

TOGETHER WE ARE  
**STRONGER**



## PROGRAMS

## INFRASTRUCTURE



Located in Southcentral Alaska, Alaska Public Media provides the largest public media service in the state and our signal reaches more than 97% of Alaskans.



**1975** KAKM Channel 7

**1978** KSKA 91.1 FM

**1979** Alaska News Nightly

**1980** KSKA boosts power to 36,000 watts and moves to 91.1 FM



**1985** Goose Bay Tower & Talk of Alaska

**1992** Elmo Sackett Broadcasting Center

**1994** KSKA & KAKM Merger & Line One



**2004** APRN Merger

**2005** KSKA Streaming



**2008** Hometown, Alaska

**2009** Alaskapublic.org



**2012** Outdoor Explorer

In My Family...



**2013** Indie Alaska & In My Family

**2016** AKPM App & Alaska's Energy Desk



IDITAPOD



**2017** Iditapod & Midnight Oil



**2018** Alaska Insight



**2019** Molly of Denali

**2020** KAKM Streaming

**2024**

Together We Are Stronger Campaign Completion!



## *A Message for All Alaskans*

Wherever we come from, and wherever we go, being an Alaskan means something. Alaskans stop to pull a stranger out of a snowy ditch. Alaskans build homes and businesses in extreme environments. Alaskans pull together as a community to recover from an earthquake, a pandemic, or a landslide.

Wherever we come from – Utqiagvik, Anchorage, Ketchikan, Seattle, or London, and wherever we go – we share a treasured identity as Alaskans. Across our political, religious, and educational differences, it's a badge we wear with pride. Alaskans help Alaskans. We are undoubtedly strong as individuals, but together, we are stronger.

And now it's time to use that strength, creating a better future for our state with in-depth information, honest conversations, and authentic connections.

That has been Alaska Public Media's mission for over 45 years. Our programs and services leverage media to connect us, to tell our stories, and to improve our lives. We are a public trust working with members, corporate sponsors, and community organizations to inform the present and shape a greater future for Alaska — not for profit, but for the public good.

Through a Comprehensive Campaign called Together We Are Stronger, we are striving to expand Alaska Public Media's ability to connect and inform.

Our goals are:

- To establish a **\$10 million endowment fund** to provide long-term fiscal stability for the future of public media in Alaska, and
- To create a **\$5 million fund for immediate use** to increase local, original production; make capital improvements to aging infrastructure; and add resources for more educational and enriching programs on-air, online, and in the community.

This will allow Alaska Public Media to meet our production and technology needs today, and in the future.

Alaskans help Alaskans. And we invite you to join us in bringing Alaska Public Media to Alaskans, and Alaska to the world, for all time.

Sincerely,



J. Gwen Kennedy and Beth Rose

CO-CAMPAIGN CHAIRS

Together We Are Stronger



*Alaska Public Media harnesses the power of multiple media platforms to make a more informed and connected life possible for all Alaskans through:*

**24/7**

**TELEVISION ON KAKM,  
CREATE TV, AND PBS KIDS  
24/7 CHANNELS PLUS  
SHARED SERVICE WITH  
KTOO BETHEL  
AND KTOO IN JUNEAU**

**24/7**

**RADIO ON KSKA**

**24/7**

**WEB SERVICE ON  
ALASKAPUBLIC.ORG  
AND SOCIAL MEDIA  
CHANNELS**



**DIGITAL,  
STREAMING,  
AND OVER-THE-  
AIR SERVICE**







PROVIDING A CRITICAL LINK  
IN A STATEWIDE TECHNICAL  
SERVICE SYSTEM  
FOR PUBLIC SAFETY



EARLY EDUCATION  
OUTREACH TO VULNERABLE  
CHILDREN AND FAMILIES.  
AT-HOME LEARNING  
EDUCATIONAL CONTENT AND  
MATERIALS SUPPORTING  
VIRTUAL LEARNING

A STATEWIDE  
NEWS  
NETWORK OF  
**27**  
STATIONS



## ALASKA PUBLIC MEDIA RECOGNITION OF EXCELLENCE

(Snapshot 2018-2020)

**George Foster Peabody Award** for the  
PBS television show *Molly of Denali*  
for which Alaska Public Media produced  
live-action interstitials

### 4 Edward R. Murrow Awards

3 regional & 1 national for The Legacy of  
Maryann Sundown and Agnes Aguchak;  
regionals for various Alaska News  
Nightly stories

**Northwest NATAS Emmy** for Indie Alaska

**Northwest NATAS Citation** for  
Outstanding Community Outreach

**National Educational  
Telecommunications Association**  
Community Engagement for *Molly of  
Denali* - National Project

