



ALASKA PUBLIC MEDIA

TV | RADIO | NEWS

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

2021

REPORT TO THE COMMUNITY



Connecting Alaskans  
*Life informed*

# A Letter from the CEO



Dear Stakeholder,

What an honor it is to serve the people of Alaska with news, programming, and educational services. All across our great state, our diverse communities rely on Alaska Public Media (AKPM) to inform, connect, and enrich their lives while simultaneously providing a statewide public emergency communication platform. You, our stakeholders, make the work we do possible. The combined support of the community -- individual members, corporate sponsors, granting foundations, and our Board fueled our vital efforts. Thank you!

Meeting the unique challenges presented by the ongoing pandemic in our state required stronger and deeper partnerships. This shared commitment ensured that trustworthy statewide news; 24/7 news, talk, and information on KSKA-FM; and an even wider array of programming on KAKM-TV, PBS KIDS, Create, and KTOO 360TV could be accessed by almost every Alaskan. In addition, AK Passport provided thousands of hours of on-demand shows for contributing members and [alaskapublic.org](http://alaskapublic.org) supported millions of unique visits.

With new digital and updated broadcast means, we increased the ways in which you and your neighbors access our services. AKPM's audiences grew. As did community partnerships and engagement activities. In short, we shared Alaska's stories in more ways than ever before.

We will continue to listen, learn, understand, and respond to community feedback while striving for excellence in delivering relevant, timely, and vital information and engagement as your commercial-free, locally owned and operated public media company.

As you read the accomplishments highlighted in this 2021 annual report to the community, I hope you will take great pride in the role you played. We are stronger together!

Sincerely,

Ed Ulman, President & CEO

## TABLE OF CONTENTS

Sharing Alaska's Stories	
through news, radio & TV.....	4
Connecting Alaskans	
with technology & engineering, and community & digital engagement.....	10
Supporting Alaska's Youngest	
through partnerships & programs.....	14

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Thank you for helping your listeners through all the tumultuous and celebratory times, and guiding us to a better understanding of the world we all live in together.

- J.D., AKPM Member





# Sharing Alaska's Stories

Through its statewide news organization and original, local programs on radio and TV, Alaska Public Media is the trusted pathway for sharing Alaska's stories.

## THROUGH NEWS

Trusted journalism by a talented and award-winning team, Alaska Public Media is the source for Alaska news. Collaborating with reporters from 26 news organizations and the only Alaska news group with a dedicated reporter based in Washington, D.C., Alaska Public Media covers local, state, and national news impacting the Last Frontier.

## National outlets pick up Alaska Public Media reporting. Some of our national carriage in 2021 includes:

### NPR ENVIRONMENT COVERAGE, ALL THINGS CONSIDERED

Trump Administration Auctions Arctic National Wildlife Refuge To Oil Drillers

### NPR NATIONAL COVERAGE, MORNING EDITION

As COVID Cases Surge In Alaska, The State Is Forced To Ration Other Care

### NPR SPECIAL SERIES: ENVIRONMENT AND ENERGY COLLABORATIVE

Major Oil Companies Take A Pass On Controversial Lease Sale In Arctic Refuge

### NPR SPECIAL SERIES: THE CORONAVIRUS CRISIS, ALL THINGS CONSIDERED

'We Don't Feel Forgotten At All': Alaska Fires Up COVID-19 Vaccine Rollout



Among the thousands of stories covered in 2021, here are a few highlights:

