SCOMM

101:15

APRN
VOICES OF ALASKA

Alaska Public Radio Network ★ 810 East Ninth Avenue ★ Anchorage, Alaska 99501-3826
Phone (907) 277-2776 ★ Fax (907) 263-7450

ALASKA PUBLIC RADIO FUND
Underwriting Contract

Contributor: Long-Range Fiancial Planning Commission
c/o Legislative Affairs Agency
130 Seward St. Suite 313
Juneau, AK 99801-2197

Contact Person: Melissa Fouse

Phone: 258-8165 fax: 258-9869

Amount: $800.00 (Four 30-sec spots x $200 plus one bonus)

Program: Public Service Announcements

Period: September 1995

Terms: Five 30-second EPSAs will air Sept. ~~6~~ Tuesday 7, 11, 12, 13, 14. EPSAs will be aired statewide on the 27-station network. Commission is to provide APRN with EPSA scripts no later than 1 September 1995.

Brian OK

Approval:

263-7406

Sally Henderson
for APRN

Melissa A. Fouse
for contributor

30 Aug. 95
date

31 Aug 95
date

31 Aug discussed w Brian / Eric Mussick e Speaker Phillips OK.

12 Sept called Sally left msg she will have ad make it clear that we will accept calls fm all over Alaska.

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FAX COVER SHEET

Fax To: Melissa Date: 29 Aug. Time: Noon

Company: Long-Range Planned. # Pgs. Including Cover: 5

Fax #: ( ) 258-9869 From: Sally Henderson
(907) 263-7450 fax

Direct Line: 907-263-7486

Comments:

Hi Melissa.

Here's more info on PSAs.

Let me know what you need.

Thanks.

Sally

THANK YOU! Sally Henderson
APRN Corporate Development

If there are any problems with this fax transmission, please call (907) 277-2776

KSKA-FM • KRLA-FM • KRIB-AM • KYUK-AM/FM • KCHU-AM/FM • KDLG-AM • KUAC-AM/FM • KZPA-AM • KNSA-FM • KBBI-AM • KTOO-AM • KCAM-AM • KSDP-AM • KSKO-AM • KNOM-AM • KJNP-AM • KSRM-AM • KCAW-AM • KRBD-FM • KTNA-AM • KNSA-AM • KBRW-AM

APRN
VOICES OF ALASKA

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Phone (907) 277-2776 ★ Fax (907) 263-7450

Dear Sponsor:

We want to inform you of a new paid service that APRN provides. 30-second **Enhanced Public Service Announcements** are ***guaranteed*** to air across Alaska during ***prime time***. When your project, organization, or division needs to publicize an event, hearing or committee meeting, EPSA's can help you reach all of Alaska.

Any 501(c)3 *non-profit organization* or *government agency can purchase EPSA's*. For-profit sponsors may also underwrite EPSAs on behalf of non-profits; the sponsor must be identified, but the EPSA cannot promote a for-profit sponsor.

Enhanced PSAs qualify as a means for providing statewide reach for any agency or organization that must publish required public notices for meetings, teleconferences, or regulatory changes, as enacted by SB 131 in 1991.

- ***EPSAs are now embedded in "Alaska News Nightly"***, APRN's flagship news program for over 17 years. Broadcast to 27 member stations during prime time, your message on APRN reaches some 330 Alaskan communities statewide.
- ***Wording must conform with FCC guidelines*** and be informational rather than promotional. The message must be compatible with public radio. It may include "who, what, when, and where." It can be translated into Native language for an additional fee.
- ***APRN reserves the right to refuse any announcement.*** Announcements which solicit funds, are religious, or advocate for or against legislation, political candidates, or a point of view will not be accepted.
- **Cost:** $200 per statewide announcement, $800 minimum purchase (SIDE $800)
- **Additional Services:**
  - :60 script - $300 per airing
  - Personalized script - should your notice require different time, date, or locations for each region, cost is $300 per airing (up to 6 regions)
  - Regional airing - EPSA aired in part of the state - $135 per airing

* FREE ONE WK BEFORE

Please call me if you would like further information or to take advantage of this unique service.

