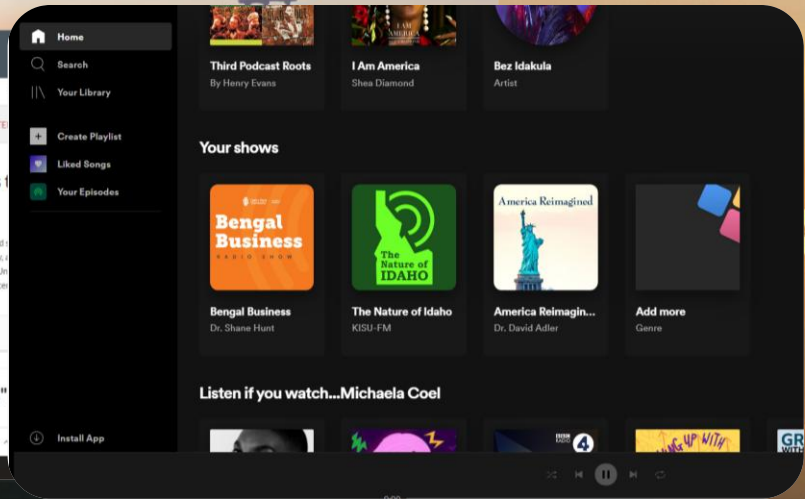
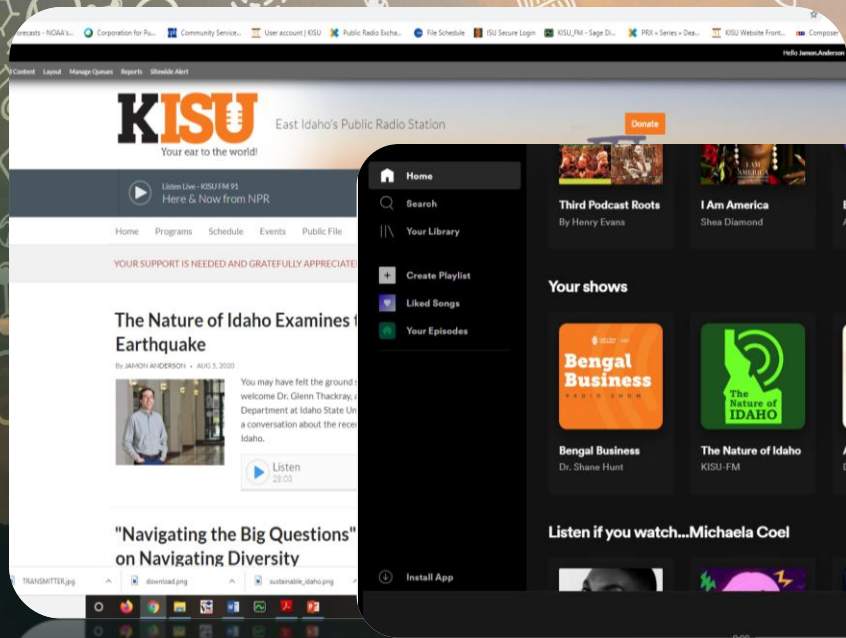


KISU

91.1 Pocatello • 91.3 Idaho falls • 88.1 Rexburg • kisu.org

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KISU INVOLVEMENT

- 25 volunteer show hosts and dozens more working behind the scenes
- Hundreds of ISU faculty, students, staff, and community members participate as a guest on KISU radio programs and podcasts every year or participate in an academic experience.
- 20+ local programs including award-winning programs from volunteers and students
- 8,000+ PSAs (=\$120k) for local nonprofits & educational entities



POCATELLO / BLACKFOOT / AMERICAN FALLS

ales

RESEARCH, INNOVATION,
AND CREATIVITY INSIGHTS

RADIO SHOW

Idaho State
University
College of
Pharmacy



KISU-FM Programming Affiliations



ON
AIR

Home to Bengal Athletics Radio Broadcasts



KISU-FM Major Milestones

- 1980s – ISU planning begins
- 1996 - KISU studio production begins at PSUB
- 1999 - Went on the air in June
- 2000 - First student hosted show began
- 2001 - Began airing ISU Women's Athletics
- 2006 - Idaho Falls translator
- 2008 - On-air fundraising
- 2010 - CPB funding awarded
- 2010 - Second fulltime employee
- 2010 - Local news added to mornings
- 2013 - Website and live stream
- 2015 - Rexberg translator
- 2019 - Men's Athletics
- 2020 - Nature of Idaho wins first IPC Award
- 2021 - Transitioned to University Advancement
- 2022 - Digital studio upgrade
- 2024 - Hight of local programming production
- 2025 - CPB funding cut in July



KISU FM
Your Ear to the World!