**National Educational  
Telecommunications Association** use of  
Digital Media for Indie Alaska

**8 awards** from Alaska Press Club

**Goldie Award** from Alaska Broadcasters  
Association

**20+ Alaska Public Media stories**  
**featured on National Public Radio**  
**and PBS**

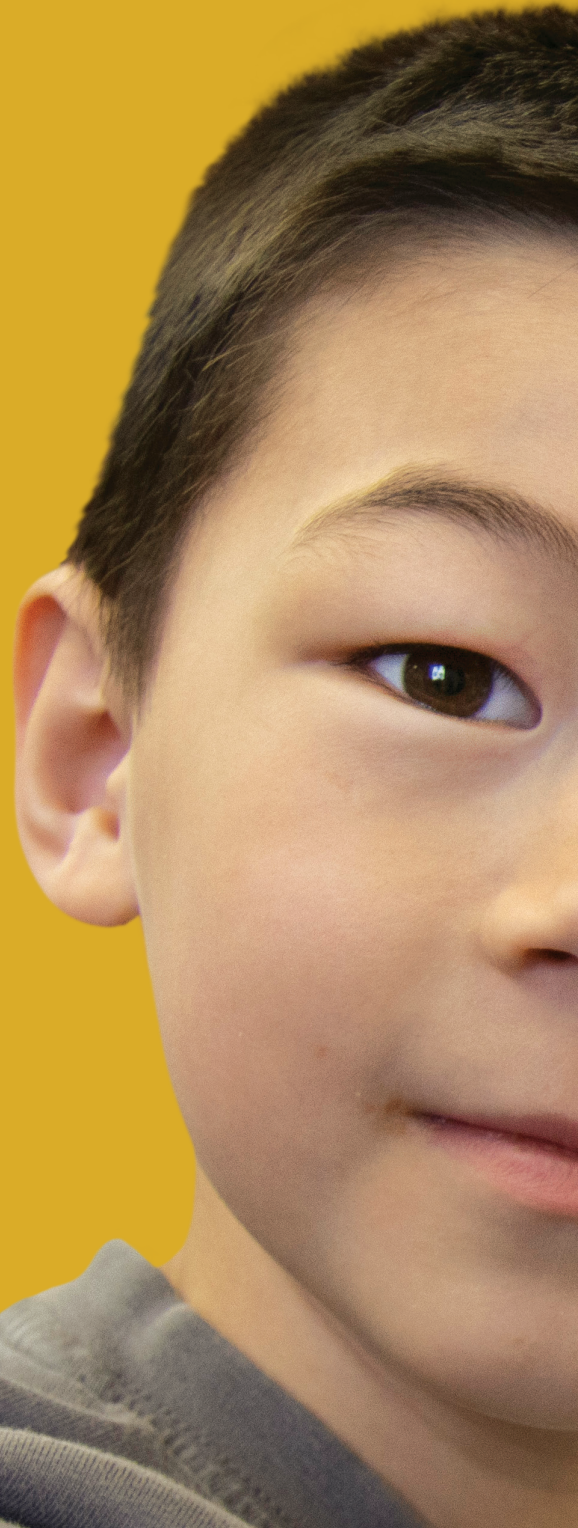
**2 Robert Wood Johnson grants** of  
\$500,000 (a total of \$1M)

# BUILDING A SOLID FOUNDATION TOGETHER

About Together We Are Stronger

*While some obstacles to living and working in the Great Land feel out of our control, funding local public media does not have to be.*

*Together We Are Stronger is Alaska Public Media's first comprehensive fundraising campaign, designed not only to meet Alaska Public Media's current needs, but to establish security for our future. We are raising \$15 million – \$10 million in legacy and estate gifts, in an endowment, and \$5 million in current gifts.*







**\$10 MILLION  
ENDOWMENT  
GENERATES  
APPROXIMATELY**

**\$500,000**

**IN EARNINGS  
ANNUALLY.**

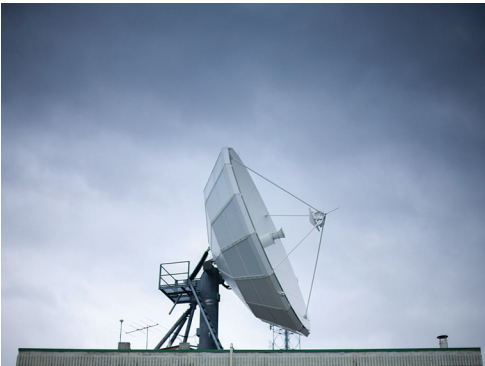
**PROTECT ALASKA PUBLIC MEDIA FOR FUTURE GENERATIONS**

A \$10 million endowment protects Alaska Public Media from potential shifts in economic, political, and priorities of our state and national budget. Community support annually funds 80% of the annual operation needs of Alaska Public Media, but for long-term fiscal stability, an endowment of \$10 million will provide critical stability and greater autonomy from the winds of change.

