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

1.	1 Empl	oyment	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 lact grid includes all persons with dispublic

and the last grid includes a			ii male employees,				
1.1 Employment of Full-	Time Radio Employ	ees				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							0
Craftspersons (Skilled) 5200			0				0
Operatives (Semi- Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	2	0	1	0	3
1.1 Employment of Full-	Time Radio Employ	ees				Jump	to question: 1.1 🗸
Major Job Category /	African		Native		White,	More Than	
Job Code / Joint Employee	American Males	Hispanic Males	American Males	Asian/Pacific Males	Non-Hispanic Males	One Race Males	Total
Officials - 1000							0
Managers - 2000							0
Professionals - 3000			2		1		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	0	2	0	1	0	3
1.1 Employment of Full-	Time Radio Employ	ees			Jump to question: 1.1	•	
Major Job Category / Job Code / Joint Employee				Pers	sons with Disabilities	i	
Officials - 1000]	
Managers - 2000							
Professionals - 3000							
Technicians - 4000							
Sales Workers - 4500						1	

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Office and Clerical	- 5100									
Craftspersons (Ski	illed) - 5200									
Operatives (Semi-S	Skilled) - 5300									
Laborers (Unskilled	d) - 5400									
Service Workers -	5500									
Total								0		
1.1 Employment	of Full Time I	Badia Empl	01/000					(4 4 4 4		
1.1 Employment Please enter the ge			oyees				Jump to questi	on: [1.1 🗸		
			ican American femal	le).						
1.2 Major Progra	amming Decis	sion Maker	s				Jump to questi	on: 1.2 🗸		
major programming decisions about pro- result in a double-or	decisions. Incluogram acquisition decounting of some sions should be	ude the station and produce full-time entinction the state of the stat	oup the headcount of the properties of the program develoployees; employees he counts for this ite e Question 1.1.	if appropriate. Ma elopment, on-air pr s having the respo	jor programmi ogram schedu	ng decisions inc uling, etc. This it	lude			
1.2 Major Progra	amming Decis	sion Maker	S				Jump to questi	on: 1.2 🗸		
Of the full-time emphave responsibility			n 1.1, how many, inc ing decisions?	luding the station	general mana	ger,				
1.2 Major Progra	amming Decis	sion Maker	s						Jump to questio	n: 1.2 🕶
	African American		die nanie	Native	Aniew/D-	ifio N-	White,		e Than e Race	Total
Female	Ainerican	-	Hispanic	American 1	Asian/Pac	Non-	-Hispanic 1	On	e race	Total 2
Major Programming Decision										
Makers										
Male Major Programming Decision Makers				1						1
Total	0		0	2		0	1		0	3
	-						_			
1.3 Employment Major Job Categ		Radio Emp African Imerican	oloyees		ative	Asian/Pacific	\ Non-His	White,	Jum More Than One Race	
Job Code		Females	Females		ales	Females		nales	Females	
Officials - 1000										0
Managers - 2000										0
Professionals - 300	00									0
Technicians - 4000)									0
Sales Workers - 45	500									0
Office and Clerical 5100	-									0
Craftspersons (Ski	illed)									0
Operatives (Semi- skilled) - 5300]						0
Laborers (Unskilled	d) -				1					1
Service Workers -	5500									0
Total		0	0		1	0		0	0	1
1.3 Employment	of Part-Time	Radio Emp	oloyees						Jum	p to question: 1.3 V
Major Job Categ Job Code	gory / A	African merican Males	His panio Males	. Ame	ative rican Iales	Asian/Pacific Males	Non-His	White, panic Wales	More Than One Race Males	
Officials - 1000										0
Managers - 2000										0
Professionals - 300	00		1							1
Technicians - 4000)				0					
Sales Workers - 45										
Sales Workers - 40	500			1						0
Office and Clerical										

