

Grantee Information

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| ID | 4793 |
| Grantee Name | KISU-FM |
| City | Pocatello |
| State | ID |
| Licensee Type | University |

6.1 Telling Public Radio's StoryJump to question: [6.1](#)

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 2016. 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 2016 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.

KISU FM's major goal isn't just to be the "most listened to" public radio station in the market, but to be the most informative and valuable station in the market. We strive to do that by trying to provide more information to our listeners about what's going on around them in their own communities than any other source. We strive to do this by providing local and regional news, working with local school districts, universities, law enforcement, media groups and a large number of other local and regional groups and organizations. We not only air short-form news broadcasts, but numerous locally-produced long-form programs that deal with a wide variety of issues, i.e., political, cultural, educational, musical, etc.

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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.

Some of the key initiatives KISU FM has partnered with others in the region about include the following: ? Idaho Healthcare Summit (Post Register newspaper) ? The Common Good: Humanities in the Public Square, William "Bro" Adams, National Endowment for the Humanities (NEH) Chairman (Idaho Falls City Club) ? A Bold Approach: The Future of INL (Idaho National Laboratory), John Grossenbacher, Laboratory Director of Idaho National Laboratory (IF City Club) ? 2016 Legislative Session Insights, State Senator Brent Hill, President Pro Tempore (IF City Club) ? We Get the Media We Deserve, Roger Plowth, Editor and Publisher of the Post Register, (IF City Club) ? Health Care Reform: One Physician's "Adventure", Michael H. Baumann, MD, MS, Division Chief Medical Officer, Mountain Division, Hospital Corporation of America (IF City Club) ? The Case for a Community College in Eastern Idaho, Dr. Rick Aman, President Eastern Idaho Technical College (EITC), (IF City Club) ? Islamic History and Modern Islamic Movements in the Middle East, Dr. Zackery Heern, Assistant Professor at Idaho State University (IF City Club) ? A Historic Election in Review, Dr. David Gray Adler, President, Alturas Institute (IF City Club) ? Idaho Medicaid Expansion, Will it Happen? Dr. Kenneth Krell, Intensivist and former Director of Critical Care at EIRMC and State Rep. Thomas F. Loertscher (IF City Club) ? "ASISU Speaks", (weekly hour-long program from student government at Idaho State University) ? "Marshall Public Library Show", monthly program featuring various guests, including authors from around the country ? "Native America Calling", KISU airs this nationally-syndicated program every weekday to help service the needs of residents of the nearby Fort Hall Indian Reservation ? "Live Band Club", a weekly half-hour music program featuring artists from the East Idaho and intermountain region Some other organizations KISU partners with include: Idaho State University, Idaho Public Television, Boise State Public Radio, Idaho State Civic Symphony, Idaho Falls Arts Council, Idaho Humanities Council, Pocatello's West Side Players, and others.

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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.

