

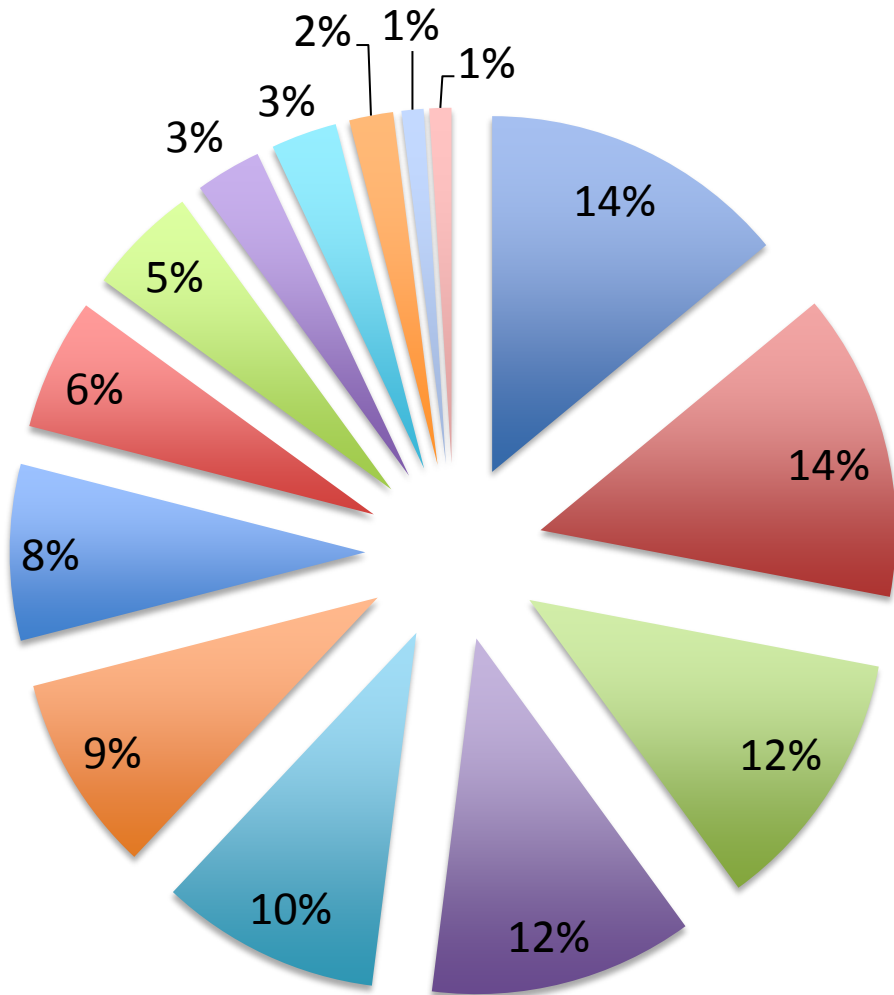
KDKD Radio Survey Results

Summer 2015

Methodology

- During the summer of 2015 a community survey was conducted in order to get community feedback and response to develop programming for KDKO.
- Objective: For KDKO to serve the needs of the community through collecting survey data.
- Method: Youth workers passed around the survey for community members to fill out.
- Results: After analyzing the data, we outlined our research to show the community's input.

