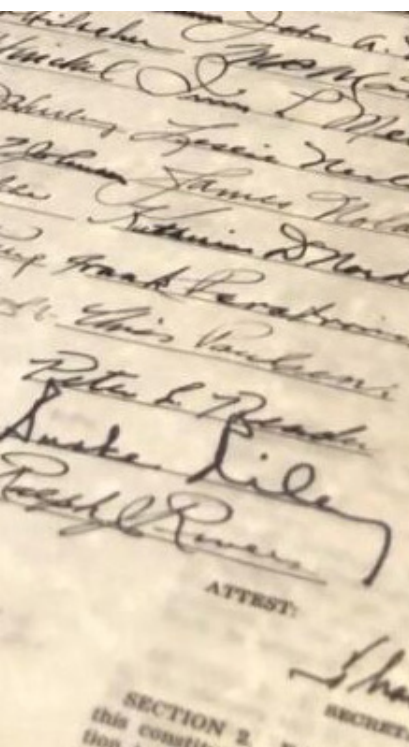




Connecting Alaskans. *Life informed.*



REPORT TO THE COMMUNITY
ON 2022

AK
ALASKA PUBLIC MEDIA
TV | RADIO | NEWS



“ Keep up the great programming!
- Matt



“ Thanks for all you do!
- Catherine



“ Quyanag PBS!
- Elsie



“ Love KSKA!!!
- Sharon



“ Thank you for the great news you provide!
- Elisabeth



A Letter from the CEO



Dear Stakeholder,

What an extraordinary year! Together we have achieved so much. On behalf of the dedicated AKPM team, we are honored to serve Alaskans with news, program content and educational services that inform and enrich lives while also providing the robust broadcast and broadband-based emergency communication technology that keeps loved ones safe when disaster strikes.

You made this work possible—individual members, corporate sponsors, granting foundations and our board. Thank you!

In 2022 we innovated, broke important investigative news stories, produced new programs, delivered more in education services, expanded our digital offerings and engaged the community through 60 free events. Serving Alaskans is our primary goal, however, it is a sweet bonus that our best work—which you help make possible through your support—was recognized with more than a dozen awards including a regional Emmy and an Edward R. Murrow Award.

It was a big year for election coverage. We approached it across multiple platforms, starting with community-based listening sessions to hear what our community wanted to know, addressing those needs with news stories and public affairs programs, launching an online campaign tool and election-focused newsletter, Alaska At-Large, by our D.C.-based reporter, Liz Ruskin, and holding live debates with candidates.

Please read on as we celebrate the accomplishments highlighted in this 2022 annual report to the community. And as you do, I hope you take great pride in the role you played to make it all possible.

Sincerely,

Ed Ulman, President & CEO

Telling Alaska's Stories

Using technology, multi-media platforms and engaging interactive experiences, we bring our many communities together.

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 our state.

We produce radio news programs including *Alaska Morning News*, the *Alaska Economic Report* and *Alaska News Nightly*, which air weekdays. Of the hundreds of newsroom stories in 2022, several efforts stand out, including:

THE INVESTIGATIVE STORY ABOUT how a high-ranking Anchorage official fabricated his resume to get the job and subsequent reports by Lex Treinen in collaboration with American Public Media.

MERBOK STORM COVERAGE on the devastation from the remnants of Typhoon Merbok, with reporting beginning early Saturday, after it hit. We collaborated closely with KYUK (Bethel, Alaska) to call villages across hundreds of miles of Alaska coastline. We continued coverage over the next few weeks, including collaborating with KYUK to send reporters out into the field.

COMPREHENSIVE IDITAROD COVERAGE including a reporter and a photographer on the trail during the race. We produced 17 *Iditarod* podcast episodes hosted by Casey Grove which were downloaded 62,000 times, as well as daily radio segments and a daily newsletter by Tegan Hanlon with 4,000 subscribers. Sixty Iditarod stories were posted online, getting a half-million pageviews during race week.



ELECTION COVERAGE by our newsroom took an expansive, multi-platform approach.

We held listening sessions with 400 voters on what issues mattered most to them and what questions they had about Alaska's new ranked choice voting system. That feedback helped us create a new interactive online resource for candidate information. Our team of reporters also covered the candidates and ballot questions extensively during the election season, for radio, TV and online.

