

## LOCAL CONTENT AND SERVICES REPORT

The purpose of Local content and Services Report is to allow KDLL to tell the CPB and our community about the activities we have engaged in to address community needs by outlining key services provided, and the local value and impact of those services.

1. Describe your overall approach to address identified community issues, needs and interests, and audiences you reached or new audiences you engaged:

KDLL's main goal continues to be increased visibility in the communities it serves. This will enhance underwriting and membership opportunities and increase listenership. KDLL continues its news coverage, feature shows that highlight areas of local interest and community events. We continue to look for new opportunities to broaden our local offerings, including partnering with local organizations (garden club, school district, Native tribe, arts organizations) that allows us to further diversify our local coverage and programming.

2. Describe key initiatives and the variety of partners with whom you collaborated:

KDLL supports live broadcasts of bi-monthly Kenai Peninsula Borough Assembly meetings. Partnering with KBBI Homer, the signal is hosted from the Kenai Peninsula Borough Assembly chambers. From there it is shared with KDLL and KBBI listeners. From KBBI, the signal is also delivered to listeners in the Seward area over Puffin Radio. In this way, most of the population of the Kenai Peninsula Borough can listen to these important meetings and stay connected with important government decisions. KDLL promotes and covers art shows, workshops, music and dance performances and other events at the Kenai Visitors and Cultural Center, Kenai Fine Art Center, Kenai Peninsula College and Kenaitze Indian Tribe. These events often have an Alaska Native art and cultural focus. KDLL has volunteer DJ training programs that teach community members how to host a live music program. KDLL further partners with the Kenai Peninsula Borough's Economic Development District and local chamber of commerce and historical societies, archiving and broadcasting audio from workshops presentations of community interest. KDLL also participates in the state of Alaska "Adopt A-Highway" program cleaning a mile of roadway twice a year.

3. What impact did your key initiatives and partnerships have in your community?

The KDLL news department is responsible for covering complex issues surrounding the central Kenai Peninsula. Energy is the largest industry in this region. In recent years, the decline of oil and the possibility of a liquefied natural gas pipeline from the North Slope of Alaska have greatly affected the area. Local commercial and sport fisheries are in decline, with various user groups challenging each other for catch allocations. These issues have a large economic and subsistence harvest impact for many people, including Alaska Natives who depend on these resources. KDLL maintains an unbiased approach to these controversial issues, striving to provide as much information as possible between the various sides of these issues. KDLL and KBBI also coordinate emergency and disaster coverage for the Kenai Peninsula. During the coronavirus pandemic, KDLL has shifted news coverage focus to public health and safety information related to the pandemic. It is challenging to maintain our local focus with reduced staff but we cover as much as possible with our full-time reporter and a summer contract hire.

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:

KDLL applied for and received a position in Report For America. The new reporter will exclusively cover the underserved rural communities of our coverage area, including Native communities and multi-cultural populations, in fiscal year 2023 and beyond.

5. Please assess the impact that your CPB funding had on your ability to serve your community.

CPB's Community Service Grant makes it possible for KDLL to broadcast national programs from NPR, APM, and PRX, as well as Alaska news programs from the Alaska Public Radio Network. It also supports a full-time reporter at KDLL and part-time contract reporters. Important resource development, fisheries and tourism issues are now shared with a statewide audience. On-site reporting has also helped KDLL respond to emergency and disaster events with accurate and timely information. Without the CSG, these efforts would not be possible.