WELCOME TO THE VOICE OF THE TURTLE MOUNTAINS KEYA 88.5 FM

2018 RADIO LOCAL SERVICES AND CONTENT REPORT

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 station is, first and foremost, an information station. We are the primary source of community information in this rural area of North Dakota. Every day, we provide up-to-the-minute weather and news information, as well as recorded and live public service announcements regarding community events, organizations, school functions, medical benefits, funerals, job openings and much more. During bad weather conditions, our listeners depend upon the station for news of cancellations, school and work closings, and road conditions. Information is provided over the air, and also on the station’s Facebook page. KEYA also provides live broadcasts of our Tribal council meetings, area sporting events, public forums, Tribal candidate forums and more. The station features live interviews with guests from many area organizations to help them share their message. We also encourage organizations to record public service announcements at our facility to be aired throughout our broadcast schedule.

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.

KEYA is very involved with the communities in our area, and enjoys excellent working relationships with many area organizations. Our local community college uses the station on a regular basis, through on-air interviews and recorded announcements, to inform people of the educational opportunities available at the college. We recently partnered with the community college library on a grant to preserve a program that the station produced in the late 1980’s. The program features interviews with local Tribal elders. These important programs are currently on reel-to-reel tapes and will soon be transferred to digital format. Area high school administrators are also regular on-air guests, promoting school activities, special events and parent-teacher conferences. In addition, we’ve partnered with the schools to produce a reading program called “That’s My Story.” The program features elementary students and teachers reading children’s books, with the aim of promoting reading among the area’s young students. KEYA also works with our reservation’s Tribal Council to inform listeners of government issues, and provides live broadcasts of the Council’s monthly open public meetings. There are several annual events in our community, including Family Week, Turtle Mountain Days Celebration and the Wellness Conference, for which the station features on-air interviews, announcements and live broadcasts. KEYA also records and produces public service announcements for Indian
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Health Service, BIA fire prevention, law enforcement, the Housing Authority, and many other organizations.

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.

Through feedback from our listeners and area event organizers, we know the radio is spreading the message of community events, special activities and services of area non-profit organizations. Because of this awareness, non-profit groups, schools, Tribal programs and others are consistently using the station for announcements and interviews. Our live broadcasts of Tribal council meetings and Tribal candidate forums have been especially effective. The organizers of an annual cultural music event called Keplin Fest rely heavily on the station’s announcements to reach listeners in our area and in Canada. There are many other examples of the station’s effectiveness in reaching our listeners, ranging from the free income tax assistance program through Legal Services of North Dakota to the station’s Employment Opportunities programming segment that promotes various job vacancies.

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.

Our station is located on the Turtle Mountain Chippewa Indian Reservation, and much of our programming is directed to the needs of our Native population. We broadcast Native news and music programs – highlight local music and culture – air Tribal Council meetings – and promote area events and Tribal programs through on-air announcements and interviews.

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?

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