

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. After yet another tumultuous year that was a combination of Covid and health issues, we again had to scramble to get back to being fully staffed again. Through the summer we operated with a hodgepodge of personnel due to health issues and hiring difficulties. We're currently almost back to full staffing although, due to experience, we're operating with two relatively inexperienced reporters and contracting with another Alaskan news operation to provide them oversight.

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.

Our CAB has continued meeting through Zoom during the pandemic but they're finding it a bit challenging. We have, however, gotten significant feedback from the public in regard to our pandemic programming and feel like we're doing a good job addressing the community issues that have arisen so far and are moving forward with a couple of new suggestions we've gotten from the CAB and the public.

We've kept up our community calendar on our website even though events have been sparse.

Some of our bigger successes this past year:

- Doc of the Rock Lowdown. Our talk show devoted to Covid-19 medical issues.
- Emergency Operations Meetings. We've continued airing regular public briefings.
- Expanded Government Meeting Broadcasts. We added special meetings and the local work sessions (something we normally don't broadcast) to allow public participation.
- Partnered with the School District to do special events and graduations.
- Partnered with virtually every nonprofit in town to give them a voice during the pandemic.
- The Long Haul. Our new partnership program with the Kodiak History Museum talking about the long term effects of the pandemic on various populations in our community.

- 2 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.

Our partnerships this year continued to be along the lines of years past. The station provides the only local news coverage via the airwaves to our community and the outlying communities of the Kodiak Island Archipelago. We provide emergency broadcast coverage to those areas as well and that coverage, in the past, has become of key importance when it comes to funding from local governments. It is still key as, just this year, we had another large earthquake nearby and another potential one from the Tonga eruption that could have created tsunami events. Our listeners always tell us how important our live broadcasts during those events are to them – our station is a source of important information about evacuations, timelines, and more. We are always surprised by comments from listeners during these times, too. "I'm donating to KMXT because it is my go-to destination for accurate information. Pam holds our hands during tsunamis" stated a donor in November. Another donor, a local, said "Thank you to KMXT staff and Pam Foreman for her tsunami evacuation jazz show." She went on to say "Thank you for providing us with accurate information. KMXT does an excellent job."

Like every other public radio station across the country, our partnerships have remained increasingly important as we've navigated through this pandemic. Our news program, The Lowdown, and the spin-off show, The Long Haul, continues to bring in guests across a wide

spectrum to bring the community information about COVID-19 and it's impacts here in the community. Listeners get current information about what's happening in the schools, businesses, medical communities and more. Our partnerships continue with organizations like the City and Borough governments, the Emergency Services Council, the school district, medical and mental health providers, nonprofit organizations such as the Brother Francis Shelter for the homeless, the Kodiak Women's Resource and Crisis Center were critical. We provided an important information resource for the community they could tune into on a regular basis. One listener wrote "Thank you, KMXT, for carrying us through this pandemic Thank you for keeping our community informed and connected."

We continue to partner with the local nonprofits and are actively involved in a network of nonprofits – organizing monthly or bi-monthly meetings. Again, during the early stages of the pandemic and shutdowns, these meetings were an important information-sharing resource for the nonprofits.

Our partnership with the local school district has remained strong while they, as well, struggle through educational obstacles in the face of what they've had to do to cope with to continue providing an education to our children. We've continued to broadcast special events such as the graduation celebrations, musical productions and special holiday programs.

We've continued our partnerships with stations in other communities in coastal Alaska, providing broadcast and streaming bandwidth for them to get important COVID-19 information and requirements to fisherman who live outside their broadcast community.

We continued our tradition of a Valentine's Day campaign to benefit the Kodiak Women's Resource and Crisis Center. The agency gives us a list of items needed to help families settle into new living situations or for the families staying at the Center for the time being. We use the airwaves and social media to encourage the community to bring those items to the station and we distribute them to the Center on Valentine's Day.

We also have a program called The Giving Tree around the Christmas holiday that benefits the Brother Francis Shelter and Kodiak Women's Resource and Crisis Center. Both agencies give us a list of things needed by their clientele. Those lists range from warm clothes, hats and mittens to toys and games. We put the list of items on ornaments on a Christmas tree in our entryway and encourage our listeners and social media followers to stop by, pick up a couple of ornaments, shop for the items, and bring them back to the station labeled and wrapped. The organizations come by on Christmas Eve to pick up the gifts for their clients. Kodiak continues to be very generous with this program - even in the midst of a pandemic.

3 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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. 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. We continued to broadcast programming geared towards this diverse audience, with programs like Indigenous in Music, National Native News, Indigefi, Native Voices Calling, Global Village, The Putumayo World Music Hour, The World Music Hour, and the Alutiiq Word of the Week, along with numerous news pieces telling the stories of these diverse communities.

We continue being pretty challenged focusing on anything other than pandemic programming. We did have a couple of highlights, however, of what we did in regard to our pandemic coverage that demonstrated our commitment to serving these segments of our population.

- We created specific PSA's, in conjunction with local governments, the canneries and the Emergency Services Organization, in Spanish and Tagalog that were Covid-related.
- We were finally able to bring some of our volunteer dj's back into the studio and have revived our long dormant Spanish language program, (now called "Mexico en la Piel") Saturday nights.
- Through it all we continued our partnership producing the Alutiiq Word of the Week

PLANS for the year ahead:

- Continue the CAB's focus on structured outreach and social media utilization
- Continue collaboration with UAA and KHS on assisting with the ESL program
- Work more with the local minority churches

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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?

We're in the same position we were in last year, without CPB funding we'd be making plans to start talking merger with some of the other Alaskan stations knowing we were going to be looking at becoming a repeater stations sometime in the very near future. With CPB funding and the special CARES funding we were able to stay afloat but that money is starting to dwindle and we're looking at having to do something significantly different to replace a downward trend in local revenue to remain afloat.

As you all are probably well aware, we're living in a State where the current administration is not committed to funding public broadcasting. It seems we run into the same dog and pony show every year with the Governor submitted a budget that doesn't fund us followed by a legislature (after listening to strong statewide support) funding us only to have the Governor line item veto us out of the budget. In the course of his administration we've had to make up around 126K of revenue from local sources and we've really had to struggle to get it done. The pandemic actually helped us buy some time. Your funding and CARES funding have provided us with some time to begin looking at alternative ways to raise local funding. Without that funding we'd tap out our reserves in a year or two and we'd be starting to take a hard look at major modifications to how we're going to keep on going.

CPB funding normally accounts for roughly 20 to 25% of our budget and our salaries account for between 55 and 60% of our budget. This year, with the CARES supplement, that jumped up to almost 45% of our budget. Things are pretty tight here now in town with people scrambling to make money with so many places closed for so long. Our membership numbers have gone down but contributions have gone up. Underwriting is muddling along and just starting to rebound. We're short on personnel and scrambling to accomplish everything we have to do and the staff is starting to burn out after such a long haul. Losing CPB funding means 2 or 3 people out of a staff of 6 or 7—either news people or development staff: a no win situation. We'd really have no choice but to look for a partner who'd be willing to send signal into our community, maintain all the infrastructure and, maybe, either keep a reporter or two on the ground to provide some content or try and cover the community remotely. Everything we are, in terms of being a "community radio station", would cease to exist.

Directly due to CPB support there's a light at the end of the tunnel if we can keep treading water until things turn around. You gave us a lifeline. Thank you.