We had live coverage on election night and for the ranked choice tabulation on radio, KTOO 360TV and Facebook. It featured analysis and discussions with reporters and audio clips from the public.

We launched a new weekly newsletter, Alaska At-Large, offering a roundup of the latest in Alaska election news, plus analysis from our veteran Washington, D.C. correspondent Liz Ruskin.

We hosted ***Debate for the State*** with top candidates for governor, U.S. House and U.S. Senate in collaboration with KTUU. The debates were simulcast live on radio, television, YouTube, Facebook and KTOO 360TV. We also produced a constitutional convention debate in collaboration with the University of Alaska Anchorage that was that was streamed live on Facebook, YouTube and KTOO 360TV.

314k
**ONLINE VIEWS
OF ELECTION
COVERAGE**



Over 30 Alaska Public Media news stories were carried nationally on NPR in 2022 including:

- » Ukraine Arctic Tensions
- » Don Young Alaska Legacy
- » Alaska Salmon
- » Alaska Primary
- » Mary Peltola the First Alaska Native Heading to Congress
- » Yup'ik and Iñupiaq Spelling Bees Keep Native Alaskan Languages Alive



Telling Alaska's Stories

THROUGH RADIO

Alaska Public Media produces original local radio programs that air on KSKA in addition to carrying select national programs. It is the No. 1 listened-to station in the Anchorage market.

TALK OF ALASKA

Alaska's only statewide call-in forum for discussing the issues impacting life on the Last Frontier covered weekly by hosts from the Alaska Public Media news team and their guests. 2022 highlights include:

- » The United States New Arctic Strategy
- » Recapping the ***Debate for the State*** series
- » Breaking Down Alaska's Constitution
- » Decolonizing Native Education
- » The Aftermath of the Bering Sea Storm
- » Live in Juneau for Celebration 2022
- » Live in Talkeetna Community Discussion About Isolation
- » Holiday Greetings from Across the State

LINE ONE: YOUR HEALTH CONNECTION

Weekly statewide program with hosts Dr. Jillian Woodruff, Dr. Justin Clark and Prentiss Pemberton and their guests discussing a variety of health-related topics. 2022 highlights include:

- » Therapeutic Foster Care
- » Deepening Conversations Around Suicide and Mental Health
- » Accessibility and Dimensions of Elderly Support
- » Depolarizing Vaccine Conversations

OUTDOOR EXPLORER

This weekly show invites us all to step outside into Alaska with people who know the land best—outdoor guides, park rangers, coaches, authors, lodge owners, bush pilots, educators and you, the explorer. 2022 highlights include:

- » Diversifying the outdoors in Alaska:
Jody Potts-Joseph
- » Orienteering in and around Anchorage
- » The Chugach 120



HOMETOWN, ALASKA

This weekly program's hosts and guests discuss community issues. 2022 highlights include:

- » How Can We Push Back Against Youth Homelessness?
- » How to Flatten the Disinformation Curve

Kathleen McCoy, one of the original hosts of *Hometown, Alaska*, retired after 13 years. McCoy spent decades as a journalist before taking a seat behind the mic to interview local leaders and community members for one of our signature programs.

STATE OF ART

This weekly program continues to cover a wide array of Anchorage arts and culture with topics ranging from local plays and musicians to benefit shows and youth artists. In addition to airing on Fridays, this short program has also become a section within *Hometown, Alaska*. 2022 highlights include:

- » Alaska Playlist Project
- » Kikkan Randall and Others Share Their Alaska Seafood Hacks

ADDRESSING ALASKANS

This occasional broadcast features local lectures and forums recorded at live events taking place in Southcentral Alaska.

TRAVELING MUSIC

On this weekly program, Shonti Elder presents music by Alaskan and nationally-known musicians.

The Radio team also produced a *NAACP Read-a-Thon of Black History in the Last Frontier* and a public service announcement series called *Talk to Your Neighbor*.



**KSKA IS THE #1
LISTENED-TO-
STATION IN THE
ANCHORAGE
MARKET***

* NielsenAudio Qualitative Diary, Anchorage Spring 2022

Telling Alaska's Stories

THROUGH TV

Alaska Public Media produces original local television programs that air on KAKM in addition to carrying select national programs.

