Telling Public Radio’s Story

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.

KIOS actively seeks to identify and help address community issues, needs and interests through a broad variety of ongoing relationships with local nonprofit organizations who represent a diverse ethnic and income demographic. KIOS seeks to understand and give a public voice to those organizations that may not otherwise have the resources to promote their specific needs to the community as a whole. To this end, KIOS maintains an online community calendar of listings from qualified 501(c) organizations and others holding events to support the efforts of those nonprofits. KIOS also airs weekday morning interviews, (both pre-recorded as well as live and in-person) with key figures from those organizations, from four to six minutes in length. In 2018, KIOS aired 160 such interviews, which fell into several categories: fundraising, education and literacy, community-based services, environmental, local renewable businesses, multiple ethnic based programs and celebrations, cultural, educational, and relevant charitable events of a timely nature, local government, and the arts. These organizations typically have a well-defined mission, which includes identifying and meeting the needs of a particular part of the community. KIOS is therefore informed about and responsive to those many needs and assists in disseminating important information to the community. Our newscasts are reflective of our community. We actively seek out stories with organizations that deal with minority communities and have good relationships with these organizations. Housed in the Omaha Public Schools Career Center, KIOS also serves as a working lab for students interested in pursuing a career in radio broadcasting. Students get a hands-on experience and some of their work airs on KIOS. KIOS uses its on-air signal, the website, podcasts, e-newsletters, the events calendar, and social media to reach and keep people informed of happenings in the community and to present recordings of the live interviews mentioned above so that all people may have the opportunity to listen to the message of the diverse groups KIOS has on the air at a time that is convenient for the listener. Live or recorded, local programming is available to the KIOS audience 24 hours a day, seven days a week. And finally, KIOS staff, both as representatives of the radio station and as private citizens, are active in the community donating time, talent, and money to a diverse collection of organizations for fundraising, outreach, and good old fashioned, rolled-up sleeves volunteer work.

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.
KIOS uses its relationships with a broad variety of nonprofit organizations and KIOS’s broadcast coverage of the needs of those organizations as an informal initiative to create public awareness of those needs and public participation. For example, in 2018, KIOS aired in-depth interviews covering the following topics: - Community health and wellness issues such as free testing for a variety of health conditions, multiple sclerosis, Alzheimer’s, adolescent health, Leukemia and Lymphoma, heart disease, flu vaccination and prevention, Parkinson’s, Breast Cancer, AIDS, colon cancer, and innovative new technologies for the blind and partially-sighted; - Philanthropic issues concerning community giving and support, nonprofit advocacy and capacity building, volunteer service, poverty, Native American issues, food insufficiency, African American community issues and solutions, Immigration Law and the local impact of Federal policies, supplemental education programs for both children and adults, and community development and restoration; - Topics of concern to the community, including mentoring, teen suicide, Deferred Action for Childhood Arrivals and refugees; strong neighborhoods, public and private assistance for those living at or below poverty level; Adoption of both healthy and special needs children, disease prevention, veterans issues and gratitude, women’s issues, race relations and peace in the community, and gentrification - Education and religion, science, global studies, general and special education, afterschool programming, before school programming, music and arts education, mentoring and positive role modelling specific to both boys and girls, and other topics geared specifically toward area youth; - Public art projects focused on community issues, community development, health, transgender issues, diversity, youth involvement and participation in music, dance, performing, and the visual arts and lead contamination; - Public forums and lectures concerning conservation, climate change, race relations and dialogue across ethnicities and religions, inclusion and diversity; - KIOS also promoted a significant number of arts and culture events both online and on-air. In promoting the needs of community organizations, KIOS seeks to present information on-air that represents every part of the community. This includes multicultural events involving ethnically diverse groups and areas within our listening area, events geared toward the aging and youth, and events geared to pointing the community towards resources available from service organizations in the area. KIOS plans to continue this type programming in 2019. Omaha Public Radio works cooperatively with non-profits by creating underwriting packages that assist them in their mission. Some of those non-profits include: - Film Streams. Enhancing the cultural environment of the Omaha-Council Bluffs metropolitan area through the presentation and discussion of film as an art form. - Food Bank of the Heartland. Providing emergency and supplemental food to people in need in Nebraska and western Iowa. Working to eliminate hunger, with respect, integrity, and urgency. Girls Inc. Inspiring all girls to be strong, smart, and bold through direct service and advocacy. - Nebraska Loves Public Schools. Dedicated to supporting public education one documentary film at a time. - Nebraska Children and Families Foundation. Supporting children, young adults and families at risk with the overall goal of giving Nebraska’s most vulnerable kids what they need to reach their full potential. - Nonprofit Association of the Midlands. Promoting the adherence to good organizational practices through education and self-regulation. The Guidelines and Principles provide tools for evaluating regulatory compliance. - Omaha Zoo Foundation. Founded in 1984 to support the mission of Omaha’s Henry Doorly Zoo and Aquarium. The foundation is working to preserve the earth’s priceless biodiversity. It is a of education, conservation, and research initiatives. - Opera Omaha. The only professional opera company in Nebraska. It became a fully professional opera company in 1970. Opera Omaha provides quality opera entertainment through a community-wide organization and is an operatic showcase for the promising vocal talent in the region. - Omaha Symphony. Enriching people’s lives through the exhilarating experience of live orchestral music
with a deep commitment to education and collaboration among people and organizations committed
toward sustaining the symphony’s vision. - Outlook Nebraska. Enhancing the quality of life of the blind
and visually impaired by providing employment, training, and experiences that allow the blind and
visually impaired to realize their personal and career goals - There are many others as well including
Bemis Center for Contemporary Arts, Omaha Symphonic Chorus, The Kaneko, Child Saving Institute,
United Way of the Midlands, Arts for All, Omaha Community Foundation, Big Brothers Big Sisters of the
Midlands, Teammates Mentoring, Immigration Legal Center, Coding for Girls, Omaha Police Foundation,
Cinco de Mayo-Omaha, Fontenelle Forest, Honor & Remember-NE Chapter, American Red Cross, Gifford
Park Neighborhood Market, Youth Emergency Services, Anti-Defamation League, Leadership Africa
Summit, The Micah House, Outlook Nebraska, Salvation Army, NE Aids Project, Shine the Light on
Hunger, and The Omaha Public Library Foundation just to name a few.

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.

Since KIOS’ support of community organizations is informal, we use anecdotal information to assess the
impact of our support for partnerships with community stakeholders. Feedback received from listeners
and the community organizations whose activities we promote continues to be overwhelmingly positive,
indicating listener awareness of and participation in community events and philanthropy directly due to
our broadcast coverage. We share our news content via the web and social media. Our content is
occasionally shared via Twitter and Facebook by listeners and organizations, and we also receive
feedback that way. In addition, listeners will call and email questions regarding contact information of
interviewees and their organizations so that they may take action, donate, or get involved.

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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019.
If you regularly broadcast in a language other than English, please note the language broadcast.

KIOS also regularly interviews organizations that have the mission of helping a diverse range of ethnic
groups, opening and maintaining dialogue between disparate cultures, and those groups that provide
services of all types (from basic human needs of food and shelter to legal, vocational and educational) to
refugee and immigrant communities within our city and the surrounding townships.
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?

The most significant portion of our CPB funding goes towards the diverse programming that serves the needs of the community and salaries of part-time broadcasters who provide it to the listeners. Without this funding, program decisions would be based on what's cheapest rather than what's best for our audience needs.