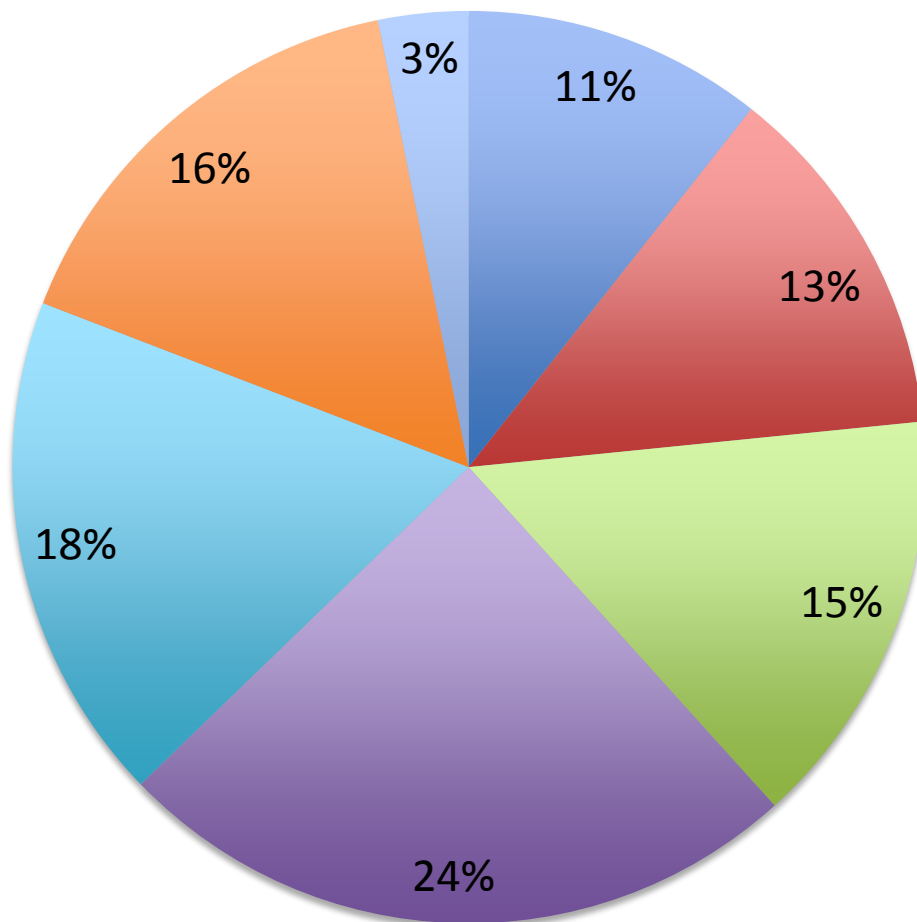
Preferred Radio Program



- #1 Teen Talk hr
- #2 Andes Central High
- #3 Marty Indian School
- #4 School Sports
- #5 YST Tribal Programs
- #6 IHS Education Program
- #7 YST General Council Mtg
- #8 Headstart program
- #9 Other
- #10 Law Enforcement
- #11 YST Business Claims Committee
- #12 Ihantowman Community College
- #13 Wagner Community School
- #14 Charles Mix Co.

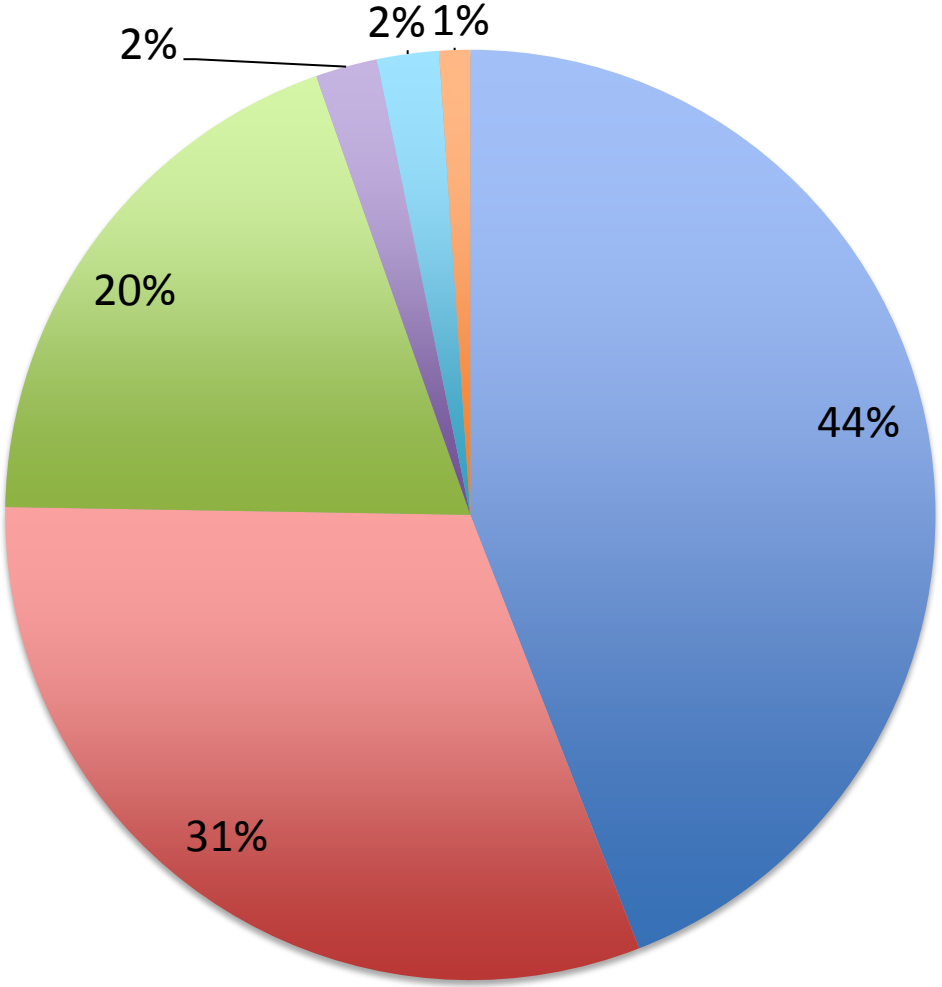
Ages

■ 13-18 yrs ■ 19-25 yrs ■ 26-35 yrs ■ 36-45 yrs ■ 46-55 yrs ■ 56-65 yrs ■ 66-73 yrs