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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 Pa	art-Time Radio Emn	lovees			Jump to au	ıestion: 1.3 ✔		
Major Job Category / Job Code Officials - 1000						Disabilities		
Managers - 2000								
Professionals - 3000								
Technicians - 4000								
Sales Workers - 4500								
Office and Clerical - 5100	0							
Craftspersons (Skilled) -								
Operatives (Semi-skilled)								
Laborers (Unskilled) - 54								
Service Workers - 5500								
Total						0		
1.4 Part-Time Employ	ment				Jump to qu	ıestion: 1.4 ❤		
Of all the part-time emplo w orked 15 or more hours		n 1.3, how many worked less Il time?	s than 15 hours per v	eek and how ma	any			
1.4 Part-Time Employ	ment				Jump to qu	ıestion: 1.4 ❤		
Number working less that	n 15 hours per w eek					2		
1.4 Part-Time Employ	ment				Jump to qu	ıestion: 1.4 ❤		
Number working 15 or m	ore hours per week							
1.5 Full-Time Hiring					Jump to qu	ıestion: 1.5 ❤		
		n category hired during the fi		-time status durin	g the fisca	l year.)		
1.5 Full-Time Hiring					Jump to qu	ıestion: 1.5 ❤		
No full-time employees w	ere 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-Minorit	y Male	Т	'otal	
Officials - 1000							0	
Managers - 2000							0	
Professionals - 3000	1		1				2	
Technicians - 4000		0					0	
Sales Workers - 4500							0	
Office / Service Workers - 5100-5500							0	
Total	1	0	1		0		2	
1.6 Full-Time and Part	t-Time Job Opening	js .			Jump to qu	ıestion: 1.6 ❤		
previously filled positions regardless of whether the whether it was filled by a the promotion of an emplo	s and newly created poney were filled during to an internal or an externation oyee who stays in ess	openings that occurred duritositions. Include all positions the year. If a job opening was all candidate. Do not include sentially the same job but has se or part-time job openings of	that became available is filled during the year as job openings any is a different title (i.e.	e during the fiscal r, include it regard positions created where there was	l year, dless of l through	cy or		
1.6 Full-Time and Part	t-Time Job Opening	gs			Jump to qu	ıestion: 1.6 ❤		
Number of full-time and p	art-time job openings					2		
1.7 Hiring Contractors	S				Jump to qu	ıestion: 1.7 ❤		
During the fiscal year, did	d you hire independent	contractors to provide any	of the following servi					
1.7 Hiring Contractors	S				Jump to qu	ıestion: 1.7 ✔		
-						all that apply		

Underwritting solicitation related activities

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Direct Mail			
Telemarketing			
Other development activities			
Legal services			
Human Resource services			
Accounting/Payroll			
Computer operations			
Website design			\checkmark
Website content			
Broadcasting engineering			✓
Engineering			
Program director activities			
None of the above			
Comments			
	mment		
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	\$ 56,657	22
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 list	ed above		
2.2 Communication and Promotions			Jump to question: 2.2 ♥
		\$	Jump to question. Z.Z V
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 Please list the Other Job titles in this sub-category not list	and above		Jump to question: 2.2 ♥
riease list the Other Job titles in this sub-category not list	ed above		
2.3 Programming and Productions			Jump to question: 2.3 ❤
Programming Director	1.00	\$ 38,851	4
Programming Director - Joint		\$	
Production, Chief		\$	
Production, Chief - Joint		\$	
Executive Producer		\$	
Executive Producer - Joint		\$	
Producer	4.00	\$ 39,054	11
Producer - Joint		\$	
Digital Content Director		\$	
Digital Content Director - Joint		\$	
Digital Project Manager		\$ 0	

Digital Project Manager - Joint

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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 liste	ed 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		Jump to question: 2.4 ✔
Please list the Other Job titles in this sub-category not liste	ed 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 liste	ed above	
2.6 Broadcast Engineering and Information Techn	nology	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 Tow er 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 Techn	nology	 Jump to question: 2.6 ✔
Please list the Other Job titles in this sub-category not liste		Jump to question: ∠.o ✔
<u> </u>		
2.7 Journalists, Announcers, Broadcast and Traff	fic	Jump to question: 2.7 ❤
News / Current Affairs Director		\$

