

Grantee Information

ID	1512
Grantee Name	KTDB-FM
City	Pine hill
State	NM
Licensee Type	Local Authority

1.1 ▼

Please enter the number of FULL-TIME RADIO employees in the grids below.
The first grid includes all female employees, the second grid includes all male employees,
and the last grid includes all persons with disabilities.

1.1 ▼

Officials - 1000								0
Managers - 2000			1	0	0			1
Professionals - 3000			3					3
Technicians - 4000								0
Sales Workers - 4500					0			0
Office and Clerical - 5100								0
Craftspersons (Skilled) - 5200								0
Operatives (Semi-Skilled) - 5300								0
Laborers (Unskilled) - 5400								0
Service Workers - 5500								0
Total	0	0	4	0	0	0	0	4

1.1 ▼

Officials - 1000								0
Managers - 2000			0					0
Professionals - 3000			1					1
Technicians - 4000								0
Sales Workers - 4500								0
Office and Clerical - 5100								0
Craftspersons (Skilled) - 5200								0

Operatives (Semi-Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	1	0	0	0	1

1.1 ▼

Officials - 1000							0
Managers - 2000							0
Professionals - 3000							0
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total							0

1.1 ▼

Please enter the gender and ethnicity of each person with disabilities listed above (e.g. 1 African American female).

1.2 ▼

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making major programming decisions. Include the station general manager if appropriate. Major programming decisions include decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should result in a double-counting of some full-time employees; employees having the responsibility for making major programming decisions should be included in the counts for this item and again, by job category above, in the full-time employee Question 1.1.

1.2 ▼

Of the full-time employees reported in Question 1.1, how many, including the station general manager, have responsibility for making major programming decisions?

1.2 ▼

Female Major Programming Decision Makers			1					1
Male Major Programming Decision Makers			1					1
Total	0	0	2	0	0	0	0	2

1.3 ▼

Please enter the number of PART-TIME employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

								1.3 ▼
Officials - 1000								0
Managers - 2000								0
Professionals - 3000								0
Technicians - 4000								0
Sales Workers - 4500								0
Office and Clerical - 5100								0
Craftspersons (Skilled) - 5200								0
Operatives (Semi-skilled) - 5300								0
Laborers (Unskilled) - 5400								0
Service Workers - 5500								0
Total	0	0	0	0	0	0	0	0

1.3 ▼

Officials - 1000								0
Managers - 2000								0
Professionals - 3000								0
Technicians - 4000								0
Sales Workers - 4500								0
Office and Clerical - 5100								0
Craftspersons (Skilled) - 5200								0
Operatives (Semi-skilled) - 5300								0
Laborers (Unskilled) - 5400								0
Service Workers - 5500								0
Total	0	0	0	0	0	0	0	0

1.3 ▼

Officials - 1000	0
Managers - 2000	0
Professionals - 3000	0
Technicians - 4000	0
Sales Workers - 4500	0
Office and Clerical - 5100	0
Craftspersons (Skilled) - 5200	0

Operatives (Semi-skilled) - 5300	0
Laborers (Unskilled) - 5400	0
Service Workers - 5500	0
Total	0

1.4 ▼

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?

1.4 ▼

Number working less than 15 hours per week

0

1.4 ▼

Number working 15 or more hours per week

0

1.5 ▼

Enter the number of full-time employees in each category hired during the fiscal year.
(Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

1.5 ▼

No full-time employees were hired (check here if applicable)

1.5 ▼

Officials - 1000	0
Managers - 2000	0
Professionals - 3000	0
Technicians - 4000	0
Sales Workers - 4500	0
Office / Service Workers - 5100-5500	0
Total	0

1.6 ▼

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occurred, please enter zero.

1.6 ▼

Number of full-time and part-time job openings

1

1.7 ▼

During the fiscal year, did you hire independent contractors to provide any of the following services?

1.7 ▼

Underwriting solicitation related activities

Direct Mail

Telemarketing

Other development activities

- Legal services ☐
- Human Resource services ☐
- Accounting/Payroll ☐
- Computer operations ☐
- Website design ☐
- Website content ☐
- Broadcasting engineering ☐
- Engineering ☐
- Program director activities ☐
- None of the above ☒

Comments

Question

Comment

No Comments for this section

2.1 Corporate Management

Jump to question 2.1 ▼

	# of Employees	Avg. Annual Salary	Average Tenure
<u>Chief Executive Officer</u>	1.00	\$ 61,048	47
Chief Executive Officer - Joint		\$	
<u>Chief Operations Officer</u>		\$ 0	0
Chief Operations Officer - Joint		\$	
<u>Chief Financial Officer</u>		\$ 0	0
Chief Financial Officer - Joint		\$	
<u>Chief Digital Media Operations</u>		\$ 0	0
Chief Digital Media Operations - Joint		\$	

