



SIouxLAND PUBLIC MEDIA
KWIT FM 90.3 KOJI FM 90.7



2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

"As an elected official, I truly understand how important it is to inform our community about what is happening here locally and beyond. We are lucky to have Siouxland Public Media not only for the service they provide, but for their unwavering dedication to presenting that information in an informative and unbiased manner."

*-Alex Watters, Council Member, City of
Sioux City*

Located on the campus of Western Iowa Tech Community College in Sioux City, Iowa, Siouxland Public Media enhances the quality of life by providing public radio that informs, entertains, and expands the mind.

LOCAL VALUE

Siouxland Public Media is an important part of Siouxland's cultural and media landscape, providing a platform for, and access to, content free of political bias and celebrating great music, ideas, and storytelling.

As a mission driven station, our programming choices are designed to inform, educate, and improve the quality of life. This compels us to search out not only the highest quality programming, but those programs that serve the needs of our community. Programs from NPR, APM, PRX, the BBC, and others like-minded distributors ensure that our audience is informed about the news of the world. Locally, our reporters gather and deliver news daily as well as produce a news-magazine that has won national recognition.

2022 KEY SERVICES

In 2022, Siouxland Public Media provided these vital local services:

- Daily news coverage of the continuing COVID-19, local and state politics, and newsworthy events throughout the year.
- The inauguration of a COVID-19 oral history project that will preserve the stories our time, giving future historians and community members a chance to understand what has happened, and giving us the chance to come back together and heal.
- Produced regular features and shows dedicated to bringing transparency to the government and community response to the pandemic.
- Non-partisan candidate forums were broadcast ahead of City, County, State, and Federal elections.

LOCAL IMPACT

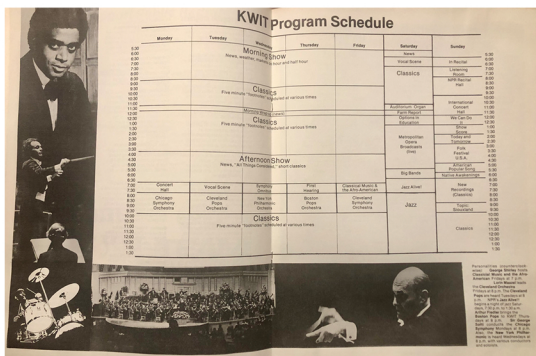
Siouxland Public Media' focused upon deepening our impact 2022. After surveying our audience, holding listener feedback events, reviewing listenership data, and analyzing the service of other media outlets in our market, we have adapted our programming to our times. What we found was that there was a need and a demand for trustworthy news, which many people expressing concerns that misinformation out competes factual information. We also spoke directly to members of underserved communities in Siouxland. Many of their responses echoed this concern for misinformation, but there was also a call for more representation on the air. In response, we have begun broadcasting National Native News, and we are pursuing strategies for developing further programming that will increase the diversity of voices on our airwaves.



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2022 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Siouxland Public Media has been broadcasting from the campus of Western Iowa Tech Community College since 1978, ensuring Siouxlanders' free access to content of the highest quality that would otherwise be unavailable in our media landscape.



KWIT's first program schedule, published in 1978's premier "arts guide"

When community members first came together to start a public station, they set the focus upon classical music and a nascent service from NPR called All Things Considered. As time has passed, the station has honored its programming traditions while embraced new genres that have been determined to be important to the community. Today we are relied upon for producing daily, local news as well as a nationally recognized, weekly newsmagazine, *The Exchange*, and a nationally recognized historical program, *Small Wonders*.

Over the years our station has received notice and accolades for its work within the community, including Current's very first Local That Works award in 2017. This year, our work won top honors from the Iowa Broadcast News Association, the Midwest Broadcast Journalists Association, and the Public Media Journalists Association.

Over the past few years, our service strategy has been to engage directly with the community. This has led us to begin an award winning, live storytelling series, broadcast live concerts, and host live candidate forums from remote locations in downtown Sioux City. The unique challenges of 2020 made it difficult to continue to pursue this type of programming, but, because such programming has become an important part of our work and of the community's media landscape, we have, as best we can, tried to create online events with similar goals. In doing

Siouxland Public Media is so important to the community in that it allows us to have a local voice that always speaks to local issues that are important to all.

Ike Rayford, President at Sioux City Chapter, NAACP

As we look forward to the future of Siouxland, we will continue to adapt our programming to our communities everchanging needs while maintaining those services that our listeners and supporters have come to rely upon.

6:00 AM						On the Media	Inside Europe
7:00 AM	Morning Edition	Morning Edition	Morning Edition	Morning Edition	Morning Edition	Weekend Edition Saturday	Weekend Edition Sunday
8:00 AM							
9:00 AM	On Point	On Point	On Point	On Point	On Point	This American Life	Snap Judgment
10:00 AM	The New Yorker Radio Hour	Morning Classics	Chicago Symphony Orchestra Radio Broadcasts	Milwaukee Symphony Orchestra On Stage	The Exchange	RadioLab	The Moth
11:00 AM					Morning Classics	Ted Radio Hour	The Pulse
12:00 PM	Inside Europe	This American Life	The Exchange	PRX Remix Select	Friday Film Scores	The New Yorker Radio Hour	Living on Earth
1:00 PM	The New Yorker Radio Hour	Ted Radio Hour	Freakonomics Radio	The Pulse	Science Friday	Freakonomics Radio	Living Planet Planetary Radio
2:00 PM	Fresh Air	Fresh Air	Fresh Air	Fresh Air		PRX Remix Select	With Good Reason
3:00 PM	The Takeaway	The Takeaway	The Takeaway	The Takeaway	The Takeaway	Counter Stories	Science Unscripted
4:00 PM						All Songs Considered	World in Progress
5:00 PM	All Things Considered	All Things Considered	All Things Considered	All Things Considered	All Things Considered	Moonwalk Radio	Latino USA

Siouxland Public Media's partial program schedule today.

A Station That Represents the Community

After surveying our audience, hosting listener feedback events, and reviewing listener data, we updated our programming to better meet the needs of our community. Not only did the responses and data lead us to include more news programming, we have begun programming National Native News to meet the needs and requests of many listeners.



Where Local Voices Tell the Story of a Global Pandemic

When a story is told locally, it carries in it a sense of empowerment for both the subject and the listener. It is inside the style of speaking, the intimacy of shared references, and the understanding that the voice you hear is someone you may see at the grocery store. That's why documentary projects like our COVID-19 Oral History are so important. They offer a chance to heal together and write our own story.



Responding to a Mental Health Crisis

Nationally, the percentage of people experiencing mental illness continues to trend upward. Suicidal ideation and substance abuse have become much more common. In collaboration with the counselors at Western Iowa Tech Community College, we have created the Authenticity, Wellbeing, and Empowerment (AWE) Podcast. We are providing people with a trustworthy place to learn about finding care and caring for oneself.

