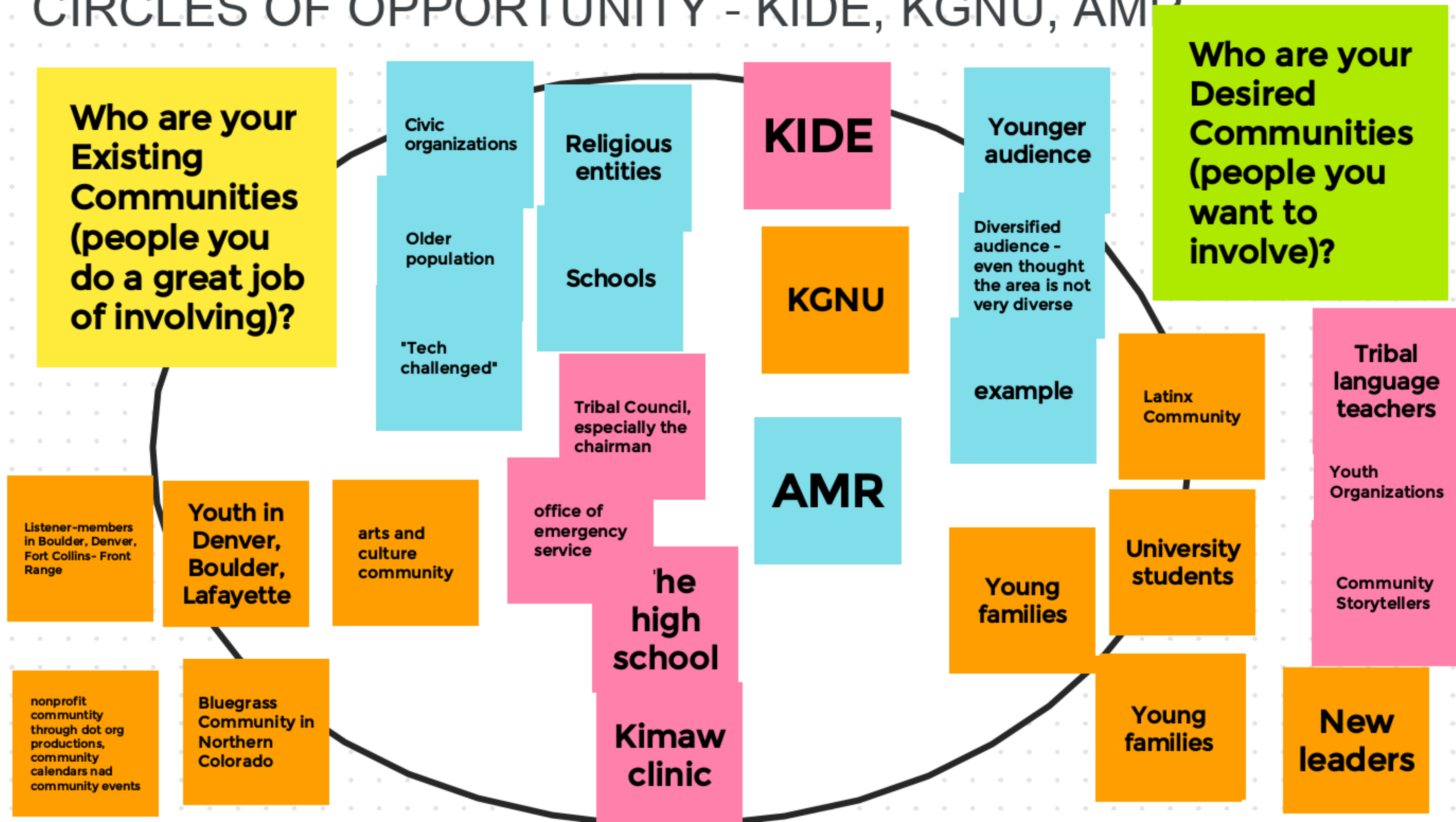


# CIRCLES OF OPPORTUNITY - KIDE, KGNU, AMP



# COMMUNITY MAPPING (DESIRED COMMUNITY)

**KIDE**

A community is a group of people connected by something shared.  
Pick one desired community - a group you want to involve.

Name of one representative of this community:

**KGNU**

Is this community primarily connected by: Geography? Identity? Affinity?

How connected are people in this community? Do they have strong ties to each other or are they very loosely connected?

Barely Aware

Weak Ties

Strong Ties

Very Strong Ties

**AMR**

**AMR - Youth - Ethan Smith - Connected by Geography - Weak ties/Barely aware**

**KGNU - boCo Suma - Latinx Community; Geography Affinity; Range: Moderate Ties**

**KGNU- Young Families; Identity; Geography; Weak Ties. Person- George Coddling**

**KIDE - Tribal Languages, Margo Robbins, Geographically, affinity, identity, weak**

# What are some of this community's assets and needs?

## ASSETS

Something you're proud of, something you can build on

**Radio clubs**

**Proximity to schools**

**Programmatic expansion: more programming in Spanish**

**KIDE**

**Hupa language bingo**

**example**

**AMR**

**Dedicated coordinator for all schools/stations/activities**

**Younger volunteers/DJs/programming**

**Latinx Community: awareness, Audience Growth and participation.**

**native Bilingual full time reporter**

**Good partnerships and relations with local Cultural Brokers. Partnership in production of PSA's to highlight local resources for Spanish speaking communities.**

**Young Families: Youth Programs and Events; Do they want to do more? Do they want to volunteer, or support through events, listening and youth programs?**

**KGNU**

**A liason that has time to intentionally invite and cultivate them; figuring out ways to better market to them**

**Latinx Board and Committee Members**

**More bilingual staff (news and communications)**

## NEEDS

Something you lack, something you desire

**Greater, culturally relevant volunteer opportunities for Latinx community members.**

**All three languages Hupa, Karuk Yurok**

# I WANT TO INVOLVE

# BY:

(desired community)

**KGNU**

**AMR**

**KIDE**

Become reflective OF this community

Supporting projects co-created BY this community

Offering welcome and value FOR this community

hearing the sound of the languages on your airwaves

By having more constant and consistent on air programming and community events/conversations centering issues important and defined by the Latinx community in our area.

highlighting and sponsoring events and activities organized by partnering organizations. Centering these in our programming and when invited to support their activities, etc then joining and

Produce programs/stories/podcasts created by high school students

understanding the classes they teach and finding a way to bring their efforts together

offering culturally relevant spaces and opportunities to our buildings and programming in a bilingual setting

Having high school youth as on-air contributors

Young Families by inviting them to more events, increase membership

**Young Families:**

Young Families - covering parenting issues on air? Inviting them to participate in programming

Feature programming which appeals to younger demographic

**example**

Young Families: More engagement opportunities; Create a Family Event or a Kids Club

using the old technology of sub carriers

# WHERE DO YOU SEE THE GREATEST OPPORUNITY TODAY

Existing connections with middle school radio clubs

Margo's connections to the teachers

example

AMR

KIDE

# WHERE MIGHT YOU GET STARTED?

Utilizing radio club alumni to build interest

a conversation with margo

KGNU

