

Telling the Public Radio Story 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.

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 promote their specific needs to the community as a whole. To this end, KIOS maintains an online community calendar of listings from qualified 501(c) organizations and others holding events to support the efforts of those nonprofits. KIOS also airs weekday morning interviews with key figures from those organizations, from four to six minutes in length. In 2017, KIOS aired 150 such interviews, which fell 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 and assists in disseminating important information to the community.

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's 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 2017, KIOS aired in-depth interviews covering the following topics:

- Community health and wellness issues such as free testing for a variety of health conditions, multiple sclerosis, Alzheimer's, adolescent health, Leukemia and Lymphoma, and innovative new technologies for the blind and partially-sighted;

- Philanthropic issues concerning community giving and support, nonprofit advocacy and capacity building, volunteer service, poverty, Native American issues, food insufficiency, and community development and restoration;

- Topics of concern to the community, including mentoring, teen suicide, Deferred Action for Childhood Arrivals and refugees; strong neighborhoods, public and private assistance for those living at or below poverty level;

- Education and religion, science, global studies, general and special education, afterschool programming and other topics geared specifically toward area youth;

- Public art projects focused on community issues, community development, health, transgender issues, diversity, and lead contamination;

- Public forums and lectures concerning conservation, climate change, inclusion and diversity;

- KIOS also promoted a significant number of arts and culture events both online and on-air. 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 youth, and events geared to pointing the community towards resources available from service organizations in the area. KIOS plans to continue this type programming in 2018.

Omaha Public Radio works cooperatively with non-profits by creating underwriting packages that assist them in their mission. Some of those non-profits include

- Film Streams. Enhancing the cultural environment of the Omaha-Council Bluffs metropolitan area through the presentation and discussion of film as an art form.

- Food Bank of the Heartland. Providing emergency and supplemental food to people in need in Nebraska and western Iowa. Working to eliminate hunger, with respect, integrity, and urgency. Girls Inc. Inspiring all girls to be strong, smart, and bold through direct service and advocacy.

- Nebraska Loves Public Schools. Dedicated to supporting public education one documentary film at a time.
- Nebraska Children and Families Foundation. Supporting children, young adults and families at risk with the overall goal of giving Nebraska's most vulnerable kids what they need to reach their full potential.
- Nonprofit Association of the Midlands. Promoting the adherence to good organizational practices through education and self-regulation. The Guidelines and Principles provide tools for evaluating regulatory compliance.
- Omaha Zoo Foundation. Founded in 1984 to support the mission of Omaha's Henry Doorly Zoo and Aquarium. The foundation is working to preserve the earth's priceless biodiversity. It is a of education, conservation, and research initiatives.
- Opera Omaha. The only professional opera company in Nebraska. It became a fully professional opera company in 1970. Opera Omaha provides quality opera entertainment through a community-wide organization and is an operatic showcase for the promising vocal talent in the region.
- Omaha Symphony. Enriching people's lives through the exhilarating experience of live orchestral music with a deep commitment to education and collaboration among people and organizations committed toward sustaining the symphony's vision.
- Outlook Nebraska. Enhancing the quality of life of the blind and visually impaired by providing employment, training, and experiences that allow the blind and visually impaired to realize their personal and career goals.

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 continues to be overwhelmingly positive, indicating listener awareness of and participation in community events and philanthropy 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.

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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

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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?

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 this funding, program decisions would be based on what's cheapest rather than what's best for our audience needs.