



# WE ARE ALASKA PUBLIC MEDIA

Alaska Public Media (AKPM) harnesses the power of multiple media platforms to make a more informed and connected life possible for all Alaskans. Committed to meeting the needs of our community and state, AKPM creates and distributes instructional, educational and cultural programming and convenes civil dialogue, civic information and community engagement.

AKPM also provides a critical link in a statewide technical service system for public safety.



AKPM is a joint Public Broadcasting System (PBS) and National Public Radio (NPR) member and a 501(c)(3) organization. AKPM operates a Statewide News network of 24 stations and a shared television service with KTOO in Juneau and KYUK in Bethel. Located in Southcentral Alaska, AKPM is the largest public media entity in the state and reaches more than 85% of Alaskans.

**KAKM TV**

*PBS KIDS 24/7*

*Create TV*

*360 North*

**STATEWIDE  
NEWS**

**KSKA  
RADIO**



**AK**  
**ALASKA PUBLIC MEDIA**

TV | RADIO | NEWS

[alaskapublic.org](http://alaskapublic.org)



# POWERED BY PUBLIC

**AK**  
ALASKA PUBLIC MEDIA  
TV | RADIO | NEWS

# WE ARE INFORMING

*AKPM offers trusted, award-winning national programming including Morning Edition, All Things Considered, NOVA, Nature, MASTERPIECE, and Frontline. We produce Alaska-specific programs including Line One: Your Health Connection, Alaska Morning News, Alaska Economic Report, Talk of Alaska, Outdoor Explorer and Alaska News Nightly. These much-loved, signature programs represent carriage of programming that resonates with our audiences.*

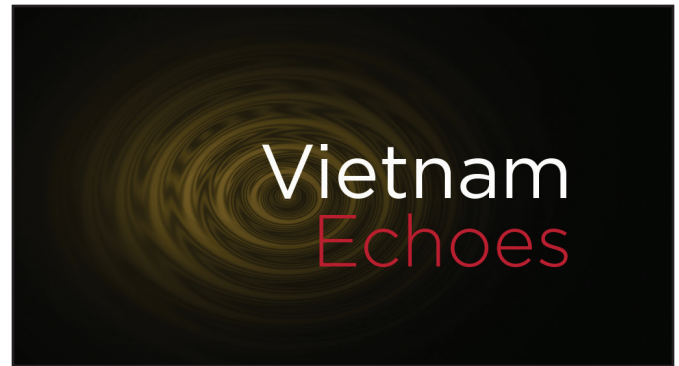
*In 2017, we also created original programming that expanded audiences and deepened community connection through integration on multiple media platforms.*



## MIDNIGHT OIL

On the 40th anniversary of the first barrel of oil flowing down the trans-Alaska pipeline, Alaska's Energy Desk explored the rich history of that oil and the pipeline that forever changed the state. This ambitious endeavor by a team of journalists from around the state, led by Annie Feidt, **broke many records for AKPM** and reached a very wide audience after securing placement on NPR ONE.

- 8 podcast episodes
- 16 videos and audiograms
- 7 radio/web components
- Listeners in approx. 200 countries
- 250,000 total listens
- 1 million+ downloads
- Approx. 113,000 Facebook video views



## VIETNAM ECHOES

Produced by in-house staff and supported by a PBS grant and a local partnership with the Alaska Veterans Museum and the Alaska Humanities Forum, AKPM gave voice to Alaskans' stories of the Vietnam War. Over a 10-week period, this series – along with companion programming on AKPM TV and radio – **provided our most extensive multi-platform media experience**. The synchronized content was anchored by The Vietnam War, a film by Ken Burns and Lynn Novick on PBS.

- 11 videos and audiograms
- 4 community events
- 13 radio/web components
- Approx. 117,000 Facebook video views



# WE ARE INFORMING

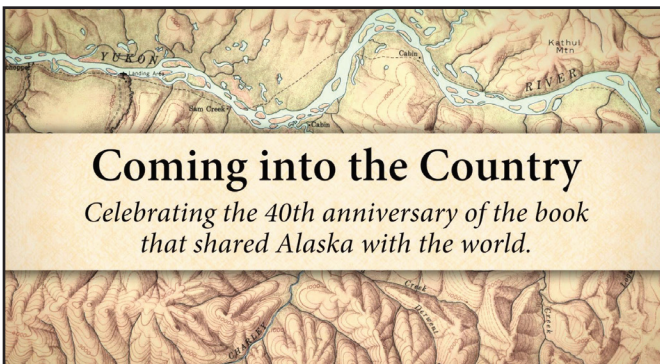


## IDITAPOD

In partnership with KNOM Radio, **AKPM brought listeners across the world the Iditapod** – a 17-part Iditarod podcast. Host Josh Edge and correspondents Zachariah Hughes and Ben Matheson took the world to the front of the pack, into checkpoints, out on the river and down along the sea ice for interviews with mushers and race analysis not found anywhere else.

