

KISU-FM 2021 Local Services and Content Report

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.

KISU's overall approach to community issues centers around building networks within the university and communities we serve. This includes working with community partners and university entities that share our overall goal to provide news, information, education, and access to underserved, non-profit, and educational institutions. We strive to broaden the reach of KISU original content with new delivery methods and utilization of digital spaces. In FY21 KISU transitioned to the new Grove CMS from NPR Digital. This new tool has allowed KISU to post and share local content with greater ease, flexibility, and aesthetic appeal. One of the best ways KISU can achieve this mission is to engage its audience and community members directly, through in-person community partnerships with organizations such as The City Club of Idaho Falls, The Alturas Institute, Idaho Humanities Council (IHC), Idaho State University, and other outlets for information, education, and civil dialogue. During the last year, in-person engagement was nearly impossible. Therefore, KISU, like many other stations, used available resources to reengage our partners on different platforms. KISU continues to expand its local programming, local and regional news, and exponential growth in digital content at kisu.org. KISU partnerships with Mountain West News, Boise State Public Radio, and other regional content creators have greatly supplemented KISU's local news content. KISU also engages with first and second-year ISU students studying journalism and media. We believe this engagement with students is a vital component in creating awareness of and value for public radio and helps develop future workforce and listenership for public radio.

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.

Mountain West News Bureau – During 2021 KISU continued an affiliation with Mountain West News Bureau for regional news content. KISU also continued its programming relationship with Portneuf Resource Council (PRC), a local non-profit focused on sustainable energy in Bannock County, Idaho. PRC, in partnership with the ISU Sustainability Club, creates a weekly segment on KISU focused on local sustainability topics. Also continued in 2021: Alturas Institute - A non-profit organization created to promote the Constitution, gender equality, and civic education. KISU works with the Alturas Institute to create educational opportunities for community members. KISU also added the program "America Reimagined" to its local programming lineup in 2020. Learn more about the Alturas Institute at www.alturasinstitute.com. "The City Club of Idaho Falls exists to sponsor and promote civil dialogue and discourse on all matters of public interest. They strive to do so in a non-partisan and non-sectarian manner while encouraging broad participation by the community at large. KISU records and rebroadcasts Idaho Falls City Club forums. KISU also provides audio of forums to be archived at ifcityclub.com. Every year, KISU welcomes dozens of ISU students studying Dietetics to the station to record health tips written about their research and studies. KISU airs these tips, giving the students valuable experience addressing the public and helping them understand how their ability to communicate a message can influence the community. "KISU allows us to provide unprecedented coverage for our women's sports at Idaho State University. The station currently broadcasts our women's soccer, volleyball, basketball and softball games. The audience the station reaches provides a venue for the student-athletes in these sports to be recognized better than any other school in the Big Sky Conference. KISU is a venue we rely on heavily to not only tell the story of the women's sports program but the entire athletic department. It is also worth noting that because of KISU's live coverage of four different women's sports events at ISU, women's athletics actually get more on-air time than the school's men's teams do through commercial radio, which also helps ISU maintain its compliance standing in relation to Federal Title IX requirements." Steve Schaack, Associate Athletic Director for Media Relations, Idaho State University. KISU has added many programs related to education and Idaho State University over the past year. These programs have allowed KISU to create key partnerships within the university, which ultimately strengthen the sustainability of both on-campus and in our communities. The local programs added to KISU's lineup and the partnerships they create are reflected in the following new shows: Inspiring Educators – Final Tuesday of each month at 7:30 PM Inspiring Educators is a radio show from the ISU College of Education featuring conversations with alumni, students, and supporters of the Idaho State College of Education and is hosted by Dean Jean McGivney Burelle. Bengal Health Chat – Second Monday of each month at 7:30 PM Hosted by Teresa Conner, Dean for the ISU College of Health, bringing you relevant information from engaging health professionals who share their expertise on a wide variety of health-related topics including health professions education for ISU students, health solutions for Idahoans and emerging technologies impacting health and

wellness. Pharmacy Fusion – First Tuesday of each month at 7:30 PM Pharmacy Fusion is a dynamic broadcast covering a broad array of topics related to the ISU College of Pharmacy. Guests from a variety of backgrounds, including pharmaceutical sciences and clinical psychopharmacology, join College of Pharmacy Dean Walter Fitzgerald for discussions that go beyond the pharmacy counter. ISU Impact – Third Wednesday of each month at 7:30 PM ISU Impact explores the programs and initiatives in the College of Arts and Letters and how the college is impacting students and our community. Dean Kandi Turley-Ames interviews phenomenal faculty, staff, students, alumni, and partners who are doing stand-out work at the university and in our community. Pathways – Second Wednesday of each month at 7:30 PM & weekly podcast Career Center Advisor Mark Beaver sits down for conversations with a wide range of professionals to talk about their career pathways. Pathways is a great listen for the college student just beginning the career process, the mid-career professional considering a change, or those about to retire reflecting on their own journey.

