0

0

0

0

Grantee Information

Technicians - 4000

Sales Workers - 4500

Office and Clerical - 5100

Craftspersons (Skilled) - 5200

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

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1 V

Please enter the number The first grid includes all and the last grid includes	female employees	, the second grid inclu	grids below. des all male employees	i,			
1.1 Employment of Fu	ull-Time Radio E	mployees				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			3				3
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	4	0	1	0	5
1.1 Employment of Fu	ull-Time Radio E	mployees				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		1		2

4/

/15/24, 11:2	23 AM						Print Survey
Operatives (Ser Skilled) - 5300	ni-						0
Laborers (Unski 5400	illed) -						0
Service Workers	S -						0
Total		0	0	1	0	1	0 2
1.1 Employme	ent of Full-Time Ra	idio Employees			Jump to questi	on: 1.1 💙	
Major Job Cat Job Code / Joint Employe					Persons with Di		
Officials - 1000							
Managers - 200	0						
Professionals -	3000						
Technicians - 40	000						
Sales Workers -	4500						
Office and Cleri	cal - 5100						
Craftspersons (Skilled) - 5200						
Operatives (Ser	ni-Skilled) - 5300						
Laborers (Unski	illed) - 5400						
Service Worker	s - 5500						
Total						0	
1.1 Employme	ent of Full-Time Ra	idio Employees			Jump to questi	on: 1.1 🗸	
Please enter the	e gender and ethnicity		emale).		- 1 1		
1.2 Major Pro	gramming Decisio	n Makers			Jump to questi	on: 1.2 🗸	
major programn decisions about result in a doubl programming de	ning decisions. Includ program acquisition a le-counting of some fu ecisions should be inc	r racial group the headc e the station general ma and production, program ull-time employees; empl sluded in the counts for the e employee Question 1.1	nager if appropriate. development, on-air loyees having the res his item and again,	Major programming program scheduling	decisions include , etc. This item should		
1.2 Major Pro	gramming Decisio	n Makers			Jump to questi	on: 1.2 💙	
		n Question 1.1, how man programming decisions?		on general manager,			
1.2 Major Pro	gramming Decisio	n Makers				Jump to q	uestion: 1.2 V
	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Total
Female	American	rispane	1	Asian/Facilic	1		2
Major Programming Decision Makers							
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 Pa	art-Time Radio Em	ployees				Jump to q	uestion: 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			2				2
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi- skilled) - 5300							0
Laborers (Unskilled) - 5400			1				1
Service Workers - 5500							0
Total	0	0	3	0	0	0	3
1.3 Employment of Pa	art-Time Radio Emp African	ployees	Native		White,	Jump to q More Than	uestion: 1.3 🗸
Major Job Category / Job Code	American	Hispanic Males	American Males	Asian/Pacific Males	Non-Hispanic Males	One Race Males	Total
	Males	Indie 3	1110100	maroo			
Officials - 1000	Males						0
Officials - 1000 Managers - 2000							0
Managers - 2000							0
Managers - 2000 Professionals - 3000							0
Managers - 2000 Professionals - 3000 Technicians - 4000							0 2 0
Managers - 2000 Professionals - 3000 Technicians - 4000 Sales Workers - 4500 Office and Clerical -							0 2 0 0
Managers - 2000 Professionals - 3000 Technicians - 4000 Sales Workers - 4500 Office and Clerical - 5100 Craftspersons (Skilled)							0 2 0 0 0
Managers - 2000 Professionals - 3000 Technicians - 4000 Sales Workers - 4500 Office and Clerical - 5100 Craftspersons (Skilled) - 5200 Operatives (Semi-							0 2 0 0 0 0 0
Managers - 2000 Professionals - 3000 Technicians - 4000 Sales Workers - 4500 Office and Clerical - 5100 Craftspersons (Skilled) - 5200 Operatives (Semi- skilled) - 5300 Laborers (Unskilled) -							0 2 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
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 -							0 2 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0

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

Jump to question: 1.4 V

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	5
1.4 Part-Time Employment	Jump to question: 1.4 V

Number working 15 or more hours per week

Jump to question: 1.4 V

1.5 Full-Time Hiring

1.5 Full-Time Hiring

1.4 Part-Time Employment

Jump to question: 1.5 V

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.)

