Informing
Connecting
Inspiring

ALASKA PUBLIC MEDIA
TV | RADIO | NEWS
alaskapublic.org
Dear Community Member,

Alaska Public Media (AKPM) staff, board members, and volunteers came together, despite all of the challenges in 2020, to ensure AKPM continued to deliver programs and services that every Alaskan counts on. And the ongoing financial support from members, sponsors, and foundations enabled AKPM to reach more Alaskans than ever before.

Our newsroom, in partnership with public radio journalists from across the state, increased coverage of local, regional, and national issues, while providing timely updates on the COVID-19 pandemic and exhaustive 2020 Election season reporting that included *Debate for the State*. We expanded digital reach and offerings with daily e-newsletters, added text alerts for breaking news through our AKPM app, and doubled our website traffic.

Our local programs on radio and TV informed and provided a platform for exchanging ideas and perspectives with respect and regard for each other. We enhanced our radio schedule and added new programs. The breadth of these enriching programs served as a shelter during the stress of the pandemic, the election season, and a year of civil and social reckoning.

Our education efforts adapted to meet the needs of educators and parents across the state with At-Home Learning. By expanding a local partnership with the Anchorage School District to a statewide collaboration with KTOO, this hybrid broadcast and online digital asset model, featuring PBS Learning Media, resulted in delivering state-aligned curriculum lessons on television and on the computer for use by teachers and parents in the home.

But most importantly, we engaged our community by co-creating events and media experiences. We explored vital issues important to you. Preventing youth suicide in Alaska, sharing how the news team managed the coverage of the coronavirus pandemic, and exploring the roles that Asian Americans have played in Alaska's history are just a few examples.

We accomplished a great many things this past year, buoyed by your trust and investment. We take great satisfaction in sharing an overview of our service to Alaska in this annual report.

I hope you and yours are well in 2021. We look forward to serving you.

Thank you.

Sincerely,

Edward J. Ulman, President & CEO
Alaska's Voices Telling Alaska’s Stories

Our statewide network of reporters functions like one big newsroom, allowing us to cover a story like no other news outlet. Whether it’s an outbreak of COVID-19 in a remote location, or the landslide in Haines, having local reporters in the region, supported by central editors, allows AKPM to tell Alaska’s stories.

Our seasoned journalists break national news – like the case of Tegan Hanlon, who got a news tip that the federal government was setting a date for a lease sale in the Arctic National Wildlife Refuge, in the final days of the Trump administration. She broke the story nationally for us and for NPR.

National networks look to our reporters for stories of import to the Outside.
Last year’s carriage includes:

* Alaska Feels The Brunt As Investors Promise Retreat On Fossil Fuels (Nat Herz on NPR)
* Alaska’s Republican Gov. Mike Dunleavy Faces A Recall Campaign (Andrew Kitchenman on NPR)
* Rush To Sell Arctic National Wildlife Refuge Land For Drilling (Tegan Hanlon on Science Friday)
* Trump Administration Rejects Mine Project in Alaska (Liz Ruskin for NPR)
* Weekly national election themed talk-show (Kavitha George co-hosts on America Amplified)

This regional journalism collaboration produces weekly, in-depth coverage of energy issues in Alaska for radio, video, and web. From the state budget to personal energy use, resource development to Arctic life, reporters across the state break news and bring context for how energy issues impact Alaskan lives and landscapes.

Journalism is about talking to people and telling their stories. In 2020, we’ve pivoted to working remotely, using technology to connect with sources, record and file news stories, and make new community connections. We’ve seen a big increase in the number of emails we get from our audiences, and we read every one of them.
**MENTAL HEALTH INITIATIVE**

Since the beginning of the pandemic, stories about elevated stress and anxiety were in the weekly mix on Alaska News Nightly and Talk of Alaska. Live broadcasts of Alaska Insight on Friday nights helped us give timely information in the early days and weeks of the pandemic. Throughout the first few weeks of the pandemic, we featured live, on-air updates following the daily COVID briefings given online by the governor. A highlight of other mental health coverage in the year includes AKPM’s partnering with local experts and national organizations around the issue of preventing youth suicide in Alaska. Coverage of this topic continues into 2021 on multiple media formats.

