

## **Alaska Public Broadcasting**

A system of independent locally owned and operated non-profit businesses that provide over the air non-commercial *public service programming to un-served and underserved audiences* throughout Alaska.

- Twenty-six radio licensees, four television licensees and one statewide radio news network, the Alaska Public Radio Network (APRN), a collaborative system reaching 95% of the state's population.
- Provides an unparalleled level of local, community based public service programming including daily news; weather and marine conditions; emergency, health, safety information; general community information; public affairs programming; and live event coverage including broadcast of local government and school board meetings.
- Serves bush and rural communities where commercial service does not exist. Service in the bush is provided by originating stations based in bush and rural communities and by urban stations with equipment in remote areas.
- The return on investment is approximately 6:1, a very successful partnership with the private sector and the federal government.
- Health and safety mission is evident in daily programming of community information, marine, weather forecasts, and participation in the statewide Emergency Alert System (EAS) which notifies the public of emergency declarations.
- Education mission is best reflected in the high quality of its children's programming, educational outreach in the community, and lifelong learning opportunities for all ages.
- Local service mission is characterized by local ownership, local control of programming, deep community engagement; strong partnerships with many community organizations.
- Several urban based organizations provide services to rural and bush stations, examples include daily statewide news from APRN; the Alaska Public Television and 360 North (Gavel Alaska) public television services; CoastAlaska and Alaska Public Broadcasting, Inc. provide financial management, engineering and administrative support services.
- The investment provides residents with noted Alaska programming such as Indie Alaska, Faces of Alaska, Gavel Alaska (360 North), Alaska News Nightly, Alaska Weather, Alaska Federation of Natives Convention Coverage, Iditarod & Kuskokwim race coverage, Talk of Alaska; and most importantly, daily, local news, community information, and live broadcast of local government meetings.
- In addition, the investment provides acclaimed national programs such as Sesame Street, A Prairie Home Companion, Nova, The American Experience, All Things Considered, Masterpiece Theater (Downton Abbey) and signature historical documentaries from Ken Burns.
- Public broadcasting is a key component of Alaska's information infrastructure. The State's investment has a strong local impact as un-served and underserved audiences across Alaska receive many hours of news and public affairs, children's programming, health and safety information, general entertainment, and community access and participation, ensuring local relevance in programming.

## Alaska Public Broadcasting: Integrated System Serving Urban & Rural Audiences

Alaska public broadcasting is an integrated system where urban based organizations play a significant role in supporting rural stations and serving rural and remote populations. The level of collaboration between urban and rural stations is increasing in order to maintain viable local services across the state. Rural and urban licensees partner in strategic ways to ensure that all citizens receive relevant local services in a cost effective manner. Rural stations and audiences benefit directly and indirectly from several central service providers based in urban areas. This integration developed through voluntary collaboration to preserve community based services in rural areas, in particular, journalism. Rural journalists cover stories that are uniquely Alaskan and important to both urban and rural audiences. More integration among stations is highly likely so these urban based service providers need to be robust enough to provide quality support for rural *and* urban stations.

Examples include:

- Alaska Public Radio Network (APRN) based in Anchorage, serves the whole state with delivery of Alaska news daily. Through 25 member stations and a centralized news staff at Alaska Public Media (APM), APRN serves 96% of Alaskans. APRN has a full-time WA D.C. reporter and the only full-time Juneau reporter serving the whole state.
- KTOO Juneau operates Gavel Alaska, Alaska's version of C-span providing live, unedited, video coverage of the legislature, administration and courts. It is one of 25 such state networks nationally. Gavel Alaska broadcasts over the air in Anchorage, Juneau, Fairbanks and Bethel, and is available on GCI cable, Dish Network and DirecTV as well as a live stream on the web.
- APM provides the PBS stream to KTOO Juneau and KYUK Bethel. This partnership provides the PBS programming to 85% of the state. APM provides the Create Channel to Juneau and the stations share engineering, administration, fund-raising and programming costs.
- Alaska Public Broadcasting, Inc. (APBI) in Anchorage provides engineering, technical, administrative, training and representation services to all rural stations. APBI manages and operates the SOA's satellite infrastructure and delivery of ARCS, UATV, public radio/television services statewide.
- CoastAlaska headquartered in Juneau provides administrative, financial management, engineering, training, fundraising services to 12 rural stations from Ketchikan to Barrow.
- KSKA Anchorage, KUAC Fairbanks and KTOO Juneau all transmit to unserved rural communities with no other broadcast service, e.g. KTOO serves Hoonah, Gustavus and Excursion Inlet, communities with no other broadcast radio or television service.
- Many mid-sized stations provide emergency alert notification and full broadcast services to many rural and remote communities via translators.
- KUAC in Fairbanks provides UATV content to statewide audiences.
- KSKA and KUAC are the key financial contributors to the bundled discount program buys that make national programs available to all public radio stations in Alaska.
- KTOO produces the 360 North channel distributed statewide. 360 North provides a 24/7 schedule of Alaska and Northern programming created by Alaskans and other producers. APM routinely provides public affairs programming to KTOO's 360 North.
- Public TV stations in Anchorage, Fairbanks, Juneau and Bethel serve the entire state via low power translators and cable and satellite television.
- APM, KTOO, and KUCB were awarded a grant by the Corporation for Public Broadcasting to create a Regional Journalism Center to focus reporting on energy issues for radio, television, and online audiences. All of the content is intended for use by all Alaska public media stations and provides opportunity for more urban rural station integration.

- APM, KTOO, KYUK, and KUAC provide campaign coverage of statewide candidates through its well-known program *Debate for the State*.

The Alaska Public Broadcasting Commission knows firsthand the key role that these integrated services play on behalf of all Alaskans. Rural audiences and stations benefit from collaboration, restructuring and resource alignment that has occurred between urban and rural stations over the past decade, all with the purpose of maintaining viable, local, community based services for Alaskans across the state.

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### **Public Radio: Local Government Meetings**

Public radio stations in Alaska provide an unparalleled amount of local, community based public service programming including daily news, general community information, weather and marine conditions, emergency, health and safety information, public affairs, emergency alerts, warnings and instructions, and live event coverage including broadcasts of local government meetings. The past twelve months:

#### *Broadcast of Local Government Meetings*

- Seventeen public radio stations broadcast live more than 450 hours of local government meetings, almost all stations report on these meetings through their local news coverage (i.e. City, Borough, School Board, Emergency Preparedness, etc.)
- Eight public radio stations broadcast live more than 100 hours of local school board meetings, almost all stations report on these meetings through local news coverage.

#### *Broadcast of State and Federal Meetings and Addresses*

- APRN produced and distributed to all Alaska public stations legislative addresses made by the Governor, Congressional Delegation members, and the Chief Justice of the Alaska Supreme Court; and full coverage of the Glacier Conference.
- APRN reported on federal subsistence board meetings, North Pacific Fishery Management Council meetings, ADF&G field hearing and other federal hearings in their statewide newscasts.
- Six public radio stations broadcast State and Federal meetings held in their area.

### **Radio Broadcast of Local News, Public Affairs & Community Information**

In FY15, twenty-six public radio stations broadcast a combined 1700 hours of local news, community information and local public affairs coverage.

### **Public Radio Broadcast of Alaska Federation of Natives Convention (AFN)**

KNBA Anchorage produced coverage of the AFN Convention. Seven stations carried full-day "Gavel-to-Gavel" coverage of the Convention. Seventeen stations carried AFN news updates or one-hour AFN interview program.

**SOA Revenue Reductions = Lost Federal Funding**

*Federal Matching Funds for Stations:* The Corporation for Public Broadcasting (CPB) provides matching funds to 17 public radio stations and 4 public television stations in Alaska. Using current financial data as a snapshot in time and the Governor’s proposed FY17 cuts: lost federal matching funds for FY16/17 combined = \$128,354.

9 public radio stations do not lose federal matching funds as they are designated Sole Service per CPB criteria. The late Senator Stevens deserves credit for establishment of this designation. He believed that public broadcasting was an essential service in Alaska and wanted to ensure that rural/bush Alaska had local service.

