


Grantee Information

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

6.1 Telling Public Radio's Story

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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 2024. 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 2024 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.

1) KDKO is a community-based station located on the Yankton Sioux Reservation serving Charles Mix County and beyond. That station partners with several agencies in the community to address the issues facing our community through in person engagement, sharing community information, education services, short term content, partnerships, community activities and audience input. By developing partnerships, it broadens awareness of the scope of issues facing our community and provides us with ways to address them.


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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.

2) Some of the key initiatives include, Youth, Education, Health, Violence Prevention. Some of the partners engaged with our station are local schools in order to bring information of their activities and issues they are facing with their students as well as the school needs and activities. We engage with the local Public Health Service to bring information on what are the health issues facing the community and to get information on those issues to share with the community. Also, the current activities they are hosting in order to share with the community, activities like health fairs, health screenings, prenatal clinics, and more. Working with the local Domestic Violence shelter brings awareness of the local activities and issues facing those that are dealing with domestic violence and sexual assault. Other non-profits like the Girls and Boys Club provide educational and support services for youth in underserved communities. Other non-profits are the local and state coalitions addressing trafficking. It brings awareness of the issues and ways to help prevent it. These are just some of the local agencies that we work with to bring our audience important information.

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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.

3) The initiative on Violence Prevention and Trafficking included live interviews, PSAs and covering prevention activities. Our involvement and coverage brought so much public awareness that three Anti Trafficking bill boards were put up in three of our communities. People would call in and recommend that awareness bill boards be put up. Working with the Anti Trafficking Coalition, this became a reality. Our involvement in

this awareness campaign showed the impact that community radio can have in a community. One of our staff members was at the post office picking up the office mail and engaged in a conversation with a local farmer who mentioned that he and his family were not aware that trafficking was an issue in our community. He said the he was very thankful that the station addressed this issue.

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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 2024, and any plans you have made to meet the needs of these audiences during Fiscal Year 2025. If you regularly broadcast in a language other than English, please note the language broadcast.

Many of our Elders speak the Dakota language. We talk as much Dakota language as we can to make sure that our Elders are included in our programing. For many of our Elders English is a second language. We have Dakota language lessons on our station to make sure that the younger generation is able to learn the language. There is also a story book program with books where the Dakota and Lakota history is read on the air. Many families turn off the TV so their family can listen to the stories. One member of a family told me they do not have a radio in their house so they all get into there car and turn the radio on to hear the Story Book program. Our community has a lot of Huderight Colonies that speak a certain dialect of German and we would like to have them included in our programing. They are closed communities, however they come to town to do their shopping. They also come to town to trade their chickens and meat with the local people. We would like to have them do some PSA's addressing some of the issues their youth face.

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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?

5) One of the most important impacts the station has is the EAS system, the system that alerts the community of an emergency, such as a tornado, flood or other emergencies. Before the station went on the air, we had no EAS system. If you had a radio, you could hear the alert system for another community, but not our community. It was very confusing because you did not know which community it was for or how far away it was from. We would also not be able to cover all of the activities we cover, Health, educational, and cultural activities. The EAS has saved people lives in times of emergencies. Being able to cover the school activities has provide incentives for the youth to improve their grades so they can maintain their eligibility to play sports and be heard on the radio. There is a sense of pride youth feel when their name is mentioned on the radio during a school game. After each game KDKO gives out a "player of the game" shirt to the best player.

Comments

Question Comment

No Comments for this section