KBC Local Content & Service Report

Q: 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.

A: KNBA's goal is to bring Alaska Native and Native American voices, issues, arts and culture to the community. Through our inclusive programming, we have a large and diverse listenership that supports the station with annual Membership donations. The station brings music programming to the forefront while including primetime airing of Native news and public affairs programs that directly link to community needs and issues. Our Community Advisory Board meets regularly to recommend issues important to the Alaska Native community and community at large.

A: Our 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 opportunities for volunteers from the community. KNBA creates local newscasts and public affairs interviews for broadcast and shared on our website and social media. 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.

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Q: 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: A benchmark initiative is working with The Alaska Federation of Natives in providing an annual live broadcast of the Alaska Federation of Natives (AFN) Convention, the nation's largest annual representative gathering of Native people. Each October, for three days KNBA produces and broadcasts eight hours of continuous live gavel-to-gavel coverage along with a daily one-hour live public affairs talk show, "Alaska's Native Voice," and a 5-minute daily AFN newscast. All content is made available to stations statewide.

A: KNBA Partnered with Anchorage Community Theatre in the production of a 1 hour, Live Radio Theatre performance from the KNBA studios, "The Strange Case of Dr. Jekyll and Mr. Hyde in October 2024. The Anchorage Community Theatre annually creates radio plays all locally made, from the book adaptation to the cast and crew, and to being produced by Alaska's longest-running theatre company. KNBA participates as the technical and operational lead and provides air time and promotion.

A: KNBA has an over 20-year collaboration with the Alaska Teen Media Institute airing and supporting the operation and production of a monthly hour-long news magazine program produced by youth participants, "In Other News." The program has been recognized for its exceptional work with multiple awards for student journalism. KNBA works with nonprofit Music Alaska and their Alaska Music Summit, the annual two-day event advocating for local artists, promoters, educators, and music industry workers with the intent to develop, brand, and export Alaskan Music.

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Q: 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.

A: KNBA's AFN broadcast impacts 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. With the Alaska Teen Media Institute we're proud to have been a contributing factor when seeing former students continue to participate in the broadcast industry and other local community groups.

A: For example former student and producer Sara Perman has now become the Executive Director of the Atwood Foundation which benefits the community of Anchorage, Alaska, particularly its young people, by financially assisting the initiation, completion and maintenance of non-profit organization projects and programs in the fine arts, journalism, history and other civic enterprises.

A: Listener feedback for overall programming includes: "I've been a faithful listener for 25+ years. KNBA keeps me updated on current issues and enriches my life with education and entertainment throughout my day. Gunalcheesh KNBA!" Amanda Andraschko from Eagle River,AK. "KNBA is the only station that provides rich story and music for Alaska Native people. I love KNBA!" anonymous from Anchorage, AK.

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Q: 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 2024, and any plans you have made to meet the needs of these audiences during Fiscal Year 2025. If you regularly broadcast in a language other than English, please note the language broadcast.

A: In 2024, KNBA continued using three Alaska Native languages directly within station imaging (sweepers, bumpers, etc.) and our hourly legal IDs, which incorporate Athabascan, Yup'ik and Inupiaq languages. We also air national and local PSAs voiced in 9 Native languages including Navajo, Tlingit, O'odaham, Cherokee, Yupik, Salish, Ojibway, Lakota, and Inupiaq. KNBA volunteer program, "Pasifika Voice Alaska" features Samoan language to open and introduce their Talk and music program which focuses topics of interest to the local Pacific Island community.