To illustrate some of the impact KISU FM has in our community, I am posting the same comments from three of our different community partners that I posted last year, with their permission. They are as follows: "As a private nonprofit organization, we strive to complete our mission in many ways, utilizing valuable partners within our community. As we work to educate our community and enrich its quality of life by promoting, advocating and presenting a broad spectrum of visual and performing arts in eastern Idaho, it would not be possible without effectively reaching these patrons, and potential patrons, through media outlets. KISU FM not only effectively reaches our patrons, but also allows the Idaho Falls Arts Council to reach those not always exposed to visual and performing arts. We are honored to consider KISU FM a Mission Partner and consider Jerry Miller, and his staff, friends of the arts." Andrea Todd, Marketing Director, Idaho Falls Arts Council "The City Club of Idaho Falls exists to sponsor and promote civil dialogue and discourse on all matters of public interest. We strive to do so in a non-partisan and non-sectarian manner, while encouraging broad participation by the community at large. From City Club's inaugural forum meeting and into the foreseeable future, our mission is possible because of our partnership with KISU. The members, guests, listening audience, and leadership of The City Club of Idaho Falls are tremendously grateful to all of the resources KISU imparts on our behalf. KISU's impact is felt in every "mission critical" aspect. KISU supports City Club through radio promotions for our upcoming events, professional recording and editing of each of our forums, and airing the content of our meetings to interested listeners all over southeast Idaho. It would be hard to imagine how we would replace the invaluable services KISU provides. On a final note regarding the impact of KISU has not only on City Club, but also our community, we would like to mention that our programs do not cease to exist once they air on the radio. KISU gives The City Club of Idaho Falls the access and ability to archive every recorded program. Looking back over nearly seven years the messages from scholars, business leaders, civic leaders, authors, educators, scientists, politicians, economists, environmentalists, and more, can be accessed at anytime on our website. These recordings are a priceless resource. Our historical forums have been quoted by the media and citizens as a means of addressing the salient issues of our time. All of this is made possible through our partners at KISU." Mark Young, President, City Club of Idaho Falls. "KISU allows us to provide unprecedented coverage for our women's sports at Idaho State University. The station currently broadcasts our women's soccer, volleyball, basketball and softball games. The audience the station reaches provides a venue for the student-athletes in these sports to be recognized better than any other school in the Big Sky Conference. KISU is a venue we rely on heavily to not only tell the story of the women's sports program but the entire athletic department. It is also worth noting that because of KISU's live coverage of four different women's sports events at ISU, women's athletics actually gets more on-air time than the school's men's teams do through commercial radio, which also helps ISU maintain its compliance standing in relation to Federal Title IX requirements." Steve Schaack, Associate Athletic Director for Media Relations, Idaho State University. We air a weekly health-related show, hosted by two Pakistani brothers. We heard from listeners interested in helping and donating after the brothers organized a rescue mission and fund-raiser to support residents of Nepal after the devastating earthquake that struck last year. These same brothers organized and worked with KISU to promote and air live an on-campus rally held to support students from the Middle East at Idaho State University after a number of articles ran in the local newspaper (and even the New York Times) about alleged discrimination against them in our community.

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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 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.

For nearly 17 years, KISU has aired "Native America Calling" from Koahnic Broadcasting as a weekday program. The program often features

both callers and guests from our listening area. KISU also promotes and sponsors parts of the annual Shoshone-Bannock Indian Festival held at the nearby Fort Hall Indian Reservation. KISU also promotes and publicizes, through in-studio interviews and public service announcements, other events and activities sponsored by minority populations, including the annual community Greek Festival, and like events at Idaho State University such as International Night, African Night, Nepal Night, and the annual Chinese New Year Celebration. Finally, during the past year KISU carried a live broadcast of an on-campus rally held to support students from the Middle East at Idaho State University after a number of articles ran in the local newspaper (and even the New York Times) about alleged discrimination against them in our community.

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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?

You will find this response nearly identical to last year's as the impacts are about the same. The ways CPB funding is impacting operations at KISU-FM Radio are numerous. Initially, CPB funding allowed KISU to hire a part-time development director. Even though the position was part-time, underwriting revenues went up three-fold. Because of that growth, we were able to make it a full-time position, resulting in underwriting revenues increasing over five-fold since before CPB funding became available to us! - In KISU's situation, almost 100-percent of our CPB funding is put toward acquiring nationally-produced programming, rather than just the required 25-percent. That has allowed the station to acquire more of the most popular public radio programming available, which has also enabled KISU to greatly increase its listening audience, which also has a ripple effect by increasing the amount of donations made by listeners. This year's numbers may again set a new record for annual giving by individual listeners. - Since acquiring grant funding from the CPB, KISU has added translators in both the Idaho Falls and Upper Snake River Valley markets in eastern Idaho. This has allowed KISU to greatly increase the size of its potential listening audience, which also has a ripple-effect by increasing the amount of underwriting and listener-donation revenues. - Since acquiring CPB grant funding KISU FM has been able to purchase, then upgrade its radio automation software, creating a more seamless programming stream, allowing employees to be much more efficient with their time at work. When we function with just two full-time employees with the rest all part-time, this is a major benefit. In particular a year ago when KISU was burdened with some extraordinary unbudgeted expenses, CPB funding is allowing KISU to mitigate a significant portion of that setback. The funding is still a godsend, making up about one-third of our operating budget. This coming year we're looking at potentially significant budget cuts from our licensee, which will make CPB grant funding even more valuable.

Comments

Comment

Question

No Comments for this section