

## 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 2014. 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 four-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 four to six minutes in length. In 2014, KIOS aired 103 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. KIOS is therefore informed about and responsive to those many needs.

Our newscasts are reflective of our community. We actively seek out stories with organizations that deal with minority communities and have good relationships with these organizations. Housed in the Omaha Public Schools Career Center, KIOS also serves as a working lab for students interested in pursuing a career in radio broadcasting. Students get a hands on experience and some of their work airs on KIOS.

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 2014, KIOS aired in-depth interviews with the following:

Brain Aneurysm Foundation, Autism Society of Nebraska, Neurofibromatosis Network, Olson Center for Women's Health and the Omaha Healthy Kids Alliance to raise awareness of community health issues, Omaha Community Foundation and Nonprofit Association of the Midlands on philanthropic issues, Community Bike Project on commuting and transportation, Anti Defamation league on a public art project. Other interviews around education and literacy covered global studies, health and wellness, general and special education and after school programming.

KIOS also promoted a significant number of arts and culture events both online and on-air in extended segments.

Omaha Public Radio works cooperatively with non-profits by creating underwriting packages that assist them in their mission. A few of those non-profits include the Omaha Community Foundation, an organization that works to simplify the philanthropic process and gives donors more financial flexibility; the Bemis Center for Contemporary Arts, an artist-center organization whose sole mission is to support contemporary artists of exceptional talent; KANEKO, a non-profit that explores and encourages creativity and how it impacts lives; the Joslyn Art Museum, which collects, preserves and interprets the visual arts, fostering appreciation and enjoyment of art for the benefit of a diverse audience; and Omaha by Design, an urban design and environmental nonprofit dedicated to enhancing Omaha's economic development potential by improving the quality of its physical environment.

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 is overwhelmingly positive, indicating listener awareness of and participation in community events directly due to our broadcast coverage.

We share our news content via the web and social media. Our content is occasionally shared via Twitter and Facebook by listeners and organizations, and we also 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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. 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 2015.

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 serves the needs of the community and salaries of part-time broadcasters who provide it to the listeners. Without the funding, program decisions would be based on what's cheapest rather than what's best for our audience needs.

## Comments

No Comments for this section