2.1 Corporate Management

Jump to question 2.1 ▼

Please list the Other Job titles in this sub-category not listed above

2.2 Communication and Promotions

Jump to question 2.2 ▼

<u>Publicity, Program Promotion Chief</u>		\$ 0	0
Publicity, Program Promotion Chief - Joint		\$	
<u>Communication and Public Relations, Chief</u>		\$ 0	0
Communication and Public Relations, Chief - Joint		\$	
<u>Head of Audience</u>		\$ 0	0
Head of Audience - Joint		\$	
<u>Social Media Specialist / Manager</u>		\$ 0	0
Social Media Specialist / Manager - Joint		\$	

2.2 Communication and Promotions

Jump to question 2.2 ▼

Please list the Other Job titles in this sub-category not listed above

2.3 Programming and Productions

Jump to question 2.3 ▼

<u>Programming Director</u>	1.00	\$ 59,633	45
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Programming Director - Joint		\$	
<u>Production, Chief</u>		\$ 0	0
Production, Chief - Joint		\$	
<u>Executive Producer</u>		\$ 0	0
Executive Producer - Joint		\$	
<u>Producer</u>	1.00	\$ 46,404	35
Producer - Joint		\$	
<u>Digital Content Director</u>		\$ 0	0
Digital Content Director - Joint		\$	
<u>Digital Project Manager</u>		\$ 0	0
Digital Project Manager - Joint		\$	
<u>Managing Director, Audience Engagement</u>		\$ 0	0
Managing Director, Audience Engagement - Joint		\$	

2.3 Programming and Productions

[Jump to question](#) 2.3 ▼

Please list the Other Job titles in this sub-category not listed above

2.4 Development and Fundraising

[Jump to question](#) 2.4 ▼

<u>Development, Chief</u>		\$ 0	0
Development, Chief - Joint		\$	
<u>Member Services, Chief</u>		\$ 0	0
Member Services, Chief - Joint		\$	
<u>Membership Fundraising, Chief</u>		\$ 0	0
Membership Fundraising, Chief - Joint		\$	
<u>Major Giving Fundraising, Chief</u>		\$ 0	0
Major Giving Fundraising Chief - Joint		\$	
<u>On-Air Fundraising, Chief</u>		\$ 0	0
On-Air Fundraising, Chief - Joint		\$	
<u>Auction Fundraising, Chief</u>		\$ 0	0
Auction Fundraising, Chief - Joint		\$	

2.4 Development and Fundraising

[Jump to question](#) 2.4 ▼

Please list the Other Job titles in this sub-category not listed above

2.5 Underwriting and Grant Solicitation

[Jump to question](#) 2.5 ▼

<u>Underwriting, Chief</u>		\$ 0	0
Underwriting, Chief - Joint		\$	
<u>Corporate Underwriting, Chief</u>		\$ 0	0
Corporate Underwriting, Chief - Joint		\$	
<u>Foundation Underwriting, Chief</u>		\$ 0	0
Foundation Underwriting, Chief - Joint		\$	
<u>Government Grants Solicitation, Chief</u>		\$ 0	0

