6. Local Content & Services Report

6.1 Tell us Public Radio’s story

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 curating key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2020. Responses may be shared with Congress or the public. Grants are required to pay a copy of this report (Section 6 only) to their website at least ten (10) days after the submission of the report to CBP. CBP recommends placing the report in an "About Us" or similar section on your website. This section had generally been optional. Responses to this section of the SAS is now mandatory.

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station’s vital local services, such as multiplications 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.

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.

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 conversations 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.

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 alternate subaudios) during Fiscal Year 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

5. Please assess the impact that your FY20 funding had on your ability to serve your community. What are you able to do with your grant that you wouldn’t have been able to do if you didn’t receive it?

SAS's goal is bring Alaska Native and Native American voices, issues, arts and culture to the whole community. With the help of our Community Advisory Board, we review our programming output and gather feedback from the Board quarterly regarding issues that should be addressed and heard on the station. With a popular music format that incorporates Indigenous artists and local artists along with current national releases, we have found a way to have a vibrant schedule where Alaska Native voices and topics reach a wide audience. Local News & Public Affairs programming is focused specifically on Alaska Native interests and is heard on daily broadcasts and shared on our website and social media platforms. Community information is offered through live hosted morning and afternoon drive-time announcements. We use 2-minute modular programming to educate on Native Culture, Health, Environment and Language. We also use this content to partner with organizations with similar goals that have information to announce and share.

The initiative to serve and support a Native audience and to also be a supportive organization to the whole community has led to multiple collaborations and partnerships. During our 2-week broadcast of the annual AFN Convention, we collaborate with the Alaska Federation of Natives, Rural Alaska radio station KYUK, and AK Public Media to bring in staffing, perspective and distribution. In 2020 we connected with community by partnering with local organizations to broadcast special events including: Performance Theater as we broadcast their radio theater production of a Tlingit Christmas Carol, and Anchorage Community Theater as we broadcast their Radio Theater Holiday production. We also broadcast Southcentral Foundation’s Family Wellness Warrior Initiative productions spotlighting efforts to step up against domestic abuse, a Cook Inlet Tribal Council “Alaska Native’s Count: A Census Awareness Panel” discussion; and worked with Anchorage Downtown Partner to broadcast weekly local music performances during the community’s COVID-19 lockdown.

We continue to partner with the local nonprofit, Alaska Teen Media Institute (ATMI), and broadcast the monthly student-produced radio program.

An indicator of impact is a growing number of individuals and organizations who are coming “direct to KNA” when they wish to find an audience for their own Native outreach initiatives. The impact is also identified with partner organizations whose audiences say they “heard it on KNA” and the partner organizations desire to partner again.

Listener feedback includes:

- ANONYMOUS from ANCHORAGE, AK: “KNA is important to me because it connects me to my new community of Alaska and my heart community in New Mexico. I love being able to listen to Native American Calling and the soothing voice of Taza Gaudreau every morning and feeling connected and more informed about important issues that do not get discussed within the popular media. Public media continually reminds me of the importance of story throughout generations and promotes a patient and inclusive way.”

- LAURA from WASILLA, AK: “Keep up the music variety, playing local artists, volunteer DJ shows, and all of the thought provoking discussions such as Native American call-in.”

- JOEY from ANCHORAGE, AK: “We enjoy listening to local shows that are not mainstream or corporate. We are indigenous people that want to support our friends and relatives, including the volunteer staff and DJs. It’s critical that we continue to hear from the American Indian and Alaska Native voices from across the nation. Quiana.”

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 2021, KNA plans to meet the increased use of Native language and Native voices directly within station imaging (primary “voice work” and station IDs). KNA regularly uses Yup’ik language for some station promos, and our legal IDs, played at the top of every hour, incorporate Athabascan, Yup’ik and Inupiaq languages.

The impact is felt directly in the ability to retain quality facilities and staffing which elevates our professional profile. The community awareness and respect for KNA is driven by our ability to show a professional product.

Funding for programming is so great. We choose to create programming targeted to underserved voices, but still need to provide a broadcast schedule which 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.