

Grantee Information

ID	5133
Grantee Name	KOJB-FM
City	Cass Lake
State	MN
Licensee Type	Local Authority

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.

KOJB radio overall mission is to have informed and engaged listeners. Through cultural and community related programming, our goal is to provide our listeners with information and entertainment that directly effects and stimulates their dily lives and may contribute to their quality of life. Working with our internal programs ranging from: Social Services to Job placement, we can provide news and information that could be helpful reaching their goals. We have worked with Cass, Hubbard, Beltrami and other surrounding couties to dismininate their information in a wide range of information. Also. KOJB has worked with non-profits, for profit, and foundations for local opportunities our audience is very clectic in nature and proud to have a diversity of listeners at our reach.

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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.

Working with local agencies such as: Boys & Girls Club, Leech Lake Tribal College, Headstart, Family Spirit Program, and Habbitat for Hummanity are just a few of organizations that KOJB has collaborated with. Our goal as stated in question #1. Is to provide our listener base to potentially a better quality of life through our daily programming.

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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.

Listeners were able to use the information from KOJB to gain employment, daycare resources, free tax prep, food distribution, social events that provided community resources and assistance, environmental information to home owners, hunting and gathering information, homeowner assistance for repairs and code standards. A number of collaborators has seen an increase of requests due to outreach initiatives through KOJB.

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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.

KOJB's listeners base is primarily Native American and White. Though KOJB has not had any programming specific to new immigrants, We coniniously strive to have Anishinaabe language, polish preserved as a top priority in our overall mission. As the climate changes, KOJB will adapt to the changes of the community appropriately.

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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 funding has been instrumental in the sucess and programming for KOJB. Through the funding, we have been able to upgrade of our automation, go totally digital with hardware and expand to have a satelight studio in the Minneapolis area. We have had a few chaalages with the submissions of our audits but, working CPB and our auditors, we are now back on track and look foward to meeting the programming needs of the community.

Comments

Question

Comment

No Comments for this section