Community

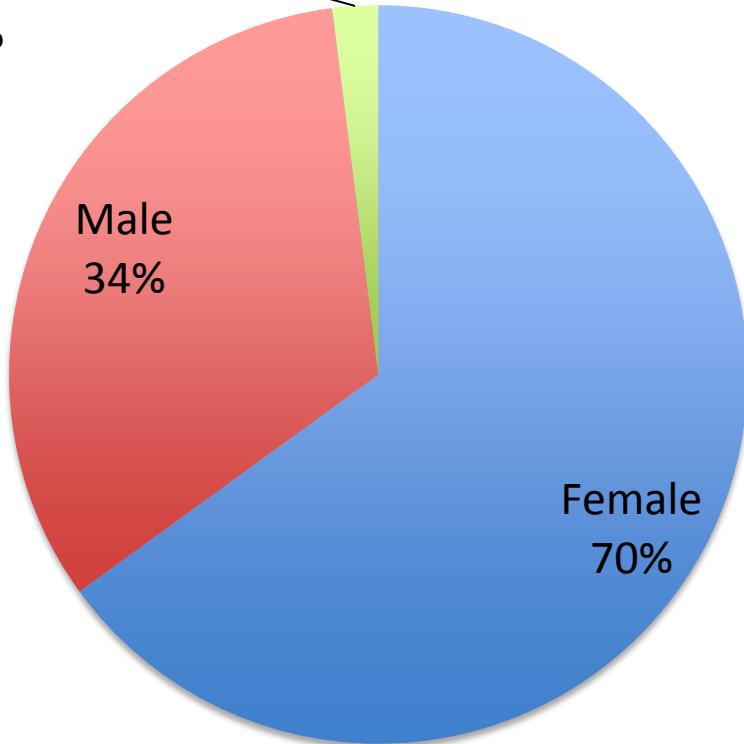
■ Lake Andes ■ Wagner ■ Marty ■ Greenwood ■ White Sawan ■ Charles Mix



