for two series about dealing with Stress and dealing with Grief. Our partner was a Warm Springs Tribal Member who is a Licensed Clinical Psychologist who works at a local hospital. Language Revitalization The Confederated Tribes of Warm Springs consists of three distinct Tribes with unique languages and cultural practices. Since 1986, KWSO has been recording language lessons in each of those languages in collaboration with the Culture & Heritage language program. Teachers are now doing daily classes with student at our K-8 school and KWSO, in 2022, began recording new lessons – and rotating them in with lessons that we air routinely that come from our archives. Working with our Tribal Newspaper and the Language Program we created new language lesson videos as well – expanding our on-air content to other mediums all with a goal of revitalizing language. These video lessons can easily be accessed on the KWSO website and app. Education The Jefferson County 509-J School District operates schools that youth in Warm Springs attend. KWSO annually provides opportunity to school officials to share updates on happenings and district directions. That was true in 2022. KWSO continues to produce a weekday segment featuring news and events from our K-8 Academy. This past year we were able to coordinate the information included in the segment with the monthly family newsletter, sent out by the school. This allowed for opportunities in sharing messaging multiple times for families to keep abreast of everything from school closure days, to the monthly character trait being focused on, to contact details to the Family Access Network for resources, to protocols for lockdowns vs. lockouts. An assistant principal, instruction leader, and school counselor help to create the content and record the segments. In 2022 we celebrated educational moments with families and the community creating videos of the end of the year powwow at our K8, giving a shout out to 8th grade graduated, and capturing a walk through of high school graduates in the halls of the K8.

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▾

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

Measuring impact is always a challenge. KWSO has conducted pre and post surveys at events, partnered with collaborators to collect data, and included impact questions on listener surveys. We track data about the work we create and information we push out – but how it impacts people is hard to correlate. For the 3 initiatives listed above here is what we learned about impact: • When we first aired a weekly news magazine on how non-physical trauma does indeed have impact on the body in physical ways – KWSO received more calls than usual asking for the Doctor's name who was being interviewed and how folks could connect with him. • Rain Circle who works at the CTWS Language Program and is coordinating their multimedia work. He noted "being able to hear the language on the radio and then connect it with a written lesson that has a visual element, reinforces in person learning and immersion. KWSO's videos that combine the audio lesson with the visual - brings another layer for learners." • Ardis Clark is an instructional leader at the Warm Springs K-8 Academy. She is actively involved in creating "Eagle News" segments that run weekday mornings on KWSO. She shared that "without having hard data – we do know that when KWSO focuses extra attention on an event or on awareness of a specific nature that we want families to understand – it does make a difference. Attendance will be up at school activities or teachers find that their parents/guardians are already informed."

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▾

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

KWSO is owned and operated by the Confederated Tribes of Warm Springs Oregon. We are located on the Warm Springs Reservation in rural Central Oregon. We serve a predominantly Native American population with all that we offer. Language Revitalization efforts come in different audio formats hourly, daily & weekly language programming that includes the Kiksht or Wasco – Ichishkin or Sahaptin – and Numu or Paiute languages. There are few fluent speakers but a growing number of learners – with language classes now included in local schools. In addition to broadcast work – there is access to language lessons online as well. At KWSO we offer information that includes what resources are available to meet the needs of families and individuals who may be struggling financially or in other ways. Not to say that a minority population has greater struggles than other populations – but socioeconomic status at a certain level does seem to be more prevalent for many minority communities. Historical trauma also continues to impact lives in our minority community in a negative way and so we continue to educate about why that is, how that works, and how to overcome.

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▾

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

Without CPB funds, KWSO would no longer be able to offer NPR programming to our community. Specifically, we would have to cut back all National News. We would have to cut 50% of our local news coverage with staffing reductions. National Programming, in general, would need to be dropped as well. Sadly, that all not only impacts KWSO operations – but also lets down our listeners who rely on KWSO for accurate and timely news, not available elsewhere and certainly not available to people who lack the financial resource to afford a satellite TV service or reliable internet and a smart TV. In addition to positive financial impact CPB offers KWSO, being a Community Service Grant station indicates a level of professionalism for us. Exposure to the journalism standards and execution of programming we enjoy because of CPB funds, pushes us to continue to raise our own bar of quality and professionalism.

Comments

Question	Comment

No Comments for this section

7.1 Journalists

Jump to question: 7.1 ▾

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

7.1 Journalists

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	
News Director										
Assistant News Director										
Managing Editor										
Senior Editor										
Editor										
Executive Producer										
Senior Producer										
Producer	6			3	3		1	4		
Associate Producer										
Reporter/Producer		3		1	2		1	2		
Host/Reporter		1		1			1			
Reporter										
Beat Reporter										
Anchor/Reporter										
Anchor/Host										
Videographer										
Video Editor										
Other positions not already accounted for										
Total	6	4	0	5	5	0	3	6	0	

Comments

Question	Comment

No Comments for this section

8.1 Which Content Management System (CMS) is your station using?   Jump to question: 8.1 ▾

CMS is a platform that facilitates creating, editing, organizing, publishing web and mobile content.

8.1 Which Content Management System (CMS) is your station using?   Jump to question: 8.1 ▾

Check all that apply

- Grove ☐
- Bento ☐
- WordPress ☑
- Drupal ☐
- Arc ☐
- None ☐

8.1 Which Content Management System (CMS) is your station using?   Jump to question: 8.1 ▾

Other

8.2 Which Customer Relationship Management (CRM) System is your station using?   Jump to question: 8.2 ▾

CRM is a platform for planning and tracking direct marketing and fundraising programs and lead campaigns; managing and tracking communications with prospective and current donors/members; and serves as a database for storing user, donor and/or member data to build profiles.

8.2 Which Customer Relationship Management (CRM) System is your station using?   Jump to question: 8.2 ▾

Check all that apply

- CDP ☐
- Salesforce ☐
- Blackbaud ☐
- Carl Bloom ☐
- Roi Solutions ☐
- Hubspot ☐
- Adobe ☐
- SAP ☐
- None ☑

8.2 Which Customer Relationship Management (CRM) System is your station using?   Jump to question: 8.2 ▾

Other

8.3 Which Email Service Provider (ESP) is your station using?   Jump to question: 8.3 ▾

ESP is a platform that provides services and templates for developing, launching, tracking email campaigns and email marketing activities.

8.3 Which Email Service Provider (ESP) is your station using?   Jump to question: 8.3 ⌄

Check all that apply

Mailchimp   ☐

Hubspot   ☐

Constant Contact   ☐

GoDaddy   ☐

None   ☑

8.3 Which Email Service Provider (ESP) is your station using?   Jump to question: 8.3 ⌄

Other

8.4 Which Marketing Automation Platform is your station using?   Jump to question: 8.4 ⌄

Marketing Automation Platform is a platform to automate marketing actions or tasks, streamline marketing workflows, and measure the outcomes of marketing campaigns. These tools provide a central marketing database for all marketing information and interactions, create segmented, personalized, and timely marketing experiences for donors and members. They also provide automation features across multiple aspects of marketing including email, social media, lead generation, direct mail, digital advertising, and more.

8.4 Which Marketing Automation Platform is your station using?   Jump to question: 8.4 ⌄

Check all that apply

Mailchimp Marketing Platform   ☐

Hubspot Marketing Hub   ☐

Active Campaign   ☐

Adobe   ☐

Piano.io   ☐

None   ☑

8.4 Which Marketing Automation Platform is your station using?   Jump to question: 8.4 ⌄

Other

Comments

Question	Comment
No Comments for this section	