ANCSA 50th Anniversary

Elections

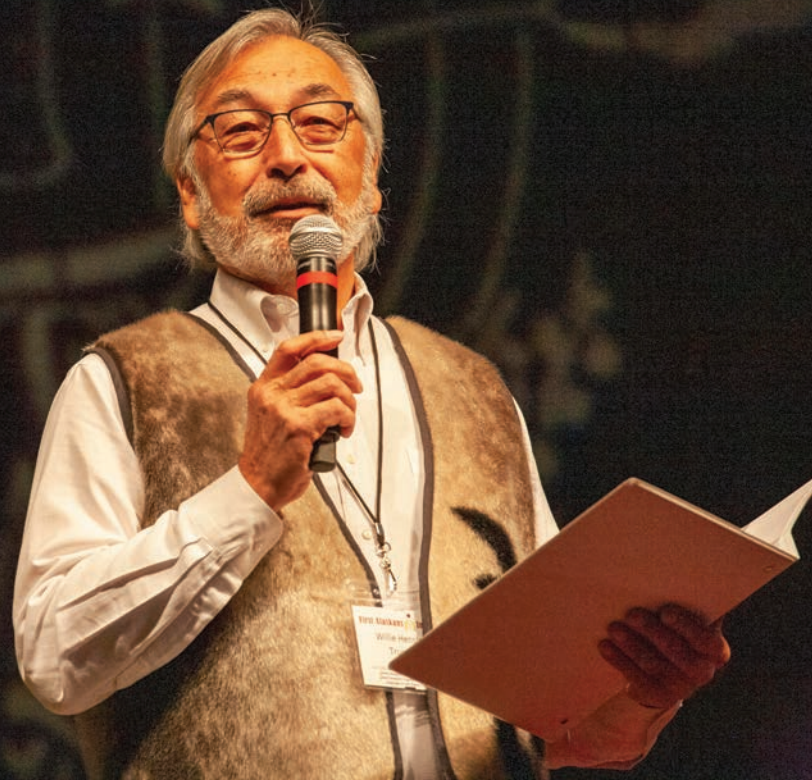
COVID-19

Black Lives Matter

Health

Iditarod

**PLUS 6 IDITAPOD EPISODES WITH  
20,000 DOWNLOADS**



## 2021 Alaska Public Media top 10 read stories

Year-round news coverage on a wide variety of beats.

Anchorage mayor turned off fluoride in city water for about five hours

Dallas Seavey returns to Iditarod after mysterious scandal rocked his mushing career

Ammo shortage leaves Alaska businesses shooting blanks

Realities diverge after Anchorage conservative activist dies from COVID-19

Alaska's first electric-powered school bus is performing well – even at 40 below

Anchorage doctors sound alarm about 'imminent' hospital system collapse

Former 'Deadliest Catch' captain admits to dealing heroin, court documents say

Alaska Permanent Fund Corp., with millions of dollars in GameStop shares, eyes stock surge warily

Biden administration puts Arctic refuge leases on ice as it asks for new environmental reviews

Resigned hospital exec Andy Teuber missing after helicopter disappears near Kodiak

# Sharing Alaska's Stories

## THROUGH RADIO

### ***STORYCORPS: ONE SMALL STEP***

Alaska Public Media was one of six special stations chosen to work on a multi-month project facilitating and recording conversations between participants from different ends of the political spectrum. Select sessions aired on KSKA and are part of the national StoryCorps archives. The project culminated with a live, virtual event featuring project participants, the community facilitator, and producer reflecting on the project and process, and answering audience questions.

### ***TALK OF ALASKA***

In 2021, this weekly call-in program covered a number of topics including a radio counterpart to the PBS series ***American Portrait***, a three-part series for our ANCSA 50th Anniversary coverage and a two-part series on Native American education and the legacy of boarding schools in Alaska. Host Lori Townsend talked with two boarding school survivors about their experiences and Native educators on the importance of cultural education. Other episodes discussed the political divide and work of the ***One Small Step*** project, Black and Women's History Month, LGBTQ+ homeless youth around the POV documentary ***Pier Kids*** and challenges for the disabled community and disability pride — all with guests coming from diverse backgrounds and voices.

### ***TALK OF ALASKA HOLIDAY SHOW***

A special annual feature hosted by Steve Heimel, the holiday show shares messages from around the state. The 2021 show received 72 calls, many from remote places often not heard from like Wainwright, Esther, Metlakatla, Shageluk, and Manokotak. Calls also came from New York, Florida, Texas, France, and Germany— truly connecting Alaskans with the world. In addition to the state-side carriage on radio, the episode had 826 views on Facebook.





### **OUTDOOR EXPLORER**

A weekly show that invites us all to step outside with people who know the land best, episodes this year included Nature and Indigenous Alaskan Art, Catching Up with Kikkan Randall, and Trip Planning and Risk Analysis with Luc Mel. The show also became Alaska Public Media's most downloaded regular podcast.

### **LINE ONE: YOUR HEALTH CONNECTION**

COVID-19 continued to play a large role in this weekly call-in, health-focused program. Hosts Dr. Jillian Woodruff, Dr. Justin Clark, and Prentiss Pemberton also tackled topics such as resources and treatment for people in recovery, eating disorders, and electroconvulsive therapy.

### **HOMETOWN, ALASKA**

Together with Kathleen McCoy, new hosts Dr. E.J. David and Justin Williams provided diverse voices, perspectives and program topics such as celebrating Indigenous People Day year-round, gathering together around food, and Filipino history in Alaska.