Demographics

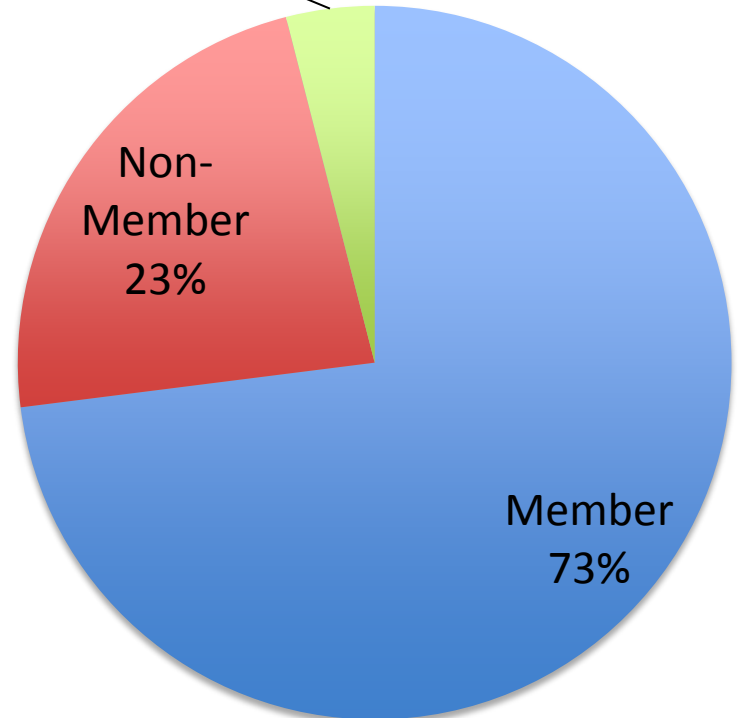
Gender

Unanswered
2%

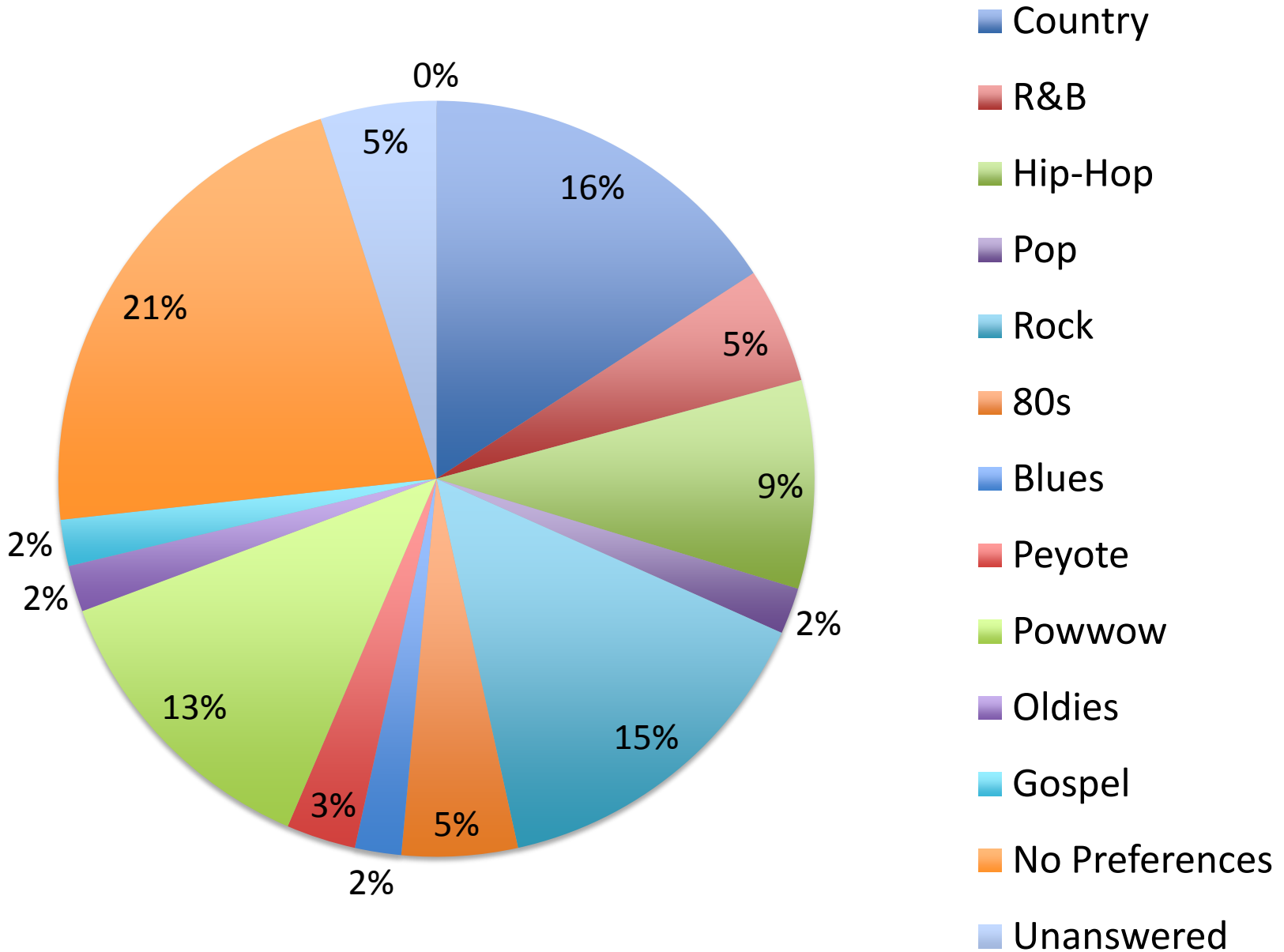


Tribal Membership

Unanswered
4%