|--|

р	to	question:	1	.5	×	

Jump to question: 1.6 V

No full-time employees were h	nired (check here if applicable)
-------------------------------	----------------------------------

Jump to question: 1.5 V

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		0	1	2
Technicians - 4000					0
Sales Workers - 4500					0
Office / Service Workers - 5100-5500					0
Total	1	0	0	1	2

1.6 Full-Time and Part-Time Job Openings

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	4
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	lump to question: 17
1.7 Hining 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	\checkmark
Website content	
Broadcasting engineering	\checkmark
Engineering	
Program director activities	
None of the above	

Comment

Comments

Questi	on		

No Comments for this section

2.1 Corporate Management

2.1 Corporate Management

Jump to question: 2.1 🗸

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer	1.00	\$ 55,005	21
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		\$	

Jump to question: 2.1 🗸

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

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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 V
Please list the Other Job titles in this sub-category not listed abo	ve		
2.3 Programming and Productions			Jump to question: 2.3 🗸
Programming Director	1.00	\$ 40,01	7 3

Programming Director - Joint		\$	
Production, Chief		\$	
Production, Chief - Joint		\$	
Executive Producer		\$	
Executive Producer - Joint		\$	
Producer	4.00	\$ 36,993	8
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

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

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

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	\$	

Print Survey

Jump to question: 2.3 V

Jump to question: 2.4 🗸

Government Grants Solicitation, Chief - Joint	\$[
2.5 Underwritting and Grant Sollicitation		Jump to ques	tion: 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

News / Current Affairs Director News / Current Affairs Director - Joint	\$	
Music Director	\$	
Music Librarian/Programmer	\$	
Announcer / On-Air Talent	\$	
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

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Jump to question: 2.7 🗸

Jump to question: 2.7 🗸

Print Survey

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	\$ 132,015	32
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 V
Enter the number of governing board members (includi ex-officio members) who are selected by the following		oting and non-voting	
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 so or other government official (e.g. governor)	chool board)		
3.1 Governing Board Method of Selection			Jump to question: 3.1 V
Elected by community/membership			8
3.1 Governing Board Method of Selection			Jump to question: 3.1 V
Other (please specify below)			3
3.1 Governing Board Method of Selection			Jump to question: 3.1 🗸
The Confederated Tribes of Warm Springs Tribal Coun 8members of Tribal Council that are decided on by vote life, that represent each of the three Tribes of the Confe vacancy for the Wasco Chief who passed away in 2022	e from three voting districts. The derated Tribes - the Warm Spi	iere are also 3 hereditar rings, Wasco & Paiute pe	y Chief positions that serve for eoples. Currently there is a
3.1 Governing Board Method of Selection			Jump to question: 3.1 V
Elected by board of directors itself (self-perpetuating bo	ody)		
3.1 Governing Board Method of Selection			Jump to question: 3.1 V
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 number of governing board members with a disability.	s of your governing board by g	ender. Please also repo	t the
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

 .2 Governing Board Members
 Jump to question: 3.2

 African American
 Hispanic
 Native American
 Asian / Pacific
 White, Non-Hispanic
 More Than

