

**Talkeetna Community Radio (KTNA 88.9FM)**  
**FY2023 Station Activity Survey Section 6 - Local Content & Service Report**  
**For the Corporation for Public Broadcasting**  
**Completed 2/15/24**

**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 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, our website KTNA.org, and a KTNA App available for Apple and Android users. We highlight this service through social media (Facebook, Instagram).

KTNA's vision is to be at the heart of the community by giving voice to the community's unique identity, culture and concerns, and being a trusted source for news and information essential to the civic fabric of our community.

One of the goals of KTNA's 2019 Strategic Plan is to expand our abilities as a trustworthy and credible source of news and information by recruiting and training community members. More than a dozen volunteers act as news readers for three news casts each weekday.

Local news continues to be our highest priorities for serving the community of the upper Susitna Valley. The local issues, needs, and interests of KTNA's audience include education, environment, fish and game, recreation, tourism, development, conservation, arts and culture, and health and wellness concerns including but not limited to the ongoing pandemic. KTNA provides local news coverage of these issues with one full-time news director and one part-time reporter. All news (with additional information, interviews, images) is posted on KTNA's website and the KTNA App, and it is shared through social media to allow our audience to access the news on their time and in the manner that works best for them.

KTNA covers public affairs on a biweekly call-in show. Susitna Valley Voice focuses on a single topic with experts and takes phone calls from listeners to ask questions. 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.

Another goal of KTNA's Strategic Plan is to provide a forum for local people to display their talents, creativity, and knowledge. 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. Each DJ has a loyal fan base who are tuning in via radio or internet stream. The seasonality of our population ensures that the program changes throughout the year, bringing something new to the air every season. Weekly a short program, Susitna Writers Voice, features the work of a local author reading their piece.

**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.**

Several years ago KTNA formed the Three Rivers Alliance with three other non-profits - an educational institute, the arts council, and the historical society. We meet regularly to discuss how we can work together to enhance our community service and increase the sustainability of our organizations. We also work together on specific projects.

We collaborate with the historical society on a storytelling program, The Blue Tarp, which records local voices telling stories about our area. This program was also KTNA's first podcast. The fourth season of The Blue Tarp featured origin stories of people in our area and how they came to be here in the Upper Susitna Valley. It was awarded a 'Goldie' Award for best uniquely Alaskan program by the Alaska Broadcasters Association.

We partner with the Denali Arts Council on a number of projects. We promote concerts at their venue and a summer concert series through musician interviews and announcements.

KTNA is partnering with the local elementary school, families, and local authors to produce a series called Rising Readers. Local kids read books on air and listeners can answer trivia questions to win copies of the books.

KTNA partners with the Upper Susitna Food Pantry with the annual on-air Decadent Dessert Auction each February. Proceeds raised benefit KTNA and the Upper Susitna Food Pantry. The local credit union, community foundation, and a restaurant matched donations to the Upper Susitna Food Pantry through the auction.

**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.**

As the only news organization in the rural upper Susitna Valley, KTNA uses radio, website, mobile application, 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. The year-round population in our listening area is a few thousand people and our online presence extends KTNA's reach greatly. Our website ktna.org has over 6100 sessions per month, and almost 500 connections to stream the broadcast online each day. More than 6100 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; some call the radio the "heart of the community." KTNA is pointed to by many organizations: "for more information, tune to KTNA."

Part of KTNA's vision is to be a trusted source for news and information essential to the civic fabric of our community. 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.

The vision also includes giving voice to the community's unique identity and culture. 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. In January 2020 we launched a new program that tells the stories of this area. That program, The Blue Tarp completed its fourth season in summer 2023, and its editorial board is working on the fifth season about mountain climbing currently.

Science has been a focus of KTNA-produced short pieces. Stardate Susitna, produced by a volunteer, has been sharing information about the night skies since KTNA's first broadcast in January 1993. In the past two years KTNA news staff have produced two podcasts about water-related topics, Liquid Assets, and Six Minute Science.

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. Larger non-profits purchase PSAs and all are welcome to submit announcements for KTNA's website, which are also read on-air during local newscasts.

**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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. 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 and political 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 and music programs from Native Voice 1, so that we can broadcast content to Alaska Native communities, 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 the CPB Community Service Grant and its Rural Station Grant, KTNA received 54% of its FY2023 operating budget. Those funds were 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 support management, programming, and fundraising staff; core operations; professional services; and equipment and technical needs. None of these activities and programs would be available to the community without the support of CPB. Over the last three years, the CPB CARES Act and American Rescue Act grants have also provided significant support.

Local support, including small grants, membership, and underwriting, comprises the remainder of KTNA's revenue and would not be sufficient alone to support the level of service that the station currently provides.

With the pandemic's effect on our local economy, which is largely tourism based, we saw a 32% drop in underwriting. But concerted staff effort over the last year has resulted in a rebound of business sponsorship. Membership has remained strong. The KTNA Board of Directors allocated the CPB CARES funds to backfill business support over several years as the pandemic receded and our local economy recovered. The KTNA Board of Directors has invested the CPB American Rescue Act grant in expanded news coverage; production of programs and podcasts; and emergency preparation.