

Telling Public Radio's Story	
<p>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.</p>	<p>KNBA's goal is to bring Alaska Native and Native American voices, issues, arts and culture to the community. The programming approach is to showcase 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.</p> <p>We share 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 events and services. Both live-read announcements and live in-studio interviews are performed.</p>
<p>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.</p>	<p>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 the 2022 Alaska State Fair, KNBA and The RIVR collaborated with the Dena' Peoples Stage to organize and host an Alaska Native storytelling series. In 2022, we connected with community by partnering with local organizations to broadcast special events including Anchorage Community Theater broadcasts of Halloween and Christmas 'radio theatre' productions. In partnership with Cook Inlet Tribal Council, we broadcast live interviews and activity from the Native Youth Olympics in March 2022.</p>
<p>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.</p>	<p>Two recent multimedia campaigns, both nominated for regional Emmy awards, had statewide and national impact. Our "Alaska Safe Travel" campaign highlighted Alaska tourism businesses, while an "Alaska Native Healthy Winters" campaign focused on Alaska Native health and wellness. The campaigns reached television channels statewide, and had even wider outreach on multiple digital platforms with more than 3 million impressions each.</p> <p>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.</p>
<p>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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.</p>	<p>In 2022, KNBA increased the use of Native language and Native voices directly within station imaging (primary 'voice work', station IDs, etc.).</p> <p>KNBA regularly uses Yup'ik language words and phrases for station promos, and our legal IDs, played at the top of every hour, incorporate Athabascan, Yup'ik and Inupiaq languages.</p>
<p>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?</p>	<p>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.</p> <p>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.</p>