**ELECTION 2020 COVERAGE**

AKPM presented Running 2020 as an online series, featuring the most competitive races in the Anchorage, Fairbanks and Juneau regions. Numerous candidate profiles, issue pieces, and budget stories ran on Alaska News Nightly. In the lead-up to the election, we featured all four congressional candidates on Talk of Alaska, Alaska Insight, and Debate for the State for a total of 10 programs on the candidates for U.S. House and Senate. Beyond the television reach, Debate for the State had 186,000 views on social media and on AKPM’s website.

**RURAL HEALTH INITIATIVE**

In 2020, AKPM continued reporting on rural health on Talk of Alaska, Alaska Insight, and Alaska News Nightly. Stories featured include water and sewer infrastructure, public safety, COVID-19 mitigation plans in rural communities, and racial tension over inequity. Rural health is of crucial importance to Alaskans, and AKPM continued to provide focused news through a statewide network of reporters.

See these unique web pages for content produced in these areas:

- [https://www.alaskapublic.org/mental-health-focus/](https://www.alaskapublic.org/mental-health-focus/)
- [https://www.alaskapublic.org/rural-health-focus/](https://www.alaskapublic.org/rural-health-focus/)
Top News Stories of 2020

Our newsroom covered thousands of stories in 2020. Based on readership, the following reports had the greatest interest.

Helicopter removes ‘Into the Wild’ bus that lured Alaska travelers to their deaths

Rescuers found lost Nunam Iqua children in a hole in the snow, huddled around the youngest child

Alaska Senator Murkowski said Friday she would not vote for a justice ahead of Inauguration Day

Business bruised by COVID-19? SBA may have a $10,000 grant for you

When the Scandies Rose sunk west of Kodiak, he survived. Now he’s grappling with losing his crewmates

Alaska US Senate race: Gross trails Sullivan but says math is in his favor

Here’s why Alaska is the slowest in the nation when it comes to vote counting

State Senate approves $1,000 stimulus checks

Fairbanks is now considered Alaska’s coronavirus ‘hot spot’

Acknowledgment of News Excellence

Alaska Public Media journalism was recognized with multiple awards for great work:

Three Edward R. Murrow Awards
  ➔ Excellence in Video: The Legacy of Maryann Sundown and Agnes Aguchak - KYUK Public Media and Alaska Public Media (regional and national award)
  ➔ Newscast: Alaska News Nightly (regional)

Four Alaska Press Club Awards
ALASKA INSIGHT
The weekly public affairs show hosted by Lori Townsend had 32 new episodes in 2020 with expanded seasons to accommodate COVID-19 stories, garnering nearly 200,000 total viewers. Dozens of topics were covered, including faith leaders leading peace, climate change, and the crisis of missing and murdered Indigenous women in Alaska.

IDITAPOD: SEASON 4
Reaching mushing and outdoor enthusiasts in Alaska, across the Lower 48, and abroad, AKPM produced 23 episodes of the hugely popular Iditapod podcast that were downloaded over 120,000 times.

INDIE ALASKA
The 9th season of this digital video series representing the colorful lifestyles of everyday Alaskans had 15 new episodes. There were over a million views combined on YouTube and Facebook in 2020, PBS shared seven videos online, and PBS NewsHour featured "Gardens in the Arctic." A regional Emmy was awarded for "Glacier Music."

TALK OF ALASKA: HOLIDAY GREETINGS ACROSS THE STATE
This annual favorite on KSKA radio offered sweet and inspiring messages from 83 Alaskans calling from 23 communities, sharing thoughts and best wishes to others across the state. In addition to the live radio audience, the show was viewed 3,500 times on social media.

WEEKDAY NEWS AND WEEKLY SHOWS
AKPM produced another year of eight ongoing shows that are staples in the KSKA lineup and archived for listening anytime on alaskapublic.org. Three of the shows are call-in format, connecting Alaskans in real-time conversations.
Giving Audiences More of What They Love

In December, AKPM added to KSKA FM 91.1 engaging news, public affairs, and rich storytelling programs and updated the schedule to make it easier for listeners to find their favorites. Plus, we added a bonus airing of *Wait, Wait, Don’t Tell Me* each week. The changes are in response to over a year of listening to audience feedback and our effort to super-serve the content they want: local and national news and public affairs programming.

**1A PLUS**  
*Hosted by Jenn White*  
A name inspired by the First Amendment, this show explores policy, politics, technology, and what connects us across our nation.

