




ALASKA PUBLIC MEDIA

KAKM-TV | KSKA 91.1 | APRN

alaskapublic.org

News & public affairs core

- 
- KSKA 91.1 FM Radio
 - Alaska Public Radio Network
 - KAKM Channel 7 Television
 - Alaska Public Television
 - alaskapublic.org & TownSquare 49
 - And not one political spot!

Who is Alaska Public Media?

- KSKA 91.1 FM
- Alaska Public Radio Network
 - KSKA and KNBA Anchorage, Barrow, Bethel, Chevak, Dillingham, Fairbanks, Fort Yukon, Galena, Haines, Homer, Juneau, Kenai, Ketchikan, Kodiak, Kotzebue, Nome, Petersburg, Sand Point, Sitka, St. Paul, Talkeetna, Unalakleet, Unalaska, Valdez, Wrangell
- KSKA live stream: www.alaskapublic.org
- On-demand podcasts: www.alaskapublic.org

Ways to Listen

- KAKM over the air Digital Channel 7.1
- Create over the air Digital Channel 7.2
- 360 North over the air Digital Channel 7.3
- KAKM GCI Cable Channels 7 or 657
- Create GCI Cable Channel 94
- 360 North GCI Cable Channel 15
- KTOO Juneau over the air
- KYUK Bethel over the air
- Major cable systems around the state & ARCS
- Next: Mobile video on smartphones & tablets

Ways to watch

- \$20+ million industry
- 26 public radio stations: Affiliated through APRN
- 4 public television stations: 3 now affiliated
- Often sole source of news and information
- Emergency preparedness, information
- Alaska Public Media \$6.9 million
- Alaska Public Media: 2 stations, 2 networks

Public broadcasting in Alaska

- Digital media are everywhere; legacy media are still here
- Pew Research: 81% of American adults now use the Internet
- 71% of online adults now use Facebook; 52% use 2 or more
- Linked-In, Pinterest, Instagram, Twitter all growing 25% and up
- Mobile platforms are coming on strong
- Breakdown of business models
- Fragmentation of audiences
- Infinite competition
- Amazon sells more books in digital form than in print
- iTunes, the music business and the cloud
- News is an ecosystem – the more, the better

Media revolution

- Strong brand: Alaska Public Media
- Convergence: Deliver the product wherever people want it – radio, TV, online, social, mobile
- Content is King: BOTH local and statewide
- Video Renewal: Television, digital, new models, Road Team
- Community Engagement: Special events, activities



Our direction

- Ideal: On air, online and in-person engagement
- *Addressing Alaskans*: Public affairs, but also science, arts, history, storytelling, etc. etc. etc.
- Example: Immigration film, discussion, Lori Townsend moderated
- Cohesive schedule of events: This year, for foodies
- Co-pro relationships with others, from the zoo to the FBI
- Town Square 49 and social media: nearly 10,000 “likes”
- World Music Festival with World Affairs Council
- Spoiler Alert: Rick Steves is coming in the fall

About Engagement

- 36 years and still innovating
- *Outdoor Explorer, Addressing Alaskans, TS 49 radio*
- KSKA audiences:
 - 39,000 listeners each week; average 8 hours per week
 - Up 32% from 2012-2013, then a drop
 - #1 in the morning
 - #1 on Saturday/Sunday
 - #2 in market for overall share
- APRN collectively reaches 96 percent of Alaskans
- APRN has 40 journalists throughout Alaska

Some radio highlights



INDIE ALASKA: *I Am An Ice Diver*
