

Grantee Information

ID	5124
Grantee Name	KDKO-FM
City	Lake Andes
State	SD
Licensee Type	Community

6.1 Telling Public Radio's Story

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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 occurred in Fiscal Year 2015. 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 2015 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.

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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.

First of all we not only worked with our CAB members to identify community issues but also we convened a stakeholders group made up of a diverse cross section of the community, including youth, students and Elders. We met once a month to identify issues and ways we could address them on the radio. The goal was to make sure we had a cross section of community members and agencies involvement so we could have community input that would ensure inclusiveness in programming and station activities.

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2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofit 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.

Our Stakeholders group was made up of Educators from the local school (3), staff from the Indian Health Service, BIA law enforcement at the county, representatives from the local churches both traditional Native American and mainstream churches, Tribal staff, our local Rural Outreach of Community Service, staff from the local Girls & Boys Club, the local DV shelter, students from the local schools,.... We identified key initiatives to address; 1) drugs, 2) sex trafficking, 3) increased use of the Dakota language into daily programming, 4) violence against women, 5) increased information on pertinent health issues facing Native American, 6) ways to increase youth activities

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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.

The work around sex trafficking included PSA's, interviewing people on the issue and co-sponsoring a community wide conference on sex

trafficking. The conference was attended by over 75 people and was considered a huge success. 5 months later we are still receiving positive comments from community members. The school requested additional information on the topic of sex trafficking for their students. Another initiative was to increase the use of the Dakota language on a daily basis. We had a fluent speaker of the Dakota language record some PSA's in Dakota and English and some Stations ID's. The feedback from the community members has been positive and non-stop.

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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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

One of our most popular programs is the book project. Many of our Elders have a hard time reading due to Diabetes and its effect on their eyes. So we started a reading program using culturally appropriate books of the Dakota culture. This program has snowballed into a far event. One family member from the community told me that the whole family turns off the TV so they can sit around the radio and hear the show. Another community member told another staff member that they do not have a radio but they stream it on their computer. Another thing we did with the Stakeholders was to develop a community wide survey to get feedback and recommendations from the community members. The youth/student members of our Stakeholders group took the survey around the community and surveyed 100 people. We are using the results to help with developing a program for our radio station.

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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?

The funding from CPB has made it possible for us to broadcast the high school and middle school sports games, which is a huge thing in the Mid-west. It has allowed us to help preserve the Dakota language of the Yankton Sioux People which is dying fast. It helped us to inform the community of the facts of sex trafficking which is a huge problem on reservations in the State of South Dakota, it has helped us to get more people involved in the radio business which has presented new options for young people....

Comments

Question	Comment
No Comments for this section	