**IT’S BEEN A MINUTE WITH SAM SANDERS**  
*Hosted by Sam Sanders*  
A weekly, irreverent show that offers a casual space to process the pace of current events and get introduced to new favorites in music, TV, and more.

**PBS NEWSHOUR**  
*Hosted by Judy Woodruff*  
The MOST TRUSTED source for news on television, now on radio. The show provides in-depth analysis of current events with a team of seasoned and highly regarded journalists.

**THE DAILY**  
*Hosted by Michael Barbaro of The New York Times*  
This award-winning show offers deep, textured portraits of the characters and human stakes driving the news.

You can find AKPM’s full radio schedule at alaskapublic.org/schedule.
AKPM’s Education Department, with the support of the community and partners, continued to bring the gift of education to high-need communities with a number of initiatives.

Supported in large part by a multi-year grant from the Corporation for Public Broadcasting and the U.S. Department of Education, **AKPM worked with eight local community partners in reaching families and kids from underserved and rural communities.** Our Ready to Learn initiative uses the power of award-winning PBS KIDS media and helped hundreds of young children learn school readiness skills they need to succeed.

**We delivered over 10 workshops and seven camps utilizing learning activities that go beyond broadcast television.** As part of this effort, we distributed more than 200 new, related books for participants, helping to build at-home libraries.

In recognition of AKPM’s educational innovation – made possible by community support – was recognized by the National Education Telecommunication Association for the launch of **Molly of Denali** - Community Engagement, and we received a Pacific Northwest Emmy Citation Award for Community Service.

**Molly of Denali leapt from the screen and became a family game this year.** AKPM spent a year working with fifteen families in Bethel, Alaska – a rural community hub that connects many small Native Alaska villages – to develop **Molly of Denali** rural education materials revolving around informational text. Collaborating with WGBH Boston and four other PBS stations, we helped create a package of fourteen **Molly of Denali** family games delivered to over 400 families in five states including Alaska.
When schools closed to in-person classes due to COVID-19, AKPM worked with the Anchorage School District to quickly provide educational programming to support virtual learning. We adapted our daytime television and PBS KIDS 24/7 broadcast schedules to provide educational content and free online links to curriculum-based PBS Learning Media.

Working with the Boys and Girls Clubs of America, AKPM provided educational backpacks containing Science, Math, and Literacy materials to low-income families participating in Bean Cafe’s Children’s Lunch Box program over the summer. These resources supplemented the Anchorage School District’s At-Home Learning initiative.

"Thank you SO SO SO much for such a wonderful science lesson today! The kids had a wonderful time, learned a lot about the differences between wet and dry mixtures, and it was a great way to end before the holiday! It’s so hard to find time for science activities (and to find ones that are appropriate and differentiated enough for our population) and this one was perfect!"

- Rachel R., Teacher in Anchorage

While 2020 required altering the way we engage within the community in person, thanks to the collaborative efforts of education partners at the Boys and Girls Club, the Anchorage School District, the Anchorage Library, and community donors, AKPM went virtual, providing STEM activities for 80 campers, grades K-7, utilizing materials from PBS KIDS and PBS Learning Media.

We partnered with the Anchorage School District’s 21st Century Program to provide learning resources to 100 low-income children from nine Anchorage Title I schools during their week-long virtual summer school. We also collaborated with the Anchorage YMCA for a PBS Fun Day during a week-long, in-person summer school program.
Local Media Experiences

Creating local experiences as part of national conversations is an important part of our media mission. Over 1,000 community members participated in five free AKPM engagement events in 2020. Because of COVID-19 safe distancing requirements, our events went 100% virtual beginning in April. We look forward to a mix of online and in-person events in 2021.

**NO PASSPORT REQUIRED**
January, 2020
400 Attendees

With help from the Anchorage Community Land Trust, AKPM hosted a fun and super-delicious way to come together to embrace the rich diversity of immigrant traditions and cuisines in our community.

Celebrating the launch of Season 2 of the PBS food show, No Passport Required, at the Anchorage Museum, hundreds sampled a wide array of food prepared by entrepreneurs from the Land Trust’s Set Up Shop program.

**IDITAPOD 2020**
March, 2020
Over 400 Attendees

We launched Season 4 of this hugely popular podcast with a live recording onstage at the Bear Tooth Theatrepub. AKPM interviewed veteran mushers Jeff King, Matthew Failor, and Jessica Klejka who shared stories from the trail and answered audience questions.