### **STATE OF ART**

Focused on arts and culture in Anchorage, **State of Art** continued to cover a wide array of related topics ranging from local plays and musicians to benefit shows and youth artists.

### **ADDRESSING ALASKANS**

Through a partnership with the Alaska Black Caucus to feature their community discussions, episodes in 2021 addressed Juneteenth, Black History Month, serving in the military, and Black Lives Matter. We also covered topics such as food systems, a mayoral debate, and a discussion on homelessness.



# Sharing Alaska's Stories

THROUGH TV

Local content increased reach and engagement in 2021:

**1.35 million** DIGITAL VIEWS OF INDIE ALASKA

**157.7k** DIGITAL VIEWS OF ALASKA INSIGHT

## Local Program Highlights

### **INDIE ALASKA**

Season 10 included 16 new episodes. This digital-first series celebrated nine years with PBS Digital Studios and this season included episodes about Anchorage musician Ed Washington, kelp farming in Southeast Alaska, a barley farm in Fairbanks, a Karelian Beardog trainer in Girdwood, ski biking in Eagle River, the Indigenous music group Pamyua, and many more.

In addition to TV audiences, *Indie Alaska* has 19.5k subscribers, 612k views on YouTube and 740k views on Facebook, which is 1.35 million digital views.



IN 2021, **INDIE ALASKA** REACHED A MILESTONE OF OVER **4 MILLION LIFETIME VIEWS ON YOUTUBE** SINCE ITS DEBUT IN 2013.



## **ALASKA INSIGHT**

From a new set, the public affairs program featured three live, one-hour specials in 2021 — allowing us to engage viewers in a new way and take their questions during the program.

**American Portrait** invited a diverse panel of Alaskans to share their views on living in the state.

**Generational Healing** discussed ways communities in Alaska work to overcome trauma with guests and featured interviews representing the Asian American, Pacific Islander, immigrant/refugee, Indigenous, Black, and LGBTQ+ communities.

## **Alaska Native Claims Settlement Act (ANCSA)**

**50th Anniversary** looked at the historic legislation with a three-person panel of Alaska Native people from different parts of the state representing a variety of generations, professional backgrounds, and tribal-affiliations.

Other **Alaska Insight** program topics in 2021 included Black, Asian American and Pacific Islander, and women's history in Alaska; violence against Alaska Native women; and challenges for the disabled community and featured homeless, rural Alaska Native, and Hispanic American voices and perspectives.

In addition to TV audiences, **Alaska Insight** has 37k followers and 114k views on Facebook and 43.7k views on YouTube.

## **LINE ONE: YOUR HEALTH CONNECTION**

Eight hosted health tips

## **STORYTIME WITH MOLLY**

Four videos created for series

**ALASKA INSIGHT'S** STORY  
FEATURE ON *PBS NEWSHOUR*  
REACHED PUBLIC MEDIA  
VIEWERS NATIONWIDE.



# Connecting Alaskans

WITH TECHNOLOGY & ENGINEERING

**Ensuring that 97% of all Alaskans can access AKPM anywhere, at any time, and on any device means we can bring citizens together by creating, curating, and distributing local and national programs that inspire, educate, and inform.**

Alaska Public Media was awarded the contract to manage the State-Owned Alaska Rural Communications Service in 2021. Work in this first year included surveying the majority of the community sites for current conditions and suitability for conversion to digital broadcast technology. This will allow for a higher quality TV signal and additional program channel availability for several communities.

The aging satellite uplink equipment needed many technical repairs over the year. In 2021,

we completed conversion from analog to digital TV service in several communities. We saved dozens of licenses from expiration by working with the FCC to submit extensions to allow continued roll out of the uncompleted sites.

Additionally, AKPM acquired the Sitka TV Ch9 translator and converted it to digital broadcast service. A new antenna was also installed to improve the coverage area.







## 2021 major technology improvements to deliver multimedia content around the state included:

- Installing new transmitters for both radio and TV
- Replacing the radio traffic system
- Upgrade to Alaska Statewide News Radio Network satellite uplink system
- Adding a new transmitter remote control and monitoring system
- Repair and maintenance of TV translators on the Kenai Peninsula and in Girdwood
- Repair and maintenance of the general and Goose Bay tower sites
- Migrating radio audio system to over internet protocol technology
- Participating in the alternative broadcast inspection and compliance program
- Installing TV production studio stop gap switcher
- Improving [alaskapublic.org](http://alaskapublic.org) website performance

Additionally, the tech team supported more work-from-home staff functionality and added some LED interior lighting to the Elmo Sackett Broadcast Center building.