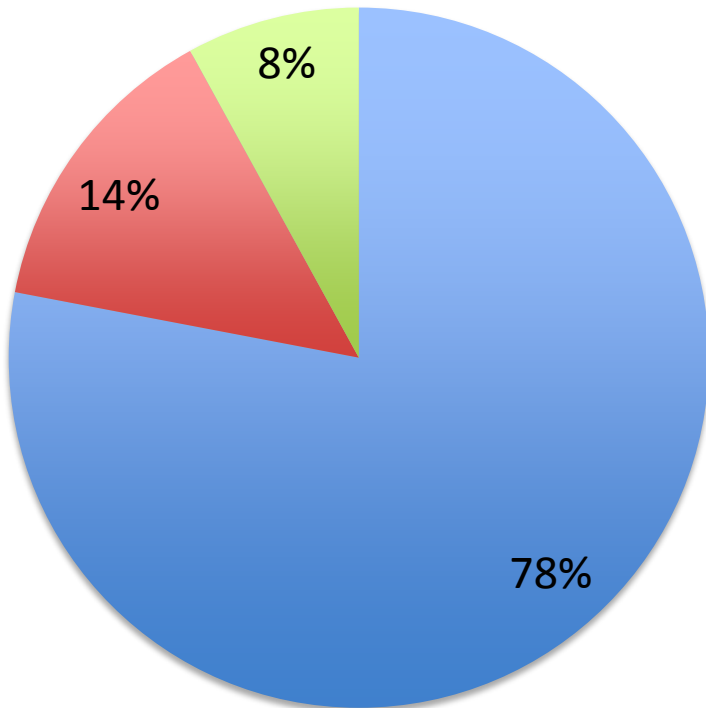
Music Preferences



Accessibility

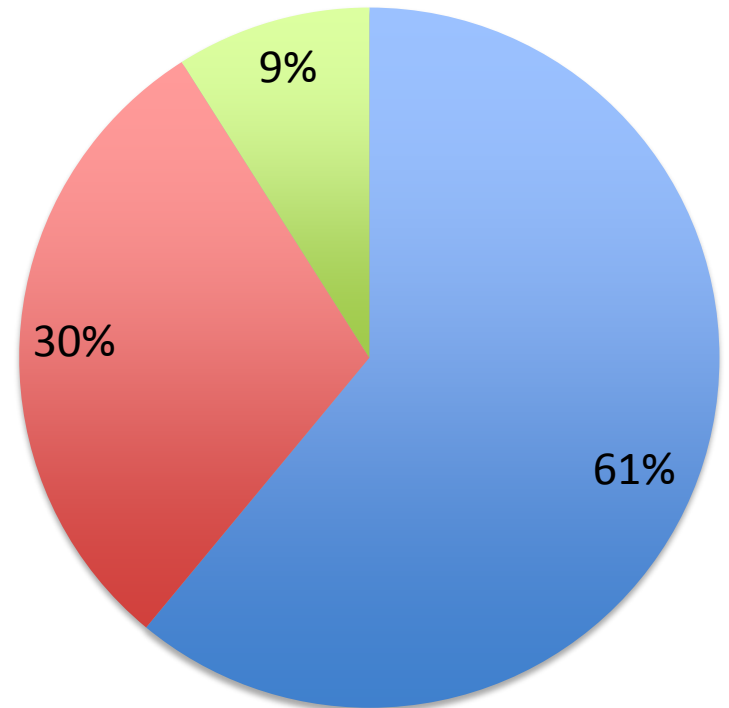
Owns Radio

■ Yes ■ No ■ Unanswered