Alaska Public Media produced “Mushing Explained” videos and photos from the trail accented the evening.

**ASIAN AMERICANS**
May, 2020
45 Attendees

Due to COVID-19 social distancing, AKPM’s community engagements went virtual with an online screening of the PBS documentary Asian Americans and moderated panel discussion.

Together we explored the impact of this group on the country’s past, present, and future, told through individual lives and personal histories and the roles that Asian Americans have played in Alaska’s history.
WELL BEINGS: PREVENTING YOUTH SUICIDE IN ALASKA - THERE’S HOPE, THERE’S HELP
December, 2020
55 Participated, 1000s Viewed Online

Alaska Public Media and the national Well Beings Tour teamed up for a community conversation about preventing youth suicide in Alaska - a state with one of the highest per capita rates in the nation.

Focusing on innovations, insights, and deep listening to those who have struggled and those who offer support for mental wellness - two groups that often overlap in inspiring ways - the event sought to offer hope and help.

Led by AKPM News Director Lori Townsend, and richly enhanced by local counselors, suicide prevention services, and youth voices, this digital event was packed with important and moving content, including many videos that were produced by AKPM for the event.

Segments of the program continue to be shared through social media, with thousands of views, and aired in 2021 as a special Alaska Insight episode.

COVERING A CRISIS
June, 2020
60 Attendees

This online community forum offered a behind-the-scenes look at how the AKPM Statewide news team was managing the coverage of the coronavirus pandemic with AKPM News Director Lori Townsend and reporters Liz Ruskin, Nat Herz, and Andrew Kitchenman.

As the pandemic situation and the story grew, Alaskans turned to AKPM to get information on how to stay safe, the government, health and private sectors’ responses, and the latest on frequently changing guidelines and related news.

Attendees had lots of questions, and we were happy to give some insight on how our journalists stayed on top of a quickly changing news landscape, prioritized stories, and did their jobs responsibly and ethically, without adding risk to themselves or the public.
Our technology team showed innovation, agility, and resourcefulness in response to the special needs arising in the pandemic. Quickly, our Engineering and Facilities team took steps recommended by Centers for Disease Control and a special AKPM internal working committee. Our team put protocols in place for operations and contingency plans and dispersed computer, recording, and printing equipment.

- We upgraded software to allow most staff to work remotely from home, while expanding bandwidth for multiple staff to access the building WAN simultaneously.

- We installed plexiglas barriers where staff needed to share space and operate nearby equipment, added contactless check-in stations at doorways for employees working in the building, and deployed disinfection supplies and hand cleaning dispensers facility-wide.

- Additionally, the team modified the HVAC system to replace and filter the air in the building constantly. The Alaska Insight TV studio set was modified to use remote "Zoom" capabilities for guests, and radio show guests participated remotely. Finally, we closed the facility to outside visitors and required masks for all staff in open areas.

A big technical innovation in 2020 was the start of livestreaming of KAKM on PBS.org beginning in August!

Lifesaving Public Safety Information & Alerts

ALASKA PUBLIC MEDIA’S EMERGENCY RESPONSE PLAN
As always, in the event of a natural and/or man-made emergency, AKPM stands ready to respond with critical, lifesaving information from local, state, and national agencies. Under the direction of AKPM’s news department, our broadcast radio, television, and online platforms can deliver timely, accurate news and information to ensure public safety and awareness. AKPM’s plan is reviewed and updated annually.

AWARN/EAS
A diverse, additional path between FEMA and cellular service providers, PBS AWARN/EAS uses one-to-many satellite distribution and terrestrial broadcast to reach all cellular carriers over the air. This provides an alternative source of inbound Wireless Emergency Alert (WEA) if a cybersecurity incident or internet disruption to a carrier facility breaks the primary connection to FEMA.
Community Supported

Individual members, corporate sponsors, foundations, and partners contribute 80% of funds needed for making news, programming, and services available throughout Alaska.

- 10,800 donating members, 40% of which are sustainers
- $170,985 in bequests received
- $138,324 from 1,823 donors received through Pick. Click. Give.
- 259 corporate sponsors
- 95 vehicles donated

Serving More Alaskans

We are a multi-media service, making programs accessible on-air and online.