 One Race
 Total

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Female Board Members					1						1
Male Board Members					9						9
Total	0		0	:	10	0		0		0	10
2.2 Gover	ning Board Membe							te europtie			
	acant Positions	:15					Jump	to question	1 3.2 V		
3.2 Goveri	ning Board Membe	ers					Jump	to questio	n: 3.2 ∨		
Total Numbe	er of Board Members	(Total should	equal the	total reported in	Que	stion 3.1.)			11		
3.2 Goveri	ning Board Membe	ers					Jump	to questio	n: 32 🗙		
	Board Members with						oump				
Comments											
Question			Co	mment							
No Commer	nts for this section										
4.1 Comm	unity Outreach Ac	tivities					Jump	to questio	n: 4.1 ¥		
						vices, and, if so, did the community or minority a					
4.1 Comm	unity Outreach Ac	tivities					Jump	to questio	n: 4.1 ¥		
									Yes/No		
Produce pul	blic service announce	emnts?							Yes		
Did the publ community?		ments have a s	specific, fo	rmal componen	t des	igned to be of special s	ervice to the edu	cational	Yes		
	ic service announcer and/or diverse audier		specific, fo	rmal componen	t des	igned to be of special s	ervice to the min	ority	Yes		
Broadcast c	ommunity activities ir	nformation (e.g	g., commu	nity bulletin boa	rd, se	eries highlighting local n	ionprofit agencie	s)?	Yes		
	munity activities infor community?	rmation broado	cast have	a specific, forma	l con	nponent designed to be	of special service	e to the	Yes		
	munity activities infor nmunity and/or divers			a specific, forma	l con	nponent designed to be	of special servic	e to the	Yes		
Produce/dis	tribute informational ı	materials base	ed on local	or national pro	gramr	ming?			Yes		
	mational programmir community?	ng materials ha	ave a spec	cific, formal com	pone	nt designed to be of sp	ecial service to tl	ne	Yes		
	rmational programmir and/or diverse audier		ave a spec	cific, formal com	pone	nt designed to be of sp	ecial service to tl	ne minority	Yes		
Host comm	unity events (e.g. ben	nefit concerts, i	neighborh	ood festivals)?					Yes		
Did the com	munity events have a	a specific, form	nal compo	nent designed to	beo	of special service to the	educational con	nmunity?	Yes		
Did the com diverse aud		a specific, form	nal compo	nent designed to	be o	of special service to the	minority commu	nity and/or	Yes		
Provide loca	ally created content for	or your own or	another c	ommunity-base	d con	nputer network/web site	?		Yes		
Did the loca community?		ent have a spe	cific, forma	al component de	esign	ed to be of special serv	ice to the educat	ional	Yes		
	lly created web conte and/or diverse audier		cific, forma	al component de	esign	ed to be of special serv	ice to the minorit	у	Yes		
Partner with district)?	other community ag	encies or orga	nizations	(e.g., local comr	neric	al TV station, Red Cros	s, Urban League	, school	Yes		
Did the part	nership have a specif	fic, formal com	iponent de	signed to be of	spec	ial service to the educa	tional community	?	Yes		
Did the part audiences?	nership have a specil	fic, formal com	iponent de	esigned to be of	spec	ial service to the minori	ty community an	d/or divers	e Yes		
Comments											

\cap		~	~	63	~	n
9	u	e	5	u	U	

No Comments for this section

Comment

5.1 Radio Programming and Production

5.1 Radio Programming and Production

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.)

5.1 Radio Programming and Production		Jump t	o question: 5.1 🗸
	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recording)		4,430	4,430
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)		1,825	1,825
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)		351	351
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)		0	0
All Other (incl. sports and religious — Do NOT include fundraising)		786	786
Total	0	7,392	7,392

5.1 Radio Programming and Production

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.)

5.1 Radio Programming and Producti	on	Jump to question: 5.1 🗸
Approx Number of Original Program Hours		4,996
Comments		
Question	Comment	
No Comments for this section		

6.1 Telling Public Radio's Story

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 2023. 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.

https://isis.cpb.org/Survey/Printing.aspx?sabssas=2&secnum=1000

6.1 Telling Public Radio's Story

Jump to question: 6.1 🗸

Jump to question: 5.1 V

Jump to question: 6.1 V

Joint licensee Grantees that have filed a 2023 Local Content and Services Report as part of meeting the

requirement for TV CSG funding may state they have

long as all of the questions below were addressed as

CPB along with the TV Grantee ID under which it was

done so in the corresponding questions below, so

they relate to radio operations in such report. You

must include the date the report was submitted to

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.

submitted.

KWSO works toward providing useful information to our community through broadcasting, website posts & social media – utilizing audio, photos, video and graphics. We identify issues and needs in partnership with Tribal Departments, local organizations, agencies and schools. Their work informs the direction of our focus throughout the year – for Public Service Campaigns, News Stories, and Program Production. KWSO is a department within the Confederated Tribes of Warm Springs Branch of Health & Human Services. Departments under that umbrella utilize guidance from the Joint Health Commission strategies for community health and wellness. Positive community engagement events are one of the strategies – and provide KWSO opportunity to connect with individuals in a variety of settings. Through collaborations and independently, we identify opportunities for educating listeners and those who connect with us online, with year long campaigns as well as monthly efforts and emerging issues. Framing the work as offering information that folks find "useful" has been helpful regardless of if and issue is large (Homelessness, Fentanyl & Narcan, Infrastructure Needs, etc.) or recurring (Wildfire Prevention, School Basketball Playoffs, Youth Dental Clinic, etc) Our categorization for content, whether PSA, News, or Programs includes issues like: Addiction; Arts; Business; Civic Engagement; Communication; Culture/Language; Cyber Awareness; Economic Development; Education; Emergency Preparedness; Employment; Event; Financial Education; Gambling; Health; History; Homelessness; Mental Health; Natural Resources; Parenting/Culture;

Jump to question: 5.1 V

Jump to question: 5.1 V

Print Survey

Preparedness; Program Awareness; Recreation; Safety; Sanitation; Senior Wellness; Substance Abuse Awareness; Transportation; Tribal Languages; Violence Prevention; Youth Development.