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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		\$	
0.7 January linta Annanana Burarianata	and Transfella		
2.7 Journalists, Announcers, Broadcast a Please list the Other Job titles in this sub-categor			Jump to question: 2.7 ♥
riease ist the Other Job titles in this sub-categor	y not listed above		
2.8 Education and Community Engagemen	nt		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	\$ 134,562	37
2.8 Education and Community Engagemen	nt		Jump to question: 2.8 ❖
Please list the Other Job titles in this sub-categor	y not listed above		
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 (in 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 ar	nother office held)		
3.1 Governing Board Method of Selection			Jump to question: 3.1 ❤
Appointed by government legislative body (include or other government official (e.g. governor)	ling school board)		
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 guestion: 3.1 >
3.1 Governing Board Method of Selection Other (please specify below)			Jump to question: 3.1 ▼
-			
Other (please specify below)	vote from three voting districts. The	ere are also 3 hereditary Ch	Jump to question: 3.1 vevery three years for 8 positions that serve for life
Other (please specify below) 3.1 Governing Board Method of Selection The Confederated Tribes of Warm Springs Tribal members of Tribal Council that are decided on by	vote from three voting districts. The	ere are also 3 hereditary Ch	Jump to question: 3.1 vevery three years for 8 positions that serve for life
Other (please specify below) 3.1 Governing Board Method of Selection The Confederated Tribes of Warm Springs Tribal members of Tribal Council that are decided on by that represent each of the three Tribes of the Co	vote from three voting districts. The nfederated Tribes - the Warm Sprin	ere are also 3 hereditary Ch	Jump to question: 3.1 vevery three years for 8 saief positions that serve for life 8.
Other (please specify below) 3.1 Governing Board Method of Selection The Confederated Tribes of Warm Springs Tribal members of Tribal Council that are decided on by that represent each of the three Tribes of the Co 3.1 Governing Board Method of Selection Bected by board of directors itself (self-perpetual)	vote from three voting districts. The nfederated Tribes - the Warm Sprin	ere are also 3 hereditary Ch	Jump to question: 3.1 vevery three years for 8 lief positions that serve for life s.
Other (please specify below) 3.1 Governing Board Method of Selection The Confederated Tribes of Warm Springs Tribal members of Tribal Council that are decided on by that represent each of the three Tribes of the Co 3.1 Governing Board Method of Selection	vote from three voting districts. The nfederated Tribes - the Warm Spring ating body)	ere are also 3 hereditary Ch	Jump to question: 3.1 vevery three years for 8 saief positions that serve for life 8.
Other (please specify below) 3.1 Governing Board Method of Selection The Confederated Tribes of Warm Springs Tribal members of Tribal Council that are decided on by that represent each of the three Tribes of the Co 3.1 Governing Board Method of Selection Bected by board of directors itself (self-perpetus) 3.1 Governing Board Method of Selection Total number of board members (Automatic total of the control of the cont	vote from three voting districts. The nfederated Tribes - the Warm Spring ating body)	ere are also 3 hereditary Ch	Jump to question: 3.1 vevery three years for 8 lief positions that serve for life 3. Jump to question: 3.1 v Jump to question: 3.1 v
Other (please specify below) 3.1 Governing Board Method of Selection The Confederated Tribes of Warm Springs Tribal members of Tribal Council that are decided on by that represent each of the three Tribes of the Co 3.1 Governing Board Method of Selection Bected by board of directors itself (self-perpetus 3.1 Governing Board Method of Selection Total number of board members (Automatic total of the Co 3.2 Governing Board Members Please report the racial or ethnic group of the members	vote from three voting districts. The nfederated Tribes - the Warm Spring ating body) of the above)	ere are also 3 hereditary Cr gs, Wasco & Paliute peoples	Jump to question: 3.1 vevery three years for 8 lief positions that serve for life 3. Jump to question: 3.1 very limit to question: 3.1 very limit to question: 3.2 very l
Other (please specify below) 3.1 Governing Board Method of Selection The Confederated Tribes of Warm Springs Tribal members of Tribal Council that are decided on by that represent each of the three Tribes of the Co 3.1 Governing Board Method of Selection Elected by board of directors itself (self-perpetual selection) Total number of board members (Automatic total of the Council Selection) 3.2 Governing Board Members Please report the racial or ethnic group of the menumber of governing board members with a disal	vote from three voting districts. The nfederated Tribes - the Warm Spring ating body) of the above)	ere are also 3 hereditary Cr gs, Wasco & Paliute peoples	Jump to question: 3.1 very three years for 8 sief positions that serve for life 3. Jump to question: 3.1 v Jump to question: 3.1 v 11 Jump to question: 3.2 v he
Other (please specify below) 3.1 Governing Board Method of Selection The Confederated Tribes of Warm Springs Tribal members of Tribal Council that are decided on by that represent each of the three Tribes of the Co 3.1 Governing Board Method of Selection Bected by board of directors itself (self-perpetus 3.1 Governing Board Method of Selection Total number of board members (Automatic total of the Co 3.2 Governing Board Members Please report the racial or ethnic group of the members	vote from three voting districts. The nfederated Tribes - the Warm Spring ating body) of the above) embers of your governing board by golding.	ere are also 3 hereditary Cr ps, Wasco & Palute peoples gender. Please also report t	Jump to question: 3.1 vevery three years for 8 lief positions that serve for life 3. Jump to question: 3.1 very limit to question: 3.1 very limit to question: 3.2 very l

