

KBBI FY15 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 illustrate the many aspects and issues of life on the Kenai Peninsula and the Kachemak Bay area to our communities. Emergency response to catastrophic events (earthquakes, volcano eruptions, tsunami, wild fire, flooding) is a primary responsibility we take very seriously. We also cover 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 meets every morning to review the recent stories for quality and content. They then discuss news stories to be produced in the current week. KBBI offers live newscasts two 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 include candidates for local, state and national public office, city council and Borough assembly members, educators, service providers and representatives of educational, youth, health and environmental non-profit organizations.

Live broadcasts of Homer City Council and Kenai Peninsula Borough Assembly meetings provide an opportunity for listeners to be informed about local government activities.

Our Community Calendar and Slack Tide interviews provide listeners information about community and non-profit organization events and activities. KBBI's live Bushline messaging service provides information, sometimes critically important, to those in remote areas and without phone or Internet service. The Rideline, Jobline, Lost and Found, and Critterline services connect people with opportunities 3 times a day.

KBBI has an active website and Facebook presence on the Internet. News and information about community and KBBI activities and events are updated often on our website and Facebook pages.

Both of these 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 the past decade, working 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.

KBBI continues to work with the State of Alaska Mature Alaskans Seeking Skills Training program, as applicants become available. 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. 2015 was a "Big Read" year, in which we did both short and long form programming (i.e. news stories, a Coffee Table program, appearance on Slack Tide) in connection with it, as well as getting information out to the community about Big Read related event through use of our Community Calendar.

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.

We also continue to partner with the Friends of Kachemak Bay State Park to provide weekly updates on trail conditions in the park during the summer hiking season.

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.

The general manager attended monthly meetings 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.

KBBI broadcasts 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.

KBBI's development director has reached out to local non-profits to increase their understanding of the services KBBI offers them, and the effectiveness of underwriting for their activities. As a result, underwriting for events by non-profit organizations has increased substantially in the past year, due to this communication with local non-profit organizations. In order to increase this revenue line we have added incentive for NP to use underwriting as a promotional tool with extra spots and a posting on our Facebook page. We also remind them how much they receive from KBBI annually in free event promotion and coverage, and encourage them to add a promotion line item in their event budget.

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. KBBI's involvement in this area led the City of Homer to invite us, as the only media representative at the table, to be a part of the Hazardous Mitigation Plan update committee, and for them to see us as an important partner in the event 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, continues to see increased turnout for their

event due to their partnership with us through our broadcasting of information about, and how to sign up, for their event.

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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

KBBI continues to increase the amount of reporting we do in both the Native and Russian communities in our area. We continue to partner 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 have made a concerted effort so far in FY16 to improve our service to these communities. KBBI's news director has visited Native communities in Ninilchik, Kenai, and Nanwalek, getting to know the people and tribal leaders. Stories have been aired from each of these visits. Trips were also made to the Russian communities of Vosnesenka and Razdolna. A story was done about the school crowding issue at Vosnesenka, and a Russian husband and wife came to KBBI to be recorded for the story.

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 has been instrumental in KBBI's ability to serve our local, rural and remote audiences with quality national and international news. It allows us to leverage state and local funding to support a 1.5 FTE news department, and other staff required to maintain a level of service that is important to our communities. Without CPB funding we would likely lose state and national news programs, as well as some staff. 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, and may drop a couple of national distributors if State of Alaska APBC grants are cut significantly again this spring.