

Northern Community Radio

Local Content and Services Report for 2016 Submitted February 2017

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.

Our overall goals and approach to identified community issues, needs and interests is determined by our board of directors via their governing policies. The board overhauled its policies in 2015 and reviews and updates them continually as they evaluate policy compliance throughout the year. The staff creates an annual work plan to use the organization's local services to carry out board policies.

The board and staff engaged in community outreach with two community advisory meetings in 2016, to gather input into community needs, programming, and policies. The organization also maintains a talkback line for listeners, regularly solicits comments and engages with listeners and the community via email, US mail, and through several forms of social media. Northern Community Radio conducted an online program survey in April 2016, with 140 responses.

The Community Advisory Board identified several community needs including: recognizing the influence of the outdoors, public lands and tourism in this region and helping us enjoy and balance them; the need to understand the particular challenges of living in a rural area; a need to receive solid news and information from a rural point of view; the need to explore how to live more sustainably/conserves the beauty and resources of the area; a need to recognize and support tribal and native connections in the community; a need to promote the creative economy of the region, which includes a strong artistic and music scene; a need to learn more about the region's rich local history; the need to recognize and explore our political diversity; a need to keep youth and families in the area; and the need to share ideas for how to address poverty and an aging population. There were requests to continue to include youth in our programming and outreach, to produce podcasts, and include more local stories during the evening news (in conjunction with All Things Considered).

Multiplatform content is part of the work plan. Northern Community Radio implemented the NPR Core Publisher web platform last November. The organization began to participate in NPR One. Northern Community Radio also initiated some podcasts as outreach to current and new audiences, and ramped up its online presence considerably.

Northern Community Radio continues its work in 5th grade classrooms, with a staff member teaching nature observation, engaging classes to keep notes about nature as it relates to climate, and integrating classroom observations and “talkbacks” into a weekly radio show.

In 2016 we produced many segments and stories about the creative economy of the area, the outdoors, sustainability, and history. We have engaged with state and federal legislators, and representatives of local political parties to respectfully share ideas and viewpoints. We have produced many stories about sustainability, from local food to energy production. We have a weekly program dedicated to all-Minnesota music and integrate Minnesota music into all music programming to support the local music scene.

We have produced several stories about Native American initiatives and culture, helped implement a large powwow in Bemidji, and have both internally produced and shared stories produced collaboratively with Ampers about the Dakota Access Pipeline (which is of great importance to native people in this area).

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.

Northern Community Radio partners with a variety of community organizations. Among them:

- Lakeland Public Television, the Bemidji Pioneer (newspaper) and the Brainerd Dispatch (newspaper) to produce a series of candidate debates during the 2016 election season
- Bemidji Area Citizens for an Informed Electorate (citizen group) for a series of candidate forums during the 2016 election season
- Reviving the Islamic Sisterhood for Empowerment (RISE—nonprofit) for a two-part series on the get-out-the-vote effort among Muslim women in MN
- The Minnesota Secretary of State’s office for strong get-out-the-vote messaging and information about voter registration
- Over a dozen schools across the region, to teach nature observation, help develop curricula, and integrate student observations into a radio program about phenology
- Ampers (Association of MN Public Educational Radio Stations—a nonprofit) to and air produce programs like Minnesota Native News, Veterans’ Voices, Honor our Traditions (an anti-smoking initiative focused on the American Indian population), to carry out training sessions for the staffs of 18 noncommercial radio stations in Minnesota, and to produce the Bemijigamaag Powwow
- KOJB The Eagle, public noncommercial radio station serving Leech Lake Reservation, for the Bemijigamaag Powwow

- A local fishing guide, to produce a weekly segment about fishing, including regulations and fisheries management
 - Myles Reif Performing Arts Center (nonprofit): A yearlong collaboration on a monthly music series featuring Minnesota Musicians and branded with the name of our Minnesota music program, Centerstage MN; also an annual collaboration to stage and air the Great Northern Radio Show
 - MacRostie Arts Center (nonprofit) to provide arts information in the Grand Rapids community
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.
- Election-related activities: Northern Community Radio's activities were part of a strong statewide effort to encourage voting. Minnesota had the highest voter percentage turnout in the nation (74.8%) in the 2016 election compared to a national average of 55.4%.
 - The program for teaching phenology in the schools and including students and classrooms in on-air programming is very strong. Phenology is our strongest podcast and program on NPR One. We heard from longtime student who is doing research and now studying phenology in college.
 - The Bemijigamaag Powwow was an effective tool to help remove barriers and promote cultural understanding in a part of our state where social segregation and misinformation are known problems. It was a vehicle to show key members of the MN legislature (who attended the powwow) the good work public broadcasting does in the state.

