

KMXT FY16 CPB Station Activity Survey - Telling Public Radio's Story

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your stations 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.

Our goal is to remain the primary, trustworthy source for our community to go to in regard to what's going on locally, nationally, and internationally—with a primary focus on local. We're committed to staying technically ahead of the game by utilizing every new communication platform that arises so that we stay an informed, connected community who relies on KPBC to make that a reality. That means, for us, the airwaves, our streaming service, our public appearances, our community partnerships, our social media presence, our leadership in the local nonprofit network, our special events, and our CAB's work, are all critical for us to be able to connect with the community and meet it's needs.

Our first point of contact with the community at large centers on our news department. Consistently, over the years, local news has been identified as the thing that people in the community rely on and expect from KMXT; top quality local news, talk shows, local government coverage, and Alaskan statewide news coverage. We have two professional journalists in the news department on staff and are committed to maintaining our department at two for as long as we can afford it. Two people is almost bare minimum for everything that's required of the news department these days and we often look to supplement and support what they do with other staff helping out, volunteers pitching in or by utilizing some of the talents and content of other reporters around the Alaskan radio system. Our two reporters, however, remain the focal point for us making connections within the community. They make the contacts, develop the stories, report the stories, archive the stories on the website and promote and engage the community about the stories through our website, Facebook and Twitter accounts. News drives connections and the more news we can develop the more connections we can make and the more relevant we'll continue to be.

Secondly, we use our CAB's identification of quarterly issues along with input from our news team to identify areas/issues we need to focus on when developing local content. As a staff we sit down and discuss what's going on around town and what's crucial for us to be involved in and often this process takes into account input we get from locals who've contacted us in any of the multitude of ways available to them to get in touch: in person, phone calls, email, Facebook, text, web messages. In a small town like Kodiak, it's not hard getting people to contact us about getting some attention directed at something they think is important. We then strategize about how best to deal with the issues identified, be in through a simple story, a series of stories, a half-hour talk show, a dedicated regular program or something best addressed through social media.

This past year our CAB has been even more active, meeting once a month, rather than once a quarter as in previous years. They have made it a point to regularly have informal, but focused, conversations with other members of the community, finding out what news issues they'd like to see covered, what programs they like or don't like, etc. The CAB has also conducted more formal surveys by way of a table at the local grocery store, where they have given a questionnaire to people passing by. One of the results from this engagement with the community is that we have had a quicker turnaround time in airing a local storytelling event, Galley Tables, which we produce in a partnership with the Kodiak Arts Council. The CAB heard from listeners that they were tuning into Galley Tables when it was airing a few weeks after the event on our secondary station, KODK. So we shifted programming, and now air the show on KMXT just two days after each event. In the coming year we plan to continue identifying community issues through the CAB and addressing them.

We are also utilizing our community calendar on our website to maintain a strong connection with the community and local issues. We post what's happening around town and who to call for more information. In conjunction with this we do a community messenger on the air three times a day to tell people what's happening in the nonprofit community on any given day. This drives just about every organization who wants the community to know something's happening in the community directly to us for promotion which, in turn, we frequently turn into news stories or talk shows.

With today's constantly evolving media environment, we are always looking for new ways to reach our audience. In the upcoming year, our goal is to have even more of our content available on our website for on-demand listening. This will include our daily local news segments, as well as longer-form podcasts. This has been a goal in previous years, but this year we hope to expand upon it. One way we hope to do that is with NPR One, a new on-demand listening app created by the folks at NPR. The data from NPR One shows that we have gained many new listeners through this app, many of whom engage with a large number of stories on a daily basis. With this new digital platform, we hope to bring our award winning local news to this new and growing audience, as well as the next generation of public radio listeners.

We have broadcast local, statewide, and national candidate debates in the past and hope to add some town hall meetings in the coming year. We will continue to air special community meetings covering diverse issues such as fisheries science and the drug culture problems in the community. The goal is for KMXT to be seen not only as a news source, but also as a community partner.

Some of our bigger successes this past year:

- Rotary presentations
- Safeway surveys/informal conversations
- The Mask You Live In film presentation and follow-up discussion
- Food booth & Surveys
- History project in conjunction with the local museums

2. Describe key initiative and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, education 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.

KMXT has a long tradition of partnering with various student and educational groups in our community. This past year we've been proud to continue, and expand, that tradition.

A special needs class from the high school dedicated a semester to recording weekly 30-minute music programs, learning about the recording and sound editing process along the way.

This past summer we partnered with the Kodiak Arts Council for a series of radio production classes. Children produced a radio drama, and an interview segment; learning about audio engineering, on-air recording, sound editing, and podcasting. One of these students enjoyed the class so much that she continued to come into the station and now produces a weekly music program as the youngest volunteer at KMXT.

