

Grantee Information

ID	5124
Grantee Name	KDKO-FM
City	Lake Andes
State	SD
Licensee Type	Community

6.1 Telling Public Radio's Story

Jump 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 2022. 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 2022 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.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#)

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.

1. We are a reservation based rural community station. The station serves as an important source of information for the community. We provide a multiplatform, multicultural approach to information sharing. We engage in in-person and on location broadcasting as well as engaging in partnerships with other agencies on various events. The station is an important source of information for the community, especially during these years of the pandemic and local emergencies. Providing public health information is very much a part of our work. Our audience is primarily Native American.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#)

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.

2. The station provides Dakota language lessons on the air and incorporates as much Dakota language announcements as possible for our Dakota speaking audience. We make our air ways open to the Tribal Government, the Indian Health Service and other agencies for announcements and air time in order to keep the community informed of current events. We also make time to work with the local youth so they can get experience in radio production and broadcasting. As part of our Youth Initiative we attend and broadcast school sports and other activities. As part of the Youth Initiative we honor a student at each game with Player of the Game award. The player receives a KDKO T-shirt with the Player of the Game on it. Often the local paper covers the game and will put a photo of the Player of the Game in the paper. In order to play sports a student has to maintain at least a "C" average to stay eligible. Parents have told us that their student works hard to stay eligible for sports and the Player of the Game is an excellent way to help motivate the students. KDKO works with the local Domestic Violence shelter to bring awareness of violence against women. We assist them with developing and producing PSA's and cover their events, such as the Take Back Then Night walk. We also work with the Tribe and the South Central Coalition Against Trafficking on PSA's development and cover their MMIW (missing, murdered, Indigenous women) events. We cover the Tribal school graduation and sports events...

6.1 Telling Public Radio's Story

Jump to question: [6.1](#)

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.

3. At the end of 2021 KDKO was involved in a fire, losing everything. The community rallied around the emergency and with a lot of help from other stations in the country and the local community we were able to find a temporary location and get back up on the air by early January. Community members turn to KDKO for important information concerning COVID, such as location, time, and dates of testing, where they can get their vaccine. This has increased the number of people getting their vaccine and knowing where they can get testing. Often we have students record our PSA's. Through our Youth initiative work teachers have told us that students are more engage in wanting to learn more about the media, some have even gotten involve in volunteering to help with food distribution work as they hear about it on the radio. During 2021 students were involved in food distribution when the Feeding America truck arrived each month. They would help to unload the truck and to put food in cars as they drove up. We made it a point to interview some of these youth so the community would be aware of what they were doing. This brought a sense of pride to the families of these youth. It also was another way to motivate students to get involved in community work and the maintain their grade point average because the students would get out of class to help unload the truck.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#)

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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

4. KDKO is a station located on the Yankton Sioux reservation in South Dakota, for many of the Elders English is the second language. We try to broadcast as much programing in the Dakota language. Each year we find ways to increase the amount of Dakota spoken on the radio. This is important for the younger generation because Dakota is spoken mostly by the Elders. We also have Dakota language lessons weekly on the radio. Each year we look at ways we can expand the Dakota language so it can be heard over the air. We develop Public Service Announcements that are in Dakota and English, we engage those that can speak Dakota to announce some of our PSA's to encourage others to learn. KDKO also carries other Native radio shows such Native America Calling which brings a national prospective of Native life to our audience.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#)

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?

5. The funding from CPB has allowed us to operate our station. Without that funding we would not be able to stay on the air. After our fire we had to purchase all new equipment. Equipment that had taken us years to build up. The insurance provided for some of the replacement of equipment but the funding from CPB allow us to replace what the insurance did not cover. The funding has provided us with a means to be able to purchase mobile equipment so we can go out into the community and broadcast. We can cover Tribal events, school events, and other important community events. The funding has allowed us to work with students and get their involvement in the production and broadcasting of various projects. The station has also helped to bring the community together in ways that have reduced some of the racial tension. By broadcasting the school sports both Indian and non-Indian tune in. The entire community looks forward to the games. in addition the families look forward to the recipients of the Player of the Game award. The award goes to the best player of that game, regardless of the race of the player. That award gives parents and the students something to look forward to and creates so community unity.

Comments

Question

Comment

No Comments for this section