Jump to question: 3.2 ❖

3.2 Governing Board Members

, .					More Than	
	African American Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	One Race	Total
Female Board		1				1
Members						
Male Board Members		10				10
Total	0	11	0	0	0	11
3.2 Govern	ing Board Members			Jump to question	n: 3.2 🗸	
Number of \	acant Positions				0	
3.2 Govern	ing Board Members			Jump to question	n: 3.2 🗸	
Total Numbe	r of Board Members (Total should equal the to	otal reported in Question	n 3.1.)		11	
3.2 Govern	ing Board Members			Jump to question	n: 3.2 🗸	
Number of E	Board Members with disabilities					
Comments						
Question No Commen	ts for this section	mment				
	unity Outreach Activities			Jump to question		
	t recipient engage in any of the follow ing con onent designed to be of special service to eit					
4.1 Comm	unity Outreach Activities			Jump to question		
Produce nul	olic service announcemnts?				Yes/No Yes	
Did the publ	c service announcements have a specific, fo	ormal component design	ned to be of special se	vice to the educational	Yes	
	c service announcements have a specific, fo	ormal component design	ned to be of special se	vice to the minority	Yes	
-	ommunity activities information (e.g., commur	nity bulletin board, series	s highlighting local non	profit agencies)?	Yes	
Did the com	munity activities information broadcast have a				Yes	
	munity activities information broadcast have a	specific, formal compo	onent designed to be o	f special service to the	Yes	
-	nmunity and/or diverse audiences?		•		V	
Did the infor	tribute informational materials based on local mational programming materials have a speci			al service to the educationa	Yes I Yes	
	mational programming materials have a speci and/or diverse audiences?	fic, formal component d	esigned to be of speci	al service to the minority	Yes	
	nity events (e.g. benefit concerts, neighborh	ood festivals)?			Yes	
Did the com	munity events have a specific, formal compor	nent designed to be of s	special service to the e	ducational community?	Yes	
Did the com diverse aud	munity events have a specific, formal comportences?	nent designed to be of s	special service to the n	ninority community and/or	Yes	
Provide loca	lly created content for your own or another of	community-based comp	uter netw ork/w eb site	?	Yes	
Did the loca community?	ly created web content have a specific, form	nal component designed	to be of special service	ce to the educational	Yes	
	ly created web content have a specific, form se audiences?	al component designed	to be of special service	ce to the minority community	Yes	
Partner with district)?	other community agencies or organizations ((e.g., local commerical 1	IV station, Red Cross,	Urban League, school	Yes	
Did the parti	nership have a specific, formal component de	signed to be of special	service to the education	onal community?	Yes	
audiences?	nership have a specific, formal component de	signed to be of special	service to the minority	community and/or diverse	Yes	
Comments Question	Coi	mment				
	ts for this section					
5.1 Radio	Programming and Production			Jump to question	n: 5.1 🕶	
Instructions	and Definitions:					
5.1 Radio	Programming and Production			Jump to question	n: 5.1 🗸	
(For purpos	many original hours of station program produ es of this survey, programming intended for r o at least one station outside the grant recipie	national distribution is de				
5.1 Radio	Programming and Production			Jump to question	n: 5.1 🗸	
		lational Distribution	For Local Distrib		Total	
	uncer in studio playing principally a f musical recording)			4,109	4,109	
performanc	ltural (includes live or narrated es, interviews, and discussions, in extended coverage and broadcast			2,116	2,116	