Government Grants Solicitation, Chief - Joint

2.5 Underwriting and Grant Solicitation

Jump to question: 2.5 ▼

Please list the Other Job titles in this sub-category not listed above

2.6 Broadcast Engineering and Information Technology

Jump to question: 2.6 ▼

Operations and Engineering, Chief

Operations and Engineering, Chief - Joint

Engineering Chief

Engineering Chief - Joint

Broadcast Engineer 1

Broadcast Engineer 1 - Joint

Production Engineer

Production Engineer - Joint

Facilities, Satellite and Tower Maintenance, Chief

Facilities, Satellite and Tower Maintenance, Chief - Joint

Technical Operations, Chief

Technical Operations, Chief - Joint

Information Technology, Director

Information Technology, Director - Joint

Web Administrator/Web Master

Web Administrator/Web Master - Joint

2.6 Broadcast Engineering and Information Technology

Jump to question: 2.6 ▼

Please list the Other Job titles in this sub-category not listed above

2.7 Journalists, Announcers, Broadcast and Traffic

Jump to question: 2.7 ▼

News / Current Affairs Director

News / Current Affairs Director - Joint

Music Director

Music Librarian/Programmer

Announcer / On-Air Talent

Announcer / On-Air Talent - Joint

Reporter

Reporter - Joint

Public Information Assistant

Public Information Assistant - Joint

Broadcast Supervisor

Broadcast Supervisor - Joint

Director of Continuity / Traffic

Director of Continuity / Traffic - Joint

2.7 Journalists, Announcers, Broadcast and Traffic

Jump to question: 2.7 ▼

Please list the Other Job titles in this sub-category not listed above

2.8 Education and Community Engagement

Jump to question: 2.8 ▼

Education, Chief		\$ 0	0
Education, Chief - Joint		\$	
Volunteer Coordinator		\$ 0	0
Volunteer Coordinator - Joint		\$	
Events Coordinator		\$ 0	0
Events Coordinator - Joint		\$	
Section 2. Average Salary Totals	4.00	\$ 213,489	162

2.8 Education and Community Engagement

Jump to question: 2.8 ▼

Please list the Other Job titles in this sub-category not listed above

Comments

Question Comment

No Comments for this section

3.1 Governing Board Method of Selection

Jump to question: 3.1 ▼

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

3.1 Governing Board Method of Selection

Jump to question: 3.1 ▼

Ex-Officio (Automatic membership because of another office held)

3.1 Governing Board Method of Selection

Jump to question: 3.1 ▼

Appointed by government legislative body (including school board) or other government official (e.g. governor)

3.1 Governing Board Method of Selection

Jump to question: 3.1 ▼

Elected by community/membership

3.1 Governing Board Method of Selection

Jump to question: 3.1 ▼

Other (please specify below)

3.1 Governing Board Method of Selection

Jump to question: 3.1 ▼

3.1 Governing Board Method of Selection

Jump to question: 3.1 ▼

Elected by board of directors itself (self-perpetuating body)

3.1 Governing Board Method of Selection

Jump to question: 3.1 ▼

Total number of board members (Automatic total of the above)

3.2 Governing Board Members

Jump to question: 3.2 ▼

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

3.2 Governing Board Members

Jump to question: 3.2 ▼

For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

3.2 Governing Board Members

Jump to question: 3.2 ▼

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	More Than One Race	Total
Female Board Members	0	0	4	0	0	0	4

Male Board Members	0	0	1	0	0	0	1
Total	0	0	5	0	0	0	5

3.2 ▼

Number of Vacant Positions

0

3.2 ▼

Total Number of Board Members (Total should equal the total reported in Question 3.1.)

5

3.2 ▼

Number of Board Members with disabilities

0

Comments

No Comments for this section

4.1 ▼

Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific, formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?

4.1 ▼

Produce public service announcements?

Yes

Did the public service announcements have a specific, formal component designed to be of special service to the educational community?

Yes

Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?

Yes

Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?

Yes

Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community?

Yes

Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?

Yes

Produce/distribute informational materials based on local or national programming?

Yes

Did the informational programming materials have a specific, formal component designed to be of special service to the educational community?

Yes

Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?

Yes

Host community events (e.g. benefit concerts, neighborhood festivals)?

No

Did the community events have a specific, formal component designed to be of special service to the educational community?

No

Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?

No

Provide locally created content for your own or another community-based computer network/web site?

Yes

Did the locally created web content have a specific, formal component designed to be of special service to the educational community?

Yes

Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?

Yes

Partner with other community agencies or organizations (e.g., local commercial TV station, Red Cross, Urban League, school district)?

No

Did the partnership have a specific, formal component designed to be of special service to the educational community?

No

Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?

No

Comments

No Comments for this section

5.1 ▼

Instructions and Definitions:

5.1 Radio Programming and Production

Jump to question 5.1

About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)

5.1 Radio Programming and Production

Jump to question 5.1

	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recording)	0	6,023	6,023
Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)	0	114	114
News and Public Affairs (includes regular coverage of news events, such as that produced by a newsroom, and public issues-driven listener participation, interview and discussion programs)	0	523	523
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)	0	0	0
All Other (incl. sports and religious — Do NOT include fundraising)	0	637	637
Total	0	7,297	7,297

5.1 Radio Programming and Production

Jump to question 5.1

Out of all these hours of station production during the year for about how many was a minority ethnic or racial group member in principal charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)

5.1 Radio Programming and Production

Jump to question 5.1

Approx Number of Original Program Hours

0

Comments

Question Comment

No Comments for this section

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 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.

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.

KTDB will continue to provide vital information to the Ramah Navajo community and surrounding communities who rely on the radio station for information and news and upcoming events, and other important information, emergency updates with regards to severe inclement weather. KTDB will continue to work with the community organizations as a team with alerts on occasion in reaching all areas of our diverse listening community, through other sources of digital medias.

