

6.1 Telling Public Radio's Story

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 2013. 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.**

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.

KIOS actively seeks to identify and help address community issues, needs and interests through a broad variety of ongoing relationships with local nonprofit organizations who represent a diverse ethnic and income demographic. KIOS seeks to understand and give a public voice to those organizations that may not otherwise have the resources to publicize their specific needs to the community as a whole. To this end, KIOS maintains a community calendar of listings from qualified 501(c) organizations and others holding events to support the efforts of those nonprofits. KIOS also airs a five-minute segment every weekday morning, during drive time, of six to eight PSA's drawn from this calendar, covering the activities and needs of such organizations. Where such needs warrant more in-depth coverage, KIOS also airs weekday morning interviews with key figures from those organizations from five to nine minutes in length. In 2013, KIOS aired 91 such interviews. These interviews fall into several categories: fundraising, education and literacy, community-based services, local government and the arts. These organizations typically have a well-defined mission, which includes identifying and meeting the needs of a particular part of the community. Our newscasts focus on what matters to the entire community. We actively seek out stories with organizations that work with minority communities, such as the North Omaha First Monday forum and activities of the Office of Latino and Latin American Studies. Other recent stories include the Omaha Public Schools creating an Office of Equity and Diversity to address community needs and Nebraska Appleseed, an organization that focuses on issues affecting low-income and minority communities for which we produced content for on-air and on the website. Housed in the Omaha Public Schools Career Center, KIOS provides a working lab for students interested in pursuing a career in radio broadcasting. Students from 7 high schools are bused to the career center where they engage in a hands-on opportunity to work in the KIOS studios. Student produced Jazz shows are aired on KIOS during the school year. KIOS uses its on-air signal, the website, e-newsletters, the events calendar, and social media to reach and keep people informed of happenings in the community.

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.

KIOS uses its relationships with a broad variety of nonprofit organizations and KIOS' broadcast coverage of the needs of those organizations as an informal initiative to create public awareness of those needs and public participation. For example, in 2013, KIOS aired in-depth interviews with the following: League of Women Voters (nonpartisan) on the 2013 elections, Family Housing Advisory Services on Fair Housing Month, Eastern Nebraska Office on Aging—the Intergeneration Orchestra, The Links, Inc. on health education, Anti-Defamation League on a public art project, Creighton University on a call for volunteers for a new PTSD study, United Way of the Midlands on their Community Survey to assess community needs, Metro Transit on commuting and transportation, Joslyn Art Museum on an historic documentary about South Omaha, Midlands Mentoring Partnership on mentoring, Metropolitan Community College's annual Tribal Pow wow, Native American issues, and sustainability, Nonprofit Assoc. of the Midlands' Annual Summit, Girl Scouts Spirit of Nebraska's Young Women's Conference and the Midlands Literacy Center on various literacy issues. KIOS also promoted a significant number of arts and culture events both online and on-air in extended segments. Omaha Public Radio forges partnerships with non-profits by creating underwriting packages that help fulfill their missions. Here are four examples:

1. Omaha Performing Arts. Longest arts institution in Nebraska. The organization presents the best of Broadway, jazz, blues, dance, comedy, family and popular entertainment, and a range of educational programs and free community events. KIOS-FM works cooperatively with OPA to sponsor Jazz on the Green, a free outdoor concert series at Midtown Crossing. Attendance at the event is 50,000 annually.
2. Omaha Symphony. Actively involved in promoting education events. Its Sound Lab With the Symphony addresses standards from multiple curriculums and creates unique experiences where students are actively involved in the learning process.
3. Film Streams. Works cooperatively with this organization, which is dedicated to the cultural environment of the Omaha-Council Bluffs area through the presentation and discussion of film as an art form.
4. Bemis Center for Contemporary Arts. Provides studio space, living accommodations to artists who are awarded residencies. KIOS partners to promote events.

In news, we collaborate with Iowa Public Radio to provide coverage of interest to our western Iowa listeners. As a part of the Omaha Public Schools, we do news stories on topics and programs of interest to OPS stakeholders and our community. We reach out to Creighton University and the University of Nebraska Omaha, the city's two major universities, for expert opinions and stories on education, health, and other topics. In late 2013, we covered a story on a major economic development partnership that joins our western Iowa counties with eastern Nebraska ones. That partnership will mean jobs and economic development opportunities for people in our listening area. Also, the Nebraska News Service, a product of the University of Nebraska at Lincoln, provides coverage for us of the Nebraska Legislature.

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.

Since KIOS' support of community organizations is informal, we use anecdotal information to assess the impact of our support for partnerships with community stakeholders. Feedback received from listeners and the community organizations whose activities we promote are overwhelmingly positive, indicating listener awareness and participation in community events directly due to our broadcast coverage. We share our news content via web and social media, so it reaches a large audience. Our content is occasionally shared via Twitter and Facebook by listeners and organizations, and we receive feedback that way as well.

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 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.

In promoting the needs of community organizations, KIOS seeks to present information on-air that represents every part of the community. This includes multicultural events involving ethnically diverse groups and areas within our listening area, events geared toward the aging, and events geared to pointing the community towards resources available from organizations in the areas of literacy for both English-speakers and those for whom English is a second language, as well as financial assistance resources such as credit and home ownership counseling and tax preparation assistance through the Earned Income Tax Credit Coalition. KIOS plans to continue this type programming in 2014. In 2013, we did a news story on a report by the Office of Latino and Latin American Studies at the University of Nebraska-Omaha about the impact immigrants have on the metro area's economy. We also did stories focused on child hunger, domestic violence, minorities in education, mental health, homelessness, health care, and immigration.

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 most significant portion of our CPB funding goes towards the diverse programming that we offer the community and salaries for those who do a lot of the work listed above to provide the service we do for the community. Without this funding we would have to make programming decisions based on what's cheapest rather than what's best for our audience.

Comments

No Comments for this section