

Grantee Information

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| ID | 5136 |
| Grantee Name | KIYE-FM |
| City | Lapwai |
| State | ID |
| Licensee Type | Local Authority |

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 2022. 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 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 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.

KIYE provides programming for the Nez Perce Tribe's reservation, towns and communities. We work with Tribal, city, county and federal agency partners to promote activities and awareness of services that may be available. We encourage participation in our Community Advisory Board meetings by utilizing video broadcasting from three of the largest communities to bring together all perspectives. We encourage input through email, phone, and social media.

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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.

KIYE works with the Nimiipuu Health Clinics to develop diabetes awareness and air several times daily health tips. We've also included dental and general health tips with clinic staff. We work with the community organizers promoting school activities. We worked very closely with the Nez Perce Tribes COVID Emergency Response Team to get information out relating to the pandemic. We reached out to Native Public Media for assistance regarding CPB compliance etc.

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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.

During winter months KIYE adjusted live broadcast hours to include a road report and inclement weather delays for schools, government offices or private business. We were able to clearly communicate dangerous road conditions preventing travel along those routes. We relayed information through PSA's from our two clinics regarding Covid-19 mass vaccinations for tribal and non-tribal members. We had great successes getting our tribal members and non-tribal members vaccinated throughout the reservation.

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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 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.

KIYE has daily Nez Perce language several times a day to promote learning and understanding the Nez Perce language. We work with the Tribe's Cultural Resource and Language Programs to develop this content. We work with the school districts where Nez Perce language is taught to encourage children to share their cultural and language knowledge. We've expanded language lessons by doing additional recordings and more conversations and phrases.

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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?

We have been able to maintain a full time Broadcast Technician who has learned how to maintain and operate the station's equipment. This has saved us considerable amounts of fees that we were paying to an engineer for regular daily maintenance. He is producing a prerecorded program based on Native American music that airs daily. We were able to hire a full time Supervisor III for the radio station on May 2, 2022. Prior to this we had an interim Supervisor III since early 2020. This would not have been possible without CPB funding.

Comments

Question Comment

No Comments for this section