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.

KTDB is the only Navajo controlled station and 85 % in the Navajo language within the 50 mile radius that provides various update important information to the general public regarding the important information affecting the community, such as top health alerts such as Covid, RSV, Flu, and dangers of deadly drugs, alcohol issues, keeping the community informed about the dangers of keeping our children safe, listeners call in asking the updates on the latest important issues.

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.

KTDB brought in leaders from the local school district to inform the community about the changes regarding the school year, and getting parents involved. KTDB worked with local tribal officials to inform the community about tribal news. KTDB brought in health officials regarding the dangers of Fentanyl problems with the tribal communities all in the Navajo language.

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 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.

KTDB brought in leaders from the local school district to inform the community about the changes regarding the school year, and getting parents involved. KTDB worked with local tribal officials to inform the community about tribal news. KTDB brought in health officials regarding the dangers of Fentanyl problems with the tribal communities all in the Navajo language.

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?

KTDB has and will continue to broadcast daily programs with regards to topics on various topics, educational, topics about diabetics, alcohol and drug abuse, and continue to fight against the various elements of diseases, such as Covid, Flu, Cancer, RSV, Murdered and Missing Indigenous Women, Child Abuse, Drunk Drivers, dangers of smokeless tobacco, mental issues, and other very important issues affecting our Navajo community on a daily basis in collaboration with local organizations.

Comments

No Comments for this section

7.1 ▼

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

7.1 ▼

News Director

Assistant News
Director

Managing Editor

Senior Editor

Editor

Executive
Producer

Senior Producer

Producer

Associate
Producer

Reporter/Producer

Host/Reporter

Reporter

Beat Reporter

Anchor/Reporter

Anchor/Host

Videographer

Video Editor

[illegible]

No Comments for this section

No Comments for this section

8.1 ▼

CMS is a platform that facilitates creating, editing, organizing, publishing web and mobile content.

8.1 ▼

Grove

Bento

WordPress

Drupal

None

8.1 ✓

Other

8.2 ▼

CRM is a platform for planning and tracking direct marketing and fundraising programs and lead campaigns; managing and tracking communications with prospective and current donors/members; and serves as a database for storing user, donor and/or member data to build profiles.

8.2 ▼

CDP

Salesforce

Blackbud

Carl Bloom

Roi Solutions

Adobe

Allegiance

None

8.2 ▼

Other

8.3 ✓

ESP is a platform that provides services and templates for developing, launching, tracking email campaigns and email marketing activities.

8.3 ✓

Mailchimp

Constant Contact

GoDaddy

SendGrid

None

8.3 ▼

Other

8.4 ▼

Marketing Automation Platform is a platform to automate marketing actions or tasks, streamline marketing workflows, and measure the outcomes of marketing campaigns. These tools provide a central marketing database for all marketing information and interactions, create segmented, personalized, and timely marketing experiences for donors and members. They also provide automation features across multiple aspects of marketing including email, social media, lead generation, direct mail, digital advertising, and more.

8.4 ▼

Mailchimp Marketing Platform

Hubspot Marketing Hub

Adobe

None

8.4 ▼

Other

Comments

No Comments for this section

9.1 ▼

Yes

No

9.1 ▼

If no, why not?

KTDB is not equipped with the required infrastructure for the EAS alerts, but is in the process of obtaining the required infrastructure to do EAS alerts.

9.2 ▼

Number of alerts received from the Emergency Alert System (EAS):

0

Number of EAS alerts relayed over the air:

0

9.3 ▼

National alerts and tests (EAN, NPT, RMT, RWT)

Varies/No policy

Non-Weather civil alerts (CAE, CDW, CEM, LAE, LEW, TOE)

Varies/No policy

Non-Weather environment alerts (AVW, EQW, FRW, HMW, NUW, RHW)

Varies/No policy

Non-Weather imminent danger alerts (EVI, SPW)

Varies/No policy

Weather alerts (BZW, DSW, FFW, FLW, SVR, TOA, TOR, WSW)

Varies/No policy

9.3 ▼

Further explanation (Optional)

KTDB is not equipped with the technology to do the EAS alerts, we applied for the grants but didn't get the grants. I answered the questions to the best of my ability, not really giving an answer I should have.

9.4 ▼

KTDB did not encounter any extreme disaster/emergency that required collaboration with the local emergency management, but we are prepared to assist with any help needed when something does happen.

9.5 ▼

1	KTDB - FM	NA	NA
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9.6 

Yes
No
N/A
Comments

No Comments for this section