3/1.95

by Thursday

KSKA-FM Anchorage • KRUA-FM Anchorage • Koahnic Broadcast Corp. • KBRW-AM Barrow • KYUK-AM Bethel • KCUK-FM Chevak
KDLG-AM Dillingham • KUAC-FM Fairbanks • KZPA-AM Ft. Yukon • KIYU-AM Galena • KHNS-FM Haines • KBBI-AM Homer
KTOO-FM Juneau • KCZP-FM Kenai/Soldotna • KRBD-FM Ketchikan • KMXT-FM Kodiak • KOTZ-AM Kotzebue
KSKO-AM McGrath • KNOM-AM Nome • KFSK-FM Petersburg • KSDP-AM Sand Point • KSRD-FM Seward • KCAW-FM Sitka
KUHB-FM St. Paul • KTNA-FM Talkeetna • KNSA-AM Unalakleet • KIAL-AM Unalaska • KSTK-FM Wrangell

ALASKA PUBLIC RADIO EPSA SPONSORS

APRN Native Fellow Opportunity

Alaska Center for the Blind and Deaf

Alaska Department of Environmental Conservation

Alaska Department of Revenue, Permanent Fund Division

Alaska Federation of Natives

Alaska Seafood Marketing Institute

Alaska State Troopers Department of Public Safety

Alaskans for Safety Belt Education

Alzheimers Disease Association

Americans with Disabilities Public Awareness Campaign

The Anchorage Museum

BP Exploration Health Fair

Division of Elections

Division of Investments

Federal Aviation Administration

Job Corps

North Pacific Rim (Chugachmuit)"Health Link"

Special Education Conference Committee

University of Alaska Fairbanks Dept. of Journalism

7/1.94

RURAL LOAN PROGRAM DRAWS HUGE RESPONSE

A new loan program that targets small businesses in rural Alaska was flooded with more than 300 applications in its first three weeks.

AIDEA publicized the new program through a brochure for statewide distribution and through the purchase of a paid public service announcement on Alaska Public Radio Network, whose member stations reach virtually every part of rural Alaska.

The response was overwhelming. DCRA was literally flooded with loan applications.

THE ALASKA LEGISLATURE

* HONORING *

* ALASKA PUBLIC RADIO NETWORK *

The members of the Sixteenth Alaska State Legislature join all Alaskans in honoring the Alaska Public Radio Network.

Radio is a powerful medium that is extremely important to communications in our large and far flung state. The Alaska Public Radio Network plays a large part by providing news and cultural programming to 24 public radio stations covering over 300 communities in all regions of the state. Public radio is often the only timely source of information and emergency notices available in rural Alaska.

The Alaska Public Radio Network provides coverage of issues of importance to Alaskans in a consistently professional manner. That professionalism was exemplified by its coverage of the oil spill in Prince William Sound last year. This coverage has earned APRN the 1990 Public Radio Program Award from the Corporation of Public Broadcasting.

In recognition of this great honor, the Alaska Legislature offers its congratulations to the Alaska Public Radio Network and encourages it to continue its consistently excellent coverage of issues important to all Alaskans.

SPEAKER OF THE HOUSE

PRESIDENT OF THE SENATE

Date: May 1, 1990

Requested by: Senators Duncan, Zharoff, Adams, Dehling, Binkley, Pearce, Szymanski, Felks, Sturgulewski, Pourchot, Fahrenkamp, Rodey and Halford; Representatives Ulmer, Hudson, Collins, Ellis, Kapsner, Boucher, Brown, Cotten, Davidson, Donley, Gruenberg, Grussendorf, Hanley, Kubina, Lemon, Menard, Navarre and Wallis

APRN
VOICES OF ALASKA

Alaska Public Radio Network ★ 810 East Ninth Avenue ★ Anchorage, Alaska 99501-3826
Phone (907) 277-2776 ★ Fax (907) 263-7450

FAX COVER SHEET

Fax To: Melissa Fouse **Date:** 5 Sept. **Time:** _____

Company: LRFPC **# Pgs. Including Cover:** 2

Fax #: (___) 258-9869 **From:** Sally Henderson
(907) 263-7450 fax

Direct Line: 907-263-7486

Comments:

Melissa:

Per your approval, we'll get these on the air.