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time devote to artistic and/or cultural subject matter)

New s and Public Affairs (includes regular coverage of new s events, such as that produced by a new sroom, and public issues-driven listener participation, interview and discussion programs)

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

Total

5.1 Radio Programming and Production

All Other (incl. sports and religious — Do NOT

Jump to question: 5.1 ✓

74

7,214

74

7,214

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 Production

Jump to question: 5.1 ∨

4,805

Approx Number of Original Program Hours

Comments

include fundraising)

Question Comment

Music Mix

Sports + Blues Festival

KWSO News + Cal + WSPG + 1/2 PSAs

OPME + Lang/Cult + 1/2 PSAs + Pi-Ume-Sha + Talking Drum

6.1 Telling Public Radio's Story

Jump to question: 6.1 ♥

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 2024. 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.

Joint licensee Grantees that have filed a 2024 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 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.

KWSO relies in part on insights regarding community issues, by working closely with our Tribes' Branch of Health & Human Services. 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. Additionally, we are responsive to requests for other Tribal Government branches and departments to address issues that arise sharing information. We try and be responsive to community queries, as well, whether folks reach out in person or online. KWSO shares information, on-air, in a number of ways—with daily live reads, in local new scasts, in one of our two weekly news magazines, through and through pre-recorded public service announcements. For everything we offer on the air—we try and include the same information online in some form whether utilizing our website, social media, podcasts, and videos. We are currently doing an information EcosystemAssessment to identify where our community is getting their information from. We are open to adjusting our work to fill gaps that we discover to even more comprehensively deliver information and content.

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.

Partnerships continue in a number of areas including: Jefferson County 509J School District through our Warm Springs K-8 Academy "Eagle News" that runs in our 7am hour every weekday. The content mirrors the information provided by the school to families. This past year, we utilized student leaders to record the messaging. A podcast version of the program has also been getting posted. The Oregon State University Extension Service provides monthly content around food safety, preservation, and menu ideas. They record PSAs and share articles and graphics that we include on our website. The Thursday Market is coordinated by KWSO in collaboration with the non-profit, Warm Springs Community Action Team. In the summer we set up along with other local programs to do community engagement. Additionally, local vendors set up to sell items, including food. The once a week event includes the distribution of "Fresh Harvest Kits" from the High Desert Food and Farm Alliance.

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 aw areness, 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.

Feedback from the Warm Springs K-8 Academy is that students are increasingly interested in coming up to record for KWSO. Recently some students who we ere on the leader board for a physical challenge came up to do interview s – demonstrating the positive role KWSO is playing on involving students in recording information. In providing each of those two interviews to the PE teacher who reached out to have the kids record – McKenna Devine responded "These are great! Made me tear up. Thank you so much, the kids loved doing this and it is definitely motivating other students to complete the Eagle Challenge so they can get on the radio!" Warm Springs OSU Extension's Olivia Davis reports that extending their nutrition information to the radio "provides a great way to share food, nutrition and preservation education – and allows us to include the KWSO website as a way to offer the information for people not on Facebook." OSU Extension typically shares out their monthly content on their Facebook Page. By also doing PSAs that air on KWSO (100 minimum each month) and by including the same information on our website – it extends their reach. KWSO's coordination of the Thursday Market has been a consistent engagement activity for us. It gives us the opportunity to connect with community members but also with other programs and local small businesses. Carina Miller, from the Warm Springs Community Action Team says the "market has been a great venue for small businesses or folks with a side hustle, as well as opportunity for us to set up to share about our different programs and services. This past year we added an additional focus on kids activities to be family friendly and also First Foods efforts in collaboration with OSU Extension – to show how things like huckdeberries and choke cherries can be