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 enqaged with other important organizations in the area.

Health KWSO is partnering with Warm Springs WIC (The Special Supplemental Nutrition Program for Women, Infants, and Children) for a campaign to increase awareness of program eligibility and benefits. WIC provides supplemental foods, health care referrals, and nutrition education for low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age 5 who are found to be at nutritional risk. The campaign has included underwritten messaging, in addition to PSAs and online messaging about how to learn more about the WIC program. Utilizing live read calendars & social media posts, we have also promoted WIC events and opportunities We are utilizing our website as a place to link folks to WIC to sign up and learn more. Education Working with Central Oregon Community College, KWSO has development a Public Service Campaign around getting a GED. The campaign includes information about: the content areas for the GED, details about preparing for doing GED testing, and information about where to learn more and sign up to take GED prep classes. The campaign includes radio PSAs plus a social media video series is being developed with a goal of reaching people where they are connecting with information. A High School Diploma or GED is a requirement for most entry level jobs and recognizing many adults did not complete high school, we want to encourage participation in GED classes. This can be a starting point for more employment opportunity as well as potentially further education, Thursday Market In 2023 KWSO filled a gap to coordinate a weekly summer market called the Warm Springs Thursday Market that ran June - September. Health & Nutrition The Thursday Market served as an event for weekly distributions of Fresh Harvest Kits from the High Desert Food and Farm Alliance. Warm Springs is a food desert when it comes to access to fresh produce and the Fresh Harvest Kits provided free produce on a weekly basis. Other participants in the market included the Warm Springs WIC program who assisted with distribution of the kits, along with recipes, education and sometimes seasoning packets. Oregon State Extension also was present at the market providing sample foods, prepared using local fresh ingredients, recipes, education and promotional items. NeighborImpact, the Regional Food Bank, distributed food boxes at several of the events. Warm Springs Community Health & Jefferson County Public Health both participated at several of the markets providing a variety of free screenings and education. Prevention Warm Springs Prevention Programs did giveaways to promote gun safety, increase awareness of Opioids and the use of NARCAN, and youth conducted a survey for input on drug & alcohol concerns as well as mental health issues. Warm Springs Fire Management Prevention Program provided information and education regarding wildfire prevention throughout the summer. They also had their Smokey Bear Bouncy House available for youth at the first Market of the summer. Small Business The Market also was a venue for local vendors. In collaboration with the Warm Springs Community Action Team (WSCAT), who provided pop up tents, tables & chairs, local small businesses were welcome to set up - providing a local, routine space to sell and interact with shoppers. The area used for the Thursday Market is adjacent to the WSCAT Small Business Incubator location to be further developed in the years ahead. History KWSO's Thursday Market also provided us with the opportunity to conduct interviews with community members, on the spot, sharing their stories of the area in which the Market was taking place. This remains an ongoing project for us, a place-based storytelling, history project of the "campus area." The area has been come to know as "campus" from its origin in the early days of the reservation, as the central location for federal government operations and residences. We have used some of what we have collected for programming and continue to do interviews and collect images and historical information in the hopes that we can create a historical walking tour of the "campus" area.

6.1 Telling Public Radio's Story

Jump to question: 6.1 V

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.

