

Grantee Information

ID	4793
Grantee Name	KISU-FM
City	Pocatello
State	ID
Licensee Type	University

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.

KISU is dedicated to serving community needs by partnering with respected organizations across Idaho and university communities. Our objectives include to inform, educate, and expand access for underserved groups. To broaden its reach, KISU integrates innovative content delivery methods and digital platforms, ensuring greater accessibility to both syndicated and original programming. Through active engagement in community events, KISU collaborates with organizations such as the City Club of Idaho Falls, Alturas Institute, League of Women Voters, Idaho State University, Idaho Humanities Council, Portneuf Resource Council, Idaho Food Bank, United Way of East Idaho, Idaho State Civic Symphony, Idaho Falls Symphony, and area schools. These partnerships provide direct interaction with audiences and reinforce KISU's commitment to public service. KISU has enhanced its digital presence by improving its website and expanding local and regional news coverage through collaborations with Mountain West News and Boise State Public Radio. Additionally, its partnership with Idaho State University's journalism and media students plays a vital role in cultivating the future audience, supporters, and workforce for public radio. In 2024, KISU undertook major initiatives, including the development of a new mobile app, set to launch in February 2025. The app will feature interactive engagement tools, allowing listeners to connect with hosts, producers, and station management through voice, photo, video, and text messaging. Another key initiative was the launch of a station survey, designed to gather listener feedback on programming preferences, listening habits, and concerns. The survey also offers listeners an opportunity to receive updates on station events and programming.

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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.

In 2024, KISU strengthened its educational outreach and community engagement by expanding partnerships and launching new program initiatives. Collaborating with local organizations and Idaho State University (ISU), the station broadened its impact and audience reach. Community Partnerships and Initiatives Regional News & Sustainability: KISU maintained its partnership with the Mountain West News Bureau for regional news coverage and continued collaborating with the Portneuf Resource Council (PRC) and ISU Sustainability Club. This partnership led to a weekly segment on local sustainability efforts, highlighting KISU's commitment to environmental awareness in Bannock County. Civil Discourse & Public Dialogue: The station supported the City Club of Idaho Falls by recording and rebroadcasting forums to encourage civil discourse on public issues. Additionally, KISU played a key role in building an audio archive for the City Club, ensuring important community dialogues are preserved and accessible. Health & Wellness Awareness: ISU health-related students were given opportunities to record and broadcast health tips, using their academic research to inform the public. KISU also partnered with ISU mental health services students to create public messages for Mental Health Awareness Month, enhancing students' public speaking skills and emphasizing the importance of effective communication in community well-being. Educational Programs & Podcasts: In 2024, KISU expanded its programming in partnership with ISU, launching new educational shows and podcasts aimed at engaging the academic community and attracting new listeners. These include: ISU Research Radio – Monthly insights into cutting-edge ISU research. Inspiring Educators – Stories and achievements from the ISU College of Education. Pharmacy Fusion – Discussions on pharmaceutical sciences, consumer trends, and clinical psychopharmacology. ISU Impact – Exploring the College of Arts and Letters' initiatives, including humanities and music. Bengal Business Radio Show – Offering business insights and professional advice. Sales Talk – Sharing experiences and tips from industry professionals. Bengal Financial Literacy Show – Educating on personal finance and economic literacy. Don't Call it Jazz & KISU Sessions – Collaborations with ISU's Commercial Music Program, focused on jazz education and showcasing local musicians. These programs underscore KISU's dynamic approach to educational content delivery, featuring experts and advanced-degree holders sharing knowledge in their respective fields. Community Engagement & Public Service KISU continued its tradition of welcoming community groups and schools for station tours and discussions. In 2024, the station hosted: Three elementary school visits Two preschool tours Two adult assisted living group visits Support for Local Arts & Performing Groups KISU remained dedicated to promoting local performing arts, working closely with organizations such as: Idaho State Civic Symphony Idaho Falls Symphony ISU Performing Arts & Commercial Music Program Area choral groups A nonprofit conservatory providing music education for children Through interviews and public service announcements, KISU helped inform and inspire the community about local arts and cultural initiatives. By fostering collaborations, educational content, and community involvement, KISU continues to serve as a vital resource for news, culture, and learning in Idaho.

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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.

KISU's Commitment to Community Engagement KISU fosters strong connections with the communities it serves by offering a balanced mix of local, national, and global programming. The station actively supports nonprofit and educational organizations through public service announcements (PSAs) and outreach initiatives. Public Service Announcements & Community Outreach In 2024, KISU-FM aired over 8,000 30-second public service announcements for local nonprofits and educational groups. At any given time, more than 50 unique announcements were in rotation, providing valuable information on topics such as: Public and nonprofit services Emergency preparedness Health and wellness Community awareness initiatives These announcements are highly valued by local organizations for their effectiveness in reaching the public. While KISU dedicates significant resources to producing these PSAs, the station has recognized the need for better feedback and data collection from the organizations it serves. Idaho Health and Welfare's Infant Toddler Program was among the many organizations for which KISU provided public service announcements at no cost. Program Supervisor Bonnie Jones writes "Thank you so much for what you do; you are definitely helping the kids and families in our community." Community Feedback & Survey Initiative To enhance its service, KISU launched an online station survey to collect listener feedback and programming insights. Though still in its early stages and yet to be publicly announced, the survey has already gathered a significant number of responses. This effort aims to improve KISU's ability to meet the needs of community organizations and listeners. Lynda Ulschmid writes "I enjoy listening to KISU in the mornings. It's great. Thank you!" This message is very representative of the short notes of encouragement we receive by email, survey, and the comment box with KISU's donation service. Lynda's comments are also very reflective of our survey findings in terms of when she listens. The survey and listener comments have helped KISU maximize community impact and resource allocation. KISU seeks both positive and constructive feedback from listeners. Of the many listener messages, here is an example of one with an insightful perspective of KISU: KISU provided some of the very best programming I have listened to over the course of 20 years in various sections of the country. This was especially true for their weekend programming. I was a local resident on two separate occasions. By the way, I found the Sunday broadcasts of "Sunday Baroque" a really nice change of pace, and "Performance Today", and "From The Top" truly inspiring for the musical talents of our youth across the country. Kudos also to KISU for airing "Native America Calling". I would really like to see a slot be made available for this program ( or one very similar) in the New England states where I grew up and now live again. We (and our ancestor immigrants) owe a debt of investment in providing this service to tribes all along the northeastern segment of this country. I am grateful for ALL NPR stations across the nation for providing critical fact

