

2016 Telling Public Radio 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 audience you reached or audiences you engaged.

KTDB radio station will continue to provide the vital communication for the Navajo communities with on-going supported programming through radio broadcasting, and continues to engage in educational services, provide necessary information to the community. KTDB continues to address the needs of this very remote area of Indian country.

2. Describe key initiatives and the variety of partners with who you collaborated, including other public media outlets, community nonprofits government agencies, educational institutions, the business community, teacher, parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organization in the area.

KTDB have always work closely with the Navajo community contracted school known as RNSB, Inc. (Ramah Navajo School Board, Inc.). KTDB also works the local tribal government, and county where the station tries to get input and share issues from different organization with vital information. It is not just limited to the local community. The station reaches out to diverse audience in this part of the Indian country.

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 feedback from a partner(s) served.

KTDB radio is in a remote area of the community. This radio station delivers news, daily and has many health issue news that is broadcast and many other issues. They are the first audience to know of any emergency situation like the school closure, bad roads

condition, bomb threat. Parents and teacher will call to thank the station for giving them first hand information. Indicator of success: one story, a local school close because of main water line broke and school had to be close for a few days. Community had to get water at a certain place to haul water. KTDB was ready and behind the scene. Community Leaders or local authority came together and utilize KTDB to make an announcement on the air. Not only the school but local community people came and thank the station for the communication about the water that was temporarily out of order. This small radio station is really important to the community in time of disaster and using it every day, year round. Thank you for granting the station with federal funding.

4. Please describe any effort (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 some illiterate adult) during Fiscal Year 2016 and any plans you have made to meet the needs of these audiences during the Fiscal Year 2017. If you regularly broadcast in a language other than English, please note the language broadcast.

KTDB produces many programs in the Navajo language like Native Story, Nutritional New, Consumer News, NM Wildlife News, Native Story, Native News and many others. All of these programming are producer 85% in the Navajo Language, these programs meets the needs of illiterate families, especially the elderlies as well as middle age and younger generation with a wide diverse audience. Programs are geared towards improving the lives of people in general with these outreach programs. KTDB broadcasts in Navajo Language 85% and 15% English. Many elderlies are uneducated and come from illiterate families and they rely daily on radio station for announcements.

5. Please assess the impact that CPB funding has 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?

KTDB continues to improve the operation of the radio station; staffs are able to provide native programming through 44 years of service. With this type of funding we are able to be web streaming, sometimes, we are able to do play by play basketball game; local interviews with the elderlies and we are engage with our community school youth etc. We are so thankful to CPB, providing funding for this radio station through the many years. Without this funding, the needs of this community would not be in existence without radio communication would be difficult.