Increased WIC Messaging Through underwritten messaging, Public Service announcements with general information as well as event opportunities plus social media posts, awareness of WIC is increasing. WIC Coordinator Kathleen Boxx says "the KWSO WIC awareness campaign has helped to increase attendance at WIC events, which is helping our program expand services allowing us to meet family needs in new ways." Uptick in GED Class Registration KWSO's new daily 60 second – GED information and encouragement segments have been airing. Stephina Brewer, Adult Basic Skills Instructor at Central Oregon Community College, reports that the "radio messaging is already having impact with an observable difference in referals and folks enrolling in classes to prepare for GED testing. Engagement with Community Emily Ralston, who is the Rural Food Security Coordinator for the High Desert Food & Farm Alliance, noted that "the distribution of free fresh harvest kits in the Warm Springs Community was a huge success this past year, with kits going fast. KWSO organized the Thursday Market, providing a consistent and reliable venue for us to distribute the kits while providing education to community members and we look forward to the coming market season this summer. The event and the participants (both focused on health & nutrition as well as other vendors) were also represented in messaging and news on the radio as well as on KWSO's social media sites, creating a well rounded amount of the Thursday Market and all that it has to offer."

6.1 Telling Public Radio's Story

Jump to question: 6.1 V

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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. 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. Initiatives in 2023 included our involvement in increasing access to fresh produce through our coordination of a Thursday Market. Nutritional education was part of that effort - not only on site at the event but with messaging, programs, and online campaigns. Our community is in a food desert when it comes to fresh produce and some of that is due to socioeconomic issues. Local access is limited and without reliable transportation or financial resources to leave the community to purchase fresh produce. When thinking about diverse audiences, we are well aware that some of our community diversity includes poverty, homelessness, and lack of education. An interesting initiative that KWSO is continuing with is the collection of stories about a specific area on the Reservation that was the government center when relocation began following the Treaty of 1855 that created the Warm Springs Reservation. This has been a place-based effort to collect oral history allowing elders to share what they remember of the area, talking about events, buildings and people who have come and gone. It is a local history project that we hope is a template for future projects on other places on and off the Reservation. In 2023 KWSO increased the number of PSAs in Spanish that we ran in recognition of our neighboring communities as well as those who live in Warm Springs and have married into the Tribes. It is a modest effort to recognize the presence of people hear, and hopefully shares some useful information with them. KWSO continues to broadcast short language lessons hourly every day featuring the three languages of the Confederated Tribes of Warm Springs. We have also increased awareness of our weekend Language, Culture & History Programs and their availability in our audio archives for those who miss the program live. We also continue to promote our online lessons that are easily accessed with the KWSO App.

6.1 Telling Public Radio's Story

Jump to question: 6.1 V

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

7.1 Journalists

7.1 Journalists

No Comments for this section

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.

Comment

Job Title	Full Time	Part Time	Contract	Male	Female	African- American	Hispanic	Native- American	Asian/ Pacific	White, Non- Hispanic	More Than One Race	Other
News Director												
Assistant News Director												
Managing Editor												
Senior Editor												
Editor												
Executive Producer												
Senior Producer												
Producer	6	0		2	4			4		2		
Associate Producer			0									
Reporter/Producer		2	0	1	1			2				
Host/Reporter												
Reporter												
Beat Reporter												
Anchor/Reporter												
Anchor/Host		1	0	1			1					
Videographer		-		-								
Video Editor												
Other positions not already accounted for		1			1			1				
Total	6	4	0	4	6	0	1	7	0	2	0	0
Comments												
Question No Comments for the	his section	Comme	nt									
8.1 Which Conte	nt Management Sy	vstem (CMS) is you	r station using?		Jump to question:	8.1 🗸						
			publishing web and mo	bile content.								
		/stem (CMS) is you			Jump to question:	8.1 🗸						

Check all that apply

Jump to question: 7.1 V

Grove	
Bento	
WordPress	
Drupal	
None	
8.1 Which Content Management System (CMS) is your station using?	Jump to question: 8.1 🗸

8.2 Which Customer Relationship Management (CRM) System is your station using?

Jump to question: 8.2 V

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.

CDP Salesforce	
	that apply
Salesforce	
Blackbaud	
Carl Bloom	
Roi Solutions	
Adobe	
Allegiance	
None	V
8.2 Which Customer Relationship Management (CRM) System is your station using? Jump to g	uestion: 8.2 🗸
Other	

8.3 Which Email Service Provider (ESP) is your station using?

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?