OUR MISSION

OUR GOAL IS TO PROVIDE QUALITY PUBLIC RADIO FOR THE ISU CAMPUS AND SURROUNDING COMMUNITIES, BY CARRYING A DIVERSE SELECTION OF TALK, MUSIC AND NEWS PROGRAMS TO ENRICH OUR LISTENING AUDIENCE. WE ALSO AIM TO PROVIDE REAL-WORLD BROADCASTING EXPERIENCE FOR INTERESTED STUDENTS, ATTENDING ISU.

Corporation for Public Broadcasting Funding

CPB funding proposals include two fiscal years. This is a form of insulation from political forces. 1.1 billion was approved for FY25 and FY26.

CPB Grant Requirements for Stations

- Minimum non-federal revenue requirements (>300k)
- Annual application process including independent financial audit
- Use of CPB funds on approved purchases
- Provide measurable services to communities
- Posting requirements on stations' websites
- Reporting requirements for music usage and streaming

Factors in CPB Grant Awards

- Rural and tribal status (KISU = rural status)
- Population density (KISU = 231,000)
- Primary programming format (KISU = news)



71% OF FEDERAL FUNDS GO DIRECTLY TO STATIONS

18% OF FEDERAL FUNDS GO TO PROGRAM PRODUCERS

1,500 LOCAL PUBLIC TV & RADIO STATIONS

HUNDREDS OF PROGRAM PRODUCERS

CPB Funded Services Breakdown

Service Category	Proportion of Funds	Description
Local Public Radio/TV Stations	71%	Direct grants to more than 1500 local public radio and television stations. Supports local programming, news, education, public safety, equipment, and outreach.
Programming development	18%	Investment in content creation across TV, radio, and digital platforms.
System-wide support & infrastructure	6%	Funds for interconnection, research, copyright, technical support, and major projects like digital transition, satellite systems, emergency alerting, and minority service initiatives.
CPB Operations	<5%	Administration, oversight, and grant facilitation; ensures neutrality and accountability.

Rescissions Act of 2025 includes a provision to claw back public media's FY26 and FY27 federal funding

Rural, small-market, tribal, and minority-serving stations will be disproportionately affected, and several major outlets have already announced layoffs and service reductions.

CPB support amounted to roughly 20% of the total direct revenue for public broadcasting in the United States.

At least 115 public radio stations nationwide are at immediate risk of closure due to CPB funding cuts, particularly those that relied on federal support for more than 30% of their budget.

NPR receives about 1-2% of its budget directly from federal grants, including CPB. Member stations receive an average of 8-10% of their funding from CPB.

A new national survey reveals voters more widely trust public media compared with media in general when it comes to reporting the news “fully, accurately and fairly”

– only 35% of voters trust media in general, but 53% of voters trust public media networks and local stations.

The survey also finds that 53% of U.S. voters oppose eliminating all federal funding for public media, compared with 44 percent in support.

According to the poll, conducted online by Peak Insights, voters highly value:

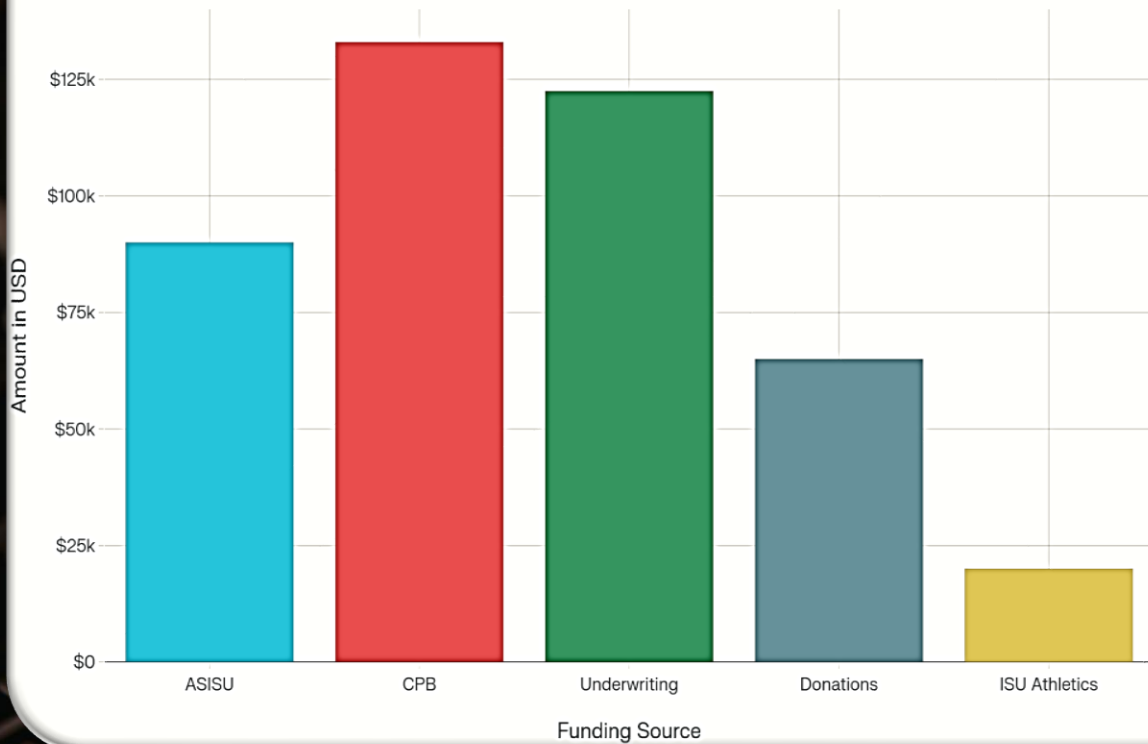
- emergency alerts (82%)
- children’s programming (66%)
- local programming (66%)
- national news reporting (60%)



Idaho Public Broadcasting Organizations and CPB Funding

Entity	CPB Funding Share	Impact of Funding Cuts
KISU-FM	25% of annual funding	Disruption of services, programming, and community partnerships
Boise State Public Radio	20% of annual funding	Threatens operations and support of the Mountain West News Bureau
KIYE-FM, Lapwai	51% of annual funding	Risk to "Voice of the Nimiipuu" and tribal public radio initiatives
Idaho Public Television	20% of annual funding	Endangers network maintenance, public safety, statehouse coverage, and local shows

KISU Annual Funding Sources for FY25



KISU-FM funding sources

How much CPB funding does KISU receive?

- ▶ In fiscal year 2025, more than **one-quarter of KISU's budget came from the CPB grant funding.**
- ▶ In addition to community service grants, CPB funds satellite connections, independent programming production, music rights and more.
- ▶ The loss of CPB funding and services may have an **annual impact of close to \$150,000.**



The loss of CPB funding will impact KISU:

National Programming

Local Programming

Digital Content/Website

Satellite Delivery System

Music Programming

Local News

Community Partnerships

Services for Nonprofits & Educational Organizations

Public Safety, Emergency Alerts & Disaster Reporting

Budget Timeline:

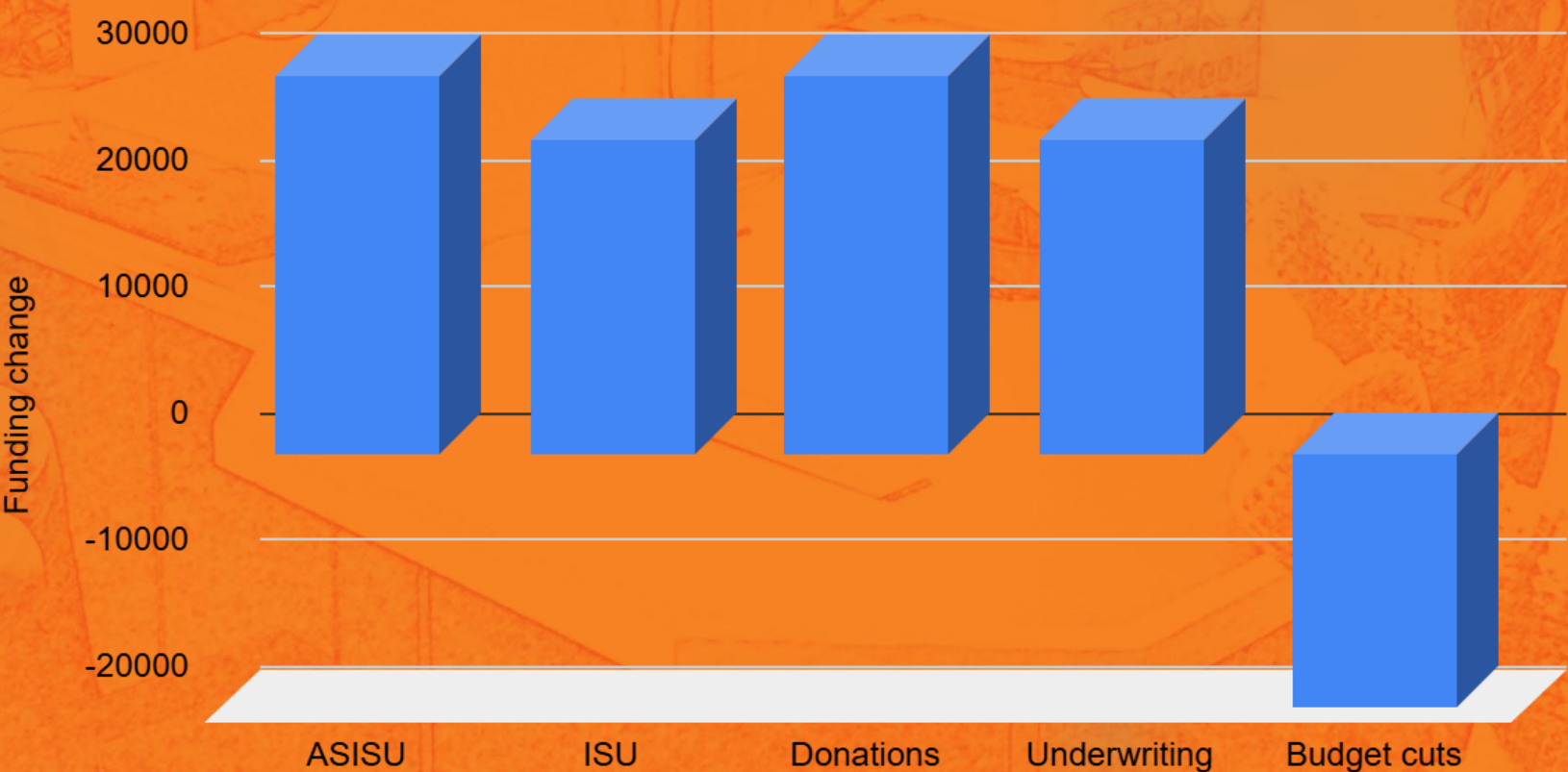
October 1, 2025 NPR Fiscal Year begins, FY26 fees are determined

January 1, 2026 Year-end fundraising campaign will conclude, ISU budgeting begins

March 1, 2025 KISU presents FY27 budget, requests funding from ASISU

Funding change vs. Action

Source	
ASISU	+30000
ISU	+25000
Donations	+30000
Underwriting	+25000
Budget cuts	-20000



HOW TO PROVIDE SUPPORT:

- Support KISU-FM with a financial contribution at [KISU.org](https://www.kisu.org)
- Include KISU in your charitable giving plans for 2026
- Encourage businesses and organizations to support KISU
- Thank businesses that financially-support and partner with public media
- Advocate and share with others the value KISU brings to our community
- Be patient with public media outlets as we adjust to new challenges, especially as they relate to programming and staff.





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