use in contemporary ways." The Thursday Market also allowed KWSO to continue to collect interviews, on-site, for a local history project we are working on.

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 w hom English is a second language and illiterate adults) during Fiscal Year 2024, and any plans you have made to meet the needs of these audiences during Fiscal Year 2025. If you regularly broadcast in a language other than English, please note the language broadcast.

KWSO serves the Warm Springs Indian Reservation and surrounding communities, with the reservation population predominantly Native American. There is a significant number of Latino families in our area as well. Our school district demographic breakdown is equally Native, Latino, and White. We are a rural community and although that maybe no seem like a minority issue – rural news is often overlooked in mainstream media, making local media a primary source of information. KWSO is owned and operated by the Confederated Tribes of Warm Springs. The Tribes include the Warm Springs, Wasco and Paiute Tribes that have 3 different and distinct histories, cultural lifew ays and languages. The languages are Ichishkiin, Kiksht, and Numu. KWSO airs short lessons hourly through out the day and we also feature 3-5 minute lessons in our 4am hour every day. There are also lengthier lessons in all three languages offered on Weekend mornings at 8am and Sunday afternoons at 1pm. The loss of fluent speakers has some urgency and the Tribes' Culture & Heritage Language Program works tow ard revitalizing language directly with students in our school district, in community-based classes, by utilizing radio, and in our local new spaper. Language learners can listen to recordings of those weekend programs for a two week period, and we also have lessons in all three languages available on our App – with audio posted on SoundCloud.

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?

KWSO operates with three main sources of revenue. Support from the Confederated Tribes of Warm Springs Health & Human Service Branch, The CPB CSG, and with revenue earned through underw riting, donations, a tow er lease and a management fee from our Warm Springs Telecommunications Company. Mostly, KWSO's use of the CPB CSG goes to fund all our national programming and so the loss of the CSG would mean we would need to find another source of revenue to maintain programming or else give up our NPR membership and NV1 Affiliation. In Warm Springs, a rural community in Central Oregon, not everyone has access to news sources. In part this is due to lack of financial resources. Although community infrastructure for connectivity continues to be developed there is still the financial barrier for some to be able to afford that. Although we do not sound like an NPR station, we do offer top of the hour national new scasts in the morning, along with local new scasts twice and hour. We do run All Things Considered in the afternoon, providing listeners with professional journalism with a national lens. KWSO can create content with a local lens, but we don't really have the capacity to do a good job on national and global news. Additionally, our CPB CSG – fund two staff who w orks as producers and show hosts, so losing the CSG would impact us – taking a third of our full time staff out. I like to think we could find funding to replace the CSG but not confident it can be done.

Comments

Question	Comme
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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 new sorigination, 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			4	
Associate Producer									
Reporter/Producer		1			1			1	
Host/Reporter					0				
Reporter									
Beat Reporter									
Anchor/Reporter									
Anchor/Host		1		1			1		
Videographer									
Video Editor									
Other positions not already accounted for		1			1			1	
Total	6	3	0	4	5	0	1	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.