Thanks. S

THANK YOU! Sally Henderson
APRN Corporate Development

If there are any problems with this fax transmission, please call (907) 277-2776

KSKA-AM Anchorage • KRUA-AM Anchorage • KBBI-AM Homer • KYUK-AM Bethel • KCHU-AM Chena • KDLG-AM Dillingham • KCAM-AM Fairbanks • KZPA-AM Kasilof • KIYU-AM Galena • KHNS-AM Haines • KBBI-AM Homer • KCHU-AM Juneau • KCZP-AM Kenai • KBBI-AM Kodiak • KNLA-AM Kodiak • KOTZ-AM Kotzebue • KSKO-AM McGrath • KNOM-AM Nome • KDLG-AM Platinum • KSDP-AM Sand Point • KSKO-AM Seward • KCAW-AM Sitka • KTNA-AM Talkeetna • KNSA-AM Unalakleet • KSTK-AM Wasilla

STATE OF ALASKA
LONG RANGE FINANCIAL PLANNING COMMISSION
716 West Fourth Avenue, Anchorage, Alaska 99501
Phone: (907)258-8165, Fax (907)258-9869
Internet: LRFPC%legis@state.ak.us
Staff: Melissa Aber Fouse
Bob Walsh

DRAFT WORDING
ENHANCED PUBLIC SERVICE ANNOUNCEMENT FOR SEPTEMBER 7TH, 1995

Please take the time to make your voice heard in the discussion about Alaska's financial future.

The State Long Range Financial Planning Commission will hold a series of public teleconferences during the week of September 11th through September 14th. to take your testimony on Alaskas financial future

These teleconferences ~~will begin at sites in the Interior and will move around the state each day to~~ at your regional legislative information offices, or you can participate by calling 1-800-478-7612. (to be announced

You can participate in person

The teleconference hearings begin at 7 pm and last until 9 pm. For more information please call 258-8165. or your local LIO.

Sponsored by the LRFPC

STATE OF ALASKA
LONG RANGE FINANCIAL PLANNING COMMISSION
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Staff: Melissa Aber Fouse
Bob Walsh

DRAFT WORDING
ENHANCED PUBLIC SERVICE ANNOUNCEMENT FOR SEPTEMBER 11TH, 1995

Please take the time to make your voice heard in the discussion about Alaska's financial future.

The State Long Range Financial Planning Commission will hold a public teleconference in the Interior region tonight, September 11th.

This teleconference will ~~begin~~ at 7 pm ~~and last until~~ 9 pm. Teleconference sites tonight include Barrow, Delta Junction, Kotzebue, Nome, and Tok or you can participate by calling 1-800-478-7612.

covering the North Interior Regions

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Internet: LRFPC%legis@state.ak.us
Staff: Melissa Aber Fouse
Bob Walsh

DRAFT WORDING
ENHANCED PUBLIC SERVICE ANNOUNCEMENT FOR SEPTEMBER 12TH, 1995

Please take the time to make your voice heard in the discussion about Alaska's financial future.

The State Long Range Financial Planning Commission will hold a public teleconference in the Southcentral region outside of Anchorage tonight, September 12th.

This teleconference will begin at 7 pm and last until 9 pm. Teleconference sites tonight include Bethel, Dillingham, Seward, Glennallen, Homer, Kenai, Kodiak, and Mat-Su, or you can participate by calling 1-800-478-7612.

STATE OF ALASKA
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716 West Fourth Avenue, Anchorage, Alaska 99501
Phone: (907)258-8165, Fax (907)258-9869
Internet: LRFPC%legis@state.ak.us
Staff: Melissa Aber Fouse
Bob Walsh

DRAFT WORDING
ENHANCED PUBLIC SERVICE ANNOUNCEMENT FOR SEPTEMBER 13TH, 1995

Please take the time to make your voice heard in the discussion about Alaska's financial future.

The State Long Range Financial Planning Commission will hold a public ~~teleconference~~ hearing in Anchorage tonight, September 13th.

This hearing will begin at 7 pm and last until 9 pm and will be held at the Legislative Information Office, 716 West Fourth Avenue, Room 220 in Anchorage.

