

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 2019. 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 2019 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.

We identify issues from input by our CAB, students input, community members, staff members and issues that are currently effecting Native communities. The Tribal Secretary visits the station once a month to give a report to the People about important information concerning Tribal matters. We open up the phone lines to the community so they can call in to have input and ask questions. We invite special guest to come on the program to interact with the audience. We produce PSA's that are of important and informational in both the Dakota language and in English. We also have a Facebook page that we post things on like the final scores of the high school games, announcements of events, special guest that will be on the radio. Our goals are to use the radio as a way to maximize cultural preservation, such as the Dakota language, inform our community of prevention of violence against women and children, increase public health awareness in order to improve the lives of our community members. Living in rural American we tend to be behind the times when it comes to the most updated and access to information. Community based radio is a way to keep our community up to date on matters that are important and life changing.

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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.

We address issues of both young and old in our community. We identify issues to address from our CAB members, but also other groups and agencies we interact with. This year we have been involved in a Region wide Coalition on the prevention of trafficking. This work has assisted us with the development of a public initiative to address the issues of sex trafficking prevention & awareness within our community. We are working with just about all agencies and growing in order to bring awareness of this issue to our youth to stop it within our community and beyond. We have partnered with the schools, hospitals, churches, Tribal agencies, state agencies, BIA, Indian Health Service, Law Enforcement, businesses, men's clubs, social service agencies, local artists, youth clubs... We have gotten the local men's organizations like the Lions Club and the Rotary Club to donate funds to pay local artists to paint billboard signs to hang in four different areas of the community. We developed the PSA's for the radio and attend the high school games we broadcast at and set up a table and have our volunteers to pass out prevention and awareness materials. It is a huge initiative that is growing. Other initiatives we are involved in include issues of domestic and sexual assault awareness and prevention, drug prevention especially its relationship to HIV and other related health issue... We have continued with our youth initiative that we started a few years back. The Dakota Youth – News Crew works weekly with us here at the station.

This program gives the youth the opportunity to work at the station producing programs, PSA's and news that happens at the school and in and around the community. The students that work in the program have to maintain grade eligibility, which is important because it means that the student is interested in the program and wants to be here. Keep in mind that we are on an Indian reservation where there are very few opportunities for people to gain any kind of employment or experience let alone something as progressive as a radio station.

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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.

This new initiative on sex trafficking has had a huge impact on our community and beyond. Community agencies and business have been extremely helpful when we ask them to donate goods or money for the community billboards. We have gotten invitations from the schools to come and talk about the issue. We just got back from a conference where we presented on our new coalition. Other communities want to know how we have gone about forming the coalition. It truly is a first for our region to have so many agencies and business working together. It is an issue with a common ground. During basketball season we award a KDKO student of the game tee-shirt. The winner often shows up in the local paper, on Facebook and photos posted at the local schools. The way I see it the students wear the shirts like a badge of honor, they are proud of it and it encourages them to continue to maintain their eligibility. This "Player of the Game" initiative started last year and has continued, bringing more supporters to the station. When we started out people saw us as a Native only station, now we get calls the day of the game from non-Native people asking if we are going to broadcast the game. It has helped to bring us support from the entire community, in a community that is plagued with racial tension is something to be proud of.

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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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

KDKO is a Native station based on a reservation and programming is done in both Dakota language and in English. We continue to come up with ways to use the Dakota language as requested by the community to help with preserving it. We also feature cultural events and have a Native storybook program. The program is designed to read Native books for both those that can no longer see to read, due to maybe blindness from diabetes or have vision issues. It is also a good time for families to spend quality time together learning about Native culture. We engage Tribal Elders to do the reading of the books for several reasons, such as their Native accent makes the reading more interesting, they can also use the Dakota language when it is necessary or they feel like it, the more they incorporate the Dakota language the better it is for the acquisition of the Dakota language especially for our youth.

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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?

KDKO would not be able to work with the schools to include youth opportunity, cultural content and use the Dakota language. We would not of been able to work with other community based groups in partnership to bring forward positive programming for cultural content, or cutting edge issues facing our community like drugs, domestic violence & sexual assault, trafficking and information about the Missing, Murdered Indigenous Women if we did not have the CPB funding. We would not of been able to bring important news to our community members. We would also like to thank you for this important support provided to us from CPB.

Comments

Question	Comment
No Comments for this section	