## REINFORCE AND EXPAND OUR OPERATIONS

*Alaska Public Media illuminates the trials and triumphs of life in the 49th state and delivers news and information with the highest journalistic standard on a wide variety of media platforms. And the Together We Are Stronger campaign, will raise \$5 million in current gifts to continue and enhance our ability to:*

# FORTIFY CRITICAL INFRASTRUCTURE THAT CONNECTS ALASKA





A 45-year legacy comes with aging equipment. And a 45-year legacy in Alaska means that infrastructure is stretched across 663,000 rugged square miles.

Right now, Alaska Public Media needs to upgrade equipment for news and programming production; to modernize our production facilities; to leverage powerful new, cost efficient technologies; and to upgrade distribution systems that connect Alaskans via television, radio, face-to-face,

mobile device apps, podcasts, streaming, on-demand, smart speakers, and social media.

Some specific needs include:

- A new FM antenna (cost to be shared with KNBA) - \$125,000 including installation
- STL Microwave system for Goose Bay - \$60,000
- New translators for the Kenai Peninsula with antenna pattern modification - \$180,000

*(If you would like to learn the nuts and bolts of these projects, we invite you to the station to tour the facility, meet with our engineering team and talk with our CEO and President Ed Ulman. 907-550-8400.)*

## BEING CREATIVE AND MacGYVER THINGS

With 25-plus year old equipment and limited funding, sometimes you've got to get creative and *MacGyver* things, like building an access point to the Arctic Valley microwave facility in the roof, instead of shoveling a path to the door.

Another example is the FM antenna we share with KNBA. Twenty-plus years ago it was modified to accept digital and it wasn't a perfect solution but it worked for awhile. It's a multi-antenna array with three sides and eight elements per side. Last summer we found that two of the eight were burned out and not working; actually there was a fire and they weren't transmitting. We had one spare, so we were able to replace that one and then we replaced another with a termination load device which is a 60-pound unit requiring a tower crew to hoist it up to the 600-foot level of the tower. It looks kind of funny but it allows for operation. It basically means we just took the bad part of the antenna out of the system. It's not an ideal fix because that means we've got one less element to broadcast signal with. These are just bandages, really, keeping us going but sooner or later we need to replace the whole system.



*Paul Jewusiak, Chief Technical and Facilities Officer  
and Bob Wyatt, Special Projects Chief*

There is no shortage of amazing, authentic stories in Alaska. There are cultures, languages, and communities in danger of being lost forever. It is time we made it a priority to preserve and share those stories — the Alaska we know.

And in these transformative times, factual, quality journalism is more important than ever. Alaskans need journalism that connects and empowers – stories that point Alaska to the future. Funding will go to:

- Create an investment pool for production to provide three years of funding to explore critical issues and document the history and people of Alaska
- Cover statewide news, public affairs, human-interest stories, and explore what it means to be an Alaskan
- Produce video and audio documentary, history, and human-interest series about Alaska and Alaskans



### SHINING A LIGHT

Over the past year, as part of our pandemic coverage, we reported on the heightened need for basic services, such as piped water and sewer systems, that many of us take for granted, but don't exist in rural areas. We brought light to the third world conditions that still exist in dozens of communities in Alaska and how infrastructure injustice stretches back to the 1918 pandemic that took

such an extreme toll on Alaska Native communities. In researching and reporting on critical needs for citizens here, I feel both the weight and the responsibility of my job, to clearly present issues of chronic disparity. When we help shine a light on something that needs to be addressed, we amplify the voices of people who don't have political power, so that their need and their truth is heard. This kind of reporting can lead to accountability, justice, improved health and an overall sense of well-being in rural communities. I believe that now more than ever, we need factual, autonomous journalism to provide the oxygen of our democracy.

*Lori Townsend, News Director*





# SHARE ALASKANS' STORIES WITH ALASKA — AND THE WORLD



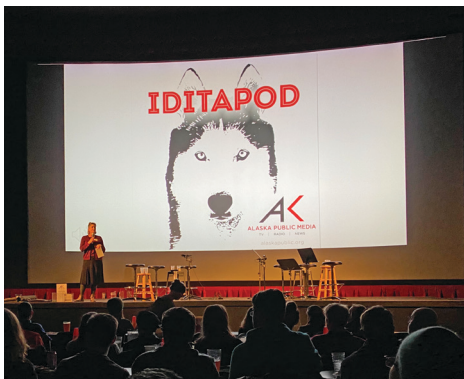
"You can't get what goes on in Alaska any other way."