STATE OF ALASKA
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Internet: LRFPC%legis@state.ak.us
Staff: Melissa Aber Fouse
Bob Walsh

DRAFT WORDING
ENHANCED PUBLIC SERVICE ANNOUNCEMENT FOR SEPTEMBER 14TH, 1995

Please take the time to make your voice heard in the discussion about Alaska's financial future.

The State Long Range Financial Planning Commission will hold public teleconferences in South~~central~~ east Alaska tonight, September 14th.

This hearing will begin at 7 pm and last until 9 pm and will be teleconferenced from Juneau, Ketchikan, Petersberg, Sitka and Wrangell, or you can participate by calling 1-800-478-7612.

FAX COVER

TO:
ROBERT RAWLS
PRESIDENT, APRN 271-2776 PHONE

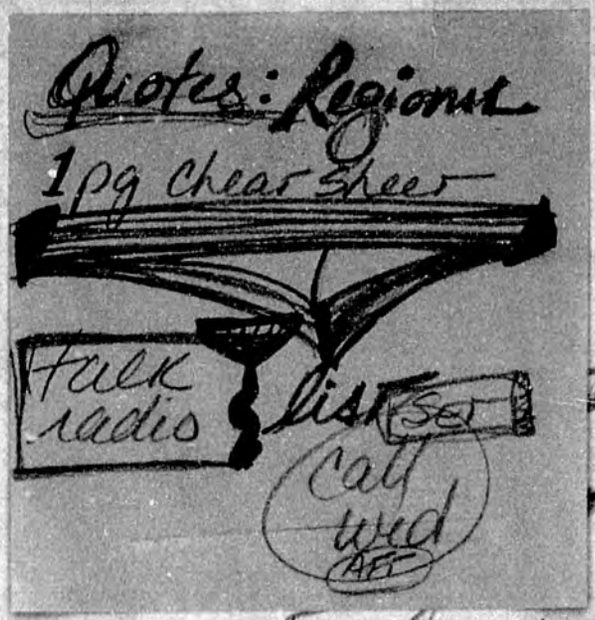
FROM:
MELISSA FOUSE
STAFF, LONG RANGE FINANCIAL PLANNING COMMISSION

PHONE: 258-8165
FAX: 258-9869

FOLLOWING IS THE MATERIAL WE DISCUSSED THIS AFTERNOON ON THE PHONE. BRIAN ROGERS, CHAIRMAN OF THE COMMISSION IS VERY EXCITED ABOUT A SERIES OF CALL IN SHOWS AS I BELIEVE THE REST OF THE COMMISSION WILL BE TOO.

PLEASE CALL IF YOU HAVE ANY QUESTIONS. WE WILL BE DISCUSSING THIS DURING OUR VIDEOCONFERENCE ON THURSDAY AND I WILL CALL YOU ON FRIDAY OR THE FOLLOWING MONDAY. THANKS FOR ALL YOUR HELP.

· Teleconference: → (800) 235-0231



Fax Agenda
469-1107

FOR RED:

BIO: BRIAN ~~BOB LOESCHER~~ done

Aug 3rd
Wed Skype

· 5 QUESTIONS FOR RED TO ASK · MAF

KUAC-FBX 5:00 pm Sat SEPT 2ND
candownlink to Juneau

KTVA 3:00 pm Sun Sept 3rd

~~AIRDATE~~ ~~OCT 28~~

~~SHOOT DATE~~

3:00? 14 Oct / 21 Oct (SAT)
(22) SHOOT DATE
AIR

Station	Location	#	Contact (If any)	AM/PM
KENI	ANC	563-3452	Fritz Pettyjohn	PM
KENI	"	272-7461	Dick Lobdell	AM
KIAK	FBX	457-1921	Brad Scott ?	AM
KFAR	FBX	451-5910	Terry Walley	PM
KSRM	KNI	283-5811	Jim Heim	AM
KGTL	HOMER	235-6000	Tim White ?	AM
KJNO	JNO	586-3630	Pete Carran	AM

Others, I'm not sure if they still have call-in shows, but they are worth contacting:

KINY	Juneau	Warren Wiley	586-1800
KRBD	Ketchikan	225-9655	
KTKN	Ketchikan	225-2193	
KSKA/APRN	Anchorage, monthly call-in, call them and pitch your idea, 277-2776		

- What do we want?
- Call in vs. talk shows / interview
- Statewide public hearing.