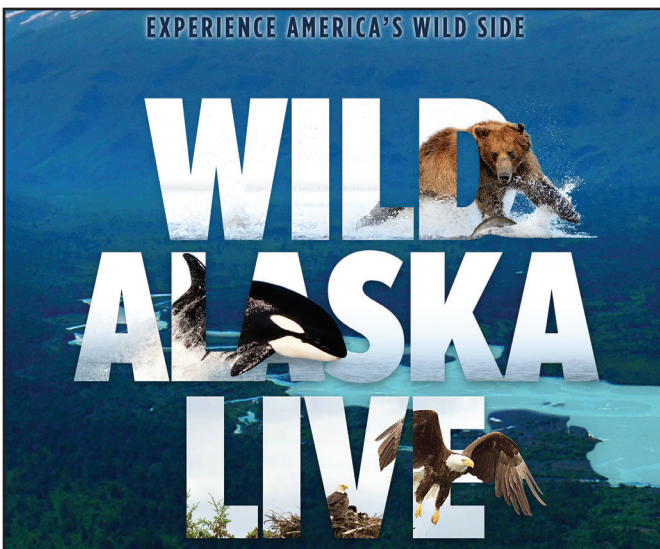
- 17 podcast episodes
- 71,900+ people reached on Facebook

- 11,085 unique listens
- Nearly 127,000 impressions on Twitter



## COMING INTO THE COUNTRY

The Alaska's Energy Desk team produced a weeklong series on the 40th anniversary of John McPhee's *Coming into the Country* – an iconic Alaska book. The multimedia content included radio and video vignettes, a Talk of Alaska interview with McPhee, and **two in-studio public forums in Anchorage and Juneau, held with a live video feed between the two events.**



## EXPERIENCE 'WILD ALASKA LIVE'

The world got to share in the beauty and wonder of Wild Alaska LIVE, hosted over three days by popular PBS personalities, the Kratt Brothers. PBS and the BBC produced this live national programing in multiple locations across Alaska.

**AKPM convened Alaska educators** in science and the arts to create customized PBS LearningMedia modules in addition to working with Alaska's current and past PBS Digital Innovators.

# WE ARE INFORMING



## LEARN AND PLAY WITH AKPM!

We launched a brand-new channel in 2017:  
PBS KIDS 24/7!

Now families can tune in to the #1 educational media brand with PBS KIDS\* for non-commercial, award-winning, quality children's programming any time, day or night. AKPM and PBS also offer free resources for parents and teachers. America's largest classroom is just a click away.

*\*Source: Marketing & Research Resources, Inc. (M&RR), Jan. 2017*

## High Quality Journalism Happens Here

The news team at AKPM took home 14 Alaska Press Club awards, including 3 first-place wins.

Alaska's Energy Desk received a grant from the NPR Storylab to produce the Midnight Oil series, as well as a travel grant from the Society of Environmental Journalists to continue their in-depth coverage of important issues across the state.

Reporter Anne Hillman of the Solutions Desk was awarded a \$10,000 Rosalyn Carter Fellowship for Mental Health Reporting in July, and a scholarship to attend the Solutions Journalism Summit in November. She also won a Society for Professional Journalists award for Audio News Series for "Fostering Our Future," a look into Alaska's foster care system.

