

Grantee Information

ID	1550
Grantee Name	KEYA-FM
City	Belcourt
State	ND
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.

Our station is the primary source of community information in this rural area of North Dakota. Throughout each broadcast day, we provide weather and news information, recorded and live public service announcements regarding community events, organizations, school functions, benefits, funerals, employment opportunities and much more. During the winter months, our listeners depend upon the station for news of cancellations, school and work closures, and road conditions. Our public service announcements are also included on the station's Facebook page. KEYA also provides live broadcasts of our Tribal council meetings, area sporting events, public forums and more. The station features live interviews with guests from many area organizations, enabling them to share their message with our listeners. KEYA also records many of the talented musicians in our area, and this local music is featured during our weekly 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 are regular on-air guests, using the station to promote school activities and special events. The local community college also works with the station to provide information

about their various programs and degrees and to encourage enrollment. We've partnered with the schools to produce a program called "That's My Story" which airs 3 times per week. The program features elementary children and teachers reading children's books with the goal of promoting reading among our young students. The community college recently collaborated with the station on a grant to preserve a program called "As We Remember." The program aired during the 1990's and features interviews with area elders. The programs were on reel-to-reel tapes, and the grant enabled us to convert them to a digital format for preservation. KEYA also works with our Tribal Council to inform listeners of government issues and provides live broadcasts of the Council's monthly open public meetings. The station also features on-air interviews, announcements and live broadcasts for several annual events in our community, including Family Week and Turtle Mountain Days celebration. We also record and produce public service announcements for many organizations, including the Tobacco Prevention Program, Underage Drinking Prevention and many more.

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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.

Through our listeners' feedback, we know that KEYA is spreading the messages of community events, special activities and services of area non-profit organizations. Non-profit groups, schools and college staff, Tribal program staff and others utilize the station for announcements and on-air interviews, because they know their messages will be effective. These announcements are also shared on our Facebook page which has a large following. We also receive numerous phone calls throughout the day seeking information on community events. Our listeners rely on the radio station daily for up-to-the-minute information on what's happening here in the Turtle Mountains.

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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.

KEYA is located on the Turtle Mountain Chippewa Reservation, and much of our programming is directed to the needs of our Native population. We feature Native news programs, such as National Native News and Native America Calling, broadcast our Tribal Council public meetings, and feature a variety of Native music, including local musicians. We recently started producing and airing a local feature called the Anishinabe Language Program, a program promoting understanding and speaking the Ojibwe language.

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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?

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. Our station is located in a small, rural area with a very high unemployment rate which makes our local fundraising a struggle. We conduct a yearly membership drive, solicit business underwriting and seek foundation grants – but these funding sources, without CPB funding, would not sustain our broadcasting service.

Comments

Question

Comment

No Comments for this section