

Talkeetna Community Radio, Inc.

Annual Report 2020



2020 really highlighted how important *you* and the community are to KTNA. The annual volunteer photo above mirrors KTNA's 2020 -- we couldn't gather together for the usual events, but volunteers & staff continued to bring informational and entertaining programming to you. When volunteers couldn't come into the station during the state's shelter-in-place, some recorded their shows from home & others called in to share their music. When they did come back into the studio for their shows, you told us how much you had missed their voices.

As with any emergency, KTNA emphasized news and information about the pandemic in 2020. Local news stories have detailed how Covid-19 is impacting the upper Susitna Valley (see page 2). We have dedicated a page on ktna.org with informational resources to help our community stay informed and healthy and to share opportunities for economic relief. Quarantine Echoes gave friends and neighbors another way to reach out to each other while staying at home. You used these as an opportunity to encourage each other, congratulate graduating seniors, and thank community members for helping out neighbors.

Three annual events that usually happen with a live in-person audience moved to the radio. Su Valley High School graduation was carried on KTNA for the first time. Live at 5, the summer concert series put on by Denali Arts Council and the Talkeetna Chamber of Commerce, was performed in an empty hangar and broadcast on KTNA and social media. In the fall, KTNA's 3rd Annual Game Show featured two 'quaranteams' on a Zoom stage competing in games inspired by *Wait Wait, Don't Tell Me* and *Says You!*

The studios received a needed upgrade of equipment, lighting, and furniture in 2020. These changes will allow better use of the studios. We look forward to hosting more musicians when the pandemic is over.

KTNA stayed strong throughout 2020 with *your* support as a member and/or a volunteer.
Thank you for ensuring that this community resource is here in all emergencies and to provide some normalcy in an uncertain time.



KTNA's mission is to enrich and connect the communities of the Upper Susitna Valley through informational and cultural programming.

Telling Susitna Valley Stories

Local Support for Local News

The Covid-19 pandemic has dominated KTNA's news this year. Staff have reported on local cases, events, businesses, and schools. They have interviewed the medical director at Sunshine Clinic on a regular basis about how to stay healthy and what services the clinic is providing.

You may have noticed a new voice on KTNA news stories. Colleen Love joined the news staff as a freelance reporter early in 2020. She's been covering schools, community council and borough assembly meetings, the pandemic, and more.

In October KTNA joined Alaska's Energy Desk to report on the energy industry, natural resource management, climate change, the economy, politics and lifestyle in Alaska.

Thank you to local community councils – Talkeetna, Susitna, and Chase – and the Jessica Stevens Community Foundation for their continued support of local news in the upper Susitna Valley.

2020 Volunteer Awards

Awards were presented to 3 volunteers at the 2020 KTNA Annual Celebration. Anyone who listens to KTNA on a Saturday night knows that **Nancy Crowden** truly deserves the **Above and Beyond Award** for hosting a rockin' 3- hour country music show weekly and volunteering on holiday nights to entertain and provide companionship to listeners.

The **Stellar Member** award is for members upon whom we rely for extra help throughout the year. **Holly Stinson and Cici Schoenberger** really put the community into KTNA's first podcast. They put in over 100 hours interviewing people for *The Blue Tarp*, logged archive tape, and organized audio files. We would not have a show without them.

There's Room for Everyone

KTNA's newest storytelling program and first podcast debuted at the start of 2020. The first season of *The Blue Tarp* told the stories of people who have lived and worked in local landmark buildings.

The pandemic paused the season midway, but by fall we were back in production on the last four episodes. Producer Phillip Manning also pulled together specials for Halloween and Christmas. You can listen any time at ktna.org/the-blue-tarp and download wherever you get your podcasts.



Season 2 is already in production!



