

2014 LOCAL CONTENT AND SERVICES REPORT

The purpose of Local content and Services Report is to give KDLL an opportunity to tell the CPB and our community about the activities we have engaged in to address community needs by outlining key services provided, and the local value and impact of those services.

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.
 - KDLL's main goal currently is increased visibility in the communities it serves. This will enhance underwriting and membership opportunities, and increase listenership. To this end KDLL purchased a vacant lot near the transmitter site for development as a new studio/office location. It is midway between the population centers of Kenai and Soldotna on a highly-traveled road. It will be visible to many more people as they travel between these communities. It will also eliminate a developing line-of-sight problem between the existing studio location and the transmitter.
 - KDLL's news reporter participates in weekly news department meetings with the KBBI news department, coordinating story assignments for the week and discussing potential Coffee Table topics. The Coffee Table is a weekly call-in program that is broadcast live over KBBI, Homer, and KDLL Kenai/Soldotna.
 - KDLL has a website which it uses mainly for posting local news stories, and serving as an archive for previous stories. KDLL has a Facebook page which is used to post current station news and coming news programs.
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.
 - KDLL participated in the "National Day of Giving" project 12/3/13. On-air breaks identified the Lee Shore Center (domestic violence/sexual assault) and Kenai Peninsula Food Bank as recipients of food/clothing donations from local businesses for each call/donation to KDLL.
 - KDLL supports live broadcasts of bi-monthly Kenai Peninsula Borough Assembly meetings which originate in Soldotna. Utilizing equipment of KBBI Homer, the signal is routed from Assembly chambers to KDLL, then to KBBI where it is broadcast to southern peninsula and Cook Inlet listeners, and simulcast to KDLL for Kenai/Soldotna and central Kenai Peninsula listeners. From KBBI the signal is also delivered to listeners in the Seward area over Puffin Radio. In this way most of the population of the Kenai Peninsula Borough can "attend" these important meetings and stay connected with important government decisions that may affect them.

- KDLL is a community partner and supporter of the "Caring for the Kenai" project in central Kenai Peninsula high schools. Caring for the Kenai is an environmental contest for high school students and challenges them to tackle local environmental issues or natural disaster preparedness. KDLL advised students on the use of radio for distributing information and provides "semi-finalists" with the opportunity to write radio scripts, record and edit the announcements, and then broadcasts these messages to our listening audience. KDLL partners with the Kenai Watershed Forum, Kenai Peninsula College and local corporations and businesses to insure the project is offered each year in High Schools in the Kenai Peninsula.
 - KDLL is a media partner with Peninsula Winter Games, an annual youth oriented "Winter Olympics" sponsored by the Soldotna Chamber of Commerce. As a partner, KDLL offers underwriting opportunities to inform the public of important dates, registration information, and the schedule of events.
 - KDLL participates in a handicap work program sponsored by Frontier Community Services and promotes their events and services.
 - KDLL promotes art shows, workshops and events of the Kenai Visitors and Cultural Center and the Challenger Learning Center. These events often have an Alaskan Native/Kenaitze tribe art and culture focus.
 - KDLL has a volunteer DJ training program that teaches interested folks on how to do a live music program. Two of the graduates of this program have moved on to paying jobs with local commercial radio stations.
 - KDLL is a member of both the Kenai and Soldotna Chamber of Commerce organizations and participates in the annual Soldotna Job Fair.
 - Station manager Allen Auxier is in charge of the local Rotary Troop Care Package program. KDLL also participates in the State of Alaska "Adopt A Highway" program cleaning a mile of roadway three times a year.
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.
- This is difficult to quantify but KDLL's local newscasts and call - in program serve to increase awareness and understanding of complex issues facing the area. Local commercial and sport fisheries are in serious decline, with various user groups challenging each other and fishery/wildlife departments to each get a larger share of the resource pie. A complex and contentious issue that has been well covered by KDLL's news department. Clamming has recently, again, been closed on popular local beaches due to declining harvest numbers and clam size. These are complex issues that have a large economic and subsistence harvest impact for many people, including Alaska Natives, who depend on these resources. Several user groups make claims as to who is responsible, usually the "other guy", and various media seem to have taken sides in their reporting. KDLL's news reporter has become the lower Cook Inlet specialist in reporting fairly and accurately on these issues. His reports are frequently broadcast on Alaska News Nightly, the statewide weekday newscast produced by the Alaska Public Radio Network.

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 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.
 - KDLL continues discussions with local Alaskan Native tribes in the area to develop programming that would be of value and/or interest to them, as well as local non-Native listeners.
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?
 - CPB's Community Service Grant makes it possible for KDLL to broadcast national programs from NPR, APM, and PRI, as well as Alaska news programs from the Alaska Public Radio Network. It also supports a local news reporter at KDLL. Important resource development, fisheries, and tourism issues are now shared with a statewide audience. An on-site reporter has also helped KDLL respond to emergency and disaster events with accurate and timely information. Without the grant there is not funding to support this position.