ALASKA INSIGHT

Lori Townsend moderates this weekly current events/public affairs television program and our cameras go into the community to add a visual dimension to the topics under consideration. 2022 highlights include:

- » How Can the Anchorage School District Close Its Budget Gap?
- » Should Alaska Hold a Constitutional Convention?

INDIE ALASKA

Fourteen new episodes produced in this award-winning video series that captures the diverse and colorful lifestyles of everyday Alaskans at work and at play. 2022 highlights include:

- » Arctic Ultramarathons Helped This Suicide Survivor Find Hope
- » At the Last Saloon in a National Park, Order a Drink from Daddy Long Legz
- » Alaska Cartoonist Draws His Experience with Parkinson's
- » How a Berry Picker Became a Viral Meme in Alaska

71.8k

DIGITAL VIEWS

BEYOND BROADCAST

360k

DIGITAL VIEWS

BEYOND BROADCAST

4.3m

LIFETIME VIEWS

ON YOUTUBE



THERE'S HOPE. THERE'S HELP.

An original 12-part animated video shorts series addressing mental health issues in an effort to prevent youth suicides. We worked closely with local partners with subject matter expertise: American Foundation for Suicide Prevention, Veterans Affairs, Anchorage School District, Alaska Children's Trust and CIRI. Together we crafted messages that provide hope for those struggling with mental health issues and suicidal thoughts while offering helpful ideas and links to resources. This series ran on TV and social media platforms and was distributed to other PBS member stations.

Learn more at alaskapublic.org/hope.

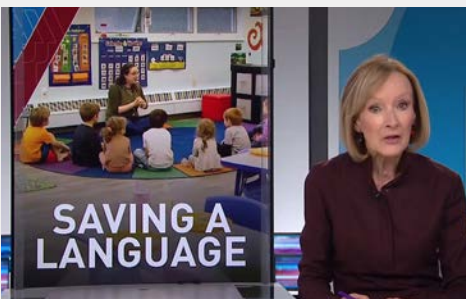
The TV Production team also created video versions of the *Talk to Your Neighbor* public services announcement series, recorded the live event *Molly of Denali Celebrates Elizabeth Peratrovich Day* and packaged an *Indie Alaska* Thanksgiving marathon.



52.6k

**DIGITAL VIEWS
BEYOND BROADCAST**

3 locally-produced video segments were picked up by *PBS NewsHour*



Younger Generations Push to Preserve a Disappearing Indigenous Language in Rural Alaska



Salmon Shortages in Alaska's Yukon River Are Changing Native Ways of Life



How a Housing Shortage is Straining Communities in Rural Alaska

Serving the Community

THROUGH MULTIPLE PLATFORMS

Alaska Public Media continues to improve its programming and services across our television, radio and digital platforms.

We monitor our audiences and engagements data with an eye to growth. We participate in best practice skill building through industry professional development. And we continue participating in the Poynter Institute's multi-year training—most recently in their Digital Transformation Project—where we evolve tactics and strategies to engage and grow digital audiences.



43.6k

KSKA*
(WEEKLY)



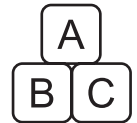
161k

KAKM**
(WEEKLY)



17k

CREATE TV**
(WEEKLY)



46.5k

PBS KIDS 24/7**
(WEEKLY)

* NielsenAudio, Spring 2022 P2+, Anchorage Market

** NSI Data, Jan-Nov 2022 P2+, Anchorage Market





E-Newsletters

In 2022, subscriber lists for our daily and weekly e-newsletters grew as each one was optimized to best serve its readers. We also expanded in this area by launching two new topic-specific e-newsletters—one sharing in-depth, on the trail coverage of the Iditarod and one focused on election coverage and analysis.

17.2k DAILY DIGEST

13.4k WEEKLY EMAIL

4k IDITAROD

1.8k ALASKA AT-LARGE

Other digital platforms:



WEB

9.2m

VISITORS



YOUTUBE

23.6k

SUBSCRIBERS



FACEBOOK

41.4k

FOLLOWERS



TWITTER

30.7k

FOLLOWERS
@AKPUBLICNEWS



INSTAGRAM

8.9k

FOLLOWERS



TWITTER

11.7k

FOLLOWERS
@ALASKAPUBLIC

Supporting Children & Families

THROUGH EDUCATION

Alaska Public Media's work serving our littlest citizens and their families is rooted in the 1967 Public Broadcasting Act, establishing a free educational source. PBS KIDS and our camps and workshops are an important resource for unserved and underserved children and parents.