# Connecting Alaskans

THROUGH COMMUNITY & DIGITAL ENGAGEMENT

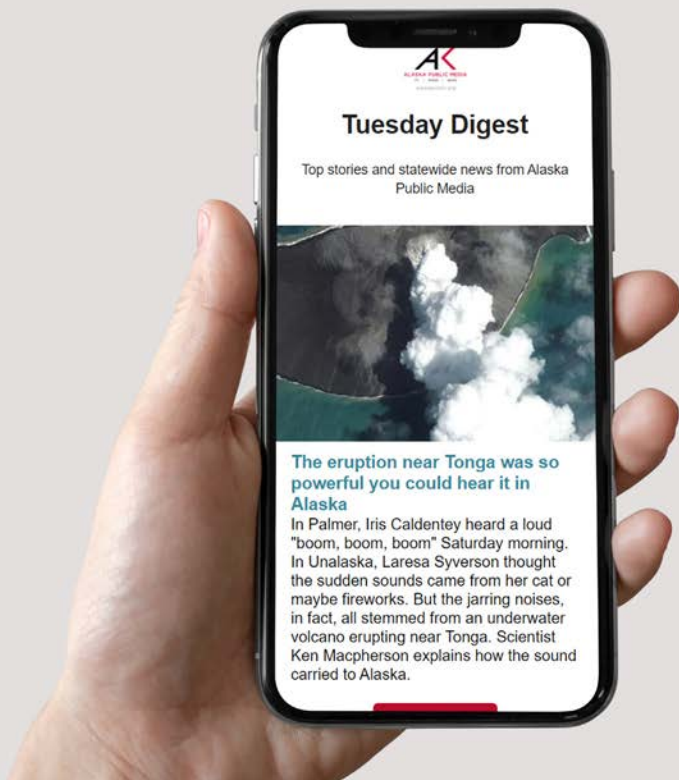
Alaska Public Media creates ways to bring media to life in the community, engaging audiences and connecting Alaskans both virtually and in person.

27 EVENTS

2,000 PARTICIPANTS

- *Indie Lens Pop-Up* screenings with UAA
- *American Portrait* screening and discussion
- *StoryCorps: One Small Step* listening session
- *POV: Pier Kids* screening and discussion
- *Milk Street* Get to Know Your Spices
- *Science Friday* trivia with Ira Flatow
- Estate planning and wills seminar
- Insider Experiences
  - *Newsroom Update with Lori Townsend & Annie Feidt*
  - *Shaping Programming and Content on Alaska Public Media*
  - *How Alaska Public Media Education is supporting our state's youngest and most vulnerable*
- PBS KIDS Zone movie day with *Donkey Hodie*
- *Molly of Denali* character appearances





Over the last year, we've done a lot to bring our station in line with best digital practices, building our capacity and growing our online audience. We improved our weekday newsletter, Daily Digest, by gathering audience feedback, tweaking the design, and building a team to manage and market it. We also grew the number and quality of stories coming out of our statewide news network, expanding geographic range for breaking news.

## Digital engagement in 2021:



WEB

8,338,111

WEB VISITORS



INSTAGRAM

6,251

FOLLOWERS



FACEBOOK

36,969

FOLLOWERS



DAILY DIGEST

17,076

SUBSCRIBERS



TWITTER

@AKPUBLICNEWS

27,403



WEEKLY  
EMAIL

14,813

SUBSCRIBERS



TWITTER

@ALASKAPUBLIC

10,642



YOUTUBE

23,700

SUBSCRIBERS

# Supporting Alaska's Youngest

THROUGH PARTNERSHIPS & PROGRAMS

**Alaska Public Media Education and Community Engagement works with community partners to bring free, educational content and services to the youngest in our state — in many instances, focused on populations of great need.**

**11** EDUCATION CAMPS & EVENTS

**546** PARTICIPANTS

## ANCHORAGE SCHOOLS

We provided daily science and math enrichment learning activities during their 7-week summer enrichment program and extended learning students in grades 1-7 attending Title I Schools. The hands-on STEM engagement provided positive, enrichment experiences.

## UNITED WAY OF ANCHORAGE

We held three Parent Council meetings. We provided Ready to Learn and PBS Learning resources to engage with families and provide community resources and educational tools.

## BOYS AND GIRLS CLUB

We held a PBS KIDS Odd Squad camp over spring break and two PBS KIDS screeners.

