

# Corporation for Public Broadcasting

## 2013 Station Activities Survey

### KTNA-FM Talkeetna

## Local Content and Services Report

#### 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.*

KTNA's mission is "To operate a nonprofit, educational, community radio station with local access, to provide a broad base of educational, cultural and informative programming to challenge, broaden, and enrich the listening audience; to foster a sense of community within the Upper Susitna Valley; and to share programming and services with a larger Alaskan community."

Working towards that mission, KTNA strives to present a quality program service through our transmitter and our website, KTNA.org. The local issues, needs, and interests of KTNA's audience include education, environment, fish and game, recreation, tourism, development, conservation, arts and culture. KTNA provides news and information regarding these issues through local news coverage provided by a one person news staff with additional support from a news stringer. All news (with additional information, interviews, images) is posted on KTNA.s website to allow audience to hear/see the news on their time. KTNA has a liberal Public Service Announcement policy that allows all educational activities to be promoted on-air and on the web.

*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.*

During the spring of 2013, KTNA partnered with the Talkeetna Chamber of Commerce, MatSu Borough Emergency Services, the National Park Services, and the Talkeetna Community Council in producing a "Gear Up" campaign in advance of a potential flood.

KTNA partnered with the Talkeetna Food Bank during a KTNA fundraising event that promoted the mission of the Food Bank as well as raising some cash revenue for both organizations.

*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.*

In rural Alaska, resources do not exist to do any scientific measuring of KTNA's program service. Anecdotally, KTNA receives direct communication from individual listeners, as well as its many partners, that the station is an integral part of their lives and operations. KTNA is pointed to by many organizations "for more information, tune to KTNA".

*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 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.*

KTNA has a staff of 4.3FTE and a volunteer corps of some 75 community members. KTNA strives to program content that speaks to all members of the community. Our efforts to program to any one segment of the audience can not override the need to program for the entire audience. Through acquisition of professionally produced programs (NPR, APR, PRI, APRN), we are able to serve everyone. KTNA acquires National Native News from Native Voice 1 which allows us to broadcast content to Native Americans which make up the largest minority in rural Alaska.

*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?*

Through KTNA's Community Service Grant and its Rural Station Grant, KTNA receives 37% of its operating budget from the Corporation for Public Broadcasting. Those funds are used to support KTNA's local news efforts as well as to acquire statewide, national, and international news programming. Funds are also used to acquire cultural and entertainment programs. Additionally 7% of CPB funds are used annually to audit KTNA's finances and operations. None of these activities and programs would be available to the community without the support of CPB