We provide research-based and curriculum-relevant programs that boost early literacy skills, improve math and knowledge skills, strengthen parental support and lead to learning gains comparable to high-quality pre-K.

Since 2018, Alaska Public Media has combined the power of PBS KIDS programming with community-based, hands-on experiences to equip young learners with key skills for success. We focus on marginalized communities and work with partners in early education centers, libraries, school districts, museums, housing authorities, youth groups and other nonprofits to recruit participants and to conduct camps and workshops.



MORE CAMPS

In 2022, Alaska Public Media worked with Anchorage communities and rural areas to host 3-day PBS KIDS camps in Mountain View (Anchorage), Woodland Park (Anchorage), Seward, Bethel and Juneau with a focus on reaching disadvantaged students in an out-of-school setting. Participants used PBS developed activities, curriculum and resources to learn and grow, along with some of their favorite characters.

MORE PARTNERSHIPS

We developed a partnership with Anchorage School District's Alaska Middle College School on a Youth Speaks project at King Tech High School where students presented TED style presentations on various topics. We also provided professional development training to students enrolled in the King Tech High School Early Education Program and Molly of Denali visited their preschool students. We also worked with the Anchorage School District in their 6-week Summer of Learning Program, launched a Library Explorer program and partnered with Trailside Discovery Camp in a 3-day camp for kids ages 4-15, to reach families and kids in outdoor spaces.

MORE FOR FAMILIES

The Education team began a program of monthly sessions designed for families with children ages 4-10 and their siblings called Family and Community Learning, Parent and Community Engagement. In these community-building events participants discuss strategies to improve access and opportunities for underrepresented populations and participate in a project-based creative process. This program uses peer support, capacity building, program co-design activities and guest speakers in an effort to address common barriers. Creative play is used to introduce children and adults to digital tools they can use to develop computation and literacy skills as they work on their child-led family projects.

12

EDUCATION
CAMPS & EVENTS

560

PARTICIPANTS



Bringing Media into the Community

THROUGH EVENTS & TECHNOLOGY

Alaska Public Media creates ways to bring media to life in the community, engaging audiences and connecting Alaskans both virtually and in-person. The range of experiences include screenings, panel discussions, and in-person Molly of Denali appearances.

Including:

- Newsroom Voter Listener Sessions held across the state
- “Shall There Be A Constitutional Convention?” debate at UAA
- ***Talk of Alaska Live*** in Juneau and Talkeetna
- How to Navigate Your Streaming Devices virtual tutorials
- AKPM Mental Health Fair
- AKPM booths at United We Stand Pre-Juneteenth BIPOC Health Fair, Suicide Prevention Walks, Reading Rendezvous Anchorage Library and more
- Celebrate Elizabeth Peratrovich Day with Molly of Denali at Alaska Native Heritage Center
- ***Indie Lens*** pop-up screenings at UAA
- ***All Creatures Great and Small*** screening at Bear Tooth Theatrepub
- Molly of Denali appearances at Alaska State Fair, Bethel 4th of July and Indigenous Peoples Day at APU

60

FREE EVENTS

5.5k

PARTICIPANTS





Technical reliability is critical in order to produce and broadcast the television and radio services that you rely on. Our Technology and Engineering team continually works to improve that support. A sampling of projects includes:

INSTALLED SATELLITE INTERCONNECTION SYSTEM to allow KAKM to feed PBS and other affiliates, local programming content.

STARTED A SHARED TECHNICAL SUPPORT SERVICES PROGRAM with KTOO in Juneau, KYUK in Bethel and KNBA in Anchorage.

UPDATED TV PRODUCTION CONTROL ROOM, the brain center for producing local TV shows like *Alaska Insight* and *Debate for the State*.

INSTALLED NEW CLOSED CAPTIONING SYSTEM to improve live and offline caption service.

UPGRADED GIRDWOOD FM RADIO STUDIO TO TRANSMITTER AUDIO DELIVERY to provide more reliable service.

IMPLEMENTED REMOTE FM PROGRAM RECOVERY failover reset function.