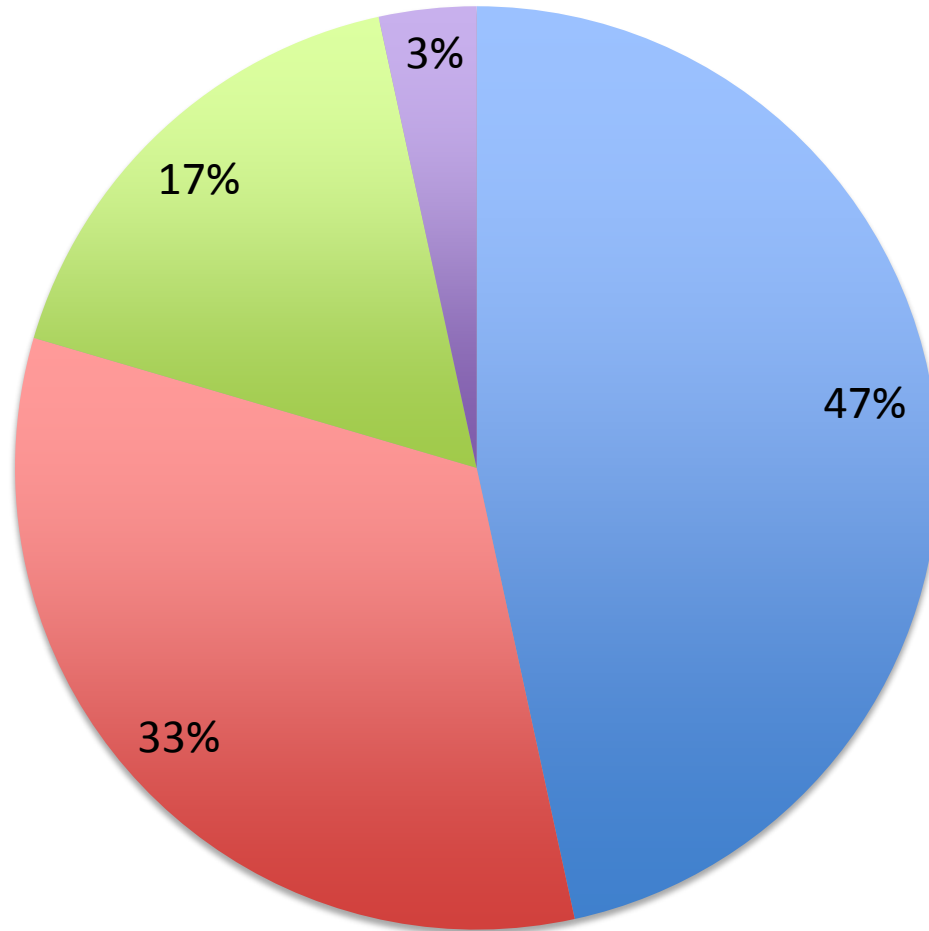
Owns Computer

■ Yes ■ No ■ Unanswered

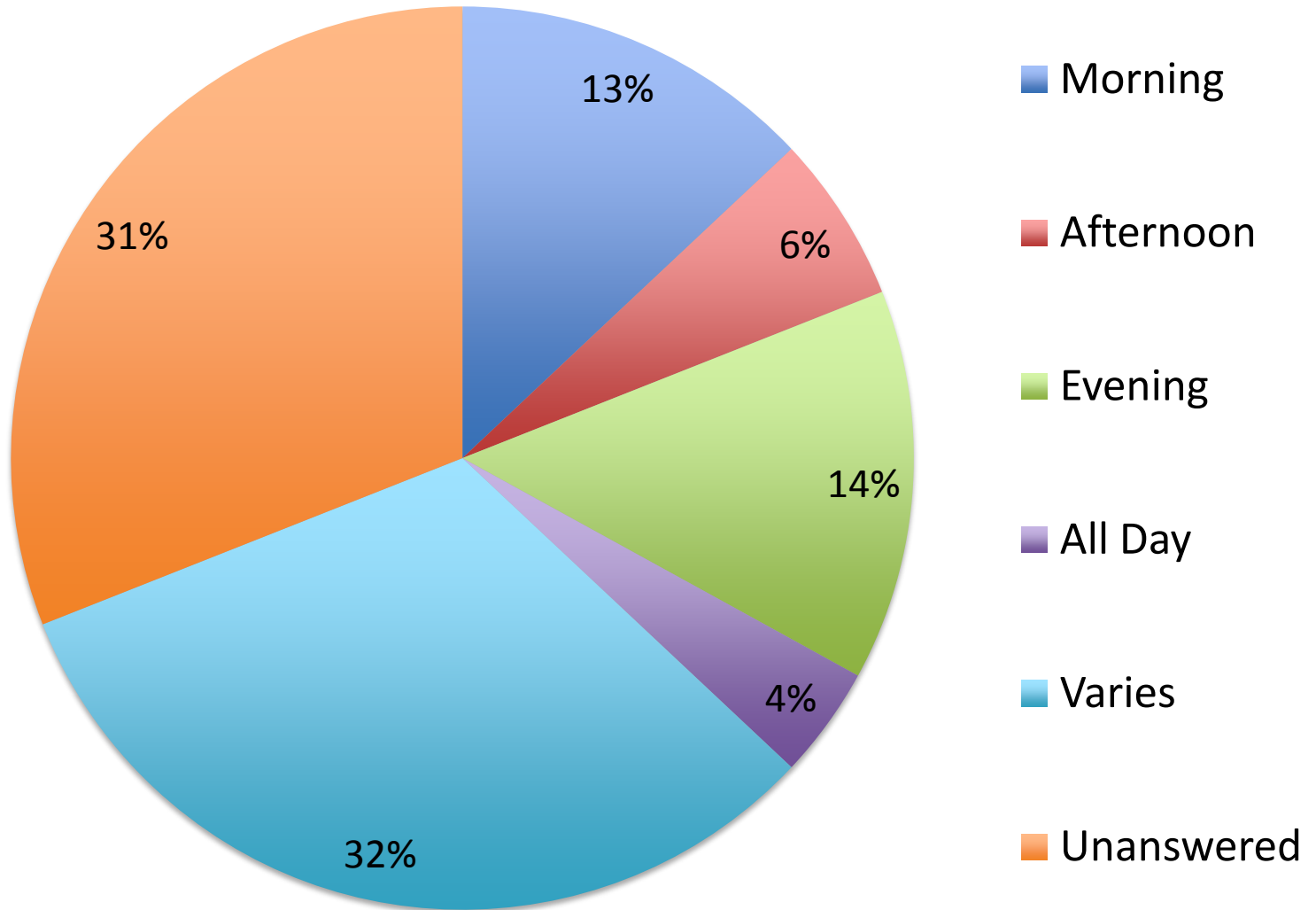


Listening Frequency