Check all that apply
V
Jump to question: 8.3 🗸

8.4 Which Marketing Automation Platform is your station using?

Jump to question: 8.4 🗸

Jump to question: 8.3 V

Jump to question: 8.3 V

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 V

Print Survey

	Check all that apply
Mailchimp Marketing Platform	
Hubspot Marketing Hub	
Adobe	
None	
8.4 Which Marketing Automation Platform is your station using? Other	Jump to question: 8.4 ¥
Comments Question Comment No Comments for this section	
9.1 Did your station have the capability to relay CAP messages from IPAWS in FY{{FY}?	Jump to question: 9.1 V
Yes No	
9.1 Did your station have the capability to relay CAP messages from IPAWS in FY{{FY}?	Jump to question: 9.1 V
If no, why not?	
9.2 How many CAP messages did your station release in FY{{FY}? (Available from CAP log from your encoder(s))	Jump to question: 9.2 V
]	28
9.3 Is your station compliant with the new FCC rules for EAS encoder systems that went into effect December 12, {{FY}? https://www.fcc.gov/fcc-sets-dates-improved-emergency-alert-system-messages	Jump to question: 9.3 V
Yes	
No	
9.3 Is your station compliant with the new FCC rules for EAS encoder systems that went into effect December 12, {{FY}? https://www.fcc.gov/fcc-sets-dates-improved-emergency-alert-system-messages	Jump to question: 9.3 V
If no, why not?	
9.4 Please describe your internal policy and threshold for pass-through of EAS messages, including how your system checks for CAP-compliant alerts.	Jump to question: 9.4 🗸
SAGE Endec is set appropriately for receiving and sending test alerts and relaying alerts. We have a paper lo month for any activity, and also access the SAGE at it's IP Address to confirm Monthly Tests and other activiti shooting. Logs are put together with the paper log monthly and checked to make sure Monitors are working a Those logs are place in our in person public file in our studio office. SAGE is located in our On Air Control Roo connected to the internet via an ethernet connection SAGE is hard wired to 2 Monitors in our Mechanical Roo racks located there, at our studio site.	es or for the purpose of trouble nd for CAPS-IPAWS alerts/tests. om at our Studio Site SAGE is
9.5 Please describe the relationship between your station and local emergency management agency.	Jump to question: 9.5 🗸
KWSO serves as a critical partner in the dissemination of information in emergency situations both on and off	the Reservation. We have a

KWSO serves as a critical partner in the dissemination of information in emergency situations both on and off the Reservation. We have a good relationship with the Confederated Tribes of Warm Springs Emergency Management Office, as well as with our Branch of Public Safety and Public Utilities programs. Additionally, we routinely work with our Branch of Natural Resources and BIA Fire Management and any assigned Incident Command Teams to disseminate public information when wildfires occur. KWSO also works closely with our Tribes Branch of Health & Human Services with disseminating information regarding services being provided to community members during an emergency situation (shelter, food, water, etc.) We monitor and interact with our local County Sheriff as well, to share information about incidents and available emergency resources, as needed.

9.6 Are you currently able to measure the number of individuals with Access and Functional Jump to question: 9.6 V Needs* (AFN) in your broadcast coverage area?

Print Survey

Yes		
No		√

9.6 Are you currently able to measure the number of individuals with Access and Functional Jump to question: 9.6 V Needs* (AFN) in your broadcast coverage area?

If Yes Please list the source(s) from which you obtain data on the AFN individuals in your coverage area:

9.7 Are you currently able to reach the AFN community in your coverage area with your Jump to question: 9.7 • emergency alerting broadcast technology(ies)? (Yes -- we can reach most AFN individuals;

Somewhat -- we can reach some AFN individuals but not all; No -- we are unable to reach AFN individuals; Unsure -- we do not have enough data to know)

Yes	
No	
Somewhat	
Unsure	\checkmark

9.7 Are you currently able to reach the AFN community in your coverage area with your Jump to question: 9.7 • emergency alerting broadcast technology(ies)? (Yes -- we can reach most AFN individuals;

Somewhat -- we can reach some AFN individuals but not all; No -- we are unable to reach AFN individuals; Unsure -- we do not have enough data to know)

(Optional) What barriers are preventing you from better reaching your AFN communities with emergency alerts?

9.8 For each transmitter, please list the make, model, current firmware version, location (specify studio, transmitter site, or other location), and internet connectivity of your EAS

equipment. If you have more transmitters to add, please press the TAB button while on the last row.

	Call letters	Location	Model	Firmware Version	Make	Connected
1	KWSO-FM	Studio Site	SAGE Endec 364	96-00	SAGE	Ethernet Conn
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Comments Question

Comment

No Comments for this section