Cici Schoenberger & Holly Stinson



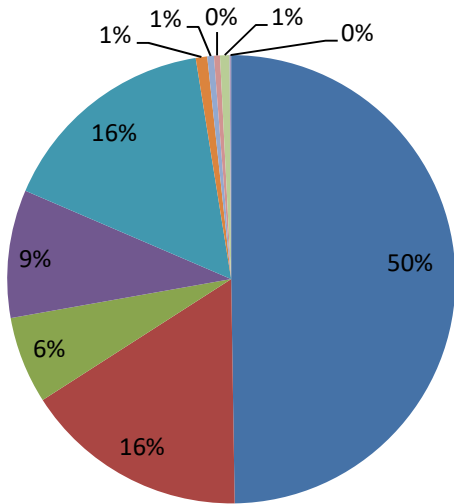
Nancy Crowden & listener Chloe Ebner



Cary Birdsall & Sandy Shoulders

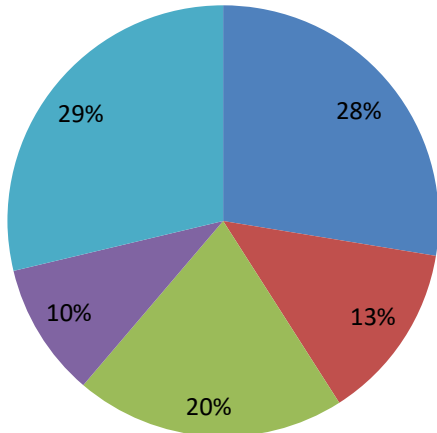
Financial Summary July '19 to June '20

Thank you for your generous support last year. KTNA started FY2020 with significant budget cuts following the elimination of state public broadcasting grants. Then impacts of the Covid-19 pandemic on the local economy challenged business support. Covid-relief grants provided a boost that will hopefully help KTNA to weather this crisis: Corporation for Public Broadcasting, Payroll Protection Program, Mat-Su Health Foundation, Jessica Stevens Community Foundation, & Mat-Su Borough.



FY2020 Revenues \$ 298,569

- Government grants \$148,593 - 50% ***includes Covid relief*
- Membership & Donations \$48,264 - 16%
- Underwriting \$18,792 - 6%
- In-kind Contributions \$27,548 - 9%
- Non Profit Grants \$47,810- 16% *** Studio Upgrade & Covid relief*
- Special Events \$2,399 - <1%
- Other revenue \$1,498 - <1%
- Retail sales \$1,281 - <1%
- Revenue Sharing Grants \$2,024- <1%
- Gaming \$360 - <1%



FY2020 Expenses \$ 298,569

- Programming & Production \$82,396 - 39%
- Broadcasting & Technical \$39,872 - 19%
- Administration \$60,537 - 28%
- Fundraising \$30,045 - 14%
- Reserve for future Covid-related Impacts \$85,719 – 29%



Derek Reid, baker



Maureen Gualtieri & Ed O'Connor



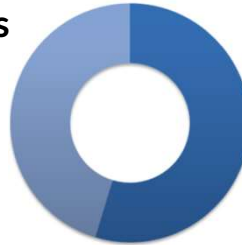
Tom, Margie & Simeon Waite

KTNA By the Numbers 2020

*Thank you to KTNA members ~
your support sustains community
& radio in the Susitna Valley!*

Memberships

- Sustainer
- Annual



281 Individuals



26 Businesses

How you helped KTNA & the Upper Susitna Food Pantry - *twice!*

Decadent Dessert Auction

- * 15 delicious desserts sold for KTNA
- * 9 Cubby's gift cards to USFP

Spring Membership Drive

- * 101 new or renewed KTNA Members
- * 349 pounds of food to USFP

Thank you to sponsors Cubby's Marketplace, Matanuska Valley Federal Credit Union, & Jessica Stevens Community Foundation.



Holly Stinson with LouAnne Carroll-Tysdal, USFP

	<p>Season 1: 8 episodes + 1 trailer + 2 specials = 316 minutes of stories 1486 downloads (& counting!)</p>
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How you connect with KTNA Online



>9000 sessions monthly on ktna.org
 > 15,000 page views monthly



> 540 streaming listeners per week
 > 108 listener hours per day average



5791 followers



285 followers (started 2020)

Studio Upgrade Project:

6 grants: Thank you Rasmuson Foundation, Evenor Fund, Jessica Stevens Community Foundation, MEA Charitable Foundation, & Walmart Giving

3 Tables: Construction Donated by Paul Button



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