4/25/25, 9:33 AM		Print Surve
8.1 Which Content Management System (Co	MS) is your station using?	Jump to question: 8.1 ♥ Check all that apply
Grove		
Bento		
WordPress		✓
Drupal		
None		
8.1 Which Content Management System (Co	MS) is your station using?	Jump to question: 8.1 ✓
Other		
8.2 Which Customer Relationship Managen	nent (CRM) System is your station using?	Jump to question: 8.2 ❤
	marketing and fundraising programs and lead campaigns; ma ors/members; and serves as a database for storing user, do	
8.2 Which Customer Relationship Managen	nent (CRM) System is your station using?	Jump to question: 8.2 ♥
		Check all that apply
CDP		
Salesforce		
Blackbaud		
Carl Bloom		
Roi Solutions		
Adobe		
Allegiance		
None		
8.2 Which Customer Relationship Managen Other	nent (CRM) System is your station using?	Jump to question: 8.2 ▼
Other		
8.3 Which Email Service Provider (ESP) is y	our station using?	Jump to question: 8.3 ✔
ESP is a platform that provides services and templa	ates for developing, launching, tracking email campaigns and	d email marketing activities.
8.3 Which Email Service Provider (ESP) is y	our station using?	Jump to question: 8.3 ❤
		Check all that apply
Mailchimp		
Constant Contact		
GoDaddy		
SendGrid		
None		
8.3 Which Email Service Provider (ESP) is y Other	our station using?	Jump to question: 8.3 ✓
Ottlei		
8.4 Which Marketing Automation Platform i	s your station using?	Jump to question: 8.4 ❤
outcomes of marketing campaigns. These tools pro segmented, personalized, and timely marketing exp	mate marketing actions or tasks, streamline marketing workf pyide a central marketing database for all marketing informat periences for donors and members. They also provide autor lead generation, direct mail, digital advertising, and more.	ion and interactions, create
8.4 Which Marketing Automation Platform i	s your station using?	Jump to question: 8.4 ❖
Mailchimp Marketing Platform		Check all that apply
Hubspot Marketing Hub		
Adobe		
None		
8.4 Which Marketing Automation Platform i Other	s your station using?	Jump to question: 8.4 ❤
Comments		
Question	Comment	
No Comments for this section		
9.1 Did your station have the capability to re FY{{FY}}?	elay CAP-compliant EAS alerts during your station's	Jump to question: 9.1 ♥

Yes			V		
No					
9.1 Did your station have the capability to relay CAP-compliant EAS alerts during your station's Sump to question: 9.1 V FY{FY}}? If no, why not?					
9.2 Please consult your E FY{{FY}}. Include all requi		nd enter the number of alerts during your station's	Jump to question: 9.2 ❖		
Number of alerts received fro	om the Emergency Alert	System (EAS):	79		
Number of EAS alerts relayed	19				
9.3 Please select your internal procedure for relaying the following categories of EAS events that Jump to question: 9.3 vocurred during your station's FY{{FY}} (examples in parentheses). If your policy varies by Event Code, please select "Varies/No policy" and provide further explanation.					
National alerts and tests (EAN	Automatic relay				
Non-Weather civil alerts (CAE	E, CDW, CEM, LAE, LEW	/, TOE)	Automatic relay		
Non-Weather environment ale	erts (AVW, EQW, FRW,	HMW, NUW, RHW)	Automatic relay		
Non-Weather imminent dange	r alerts (EVI, SPW)		Automatic relay		
Weather alerts (BZW, DSW, F	FW, FLW, SVR, TOA, T	OR, WSW)	Automatic relay		
9.3 Please select your internal procedure for relaying the following categories of EAS events that Jump to question: 9.3 vocurred during your station's FY{{FY}} (examples in parentheses). If your policy varies by Event Code, please select "Varies/No policy" and provide further explanation. Further explanation (Optional)					
9.4 Please describe the r agency that occurred dur		n your station and local emergency management Y{{FY}}.	Jump to question: 9.4 ♥		
We have access to the Emergency Manager and this past year - mostly utilized that connection for weather related messaging regarding delays, highway incidents. When there are wildfires - we connect with the incident Command directly until a PIO is in place, although I don't think we had any big fires this past year.					
9.5 For your primary trans	smitter only, please	list the make and model of your EAS equipment as	lump to guartien: 0.5 sa		
of the end of the {{FY}} ca - Stations may have to lis - Below is what your stati	alendar year. t this info for separa		Make		
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