— Dr. George Rhyneer Sr.





# EXPAND LOCAL PROGRAMS, COMMUNITY DIALOGUE & EDUCATION





A long-term investment ensures that Alaskans can be informed by local programs like *Alaska Insight*, *Alaska News Nightly*, *Alaska's Energy Desk*, *Outdoor Explorer* and *Indie Alaska* and take part in civil, thought-provoking conversations through *Talk of Alaska*, *Hometown, Alaska*, *Line One: Your Health Connection*, and more.

Additionally, education outreach in the community helps bring content and tools to our state's most vulnerable young children and their families.

- Expand culturally appropriate and inclusive education and engagement activities for learners of all ages
  - Expand early education partnerships that inspire “play to learn” with PBS KIDS and *Molly of Denali*
  - Provide free PBS KIDS educational resources to all Alaskan youth



I was in Bethel, doing a *Molly of Denali* screening. *Molly of Denali* had just come out and they were showing the episode “Grandpa’s Drum” where Molly wants to find out why Grandpa Nat no longer sings or plays his drum.

My plane was late, so when I got to the Bethel Community Center they had started the screening and let me tell you, it was standing room only. One hundred plus people – elders, kids, families – and they were crying. When I was introduced I got a standing ovation and people were saying “Thank you for bringing *Molly of Denali* to the world. Thank you for showing how our people were hurt but how we rose up and overcame it.” People were hugging me so tight and we were all crying.



After the program ended, Theresa Quiner, MLS, the Library Director of the Kuskokwim Consortium Library, gave me a ride back to the airport. She had been blowing up my phone all day, and I asked why. She said, “We almost cancelled the program because a 14-year-old boy, a regular at the library, committed suicide this morning and we thought it might be insensitive. Just when we were about to cancel it, his brother Isaiah came to the library to share the sad news but then he said, trying to shake off his sadness, ‘But you know, 3 hours, 15 minutes and 2 seconds until *Molly of Denali*,’ and that was when we realized we had to go on.”

What we do is so much more than television, we impact people’s lives.

Stephanie McFadden-Evans  
Director of Education and  
Engagement

There are several ways to be part of this important campaign. Many of you, over 1600 of you, have been loyal members for 20, 30, even 40-plus years. Your commitment to Alaska Public Media is amazing and is what has kept us going for nearly half a century. Part of your legacy could be ensuring that Alaska Public Media is around for the next generation.

“If we lost KSKA,  
how informed  
would we be?  
More  
importantly,  
how uninformed  
would we be?”  
– Heather Flynn

#### **WILLS AND ESTATES:**

If you have already written your will and designated a portion of your estate to Alaska Public Media, all you have to do is let us know and share the approximate value so that we can count it towards our goal. If you have not yet made a will, we encourage you to do so but in the meantime you can fill out a revocable Declaration of Intent.

#### **IRA CHARITABLE ROLLOVERS:**

If you are approaching or have reached 72½ years old, consider gifting your IRA distributions to Alaska Public Media. Talk with your CPA or financial planner for more information. If you make these plans, or have already done so, please let us know the approximate amount to expect so we can count your gift towards our goal.

#### **DONOR ADVISED FUNDS**

If you have a donor advised fund



– you can request a distribution to Alaska Public Media and earmark those funds for the Comprehensive Campaign.

#### **OTHER COMPLEX GIFTS**

Our endowment is managed by The Alaska Community Foundation and they can work with you to process other complex gifts such as property, stocks, charitable trusts, etc.

For more information, go to their website [www.alaskacf.org](http://www.alaskacf.org) or call (907) 334-6700.

#### **GIFTS OF CASH**

We encourage all of our members to give above and beyond their annual membership with an additional gift to the Comprehensive Campaign.





“THE MAGICAL THING ABOUT ALASKA PUBLIC MEDIA, PARTICULARLY KSKA, IS IT ALLOWS FOR THE TIME AND SPACE TO EXPLORE CONCEPTS AND IDEAS.”

– Mike Martin

*Alaska Public Media cannot give you legal, estate planning, or tax advice and recommend you speak with your professional advisor for more information.*



*It is time to expand the capacity and reach of Alaska Public Media. Now more than ever – Alaskans need a media source they can unequivocally trust. Join us in supporting our Comprehensive Campaign Together We Are Stronger.*

*Sincerely,*

*Ed Ulman  
President and CEO  
Alaska Public Media*



“It will be free, and it will be independent  
– and it will belong to all of our people.”

*President Lyndon Baines Johnson  
upon signing the Public Broadcasting Act of 1967*



For more information contact:

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#TogetherWeAreStronger

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