Our news stories gained national attention and were included in:

- ➔ 16 NPR newscasts
- ➔ 9 Morning Edition stories
- ➔ 8 stories on All Things Considered
- ➔ 6 stories on Here & Now
- ➔ 3 stories featured in the PBS NewsHour
- ➔ 1 mention in the New York Times
- ➔ 1 story in public media's trade publication, Current
- ➔ 1 very funny feature on Wait! Wait! Don't Tell Me

# WE ARE CONNECTING

*At AKPM, we see our audiences as members of a community, not as consumers. We engage listeners, viewers and partner organizations through collaborative events to create a truly immersive multimedia experience. By sharing local stories, we have worked to create dialogue in our communities and a one-of-a-kind connection that our audiences come back for time and time again.*



## **VICTORIA SEASON 1**

To celebrate the series premiere of the period drama, *Victoria*, from MASTERPIECE on PBS, AKPM partnered with the Bear Tooth Theatrepub for a free screening of the first episode – which was met with such great demand, we added an encore screening later that week! Over 600 attendees participated in welcoming this new series.

## **MIDNIGHT OIL LIVE**

More than 175 people joined Alaska Public Media for Midnight Oil Live, a free evening of storytelling featuring those who played a part building trans-Alaska pipeline history. Attendees included Gov. Bill Walker and first lady Donna Walker. This event was a capstone to the Alaska's Energy Desk record-breaking series Midnight Oil.

## **THE VIETNAM WAR**

More than 550 attendees joined us for three community screenings in Anchorage and Palmer for the hour-special of *The Vietnam War* and to share in facilitated discussion with Alaska Humanities Forum. Local Veterans Affairs support personnel offered services at the events and extended phone support for veterans and their families during the 10-part series run.

## **PBS KIDS CHARACTERS COME TO TOWN**

PBS KIDS favorites Daniel Tiger and Clifford the Big Red Dog visited adoring fans at the 2017 Alaska State Fair over 12 days. Daniel and Clifford also made special stops to see their friends at children's hospitals in Anchorage.

## **ANCHORAGE INTERNATIONAL FILM FESTIVAL (AIFF)**

The staff creators of AKPM's *Vietnam Echoes* original series of vignettes presented a panel and shared video clips at One Course Discourse, in partnership with the AIFF. Filmmakers, film lovers, veterans, and community members were all part of this audience.

Additionally, Anne Hillman of AKPM's Solutions Desk, facilitated a discussion following AIFF's screening of *Tribal Justice* at the Anchorage Loussac Library. Amazing perspectives were shared – from a judge, public defender, defense lawyer, and people who have gone through wellness court programs.



# WE ARE CONNECTING

## **INDIE LENS POP-UP SCREENINGS WITH UNIVERSITY OF ALASKA ANCHORAGE (UAA) AND THE ANCHORAGE MUSEUM**

Featuring documentaries seen on PBS's Independent Lens, Indie Lens Pop-Ups ran at UAA over the year and a special program for Real Boy was held at the Anchorage Museum – all free and open to the public. These screenings spark community-driven discussions from newsworthy topics, to family and relationships.

## **COMMUNITY IN UNITY**

Among the year's Community in Unity events where reporter Anne Hillman holds and records conversations outside the AKPM studios, a truly remarkable session was held at the Spring Creek Correctional Facility near Seward. Never before had the community been brought inside the facility to meet and talk with inmates and staff. It was a riveting session that led to new bonds and greater appreciation for the concept of social justice.



## **Supporting Leaders in the Classroom**

Traci Lee Espeland is an English Rhetoric teacher at South Anchorage High School and a PBS Digital Innovator for 2017. AKPM collaborates with current and past Innovator awardees to build awareness for how media can be used in the classroom and the free resources available through PBS LearningMedia.