## ASD SUPERINTENDENT DR. BISHOP AND THE UNITED WAY PRESIDENT CLARK HALVERSON

We filmed book readings at elementary schools with Molly of Denali to promote literacy and other statewide reading goals for K-3.

## THE MUSK OX FARM

We held an education day, providing educational hands-on engagement and opportunity to meet Molly of Denali.

## TALKEETNA LIBRARY

We held a Molly of Denali screening and story time.





*Alaska Public Media engages and serves children with programs including education camps, Molly of Denali appearances, original productions on PBS KIDS television schedules, and carriage of KYUK's (Bethel, AK) Yup'ik Word of the Week.*

# Community Support & Recognition of Excellence

80% of the funds needed to run Alaska Public Media come from the community through donations by individuals, companies, and foundations.

Revenue to support Alaska Public Media is directly related to the community's appreciation of excellent content and services, and sense of engagement and community impact.



10,812

TOTAL MEMBERS



42%

GIVE MONTHLY AS  
SUSTAINERS



273

SPONSORS



114

VEHICLES  
DONATED



1,631

PICK. CLICK. GIVE.  
DONATIONS



15

GRANTS



3

BEQUESTS  
RECEIVED



67.5k

KSKA\*\*  
(WEEKLY)



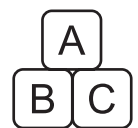
152k

KAKM\*  
(WEEKLY)



28k

CREATE TV\*  
(WEEKLY)



38k

PBS KIDS 24/7\*  
(WEEKLY)

\* eVip: Anchorage January - November 2021 P2+ IMP AVG Week Sun-Sat 3a-3a Live+7

\*\* ListenerPC Anchorage TSA Spring 2021 Diary Persons 12+ Weekly Cume





Awards bestowed upon Alaska Public Media is a reward of the partnership between our community’s support and the team dedicated to serve it. We share the following awards and recognition with all of you who make our work possible.

## News

### NATIONAL EDWARD R. MURROW AWARD

*Alaska News Nightly*

## Education/TV

### NORTHWEST REGIONAL EMMY® AWARDS

#### CITATION FOR COMMUNITY SERVICE

*Molly of Denali* in the Community



## TV

### PUBLIC MEDIA AWARDS FOR “USE OF DIGITAL MEDIA”

*Indie Alaska*



## Radio

### NATIONAL FEDERATION OF PRESS WOMEN

#### FIRST PLACE, SPECIAL PROGRAMMING - RADIO

*Outdoor Explorer - Fly for Pie*



# Be Part of the Conversation

JOIN THE COMMUNITY ADVISORY BOARD

**Alaska Public Media provides essential news and information, enriching content, and educational services to Alaska – reaching 97% of the state. This is possible because of community support.**

Consider being part of the conversation about Alaska Public Media programming and services by sitting in on a Community Advisory Board meeting. The group meets four times a year virtually and discussions are open to the public.

Find out more about this and other public meetings at [alaskapublic.org/publicmeetings](http://alaskapublic.org/publicmeetings).

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I only give to two organizations and AKPM is one of them because I know what you do for the community.

- Mr. C., AKPM Member





Share your  
thoughts **with us**

# Ways to Watch Alaska Public Media

## OVER THE AIR OR BY DIGITAL STREAM

Whether broadcast over the air or streaming through the device of your choice, there are many ways to catch your favorite Alaska Public Media programs. Use the table below to see where to find us on your platform of choice.

PLATFORM	KAKM	PBS KIDS 24/7	KTOO 360TV	CREATE TV
Over the Air	7.1	7.4	7.3	7.2
GCI/Yukon TV	7 and 657	97	15	94
Dish	6 and 7	10	9	8
DIRECTV & DIRECTV STREAM	7	288	—	—
YouTube TV	Search for KAKM or PBS	Search for PBS Kids	—	—
On the Web	alaskapublic.org pbs.org	alaskapublic.org pbskids.org	alaskapublic.org KTOO.org	—
Stream	 PBS Video app on: Roku FireTV iOS devices <i>(iPhone, iPad, Apple TV)</i> Android devices	 PBS Kids Video app on: Roku FireTV iOS devices <i>(iPhone, iPad, Apple TV)</i> Android devices	—	—

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Alaska Public Media's 'Annual Report to the Community' shows a very effective use of our support to provide quality education, news, and entertainment for our Alaska community.

- B.L. and family, AKPM Corporate Donor

**Thank you** for being part of  
Alaska Public Media!

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