*Federal Grant Program Eligibility:* Using current financial data as a snapshot in time and the Governor’s proposed FY17 cuts, per CPB, these five stations would be in danger of failing to meet the minimum non-federal financial support amount required to be eligible for operating grants.

- 1. KCHU Valdez
- 2. KDLL Kenai
- 3. KSTK Wrangell
- 4. KYUK Bethel
- 5. KYUK Bethel - TV

If this comes to pass, \$1,281,186 in federal operating dollars will be lost and these services will be crippled.

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**SOA Downsize & Outsource to Non-Profit**

*Alaska Public Broadcasting Commission*

FY86 APBC operating budget:	\$501,600
FY86 APBC SOA employees:	6 FTE
FY17 APBC internal operating budget:	\$44,400 (DOA retains \$4K)
FY99-FY17 outsourced to non-profit:	less than 1 FTE

*Satellite Infrastructure - Alaska Rural Communications Service (ARCS)*

FY87 Satellite Infrastructure/ARCS budget:	\$3.5M
FY87 SOA employees:	FTEs unknown
FY17 Satellite Infrastructure/ARCS budget:	\$779,500*
FY99-FY17 outsourced to non-profit:	1.5 FTE

\*\$240,400 consists of a grant and a contract with a non-profit for 24/7 management, operations, housing of infrastructure and services; and a technical support desk for the ARCS villages.

## **Satellite Infrastructure**

### **Emergency Communications, ARCS, Public Broadcasting & Distance Education**

#### **Emergency Communications**

Infrastructure that is integrated with, and extends the reach of, national and state agencies to deliver critical emergency alerts and information beyond the reach of newer technologies to many of the most remote viewers and listeners statewide. Recent examples include tsunami, flood, fire and extreme weather alerts.

#### **Alaska Rural Communications Service (ARCS)**

The State's rural television service for underserved citizens in 185 bush communities: delivers news, weather, and educational programming including PBS Kids programs. ARCS is a key component in SOA's Emergency Alert System, feeding alerts from state and federal authorities via the ARCS satellite signal directly into homes of viewers, and many commercial and non-commercial radio and TV broadcasters around the state. The SOA's ARCS Digital Conversion Project: installation of new equipment to all ARCS sites is bringing improved and increased service at *no additional operating cost to SOA*. An example of improved service includes distribution of Gavel to Gavel which will now be available in these remote communities for the first time. 40 site systems have been delivered and are already being implemented.

#### **Public Broadcasting**

**APRN, Anchorage:** statewide distribution of daily Alaska news reports from the Alaska Public Radio Network to 25 stations and over 50 rural communities; also serves as a secondary conduit for delivery of statewide emergency information.

**AKPTV, Anchorage:** delivers programming to Juneau and Bethel, only source of PBS on all cable TV systems outside the three urban centers.

**360 North & Gavel Alaska, Juneau:** feeds the 24x7 state government television channel to ARCS communities and to public TV transmitters in Anchorage, Fairbanks and Bethel.

**KUAC, Fairbanks:** feeds radio translators in Bettles, Nome, Eagle, Tok, and shares programming with rural stations.

**KCAW, Sitka:** feeds radio translators in SE Alaska, Port Alexander, Yakutat, Angoon, Pelican, Tenakee Springs and Elfin Cove.

**KMXT, Kodiak:** Feeds five radio translator stations across Kodiak Island; Larsen Bay, Karluk, Akhiok, Old Harbor, Port Lions, and shares programming with other rural stations.

**KUCB, Unalaska:** Unable to see the national satellites due to westerly location, KUCB houses their own subscriber equipment at KUAC, Fairbanks, where it is handed off to this satellite link for delivery to Unalaska. As such, this is their link to outside world for national programming.

**KSKA, Anchorage:** feeds translators located in Prudhoe Bay, Dutch Harbor and Seward, and shares programming with rural stations.

**KSDP, Sand Point:** feeds translator in King Cove.

**KNBA, Anchorage:** shares programming with rural stations.

#### **Distance Education**

**UATV-UAF:** educational and instructional content from the University of Alaska, as well as FNX featuring content produced by and for Native American and Indigenous peoples.

# Public Broadcasting Funding Levels: Stations Grants & APBC FY86 - FY17

