

## Grantee Information

<b>ID</b>	1550
<b>Grantee Name</b>	KEYA-FM
<b>City</b>	Belcourt
<b>State</b>	ND
<b>Licensee Type</b>	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 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

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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.

Our station is the primary source of community information in this rural area of North Dakota. Throughout our broadcast day, we continue to provide up-to-the minute weather and news information, as well as recorded and live public service announcements regarding community events, organizations, school functions, benefits, funerals, employment opportunities and much more. In the event of bad weather, our listeners depend upon the station for news of cancellations, school and work closures, and road conditions. This information is provided over the air and on the station's Facebook page. KEYA also continues to provides live broadcasts of our Tribal council meetings, area sporting events, public forums, Tribal office candidate forums and more. The station features live interviews with guests from many area organizations to help them share their message with our listeners. We also encourage organizations to record public service announcements at our facility to be aired throughout our broadcast schedule.

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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.

KEYA enjoys excellent working relationships with many area organizations. The area school administrators continue to be frequent on-air

guests, and use the radio to promote school activities, special events and parent-teacher conferences. This has been especially important to keep the community aware of the distance learning procedures. We have also continued to partner with the area schools to produce a reading program that airs 3 times per week and features elementary students and teachers reading children's books, with the aim of promoting reading among the area's young students. We also have a strong relationship with our local community college which uses the station on a regular basis to inform people of the many educational opportunities available at the college. We arrange on-air interviews with various teachers and staff who provide information regarding the various programs and degrees and encourage enrollment. We also continue to hire and train high school and college students for on-air announcing duties. KEYA also works with our reservation's Tribal Council to inform listeners of government issues. This includes live broadcasts of the Council's monthly open public meetings as well as frequent on-air updates from the Tribal Chairman. We also continue to record and produce local public service announcements for the Indian Health Service, BIA fire prevention, law enforcement, veterans groups and county Public Health Department. Our live and recorded public service announcements have been especially vital to our listeners during the pandemic, informing them about Covid testing sites, safety precautions, mask mandates, closings and vaccination sites

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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.

We often get feedback from listeners when staff are at public functions. 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. Our listeners continue to constantly call us about something they've heard on the radio – or to ask about an upcoming event because they know we will have the information. We also receive calls from our listeners asking when we will re-broadcast particular announcements, such as the Tribal Chairman's statements regarding Covid testing and vaccinations and our live broadcasts of Tribal Council meetings. Because of this awareness, non-profit groups, school and college staff, Tribal program staff and others continue to consistently using the station for announcements and live on-air interviews.

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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 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.

Our Radio station is located on the Turtle Mountain Chippewa Reservation, and much of our programming is directed to the needs of our Native population. Our broadcast schedule continues to include Native news programs, such as National Native News and Native America Calling and music programs, including Indigefi and Reclaimed. We also continue to record and play music from our local Native musicians. Our station feels an important responsibility in promoting our Native traditions and culture.

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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?

We appreciate the generous funding support from CPB. CPB funding is critical to our station's survival, and it would be very difficult, if not impossible, to maintain our broadcast service without this funding. We operate in a small, rural area with a very high unemployment rate, making our local fundraising a difficult task. While we receive good support from our individual listeners and business underwriting, the amount of funding we receive is limited due to our economic conditions and would not be enough to sustain our broadcast service.

#### Comments

Question	Comment
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No Comments for this section