based news, human interest stories, and a marvelous breadth of information. I wish I could donate more to each of you, but for now, I will donate what I can. - Guy Orten Organizations Supported by KISU Public Service Messaging KISU partners with a diverse range of nonprofits, cultural groups, and educational institutions in East Idaho, amplifying their messages through public service announcements and outreach efforts. Some of the many organizations KISU collaborates with include: Community & Social Services Aid for Friends Homeless Shelter – Fundraisers and resource fairs Pocatello Free Clinic – Healthcare access awareness Southeast Idaho Public Health – Public health initiatives AAA Coalition – Free animal spaying/neutering services Pocatello Senior Center – Senior community programs United Way of Southeast Idaho – Local charity and outreach programs Your Health Idaho – Health insurance and medical resources Arts, Culture & Education Idaho Falls Symphony & Idaho State Civic Symphony – Concerts and music education The Art Museum of Eastern Idaho – Community art events Old Town Actors' Studio & Westside Players – Local theater productions Pocatello Film Society – Independent film screenings Idaho Falls Opera Theatre – Operatic performances and education Idaho Humanities Council & Alturas Institute – Civic engagement and historical programs Bannock County Historical Society & Museum – Local history exhibits and events Civic Engagement & Public Awareness League of Women Voters – Voter education initiatives Pocatello-Chubbuck Chamber of Commerce – Business networking events Idaho Board of Education – Grants and scholarships City of Pocatello – Public meetings, committee openings, and local government updates Safety & Environmental Awareness Coast Guard Auxiliary – Water and hunting safety programs Landfill Hazardous Waste Collection – Public environmental safety initiatives Animal Services – Pet adoption and responsible ownership campaigns Idaho State University (ISU) Partnerships KISU actively collaborates with ISU, supporting student programs and university-led initiatives, including: Diversity Resource Center & Office of Equity and Inclusion ISU School of Performing Arts & Fine Arts Department Graduate School & Student Activities Board Bengal Theater & Public Safety ISU Athletics & ISU Alumni Association Commercial Music Program & Idaho Museum of Natural History Benny's Pantry – Student food security initiatives Cooperative Wilderness Handicapped Outdoor Group – Fundraisers, community events, and volunteer opportunities Through these partnerships and outreach efforts, KISU continues to serve as a vital platform for community engagement, education, and public service across East Idaho.

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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.

KISU's Commitment to Diversity & Inclusion Throughout 2024, KISU remained dedicated to raising awareness of underserved communities through its partnership with the ISU Diversity Resources Center. However, due to new Idaho state legislation, the center was dissolved, and its employees transitioned to other university roles. Despite these changes, the collaboration led to programming focused on spirituality, religion, race, gender, and sexuality, with Black History Month segments standing out for their educational value and positive audience reception. Culturally Diverse Programming KISU continues to expand its programming to represent diverse voices and perspectives, including: "Alt Latino" from NPR – Showcasing Latin music and culture "Native America Calling" from Koahnic Broadcasting – A long-standing program on KISU for 20 years, amplifying Indigenous voices Double XX - Explores music and impact of female musicians past and present Holiday and cultural programming – Featuring traditions and celebrations from around the world Additionally, through its affiliation with the Mountain West News Bureau, KISU covers regional tribal news and reports on issues impacting underserved communities. Supporting Local & International Communities KISU actively highlights cultural and student-led organizations at Idaho State University, including: ISU International Students Association Nepalese Student Association Local NAACP chapter Various ISU cultural events By focusing on education, awareness, and shared human experiences, KISU amplifies underrepresented voices while fostering a sense of commonality and inclusion. A Global Perspective from East Idaho Guided by its tagline, "Your Ear to the World," KISU curates a diverse selection of news, music, and cultural programs that transport listeners beyond East Idaho—offering global insights, new perspectives, and cross-cultural understanding.

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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 (Corporation for Public Broadcasting) funding is vital to KISU, as it is with many smaller rural stations. These funds account for nearly 25% of the station's annual operating budget. This support is essential to the station's ability to serve East Idaho and to continue to develop other revenue sources. KISU's mission includes "to provide quality public radio programming to East Idaho." CPB funding ensures high-quality programming by supporting both local and syndicated content, and therefore, Community Service Grant funding allows KISU to fulfill its mission. This funding enables KISU to maintain live streaming services, a content management system, station app, and essential FM broadcasting equipment. Additionally, these funds help cover costs for local news coverage, local program production, subscription services, and KISU's regional news affiliations. This funding also grants KISU access to content from esteemed sources such as NPR, BBC, APM, PRX, Native Voice One, and New York Public Radio, ensuring diverse and high-quality programming for listeners. Furthermore, CPB funds have been used to increase visibility and awareness of both local and national programs. One-time stabilization funds, provided by Congress through CPB in 2020 and 2021, have remained a crucial source of support, helping KISU recover from the long-term financial impacts of the pandemic.

Comments

Question

Comment

No Comments for this section