## **Growing a Digital Media Presence**

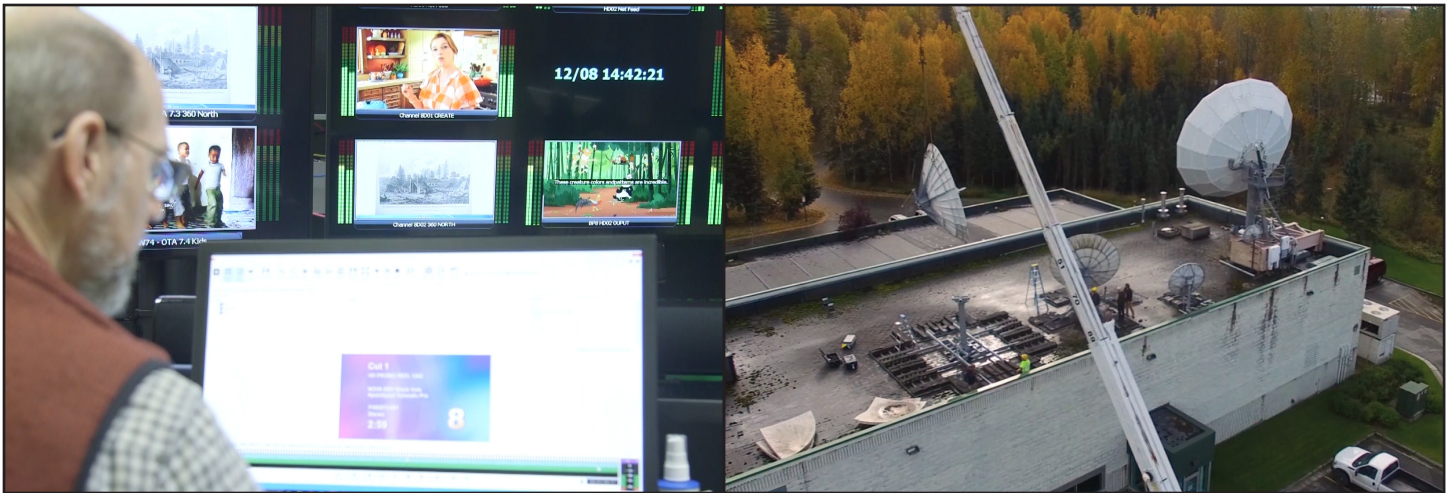
A true multimedia company, AKPM continued to deliver smart, trustworthy programming to our audiences – wherever they are.

In 2017, we enhanced our website and social media channels to improve access to what the community finds of interest.

- ➔ reached 23,500 fans on Facebook
- ➔ sent updates to 18,600 news followers on Twitter
- ➔ shared programming highlights and upcoming events with 8,500 Twitter followers
- ➔ had nearly 2 million pageviews on [alaskapublic.org](http://alaskapublic.org)

# WE ARE KEEPING THE PUBLIC SAFE

*AKPM provides non-commercial radio, television, and web communications across the state, reaching 85% of Alaskans – including much of rural areas of the state. Additionally, AKPM provides free, reliable, redundant access to potentially lifesaving public safety information and alerts.*



## MAINTENANCE AND UPGRADES

In 2017, we completed much-needed updates to our facilities. A new satellite uplink dish was installed at the Elmo Sackett Broadcast Center and we created a state-of-the-art automated master control room for our TV broadcast and engineering teams.

## ALASKA PUBLIC MEDIA'S EMERGENCY RESPONSE PLAN

In the event of an emergency, AKPM stands ready to respond with critical, lifesaving information from local, state and national agencies. Under the direction of AKPM's news department, broadcast radio, television, and online platforms have and can deliver timely, accurate news and information to ensure public safety and awareness. AKPM's Emergency Response Plan, which is reviewed and updated annually, takes full advantage of our 24/7 broadcast and online capabilities to serve should a natural and/or man-made emergency occur.

## AWARN/EAS

AWARN/EAS provides a diverse, additional path between FEMA and cellular service providers. Using one-to-many satellite distribution and terrestrial broadcast, PBS AWARN reaches cellular carriers over-the-air. If a cybersecurity incident or internet disruption to a carrier facility breaks the primary connection to FEMA, the PBS AWARN system provides an immediate alternate source of inbound Wireless Emergency Alert (WEA) messages. Going beyond industry standard best practices for system design and operation, PBS AWARN ensures WEA availability to all cellular service providers.



# WE ARE SUSTAINABLE

*Members and corporate sponsors contributing to AKPM are key to making news, programming and services available throughout Alaska. Approximately 75% of our budget comes from the community. Among the milestones in 2017, we hit a monthly record high of \$71,000 in sustainer member revenue. Plus, we ranked #1 in 2017 for Pick.Click.Give. recipients.*

