### 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.

KNBA's goal is to bring Alaska Native and Native American voices, issues, arts and culture to the community. The programming approach is to have a membership supported, engaging platform for which Native news and public affairs programs, both National and Local, will directly link to community needs/issues. A Community Advisory Board meets 4 times a year to help assess the needs and issues most important to the community. The KNBA Program schedule is prioritized by 1) Programming that creates a sustainable level of local use and membership support; 2) Alaska Native/Native American programs and subject matter; 3) Locally produced programming that includes opportunity for volunteers from the community.

We share our local newscasts to the web and social media posts on our digital platforms to extend the reach of conversations via feedback and commentary threads. Weekday Morning and Afternoon drive time provide airtime for locally sourced public service announcements regarding local service and event opportunities. This happens with both live-read announcements and live in-studio interviews.

### 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.

A benchmark initiative is working with The Alaska Federation of Natives in providing annual live broadcast coverage of the AFN Convention, the nation’s largest annual representative gathering of Native people. On October 19, 20, & 21, 2023, KNBA broadcast eight hours of a continuous live gavel-to-gavel broadcast feed, from the Dena’ina Center in Anchorage, along with the one-hour live talk show Alaska's Native Voice, and 5-min daily AFN newscasts. KNBA’s 2023 broadcasts were carried in whole or in part by 12 Alaska radio stations and 41 repeaters and translators, from Uigiaqivik to Kotzebue. - We continue a broadcast partnership with the Alaska Teen Media Institute airing the youth produced monthly radio show, In Other News. The partnership with ATMI includes KNBA-led training sessions with youth to learn interview skills and content creation which can benefit broadcasting, podcasting and other media related jobs. - KNBA sponsors and participates with the Alaska Independent Musicians Initiative supporting, branding, and promoting Alaskan music created by Alaskan artists both Native and non-Native. - KNBA partnered with Cook Inlet Housing Authority (CIHA) with production support, air time and promotion of CIHA’s “Pilot Bread” podcast series. The project has its roots in the COVID-19 pandemic as CIHA looked for creative ways to keep residents safe and healthy.

### 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.

KNBA’s AFN broadcast impacts both local and statewide communities by elevating the awareness of issues and agency of Alaska Native people. We use social media outreach to offer surveys for feedback on the broadcast and its coverage. - In partnering with Alaska Teen Media Institute we’re proud to have been a contributing factor when seeing former students continue to participate in the broadcast industry as tracked by ATMI. “For example, ATMI youth producer Ezra Tukaan Dan has been freelancing for KCAW radio in Sitka, while he attends Outer Coast College,” said Rosey Robards, ATMI Director. “The skills he developed by going live on the air for our “In Other News” radio show on KNBA got him a foot in the door with KCAW. He also received a scholarship to come back to Anchorage in April for the Alaska Press Club Conference, where he’ll sharpen his journalism and broadcast skills.” Listener Feedback for overall programming includes... "I love the local songs/singer songwriters you play. I'm also a fan of Native America Calling and all the indigenous artists we are exposed to." “Thank you for the fantastic music, the daily inspiration, and the commitment to meaningful community service!” John from Anchorage.

### 4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.

In 2023, KNBA continued the use of three Alaska Native languages directly within station imaging (sweepers, bumpers, etc.) and our legal IDs, played at the top of every hour, incorporate Athabaskan, Yup’ik and Inupiaq languages. We also air national and local PSAs voiced in 9 Native languages including Navajo, Tlingit, Odanah, Cherokee, Yupik, Salish, Ojibway, Lakota, and Inupiaq. KNBA added a new volunteer music program, “Pasifika Voice of Alaska” to its schedule this year, featuring music and topics of interest to the local Pacific Island community.

### 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?

A direct impact of CPB support is noticeable through the quality of our staffing and the professionalism of our studio, which elevate our professional profile in the community and our ability to attract and retain experienced staff. Community awareness and respect for KNBA is increased by our ability to show a professional and competitive product.

Funding affects programming as well. We create programming supporting underserved voices, but still need to provide a balanced broadcast schedule that can serve sufficient audience from a market of 300,000 people to make a sustainable membership base. Offering some ‘mainstream’ public radio programming options enhances our local productions and elevates the underserved voices to the same level as mainstream voices heard in the market and on streaming platforms.