BRIAN + ONE OTHER

a2 3 COMM + Moderator by SEPT

Station	Location	#	Contact (If any)	AM/PM
KENI	ANC	563-3452	Fritz Pettyjohn	PM
KENI	"	272-7461	Dick Lobdell	AM
KIAK	FBX		Brad Scott ?	AM
KFAR	FBX			PM
KSRM	KNI		Jim Heim	AM
KGTL	HOMER		Tim White ?	AM
KJNO	JNO	586-3630	Pete Carran	AM - SAT 10-12 1HR

KJNP North Pole

Others, I'm not sure if they still have call-in shows, but they are worth contacting:

KRBD	Ketchikan
KTKN	Ketchikan
KSKA/APRN	Anchorage, monthly call-in, call them and pitch your idea

KBYR · 562-3456
KAKM 563-7070 [Heartbeat of Alaska 563-7440]
Jeanie Green
needs synopsis 563-9303 FAX

TO: MELISSA
FR: MIKE

THIS IS A PRELIMINARY SKETCH OF CALL-IN PROGRAMS BASED ENTIRELY ON MY MEMORY -

I WILL UPDATE THIS AS SOON AS MY MEDIA BOOK GETS RETURNED -

Mike

Jeanie Green: Heartbeat of Alaska [redacted]
to APRN

- Repeater stations: get list from APRN
- ☆ Executive Summary
- ☆ Bullets/Cheat Sheet
- ☆ Base Case

KJNP: North Pole - talk show

Glennallen
Valdez

Tundra Times:
(800) Number DONATE ?
Phone # to call to get report -

4-5 callin shows
re: specific topics

1d Taxes / new revenues
perm fund.
ec dev.

$750 wk ($300) $150 /ann.
ENHANCED PSAs

- 1 minute after
AK News Nightly
- live airtime.

PSA
- KSKA CAED
Head Conference

reaches everywhere

Claire
Richardson

465-3996

ALASKA STATE LEGISLATURE

SPEAKER OF THE HOUSE GAIL PHILLIPS

TO: MELISSA **FAX:** 258-9869

FROM: MIKE **PHONE:** _____

DATE: _____

RE: _____

COMMENTS: Known call-in programs - I'd also recommend pitching your financial discussion to program directors (list + #'s available upon request) of all radio/TV stations in the big markets. You do have a legitimate request to make from them. Use the attached list to have your members brainstorm about call-in programs in their area - Seriously pitch this idea - or I can - to APRN as a great Statewide call-in program idea.

NUMBER OF PAGES (Including Cover) 2

also, rumor has it that Pettyjohn goes off the air for good next Friday.

Mike

Session: State Capitol, Juneau, Alaska 99801-1182 • Phone: (907) 465-2689 Fax: (907) 465-3472
Interim: P.O. Box 3304, Homer, Alaska 99603 • Phone: (907) 235-2921 Fax: (907)235-4008

HTTP: WWW.ALASKA.ACASCAN.COM/ANWR/ANWR.HTML

Red Boucher
1/2 hr WED eve
on ARCS
349-2972
OR OTHER Independent producers
FAX if BREAK

1-800-478-3657
ARCS
FAX (907) 543-3130
Allen BANSON
Rural Bulletin Board
Sun Eve 8:15-8:30
Series
KTUU CH 2
2 Sundays or 12

GO SEE GAIL
465-3533
FAX Claire Richards
1 paragraph
Byron Mallot
465-3185

KING CRAB STUDIOS

VHS · 30 seconds of tape
PSA
1. write our a script
2. 30 seconds
KYUK/ARCS
POUCH 468
BETHEL, AK 99559
ATTN: ALLEN

cc's sent to Gov. office

2.00

GLINCOLN 358-3227
358-3212

Background on Commission
TERRI - JO REVIS 346-3633

LYNN MOSLEY

Home Page

Mailroom: She will talk to mailroom

Q: How diff from other studies?