We also continue to support the business community of Kodiak, highlighting the work that they do here. Our partnership with the Kodiak Chamber of Commerce continued, with our airing of Chamber News and Views, a weekly program that highlights members of the Chamber. This year we also began airing a new program, called Remote Possibilities. It is produced by a local entrepreneur and focuses on business women and how to create a business in a remote community.

We continue to broadcast the City Council and Borough Assembly meetings each month, as well as various special governmental meetings on occasion. We partnered with the Chamber of Commerce to broadcast important fisheries meetings and legislative and congressional candidate debates held locally.

KMXT has a long standing commitment to the nonprofit community in Kodiak. Two staff members chair a monthly meeting open to all nonprofits, discussing everything from fundraising to board development. We continued our broadcast of nonprofit awareness messages, open to any nonprofit in the community, which help make the mission of community nonprofits more accessible to the community at large.

Successes this past year:

- Middle school job interviews
- Job fair
- Special needs kids classroom work
- Chris K's Spotlight Show and hiring as custodian
- Arts council summer programs
- Addison (the kid intern) Spotlight shows
- Keith (kid intern): music and news programs
- Special Public Meetings on request of governmental agencies

- Nonprofit network: Leadership and Advocacy

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 indications of success, such as connecting people to need resources or strengthening conversation 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.

Our commitment to the local nonprofit coalition is our shining star. Without our participation and leadership the group probably would have folded years ago—and we’re recognized in the community for making that a reality. We’ve kept the group going, brought in speakers and trainers, put on local debates and worked, at the local level, on improving the community’s understanding of what the nonprofit community is all about and what the challenges each of them may be facing given our dwindling State budget and increasing demands for services. We know, from first hand accounts concerning their successes with events and membership drives, that what we’re doing is making a difference. We know that our online Community Calendar, where all nonprofits can list their events, helps community members connect with nonprofits. Additionally, we know, that by airing their Public Service Announcements three times a day, they’re seeing success because of the number of people who show up for their events and attribute their attendance to having heard about it on KMXT or having seen it on our calendar.

KMXT has offered two holiday programs over the past several years that have positively impacted two of the nonprofits and their clients in Kodiak. The first, called The Giving Tree, is centered around the Christmas Holiday and has benefitted the clients of the Brother Francis Shelter (Shelter) for over a dozen years. This year, because the program has been so successful and because there was a greater need than usual at the Kodiak Women’s Resource and Crisis Center (KWRCC), we included them in the program, too. Here’s how it works: KMXT displays a tree in our lobby, filled with ornaments that each have an item such as warm gloves, hat, scarf, or sweatshirt listed on them. The list of items comes from the Shelter and KWRCC. We encourage our listeners and Facebook followers to stop by and pick up an ornament or two off the tree. They purchase the item listed, wrap it up and bring it back to put under the tree. On Christmas Eve, employees from the two organizations came by to pick up the items for their clients. As always, the community of Kodiak was very generous with donations.

“Christmas is a lonely time for the homeless. Many feel unloved and uncared for. The KMXT Giving Tree makes sure everyone gets two or three gifts from a member of our community. While this can never take the place of home or loved ones, it does let our homeless know that people care for them and do not want them to go without Christmas. The Giving Tree Program is also a way for community members to give to the homeless. Many do not have a direct avenue to express their care and generosity. The Giving Tree gives them that avenue.” Monte Hawver, executive director of Brother Francis Shelter Kodiak, Inc.

Around Valentine's Day we have a similar program that is directed specifically to the Kodiak Women's Resource and Crisis Center. The agency provides us with a list of items, ranging from toiletries to diapers and nonperishable food, their clients currently need and we use the airwaves and social media to encourage the community to lend a helping hand. And they do...in spades. Kodiak's generosity is indeed, overwhelming.

"On behalf of KWRCC Board of Director's, staff and most importantly clients, I would like to thank you for KMXT's continued support and community outreach programs on behalf of our Shelter. Yesterday Joe and Kayla brought by donations gathered from the community of coffee, paper products, chocolates, noodles, liquid laundry soap, etc. We had another such donation from KMXT gathered over the Holiday Season. In these hard fiscal times, these donations will go a long way in supporting our day to day life at the Shelter. These types of products are expensive to keep up on our shelter budget, yet very necessary in meeting our clients' day to day needs.

Without this kind of community support, KWRCC would not be able to keep up with the increasing need and numbers of those in crisis who use our services." Rebecca Shields, executive director of Kodiak Women's Resource and Crisis Center.