From: Tom Reiersen
Sent: Thursday, 10/27/16 9:12 AM
To: Comments
Subject: Dr. Anton Treuer report

Thank you for airing the report by Dr. Treuer regarding the North Dakota pipeline issue. It is difficult to sort out information coming from people who have been out there because so many of them mostly promote their own agenda or get caught up easily in mass hysteria. Through the years Dr. Treuer has proven himself, to me anyway, as being a level-headed, well informed, honest promoter of harmony regarding native issues in the community served by KAXE Community Radio. Thanks to you for having Dr. Treuer speak about these issues in the past, giving us today someone we can believe in sorting out what is happening in this very difficult situation as it is unfolding today.

Yours truly,
Tom R.
Wright, MN

From: Reviving Sisterhood
Sent: Monday, August 08, 2016 4:02 PM
To: Heidi Holtan
Subject: Re: Tomorrow morning

Hi Heidi,
Just wanted to say it was a pleasure be on your show again. I also wanted to thank your co-host. Michael. When he acknowledged the point of us having more in common and to focus on that from both a Christian and Muslim standpoint, I almost cried. My heart just swelled up.
Thank you for being so open and inclusive and inviting me to participate.
Take care,
Nausheena H.
Founder & Executive Director,
Reviving the Islamic Sisterhood for Empowerment (RISE)
www.revivingsisterhood.org

From: Kenton M.
Sent: Thursday, March 24, 2016 6:59 AM
To: Heidi Holtan; Scott Hall
Subject: This morning's fishing segment

Good Morning Heidi and Scott,
...I wanted to pass along a thanks to you both and Jeff regarding this morning's fishing segment in which he talked about the walleye fishing closure in Mille Lacs Lake. Among other things, I teach Ichthyology and Fisheries Management at CLC [Central Lakes College in Brainerd] and appreciated Jeff's perspective on the issue, one that is not often seen in the fishing community. It was great to hear him share that managing a fishery is complicated and involves a lot of variables, and also to hear him put his trust in those managing the fishery - my friends and former students. As usual, you both put on quality and thought-provoking programs that better connect us all with our local culture and environment. Thanks again and please pass along my appreciation to Jeff.

Kent M

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 2016, and any plans you have made to meet the needs of these audiences

during Fiscal Year 2017. If you regularly broadcast in a language other than English, please note the language broadcast.

The part of rural northern Minnesota under our signals is about 93% white/European. There is a 5% Native American/Ojibwe population, with 2% African/Asian/Hispanic/Other combined. We provide music and information programming from diverse populations and perspectives every day, including playing 50% women musicians during music shows. Until December 2016 we delivered a weekly (Wednesday) weather forecast in the Ojibwe language.

We partnered with Ampers (the Association of Minnesota Public Educational Radio Stations), the City of Bemidji, and Leech Lake Reservation radio station KOJB to produce the second annual Bemijigamaag Powwow last April. The event attracted over 3,000 people and included city and county officials and state legislators. We supported this event by providing hundreds of staff and volunteer hours, and helped to establish connections and make appeals to funders who gave money to support the powwow. Staff conducted interviews, appeared on public television, provided information and technical support, anchored a daylong broadcast with our partners at KOJB, and participated in all aspects of powwow planning—all without compensation. Northern Community Radio station KBXE was named Ampers Station of the Year in 2016, largely for its work on the powwow.

Also with Ampers and other public radio stations in MN, we partner to broadcast a 5-minute weekly news program, Minnesota Native News. The newscast is about American Indian people, events, and issues in Minnesota.

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?

Northern Community Radio is located in sparsely-populated rural northern Minnesota. Its signals cover a large geographic region. The restricted portion of its CPB funding is used to purchase National Public Radio programming for the citizens of its broadcast area, some of whom have access to no other public radio signal. This includes Morning Edition and All Things Considered.

The unrestricted portion of the grant helps Northern Community Radio provide programs to help fulfil its mission to build community in northern Minnesota. In particular CPB funds support local and regional news and public affairs on the Morning Show, engineering and equipment, training, travel, events, management, membership, and development. It underpins a number of services and positions that help grow other revenue, which raises the level of community service our organization can provide.