Interactive show
Ch. 5 →

328 STATIONS

AIR IN BUSH
AUG 30th 8pm +
KYUK AUG 30th
KUAC
KTVA SUN 3rd

SAT 10-12 (KNO TALK RADIO)

SAT 2/10th 3:00pm
TUDOR ROAD
KIMO 13, BUILDING
1ST FLOOR
KING CRAB STUDIOS
BRIAN + 1 OTHER
JUDY BEADY

INFORMAL
DRESS
CASUAL
OK

(PROD LOCATION)

Lots of
Talk shows?

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Staff: Melissa Aber Fouse
Bob Walsh

DRAFT SCHEDULE AS OF 31 August 1995
FOR COMMISSION MEMBERS

PLEASE LET US KNOW IF THERE ARE ANY OTHER LRFPC ENGAGEMENTS ON YOUR CALENDARS

Wednesday, 30 August
TV Airing: 328 Stations in rural Alaska
Saturday, 02 Sept 5:00 pm
TV Airing KUAC Fairbanks
Sunday, 03 September
TV Airing, Anchorage KTVA
Interview with Brian Rogers & Bob Loescher by Red Boucher

11-14 September-Teleconferenced Public Hearings 7:00pm to 9:00

SEPTEMBER 11TH: Interior/North 7:00pm to 9:00pm
Anchorage, Fairbanks, Juneau & Ketchikan-on line for commission members
Barrow, Delta Junction, Kotzebue, Nome, Tok-testimony

SEPTEMBER 12TH: Southcentral 7:00pm to 9:00pm
Anchorage, Fairbanks, Juneau & Ketchikan-on line for commission members
Bethel, Dillingham, Seward, Glennallen, Homer, Kenai,
Kodiak, Mat-Su, Valdez-testimony

SEPTEMBER 13TH: Anchorage 7:00pm to 9:00pm
Anchorage, Fairbanks, Juneau & Ketchikan-on line for commission members
testimony at Anchorage LIO

SEPTEMBER 14TH: Southeast 7:00pm to 9:00pm
Anchorage, Fairbanks, Juneau & Ketchikan-on line for commisison members
Cordova, Juneau, Ketchikan, Petersberg, Sitka, Wrangell-testimony

:30

LRFPC

The Long Range Financial Planning Commission will begin a series of public meetings during the week of September 11 through September 14th.

Please take the time to make your voice heard in this debate about Alaska's fiscal future.

The public meetings will begin in the Interior and will move around the state to regional legislative information offices.

Or, ~~on~~ you can participate by calling 1-800-555-1212.

The hearings begin each evening at 7PM and last until 9PM

For more information please call 258-8165.

FAX COVER

TO:
SALLY HENDERSON
APRN
263-7450

FROM:
MELISSA FOUSE
STAFF, LONG RANGE FINANCIAL PLANNING
COMMISSION

PHONE: 258-8165
FAX: 258-9869

THESE SHOULD RUN ABOUT 30 SECONDS.
PLEASE FEEL FREE TO MAKE SUGGESTIONS
FOR IMPROVEMENTS

EPSA FOR LONG RANGE FINANCIAL PLANNING COMMISSION/SEPTEMBER 7TH

SCRIPT:

PLEASE TAKE TIME TO MAKE YOUR VOICE HEARD IN THE DISCUSSION ABOUT ALASKA'S FINANCIAL FUTURE.

THE STATE OF ALASKA'S LONG RANGE FINANCIAL PLANNING COMMISSION WILL HOLD A SERIES OF PUBLIC HEARING TELECONFERENCES TO TAKE YOUR TESTIMONY ON ALASKA'S FINANCIAL FUTURE DURING THE WEEK OF SETEMBER 11- THROUGH SEPTEMBER 14TH, FROM 7 - 9 P.M.

YOU CAN PARTICIPATE IN THESE TELECONFERENCES AT YOUR REGIONAL LEGISLATIVE INFORMATION OFFICE NEXT WEEK OR BY CALLING 800-478-7612. TO FIND OUT YOUR REGION'S PUBLIC HEARING SCHEDULE, CALL 258-8165.

THIS PUBLIC SERVICE ANNOUNCEMENT IS SPONSORED BY THE STATE OF ALASKA LONG RANGE FINANCIAL PLANNING COMMISSION.