## 2017 Snapshot

### Membership

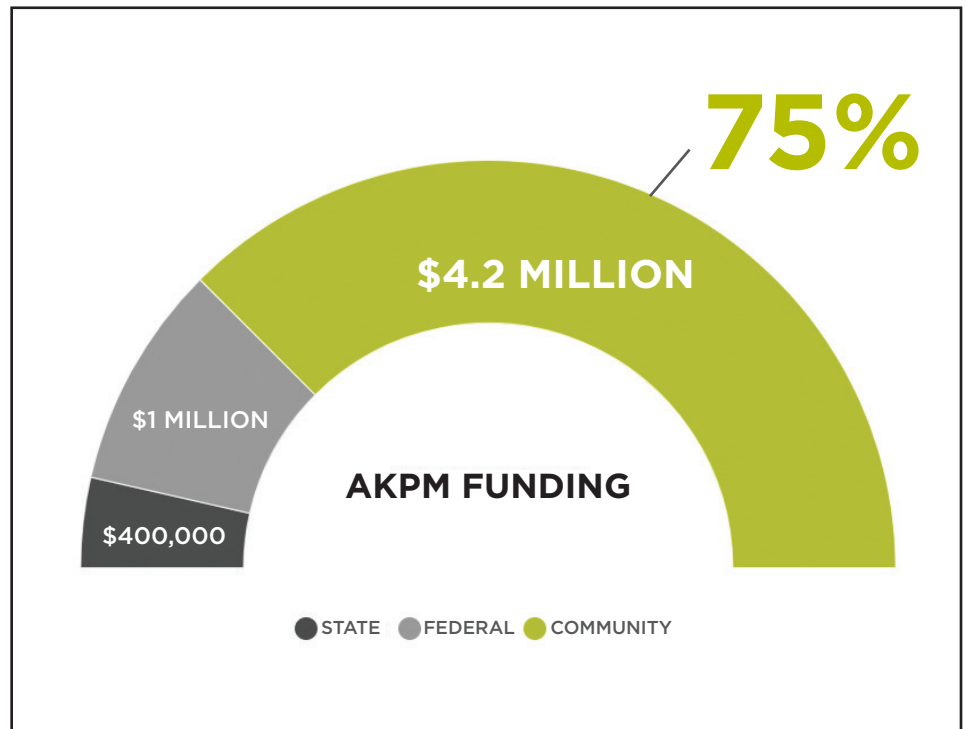
- Over 9,000 total members
- 33% of members are sustainers

### Gifts

- \$104,118 in bequests received as gifts
- 29 vehicles donated

### Corporate Philanthropy

- 187 total corporate sponsors



## Statewide Community Support

Alaskans came together and showed community support by providing crucial public testimony during the state budget deliberations in March. Their quick and substantial feedback to legislators was essential in demonstrating the value of public media and the need for continued funding. As a result, the state budget maintained a flat allocation rather than the one-time proposed zero funding.

*“... we stand **OPPOSED TO CUTS to public media. To take away rural communications and reduce reliable news information to all Alaskans is wrong. We all benefit from the upscale cultural offerings on public media as well.**”*

*— Sharon and Gordon C.*

# WE ARE COMMUNITY



## New Faces at AKPM

We added 10 talented, passionate and creative individuals to the AKPM staff, including a new unit supporting Creative Services. These talented folks joined the organization's total of 42 staff.

## WAYS FOR THE COMMUNITY TO BE INVOLVED

### MEETINGS

Meetings of the board of directors, committees and advisory groups for Alaska Public Media are open to the public. A schedule for meetings is listed at [alaskapublic.org/publicmeetings](http://alaskapublic.org/publicmeetings). Meetings are held at the Elmo Sackett Broadcast Center, 3877 University Drive, Anchorage.

### BOARD OF DIRECTORS FOR ALASKA PUBLIC MEDIA

Seats on the board of directors and committees become open each year. The board will consider all applicants. Those interested should submit a statement of interest and a bio. Call 907-550-8498 to learn more.

### COMMUNITY ADVISORY BOARD

Be part of the community conversation about programming at Alaska Public Media. Discussions led by our Directors of TV and Radio and Chief Development and Marketing Officer. This group meets 4-6 times a year to review programming goals established by the station, service provided by the station, and significant policy decisions rendered by the station that relate to addressing the specialized educational and cultural needs of the communities served by Alaska Public Media. The Community Advisory Board represents the diverse needs and interests of the communities served.

# **thank you**

**It is AKPM's honor to  
serve our communities.  
We are humbled by the trust  
and generous support of  
our audiences, members,  
sponsors, staff, volunteers,  
board of directors, and  
the Corporation for Public  
Broadcasting.**





3877 University Drive  
Anchorage, AK 99508-4676

A graphic consisting of four overlapping circles. The largest circle is red and is on the left. A teal circle is on the right, overlapping the red one. A grey circle is at the bottom left, overlapping the red one. A lime green circle is at the bottom right, overlapping both the red and teal circles.

*Connecting Alaskans.  
Life Informed.*