

KBBI FY14 CPB Station Activity Survey - Telling Public Radio's Story

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.

KBBI strives to illuminate the many facets and aspects of life on the Kenai Peninsula and Kachemak Bay area. Emergency response, local government, resource development and protection, education, and the lives of ordinary and extraordinary people who reside here are all subjects for broadcast and on-air/online discussion.

KBBI's 1.5 FTE news team, in conjunction with KDLL Kenai's 1.0 FT meet every Monday morning to review the previous weeks' stories for quality and content. They then discuss news stories to be produced in the current week. KBBI offers live newscasts three times a day.

KBBI provides opportunities for community involvement and discussion on The Coffee Table, a weekly live call-in program that touches on a wide variety of topics. Guests range from candidates for local, state and national public office, city council and Borough assembly members, educators, service providers and non-profit organizations. Live broadcasts of Homer City Council and Kenai Peninsula Borough Assembly meeting provide an opportunity for people to stay informed about local government activities. Our Community Calendar and Slack Tide interviews inform listeners about local community and non-profit events and activities. The Bushlines offer communication to those in remote areas, and Rideline, Jobline, Lost and Found, and Critterline services connect people with opportunities three times a day.

KBBI has an active website and Facebook presence on the Internet. news and information about the stations activities are available on the website, updated daily. Facebook is updated regularly about station activities and volunteer programs. Both of the social media vehicles serve an important role in providing timely and accurate information during emergencies or natural disasters.

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.

KBBI has been actively engaged in emergency response activities through the years, and works with local fire and police departments, and the KPB Office of Emergency Management. We see this as the most important community service we can provide in an area subject to extremes of weather, floods, volcanoes, wildfire and earthquakes. The station manager made a presentation on our response capabilities and process during a day-long emergency preparedness seminar. We also participated in presentations and discussions around the 50th anniversary of the devastating 1964 Good Friday earthquake.

KBBI continues to work with the State of Alaska Mature Alaskans Seeking Skills Training program. This program has been helpful to the station in having a person at the front desk to greet visitors and do projects for the business manager and development director. Participants have had varying levels of skills and we work with them to improve their abilities, such as training them on computer use, Excel, etc.

KBBI partners with the Friends of the Homer Public Library to produce "Reading Between the Lines", a weekly, four minute program about library, services and programs, and to spotlight specific media of interest to our audience. Every other year KBBI participates in "The Big Read", a program that engages the community around a particular author/book, with readings, discussions, and perhaps movies and live theater.

We partner with the Center for Alaskan Coastal Studies to produce "Kachemak Currents", a weekly, four minute program about the natural history of our area. In spring of FY 2014 we began a new partnership with the Friends of Kachemak Bay State Park to provide weekly updates on trail conditions in the park.

KBBI's program department partnered with the high school swing choir in recording their annual Christmas choral performance. The program was edited and broadcast twice with guests from the choir being interviewed during breaks.

Local musicians, poets and writers were invited to participate in a two hour recorded program, "Holiday Hootenanny". This was broadcast on Christmas Day.

The general manager attends a monthly meeting with local non-profit managers to discuss issues and events of interest/concern to all.

KBBI continues to broadcast live Homer City Council meetings to our service area twice monthly.

We also broadcast live Kenai Peninsula Borough (KPB) Assembly meetings to the Homer area, as well as listeners to KDLL FM91.9 in the Kenai/Soldotna/central peninsula area, and over Puffin Public Broadcasting K201AO in Seward. This partnership between the three stations and KPB provides an opportunity for residents to hear discussions and public testimony, as well as actions taken by the Borough Assembly. This is an important service for small communities living a hundred miles away, in any direction, from the seat of borough government.

KBBI provides an on-air event calendar service for local non-profit organizations, schools and college campus, government organizations, and local benefits for individuals and organizations. Non-profits also have a weekly opportunity Friday mornings to talk about services and coming events.

KBBI has an active on-air training program open to the community throughout the year. Trainees learn how to operate studio equipment, the details of FCC and station rules and policies and after completing the course are able to host their own music show.

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.

Our track record as an emergency information provider has made KBBI the place to turn for the most up to date and accurate information in time of an emergency.

Friends of Kachemak Bay State Park reported that the annual June Trails Day that gets remote trails cleaned up for summer use, had its best turnout ever following the trails program broadcast giving information on sign up.

It can be said that local non-profit organizations rely heavily on our Community Calendar announcements. We get calls if an organization hasn't heard their announcement in what they consider a timely manner. We went to an online form limiting the number of characters that can be used. This has saved considerable staff time and the more condensed format allows more messages to be read during Community Calendar breaks. When the format changed we heard from a number of organizations about how they couldn't get all the information out that they wanted. When we explained that this actually allows more announcements to be read, and often sooner than they might have previously, they understood that this benefits everyone.

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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.

KBBI has been increased the amount of reporting in both the Native and Russian communities in our area. We partnered with Project Grad, a unique remote village minority cultural/education organization to provide broadcasting training and experience to a group of Native and Russian teens. We are exploring other opportunities to expand partnership opportunities with other community organizations in an effort to improve our service to these communities.

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 annual CPB grant allows KBBI to serve our local, rural and remote audiences with quality local, state, national and international news. It allows us to have a 1.5 FTE news department, and other staff, required to maintain a level of service that is important to our communities. We would likely lose some staff, as well as state and national news programs. This would have a big impact on the services that our communities have come to depend on. Providing timely community information would most likely diminish in quality and frequency. Without the grant we would attempt to maintain as much local information and content as possible. But fewer staff would make much of what we do more difficult, so cuts might include less local news and community information. We could not afford important national news programs without CPB funding.