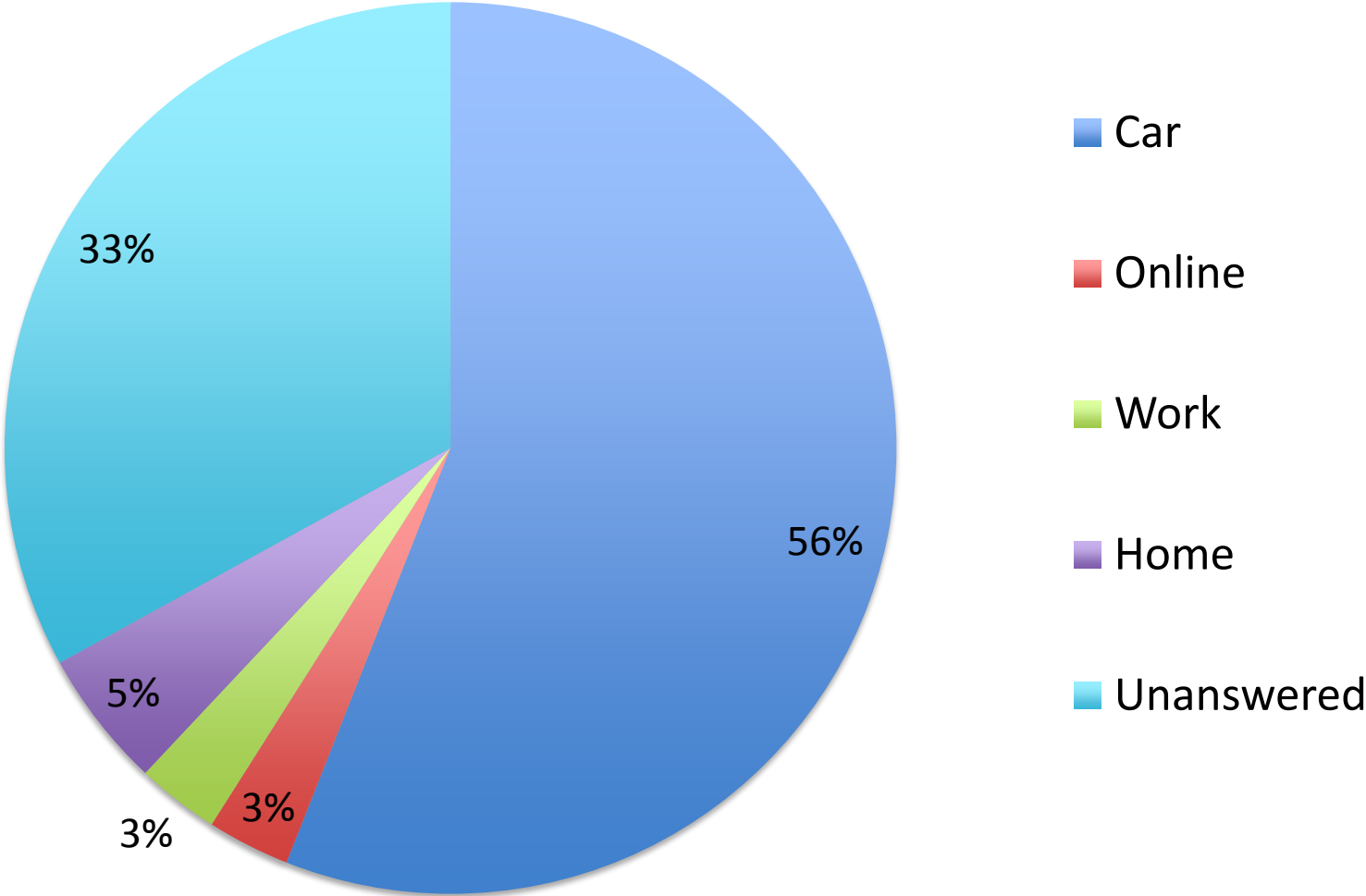
■ Once in a while ■ Every Day ■ Every Week ■ Never



Time of Day



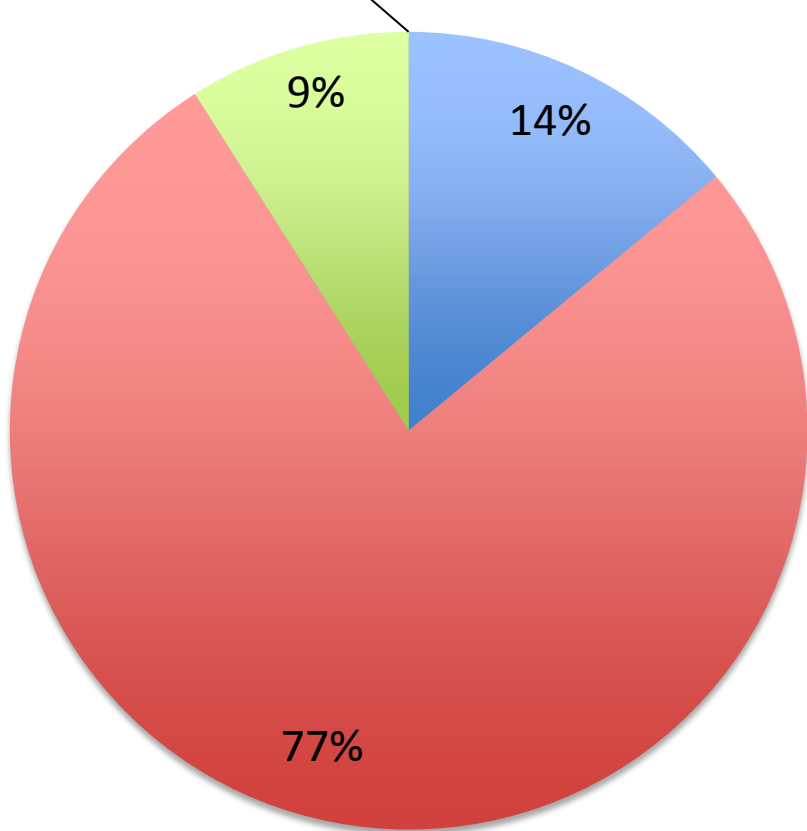
Where do you listen?