For several years now, KMXT has run a nonprofit awareness campaign which features local nonprofits talking about the services and programs they offer or specific needs they have. We know through this campaign and through our work with the nonprofit network that we have helped connect people who need services with the appropriate organization. This program has also helped connect donors and volunteers with local nonprofit organizations.

Successes this past year:

- Candidate debates (state, federal and local)
- Voting Initiative
- Pick Click & Give Campaign in conjunction with Alaska Community Foundation
- KANA tobacco prevention campaign
- Fisheries Work Group Meetings

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 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. If you regularly broadcast in a language other than English, please note the language broadcast.

KMXT is proud to serve the diverse Kodiak Island Archipelago, which, in addition to the standard mix of American ethnicities, is primarily comprised of three distinct ethnic groups; Alaska Natives, Filipinos, and Latinos. Our Community Advisory Board has been integral in reaching out to and engaging with these audiences, by listening to

community members from these different ethnic groups and advising on the stations' programming accordingly. In Fiscal Year 2016, we continued to broadcast programming geared towards this diverse audience, with programs like Ritmo Latino, National Native News, and the Alutiiq Word of the Week, along with numerous news pieces telling the stories of these diverse communities.

In the coming year, one of the CAB's main directives is to create even more programming that will focus on our diverse community. In the past we have engaged with the Filipino community in Kodiak via the Pinoy Radio program, but it has been on hiatus for a couple years now. However, simply by trying to revive the program in the past year, the CAB has been able to start a dialogue with the local chapter of the Filipino Americans and listen their needs and desires for programming on KMXT. We plan to turn those needs into action in the coming year.

One of the ways that we reached our Alaska Native audience this year was through a Career Fair at the high school, which was directed at students from the surrounding villages. We spoke with many students, giving them information on career opportunities at KXMT, and in broadcast media in general. Many of the students we spoke with were thrilled to have this opportunity, and we hope to create similar opportunities in the future. We were also fortunate to have hosted two student field trip groups from the villages this year. We gave them a tour of the station, showed them what it's like to work in a news room, and even recorded and edited audio with them.

Successes this Past Year

- Ritmo Latino
- Alutiiq Word of the Week
- Alutiiq immersion modules from Sunaq
- Career Fair with the students from the villages
- Surveys during Crab Fest
- CAB surveys

PLANS:

- Make more direct contacts through the CAB
- Participate in the mayor's multicultural committee meetings
- Work with the college on the ESL program

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?

CPB funding for us equals the salary of almost half of our employees. We have an exceptional staff centered on a highly decorated two-person news team that produces local news, a statewide fisheries show and a couple local talk shows. We are the spot on the dial and the location on the web that local people come to when trying to find out what's going on in our community and in the State. We do, however, operate barebones

and at below market salaries because the people who work here love public radio and the impact it has in our community. Without CPB support at the current level we'd lose staff and wouldn't be able to continue to do what we do to make our community what it is.

We have exceptional national and international programming that, with the addition of our new station, with expanded almost 50% content to our community that we'd be unable to afford without CPB funding. It allows us, at our remote location, to stay connected with the rest of the world. Radio still remains a vibrant force and source of information in remote Alaska much like it did before the advent of TV for the rest of the country even with the intrusion of the internet. A significant portion of our local listeners still don't have high speed internet and an even higher percentage of the listeners who pick us up in our remote areas via translators don't as well. People still rely on analog radio to get their information and we remain the lifeblood of the community and an essential part of our listener's lives. We've been able to take advantage of CPB funding allowing us to convert to digital transmission. We're now, perhaps only one of two Alaskan public stations still delivering HD radio to our local population. Also, now, with our second channel, we're offering even more content focusing on national and international news. Programming, however, is expensive. Hardware is expensive. HD radios remain expensive and choices still remain fairly limited. We're committed, however, to keeping HD programming available and have just started a new campaign to get more people onboard the HD experience. Without CPB funding we'd never have been able to even consider offering four discrete 24 hour/7 days a week programming streams to our community.

We also have CPB to thank for assisting us with continuing to maintain our website and maintain a constant presence on the web. We're still working with NPR Digital and hope, by connecting with some of the NPR features, to be able to offer even more interactive content for our followers. Our online streaming helps us maintain connections all across the globe that's helped with local fundraising and we're currently still in the process of analyzing whether it will be economically feasible for us to add a second stream for us to make our second analog station accessible as listening habits have changed dramatically in the past few years. We're now finding that a substantial portion of our young listeners and now listening to us over their phones or computers when listening "live" and even a greater percentage are listening to our news off of our website rather than hearing live newscasts. There's also significant new demand for making our second station's programming available via streaming instead of over conventional radio.