### 6.1 Telling Public Radio’s Story

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 2018. 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.

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.

   A. KTNA’s mission is to enrich and connect the communities of the Upper Susitna Valley through cultural and informational programming. Working towards that mission, KTNA strives to present a quality program service through our broadcast and our website, KTNA.org, and we highlight this service through social media. To improve that delivery, we launched a new website in October 2017 that gives greater focus to news and programming. 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 local news coverage of these issues with a one-person news staff plus additional support from a news stringer. All news (with additional information, interviews, images) is posted on KTNA’s website and announced through social media to allow our audience to access the news on their time and in the manner that works best for them. Local news continues to be one of our highest priorities for serving the community of the upper Susitna Valley. B. KTNA has a liberal Public Service Announcement policy that allows non-commercial cultural and educational community events to be promoted on-air and on the web. This small community is well represented through KTNA's Community Advisory Board and Board of Directors.

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.

   A. KTNA covers public affairs on a regular basis on two programs. Tips for Healthy Living airs bi-weekly and features an interview with a local health care provider about current illnesses, healthy lifestyles, disease prevention, and safe recreation. Susitna Valley Voice, a local call-in show, focuses on a single topic with experts and takes phone calls from listeners to ask questions. In the last year, topics have included the current spruce bark beetle outbreak, the two new principals at area schools, KTNA’s 25th Anniversary, and programs of the local food bank. We also invite candidates for local, state, and national elections to come on air before the primary and general elections. Emergency preparedness and response is part of the priority of local news and affairs. B. In FY18 we partnered with the local food bank to promote their mission, services, and needs. During an annual on-air fundraiser for the station, KTNA partners with the local grocery store and credit union to also support the local food bank with gift cards. We also produced PSAs about the food pantry that aired twice a week throughout 2018. C. KTNA continues to seek opportunities to share operations and facilities with other local non-profits. We formed the Three Rivers Alliance with three other non-profits - an educational institute, the arts council, and the historical society – and meet regularly to discuss greater collaboration that will improve sustainability. We hope to enhance our community service and increase the sustainability of our organizations. We plan to work with the historical society and the arts council to develop a storytelling project. We also promote concerts at the arts council through musician interviews and announcements. The historical society hosted a log cabin studio exhibit at their museum to celebrate KTNA’s 25 year anniversary and genesis in a small cabin. D. In FY18 we updated our website to make it easier to navigate and better integrate the streaming service for listening online. Our Announcements page is the go-to resource for finding out what is happening locally. All area non-profits and non-commercial events can post an announcement, which are also read during our thrice-daily news casts. The new website also added a Community Calendar to better enable people to see what cultural events are happening in the area. E. Throughout the mountain climbing season, the news producer creates the weekly Denali Report about the status of summits and other aspects of climbing North America’s highest peak and other mountains nearby, such as waste disposal on the mountain. Each morning the KTNA news cast includes the mountain climbing weather forecast. F. Dog mushing is a big focus in our news programming this winter. Leading up to the major races, the news producer prepared a series about a local musher who was preparing to run her first Iditarod and attended the starts of 3 races. His Facebook Live feeds were very popular around the world. He and our news stringer reported from the Iditarod ceremonial start in Anchorage and the re-start in Willow, getting some great audio and photos for the website and social media. As he’s been doing for at least 20 years, a
local musher came in every evening during the Iditarod to give a live update on the mushers and to share a personal perspective of the trail and running the race. G. Volunteers host up to twenty entertainment shows on KTNA each week. Most of these feature the musical passions of the DJ, ranging from jazz to country to oldies. A local science teacher teams up with KTNA's news producer to talk about developments in science. Each DJ has a loyal fan base who are tuning in via radio or internet stream. The seasonality of our populations ensures that the program changes throughout the year, bringing something new to the air every season. H. KTNA is participating in the Community Counts Initiative through National Federation of Community Broadcasters to develop a storytelling project that will record local voices and history and will be a collaboration with the historical society and arts council.

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.

A. As the only news organization in the rural upper Susitna Valley, KTNA uses radio, website, and social media to inform residents. In rural Alaska, resources do not exist to do any scientific measuring of KTNA's program service as received via radio. Our website has almost 5000 sessions per month, and daily almost 60 people stream the broadcast online. Over 3000 people follow our Facebook page. Anecdotally, KTNA receives direct communication from listeners and 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.” B. KTNA's priority on providing information during an emergency was put into action on November 30, 2018, when a 7.0 earthquake rocked south-central Alaska. Our news producer went on-air every half hour throughout the day to update our listeners on local resources for help, highway conditions to the south nearer the epicenter, closure of the railroad, and other impacts from the earthquake that would affect people's lives. Since then, he has prepared a series of reports on earthquakes and emergency preparedness. C. KTNA informs local residents about the candidates who want to represent them at the local and state level through news stories and participation on Susitna Valley Voice, a local call-in public affairs show. KTNA news staff regularly checks in with our borough assemblyman and state senator and representative and cover actions of the local community councils, the borough assembly, and the state legislature that affect residents. We aim to have an informed electorate. D. Highlighting other local non-profits, like the food pantry in 2018, has increased donations to their organizations and informed people who may need their services where they can get help. In 2019 we will be highlighting the local non-profit transit with a series of PSAs. E. KTNA helps to preserve this area's history and culture through our programming about core aspects of life here like dog mushing and mountain climbing. Talkeetna is an historical railroad town, and KTNA is located within site of a crossing, so we actually broadcast a reminder of that history every time a train blows its whistle at the crossing! F. Our collaboration with Three Rivers Alliance has led to greater community engagement for all organizations. Our collective programs enhance what we do individually. For example, the log cabin KTNA studio at the museum brought local people into the museum who haven't been there for years because they thought they knew everything it had to offer; and it let visitors to our area know that the radio still exists just down the street and many came to see us. We are developing a storytelling project together that will record local history to benefit of all.

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.

KTNA has fewer than 4 full-time staff and a volunteer corps of some 75 community members. KTNA resides in a fairly homogenous part of Alaska with over 90% of the population identifying as Caucasian. Diversity exists along socio-economic factors. KTNA strives to program content that speaks to all members of the community and to recruit volunteers from across the community. Our efforts to program to any one segment of the audience cannot override the need to program for the entire audience. Through acquisition of professionally-produced programs (NPR, PRX, APRN), we are able to serve everyone. KTNA acquires National Native News from Native Voice 1, so that we can broadcast content to Native Alaskans, 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 received 44% of its FY18 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 CPB funds are used annually to review KTNA's finances and operations. None of the

Comments

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