Visited websites

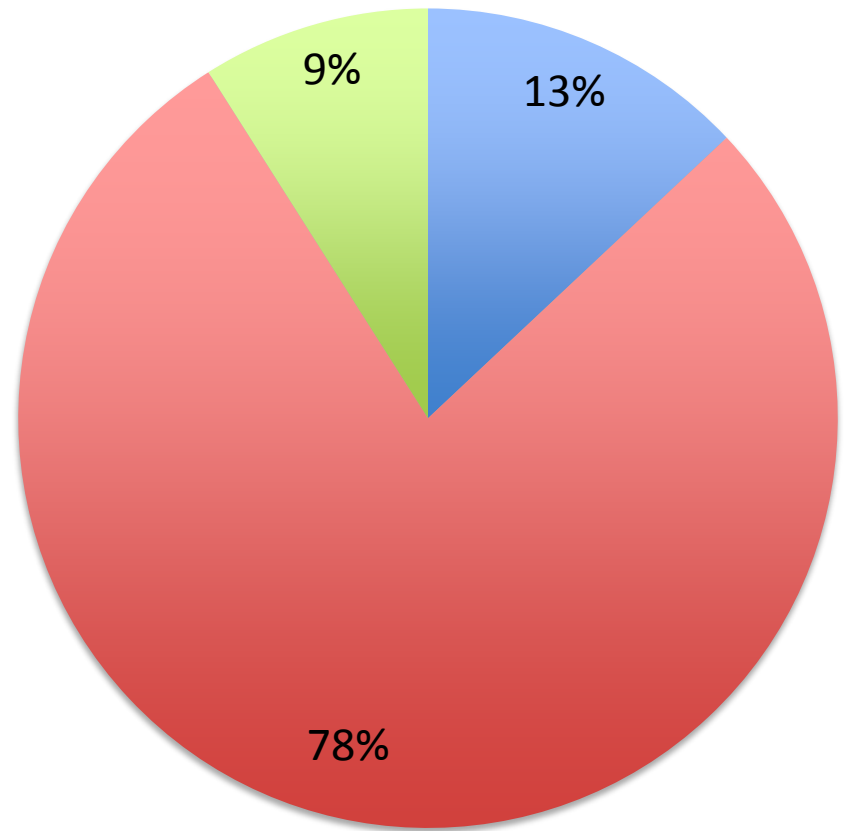
Nativeshop

0%
■ Yes ■ No ■ Unanswered



FB KDKO

■ Yes ■ No ■ Unanswered



Community Suggestions

- “Deaths: wake and funeral announcements, births- parents and child’s name, birthdays of elders- names and age.”
- “Honoring accomplishments: individual/academic.”
- “Use songs that most teens would like.”
- “Get more people and communities involved.”
- “Announcements of Lacrosse camps, school announcements, and basketball announcements.”
- “More of a variety of music for all ages.”
- “Calendar of current events.”
- “I’d like to hear more interviews of our Tribal leaders re: programs, future projects (wind energy, solar, construction, housing, jobs, casino updates, YST services).”

- “More sporting events broadcast live.”
- “More native music.”
- “Need more news about how climate change will affect our future, truth about KXL & mancamps.”
- “Need information about how we can help make our communities/homes safe from meth.”
- “Need helpful info on diabetic meds and side affects so diabetics can make better decisions about what meds to accept or refuse.”
- “More hip-hop or rap music if you can.”
- “Too many commercials.”
- “More input from the community. Seasonal info on insect bites, rabies, animal bites, home remedies.”
- “Prefer more music and less talk stations.”

- “I think the radio station is a great asset to our community.”
- “Be informative and educational along with positive attitudes for confronting community problems and also entertaining.”
- “Let’s get it together for all kids! These children have nothing most of the time to do constructively. The community buildings are trashed or closed down. Stay up and be an adult, mentor, role model, instead of the someone-else’s-problem mentality.”
- “Play Sundance songs, Play more Native artists, Play more powwow music.”
- “Call in to request songs, community announcements more often, more peyote and powwow music.”
- “Be more involved in education and culture. Advertise more in communities.”
- “It would be good to hear more live broadcasting.”

- “Easier access to online listening- the link rarely works. I check in ever now and again and maybe hear 1 or 2 songs and then nothing. If there was a better way to listen on line I would tune in more often.”
- “It is good to know that we have our own radio station. We need to get more support for the station.”
- “A lot of services can be broadcast to everyone to stay and keep informed of what is happening on the rez”
- “There should be some more programming around health”
- “Don’t get station good in Greenwood.”
- “We need more Dakota language. I would like to teach my daughter and the radio is the only place I hear it.”
- “Get the youth in the community more involved (radio skits and DJ guests) so they have a sense of ownership and it will become more popular with them and their families.”