SITE TRAFFIC ON ALASKAPUBLIC.ORG
2020 Pageviews vs. 2019

- 11,087,493 total pageviews in 2020 on alaskapublic.org
- 220,000 viewers per week on Alaska Public Media TV
- 33,700 followers on Twitter
- 33,200 followers on Facebook
- 19,700 subscribers on YouTube
- 4,400 followers on Instagram
- 14,000+ subscribers to our weekly email newsletter
Alaska Public Media (AKPM) is the largest public media service in Alaska. Our mission is to make a more informed and connected life possible for all Alaskans, harnessing the power of multiple media platforms. Together with our affiliates, AKPM delivers content that reaches 97% of the state’s population.

AKPM is a PBS member and NPR member station, comprised of KAKM-TV, KSKA radio, Create TV, PBS KIDS, alaskapublic.org, and operates a shared television service with KTOO in Juneau and KYUK in Bethel. In addition to carrying nationally produced programming, AKPM produces original radio and television programming.

AKPM operates a statewide news collaboration with 26 partner stations including Ketchikan, Haines, Dillingham, Homer, Kodiak, Unalaska, and Kotzebue, as well AKPM’s original Juneau and Bethel partners.

AKPM provides education outreach to young children and their families, distance learning content from elementary through high school, and workforce development.

AKPM is community funded, with 80% of our annual budget coming from members, sponsors, and local grants. Integral to AKPM’s community engagement is our partnership with organizations, amplifying and supporting the positive work throughout the state.

AKPM operates with a code of excellence, authenticity, connection and trust. We are committed to diversity, equity, and inclusion and strive to ascertain that our staff, board of directors, and community advisory board are reflective of the diverse population we serve.

Ways to Watch, Listen, Read

Audiences can listen over the air, livestream on AKPM’s app, PBS.org, YouTube TV, and NPR One, follow on social media including Facebook, Twitter, and Instagram and access recordings and news stories at alaskapublic.org.

WATCH
KAKM (7.1, GCI 7 & 657, Dish 6 & 7, YouTube TV)
Create TV (7.2, GCI 94, Dish 8)
360 North (7.3, GCI 15, Dish 9)
PBS KIDS 24/7 (7.4, GCI 97, Dish 10, YouTube TV, AKPM App)
PBS KIDS (pbskids.org, PBS KIDS App, AKPM App)
PBS Video & AK Passport (pbs.org, PBS Video App, AKPM App)
Alaska Public Media App (iOS and Android)

LISTEN AND READ
KSKA (FM 91.1, Seward FM 88.1, Girdwood FM 91.9, alaskapublic.org, AKPM App)
NPR One (one.npr.org, NPR One App)
Statewide News (on our various member stations)
Alaska Public Media App (iOS and Android)
Alaskapublic.org
Audiences share their thoughts on Alaska Public Media through our website, membership forms, and community advisory board meetings, which are open to the public.

"Thank you Alaska Public Media - listen from Homer, Unalaska and the boat year round. Greatly appreciate all you do!"
- Claire N., Homer

"We don’t know how we’d make it through anything without Alaska Public Media. From the Newshour to NPR to all of the entertainment - we love what you do! Thank you!"
- Brad & Julia F., Anchorage

"During this past election season, I turned to KSKA and NPR for honest, straightforward news. Thanks for all that you do. I am so relieved to be able to tune in to you guys!"
- Chris D., Cooper Landing

"Wonderful local programs - Outdoor Explorer, Talk of Alaska, Hometown Alaska and more! -- plus crucial national and international coverage. And Wait Wait Don't Tell Me . . . As It Happens . . . BRAVO to all of you who put all of this together for local listeners!"
- Theresa D., Anchorage

"Thank you so much for keeping us all informed with vital state and national news. Especially during the pandemic, you are a major resource for factual, important news on topics having impact on our daily lives. You are also the easiest link to COVID updates. So, thank you and keep up your great work!"
- Kathleen J., Cooper Landing

"..on my radio to and from work and streaming nightly before bed. Thank you for informing and entertaining me daily.."
- Samantha F., Eagle River

Please consider attending a community advisory board meeting. The schedule is listed at https://www.alaskapublic.org/publicmeetings/.
thank you for your continued support

Heartfelt gratitude to our members, sponsors, boards, staff, and volunteers.

You helped Alaska Public Media inform, connect, and inspire Alaskans.