

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.

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 its 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 budgeted for 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. We recently had a total turnover in the news department with both our reporters moving on to different jobs and it's been challenging finding replacements. We just recently added a junior reporter and in mid-April our part time reporter will be moving to full time and taking over running the department. We're really looking forward to running at full strength again. We've been struggling to keep everything updated and provide good local and statewide coverage while running short staffed since September. We know 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 continued meeting once a month, rather than once a quarter as in previous years. They're currently working on new surveys we'll be using on-air during our Spring fundraiser and also at a couple of special events we have coming up later in the Spring. They're focusing a lot on narrowing down community issues and are looking forward to working with the news department to team up on helping to create programming and guiding the news.

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.

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
- Film presentations and follow-up discussions
- Food booth & with CAB surveys
- Continuing collaborative projects with the Alutiiq Museum and Arts Council

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.

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.

This past summer we again 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. We also partner with one of their umbrella organizations, Galley Tables, and help them put on a monthly storytelling program, which we record, and then rebroadcast after extensive editing an additional two times for the folks who can't come to the show.

We continue to be heavily involved with the local schools. We've worked with a number of student interns this year who've worked on producing music programs. We're working with the high school government group and help them produce a weekly module about the goings on in the school (from their perspective), and we still work with the learning programs for special needs kids and have a few coming in to help in a variety of capacities.

We've worked extensively with the Kodiak Community Foundation this past year, helping them spread their message about what they're trying to do and, in fact, were the recipient of a small grant from them this year that enabled us to upgrade our news team's recording equipment and some of our studio audio.

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. One of our newest programs, Remote Possibilities, rebranded itself and is now called Astrid Muller Speaks and it's continuing to be produced by a local entrepreneur who focuses on women in business and offers newbies advice for being successful from a place that's off the beaten path.

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. Staff attend (and often chair) a monthly meeting open to all nonprofits, where we discuss everything from fundraising to board development. We've also coordinated bringing in a variety of trainers we've brought to town for two sessions this year that were open to the community—one in fundraising and one on building endowments. We continue to broadcast 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:

- Partnership with the Kodiak Library on their events
- Job fair
- Special needs classroom work
- Chris K's Spotlight Show remote from Arizona
- Arts council summer programs
- Addison's (our middle school intern) Spotlight shows
- 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 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.

We're surviving, in large part, because of two things: news coverage and our role in providing emergency services to our area and to the remote areas covered by our transmitters. Funding, at the State and local levels, is tied directly to our being able to provide emergency coverage—none of these entities seem to really care about whether we provide news or not: we don't provide emergency coverage—we don't get funded. After a couple near disasters happening within the last few years we've really stepped up our focus on being ready to deliver in case a disaster strikes. We're in partnership with both local governments, the fire departments and all of the villages working on disaster planning. We've upgraded a lot of our local equipment and the equipment in the village sites. We've upgraded our internet and our satellite connections. We've spent more training time with staff and with volunteers and are ready to go. Fortunately, (or unfortunately—depends on how you look at it), we've been recently put to the test and have come through with flying colors. We've had a fire, a couple of volcanos blow, numerous earthquakes and two tsunami alerts over the course of the past couple of years and our response and on-air coverage has earned us nothing but kudos from across the globe. We had a huge

event in January and early reports called for a huge wave arriving within a couple hours. The town was evacuated. We were on the air all night with people from all over the world tuning us in on the internet to find out if Kodiak was going to be destroyed. Our announcer remained cool, calm and collected and became the “voice of reason” for those scrambling to find out where to go, what to do and what was happening. Luckily, nothing did happen but afterward people really let us know how much they appreciated what we did. From one remote listener:

“Hello - I own KVAK AM & FM in Valdez, Alaska and want you to know I very much appreciate your coverage of the Tsunami. I was monitoring your station as we are just down the Coastal chain. The announcer did a wonderful job relaying information and keeping the public informed. Kudos!!!” Laurie Prax KVAK Radio Valdez, Alaska.

And, from a local:

“Dear Pam and other KMXT staff: I wanted to reach out and say thank you for providing the public broadcast last night/early this morning during the tsunami warning. KMXT staff members were at the station within a very short time, delivering clear direct evacuation instructions in an effort to keep our community safe, informed, and up to date with status updates. Pam was steady, calm, and amazing! The long night and efforts were not unnoticed. Most people I talked to concerning their reaction to the earthquake and tsunami warning used KMXT as a resource during the event. Thank you again for helping our community. Natura Groundfish & Shellfish Management Biologist Alaska Department of Fish and Game Kodiak”

We had scores of similar comments in the weeks following all of these events and have followed it up with a half dozen meetings with local officials where we’re continuing to work on tweaking our plans after we’ve discovered glitches. We’ve updated our website to include more emergency information and have done a couple of talk shows where we continue to talk about the topic. We’re constantly getting feedback from people thanking us for keeping them thinking about being prepared and will often get direct feedback in the form of a check from someone wanting to thank us for what we’re doing by making a donation and becoming a member.

Our commitment to the local nonprofit coalition continues to be one of our core focuses. 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. We added the Kodiak Women’s Resource and Crisis Center (KWRCC) to the program a few years ago and have continued 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.

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.

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 (federal and local)
- Homelessness Project with KANA and Kodiak College
- 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 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.

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 2019, we continued to broadcast programming geared towards this diverse audience, with programs like Indigenous in Music, National Native News, Earthshare, Native Voices Calling and the Alutiiq Word of the Week, along with numerous news pieces telling the stories of these diverse communities.

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 KMXT, 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

- 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 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. 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. Without CPB funding we'd never have been able to offer 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. We're in the process of switching over to a new stream service to give us more capacity and currently moving towards adding a second stream for us to make our second analog station available to remote listeners

and to the new listeners who don't listen to the radio anymore using a radio. We've found that a substantial portion of our listeners don't even own a radio except the one that's in their car. There's been a significant demand for making our second station's programming available via streaming and that something, with CPB's assistance, that we're hoping to make happen relatively quickly.