

Alaska Public Media Selected for Public Media Digital Transformation Program

CPB-funded training to foster digital innovation

ANCHORAGE, ALASKA – December 8, 2021 – Alaska Public Media (AKPM) is among 75 public media stations selected to participate in the Digital Transformation Program, a virtual program developed by the Poynter Institute to educate, assist, and coach public media senior leaders and their staff on the best strategies and tactics to transform their organization’s digital operations and culture. The training is funded by the Corporation for Public Broadcasting (CPB).

“This system initiative is vital for public TV and radio. We must continue to learn how to engage Alaska’s viewers and listeners with Alaskan stories on the digital platforms and devices that Alaskan’s use.” Said Ed Ulman, AKPM President and CEO. “Based upon our digital accomplishments so far, I look forward to what we will develop and deliver as a result of this intensive “digital” focused program.”

The program includes an immersive online coaching and training with public media peers for Alaska Public Media’s video production staff members, to accelerate their digital transformation efforts.

“CPB’s commitment to advancing innovation and diversity continues to be reflected through our strategic investments helping system leaders advance a digital-first, audience-centric approach,” said Patricia Harrison, CPB president and CEO. “The program will provide coaching and resources to help stations become more agile and leverage digital content, platforms, and data to grow and engage new and existing public media audiences.”

In addition to one-on-one and peer group coaching sessions, the program will include a series of educational webinars, work exercises, and resource materials that span the program curriculum. The program will be delivered to four groups of up to 20 public media leaders and their station’s personnel at a time. The groups will have staggered start and end dates over the course of two years, with a new group starting every three months.

“The selected participants are some of the nation’s most trusted sources citizens turn to for local news and information,” said Poynter President Neil Brown. “Our partnership with CPB will help public media outlets build digital-first strategies that inspire an even greater — and more sustainable — connection to grow with their communities.”

The stations selected, from Alaska to Florida, Southern California to Maine, include 40 public radio stations, 16 public television stations and 19 joint licensees. They will join the five National Multicultural Alliance Organizations – Black Public Media, the Center for Asian American Media,



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Latino Public Broadcasting, Pacific Islanders in Communications, and Vision Maker Media – to form four cohorts of 20 public media leaders, who will participate in the nine-month program. The first cohort will begin training in January.

About CPB

The Corporation for Public Broadcasting, a private, nonprofit corporation created by Congress in 1967, is the steward of the federal government's investment in public broadcasting. It helps support the operations of more than 1,500 locally managed and operated public television and radio stations nationwide. CPB is also the largest single source of funding for research, technology and program development for public radio, television, and related online services. For more information, visit cpb.org, follow us on Twitter [@CPBmedia](https://twitter.com/CPBmedia), [Facebook](https://www.facebook.com/CPBmedia) and [LinkedIn](https://www.linkedin.com/company/cpb) and [subscribe](#) for email updates.

About Alaska Public Media

Alaska Public Media (AKPM) is a shared Public Broadcasting System (PBS) and National Public Radio (NPR) member and a 501(c)(3) organization. Committed to meeting the needs of our community and state, AKPM produces and presents news and content that provides lifelong learning opportunities in public affairs, health and leisure, science and nature, economic and social development, civic engagement, and world events. The company is located in Southcentral Alaska and is comprised of KSKA radio, KAKM-TV, Create TV, PBS KIDS, PBS KIDS 24/7, and alaskapublic.org. Alaska Public Media also operates the Statewide News network and a shared television service with KTOO in Juneau and KYUK in Bethel.

About The Poynter Institute

The Poynter Institute for Media Studies is a global leader in journalism education and a strategy center that stands for uncompromising excellence in journalism, media, and 21st-century public discourse. Poynter faculty teach seminars and workshops at the Institute in St. Petersburg, Florida, and at newsrooms, conferences, and organizations around the world. Its e-learning division, News University, offers the world's largest online journalism curriculum, with hundreds of interactive courses and tens of thousands of registered international users. The Institute's website produces 24-hour coverage about media, ethics, technology, and the business of news. Poynter is the home of the Craig Newmark Center for Ethics and Leadership, the Pulitzer Prize-winning PolitiFact, the International Fact-Checking Network and MediaWise, a digital information literacy project for young people, first-time voters, and senior citizens. The world's top journalists and media innovators rely on Poynter to learn and teach new generations of reporters, storytellers, media inventors, designers, visual journalists, documentarians, and broadcasters. This work builds public awareness about journalism, media, the First Amendment, and discourse that serves democracy and the public good. Learn more at poynter.org.

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