

# Local Content and Services Report

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.

KNBA continues to provide time on our weekly schedule for community organizations to promote public service. KNBA also creates our own programming to specifically connect with underserved community members, bringing them information and a sense of pride regarding community stature.

We provide a basic, pro-bono Public Service Announcement calendar which is read from live during prime time programming hours. KNBA also provides a morning drive time invite for local organizations to come on-air for a 10 minute live interview to expand on local non-profit services and events. Within the last year we've helped over 70 organizations promote services and activities including, Cook Inlet Housing Authority, Alaska Native Tribal Health Consortium, United Way, Anchorage School District Indian Education program, American Red Cross, Alzheimer's Association of Alaska, and more.

KNBA News covers the issues that impact all Alaskans, but we also routinely include coverage of organizations providing services to Alaska Native community members. To name a few, KNBA News has produced stories sharing information from Alaska tribal health providers, language revitalization projects, suicide prevention programs, and a story on dental care for underserved Alaskans which won a 2015 "Best News Feature" award from the Alaska Broadcasters Association.

Each October, KNBA produces a three day broadcast relaying the live proceedings of the Alaska Federation of Natives Convention, an important event that is the largest annual gathering of Alaska Natives. The broadcast is provided on the Anchorage airwaves and is made available statewide so that we may bring the important speeches and community connections to those who cannot attend in person.

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.

Our mission to be the leader in bringing Native voices to the airwaves is important for the community's identity. When we speak to people in a way that respects their identity they become more engaged in the community service offered. In November of 2015 KNBA began to work with the Alaska Native Heritage Center's Urban Eskimo Language Revitalization Project to create standard recorded announcements in 3 different Native Languages while also promoting the organization's services.

We partner with organizations to promote their events which bring awareness to the services they provide. We've worked with promoting events for the Tebughna Foundation, Cook Inlet Tribal Council's Youth Programs, including the Native Youth Olympics; Southcentral Foundation Health Fairs, and CIRI Shareholders Potlatches.

KNBA has a continuing partnership with the Alaska Teen Media Institute providing air time for a once a month, hour-long, youth-produced public affairs program.

We are the only station in the market with a commitment to provide a regular outlet for long-form, youth-produced programming in our community. KNBA considers the arts a service of value to the community and we've connected Alaska Native artists with our community through a series of 2-minute audio profile modules, "Alaska Native Artist Spotlights," which share the culture, inspiration and future of Alaska Native Art.

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.

KNBA has promoted our partnerships with the intent to see an urban awareness of Native culture and identity. We have addressed Native culture within our urban environment through our broadcasting of Native Language and Native Artist Profiles, Native community activities and partnering with groups who reach out to serve and promote pride. The impact is felt and measured through a growing and very noticeable whole community awareness of Native culture as a now common identity within our urban environment.

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.

KNBA Newscasts, special News series, annual live broadcasts, and regular programming on our weekly schedule all support our efforts to have a minority audience aware that the airwaves include their voices, interests and agendas. In 2016 we plan to continue producing short form features and modules that spotlight Alaska Native artists and culture bearers. Also in 2016 we will begin a new volunteer hosted show with common announcing done in Yup'ik, an Alaska Native language with more than 10,000 speakers. The theme of the show is seeking to help the minority Native population connect to traditional healing and culture.

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 impact is that we are able to retain and attract producers with the voices and talents unique to our goals and mission. CPB funding impacts KNBA's ability to produce and air programs focused on local interests. We don't need to create a broadcast schedule with the sole purpose of market ranking or audience size.