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.

Our collaboration with many community groups has helped us grow our audience, increase listener contributions, and ultimately better understand and serve the people of eastern Idaho. Listed below are some of KISU's key initiatives and community partnerships for 2021, along with information regarding our collaborators. KISU enjoys a continued partnership with the groups written about in previous years. KISU employs two part time Public Service Announcement Directors who work to promote community and campus awareness of events and campaigns by area non-profits. Inspiring Educators has created a one of a kind experiences for our College of Education alumni and supporters to share their story and appreciation for ISU. It gives our students an opportunity to also share their gratitude for our generous supporters and their ISU education. -Tabatha Butler, Director of Development | College of Education | Idaho Museum of Natural History (ISU) The list of programs below are accompanied by information about the partnerships each program creates at Idaho State University and in the community: The City Club of Idaho Falls - Media sponsorship and rebroadcasts of forums featuring candidates for public office, current office holders, educational topics, area business leaders, and other guests whose work impacts the community and its citizens. Sustainable Idaho – Explores topics, investigates policy, and speaks with guests related to regional sustainability issues. The show is done in partnership with Portneuf Recourses Council and The ISU Sustainability Club. The Nature of Idaho - The half-hour program features Peter Pruett, Zoo Idaho Superintendent, and Dr. Leif Tapanila, Director of the Idaho Museum of Natural History (IMNH), highlighting how the Gem State's wild places have shaped Idaho's past, present and future. The show has a statewide focus and demonstrates both campus (IMNH) and city-level (Zoo Idaho) partnerships. The mission of Navigating Diversity is to explore how human beings differ yet can find ways relate to one another in an increasingly xenophobic sociopolitical climate. Guests come from around the university throughout East Idaho.

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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

KISU is "Your Ear to the World" in East Idaho, and as such, the station provides its audience with diverse programming to learn about and experience about new places, cultures, music, and more. During 2020 KISU continued the local program Navigating Diversity with Krisstoff Kissoon, a radio series examining a wide range of topics from spiritualism, religion, race, gender, and sexuality. Many community members sent feedback with an appreciation for the opportunity to learn more about the beliefs of their friends and neighbors in the community. KISU added two new local programs in 2021 aimed at broadening the global scope of music programs featured on the station. In the Spirit of Africa There is so much diversity and richness coming from all parts of Africa, and this shows in its music. In The Spirit of Africa, hosted by Joseph Emmanuel, showcases all these different styles, acknowledging their uniqueness and also their similarities. Crucial Riddims As the great Bob Marley put it, Reggae is music that I and I create, not me and you "I and I". This simple quote from Bob Marley captures what our host, Dr. Henry Evens, who invites you to lend an ear to Crucial Riddims where you and I can move toward becoming I and I. Dr. Evans is the Director of the Idaho State University Diversity Resource Center. KISU's lineup includes the nationally syndicated program Alt Latino from NPR, with its lineup of music with Latinx performers and perspectives. In addition, KISU's holiday programming offered a wide variety of cultural celebrations and ethnically diverse programs. KISU has aired "Native America Calling" from Koahnic Broadcasting for one hour each weekday for the past 20 years. The program often features both callers and guests from our listening area. KISU also promotes and/or sponsors parts of the annual Shoshone-Bannock Indian Festival held at the nearby Fort Hall Indian Reservation. At a variety of times throughout

each year KISU endeavors to find, produce, or include special programming aimed at education, enlightenment, and finding commonality in relation to religious and cultural celebrations happening locally, nationally, and throughout the world. We pay particular attention to promoting awareness and education for and about diverse groups that often go overlooked by local and national media outlets. They include enlightening programs related to Islam, Judaism, and Christianity. They also promote cultural, race, and gender equality. KISU has annually included short programming models promoting awareness and empowerment during nationally celebrated Black History Month, Women's History Month, and Native American History Month. KISU also promotes and publicizes, through in-studio interviews and public service announcements, other events, and activities sponsored by minority populations, including the annual community Greek Festival, Dr. Martin Luther King Jr. Day celebrations and march, and like events at Idaho State University such as International Night, African Night, Nepal Night, and the annual Chinese New Year Celebration.

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?

KISU used CPB funds in 2021 to maintain high programming standards for both local and syndicated programming. Funding also enables KISU to purchase live streaming services, content management system, and pay for equipment needed for FM broadcasts. Local news coverage, related subscription services, and regional affiliation with Mountain West News on KISU are also supported by CPB funds. Since acquiring CPB grant funding, KISU FM has been able to purchase, then upgrade its radio automation software and develop many high-quality local programs. CPB grant funding is key to KISU's budget and is vital to its ability to provide programming from NPR, BBC, APM, PRX, Native Voice One, New York Public Radio, and other important national and international content creators. CPB grant funding accounts for nearly one-quarter of the funds in KISU's annual operating budget.