AUGMENTED KSKA FM STATEWIDE SATELLITE NETWORK DISTRIBUTION SYSTEM with terrestrial internet backup audio streaming. In the event of a satellite delivery

outage, this function keeps delivering our services.

UPDATED KSKA FM WEB AND MOBILE STREAMING back end configuration to improve audio levels and balancing across all platforms.

RENEWED KSKA FM LICENSE with FCC.

UPGRADED INTERNAL CONNECTIVITY for remote broadcast and content providers and configuration between KAKM and KTOO for sharing services.

DESIGNED AND INSTALLED REMOTE MONITORING SYSTEM for Master Control Room for programming feeds.

MANAGED FCC DOCUMENTS AND FILINGS for the Alaska Rural Communication Service, ensuring the state continues to have valid TV authorization for what will be about 110 total stations when the system is complete. We also brought dozens of stations online under a digital upgrade.

Working Together

COMMUNITY SUPPORT & AWARDS

80% of the funds needed to run Alaska Public Media come through the community through donations by individual members, corporate sponsors and granting foundations.

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



11k

TOTAL MEMBERS



45%

GIVE MONTHLY AS
SUSTAINERS



234

SPONSORS



155

VEHICLES
DONATED



1,639

PICK. CLICK. GIVE.
DONATIONS



20

GRANTS



2

BEQUESTS
RECEIVED





Shared success

Quality work is made possible because of community support. Alaska Public Media shares the following awards and recognition with all of you who donate:

EMMY® AWARD - NORTHWEST REGIONAL HUMAN INTEREST - SHORT FORM CONTENT

Indie Alaska: His Daughter Was Diagnosed with a Fatal Disease. Now He's Taking Disabled Kids on Epic Adventures

EDWARD R. MURROW AWARD - REGIONAL

Alaska Native Claims Settlement Act at 50 series

PUBLIC MEDIA JOURNALISTS ASSOCIATION DIGITAL WRITING (2ND PLACE)

Clem Tillion, Alaska's original 'fish czar,' dies at 96

PUBLIC MEDIA AWARDS

National Project: Preventing Youth Suicide in Alaska - Well Beings Tour

News & Public Affairs: *Alaska Insight*

Annual Report: Alaska Public Media's 2020 Annual Report to the Community

Digital Media: *Indie Alaska*

Community Initiative: Alaska Mental Health Deep Dive

PBS DEVELOPMENT AWARD - MEMBERSHIP

Alaska Public Media recognized for successful membership strategies that have led to increases in revenue, membership and engagement.

2022 ALASKA PRESS CLUB AWARDS

Wesley Early, 2nd place for best profile and 2nd place for best education profile

Lex Treinen, 3rd place for best solo journalism

GOLDIE AWARDS

2021 (presented in 2022)

TV Uniquely Alaskan Program: *Indie Alaska*

TV Video Production for Digital Streaming: *Well Beings*

Station-Originated Community Service

Project: Educating Alaskan Children During the COVID-19 Pandemic

2022

Radio Entertainment Program: *State of Art: New Anchorage Pottery Studio Debuts on First Friday*

Radio Interview: *Alaska Avalanche Survivor and Winning Essayist Spent Years Digging Out of PTSD* by Casey Grove

TV Entertainment Feature: *Indie Alaska: Alaska Cartoonist Draws His Experience with Parkinson's*

TV Uniquely Alaskan Program: *Indie Alaska*

Be Part of the Conversation

JOIN THE COMMUNITY ADVISORY BOARD OR
ATTEND A VIRTUAL MEETING

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.

Share your
thoughts **with us**



Ways to Watch & Listen

OVER THE AIR OR BY DIGITAL STREAM

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	KSKA
Over the Air	7.1	7.4	7.3	7.2	91.1
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	—	alaskapublic. org NPR.org
Stream/ On Demand	PBS app on: Roku FireTV iOS/Apple devices Android devices	PBS KIDS Video app on: Roku FireTV iOS/Apple devices Android devices	—	—	Apple Podcasts Google Play Spotify Amazon Music AKPM app NPR app

“

Thank you for providing
consistent quality
programs for all ages.
We need you now more
than ever!

- Laurie

Thank you for being part of
Alaska Public Media!

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