

Local Content and Services Report

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6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2021. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

Joint licensee Grantees that have filed a 2021 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

KNBA's goal is to bring Alaska Native and Native American voices, issues, arts and culture to the community. The programming approach is to highlight news and public affairs programs, both National and Local productions, which will directly link to community needs/issues which are vetted and identified by a community advisory board. 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 volunteer music programmers.

We combine radio newscasts with 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 daily public service announcements regarding local events and services. Both live-read announcements and live in-studio interviews (as pandemic health practices allow) are performed.

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 key initiative to serve and support Native audience and to be a supportive organization to the whole community has led to multiple collaborations and partnerships. During our 2-day live statewide broadcast of the annual AFN Convention, we collaborated specifically with the Alaska Federation of Natives and Alaska radio station KTOO to bring in staffing, perspective and distribution.

In 2021, we once again connected with community by collaborating with local organizations to broadcast special events including Anchorage Community Theater broadcasts of Radio Theater Holiday productions. We also broadcast Family Wellness Warrior Initiative productions by Native health nonprofit Southcentral Foundation that spotlight efforts to combat domestic abuse.

Working with travel and tourism businesses across Alaska, we produced a highly effective and wide-reaching "Healthy Alaska Travel" 2021 media campaign promoting the message that Alaska is a COVID-safe travel destination full of great opportunities for Alaskans and others to explore. The campaign featured Alaska Native talent and producers, and reached public radio listeners, television viewers, and online media consumers statewide and beyond with television ads, dynamic short videos, and online banner ads.

A second 2021/2022 campaign, "Healthy Alaska Winters," <https://www.knba.org/healthy-winters> was a public communication effort to promote health, wellness and safety to appeal to Alaska Native audiences. Multi-media messages also target travelers and promote Alaska travel and cultural tourism businesses, and the safe reopening of those businesses. The campaign featured Alaska Native talent and producers, and reached public

radio listeners, television viewers, and online media consumers statewide and beyond with television ads, dynamic short videos, and online banner ads.

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.

For the “Healthy Alaska Travel” campaign, digital ads directing traffic to landing page <https://www.knba.org/koahnic-broadcast-corporation> were implemented during the month of August, targeted to people between the ages of 25 – 60 in key markets for Alaska travel. Rather than placing the ads with specific publications or websites, these were created to follow each user’s personal web behavior, showing up on the sites they visited most. These ads garnered 1,413,575 impressions and 1,219 clicks.

The total campaign, with digital display ads and video combined, garnered 1.9 million impressions and 1,300 clicks, while the “Healthy Alaska Winters” campaign garnered over 1.25 million impressions and 10,000 clicks, and over 24,000 watched the complete 30 seconds of a “Healthy Alaska Winters” video on YouTube so far.

The impact of the radio spots and videos for both campaigns will continue long after the conclusion of these projects, due to their vibrancy, relevance, and share-ability. The images of unique Alaskan outdoors activities and Alaska Native culture will linger in viewer’s minds, influencing their feelings about healthy activities, future travel plans., and continuing to boost Alaska businesses and nonprofits that rely on tourism, and promote nonprofit Native health organizations.

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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

During this year where the global COVID-19 pandemic has had so many impacts, our Community Advisory Board has played an important role in investigating community needs. In 2022, KNBA will look to increase the use of Native language and Native voices directly within station imaging (primary ‘voice work’ and station IDs).

KNBA regularly uses Yup’ik language for station promos, and our legal IDs, played at the top of every hour, incorporate Athabascan, Yup’ik and Inupiaq languages.

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?

The impact is felt directly in the ability to retain quality facilities and staffing which elevate our professional profile. Community awareness and respect for KNBA is increased by our ability to show a professional product.

Funding affects programming as well. We choose to create programming targeted to underserved voices, but still need to provide a broadcast schedule that can pull enough audience from a market of 300,000 people to make a sustaining 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.