



## 2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"I enjoy the programs on different cultures, ethnicities, religions and programs on other parts of the world and regions in the United States. I enjoy programs on science for laypeople. Thank you!"*

**Our mission: KTOO provides trusted and independent news; connects our community to a wide range of local, national and global media; promotes civic participation; and embraces diverse viewpoints and cultures.**



**KTOO's vision is to promote civic participation and be a trusted community partner, while working to create a true, statewide public broadcasting network and producing more local content for Juneau and rest of Alaska.**

**In 2019, KTOO provided these vital local services:**

***KTOO's 360 North***  
*Alaska's statewide public affairs network*

***KTOO's Gavel Alaska***  
*C-Span style coverage of Alaska Government*

***Alaska Public Media's PBS programming for Southeast Alaska***

**KTOO-FM, KRNN & KXLL radio**

***www.ktoo.org, a content-rich news website.***

**KTOO's services continued to grow and expand in 2019. We continue to develop Alaska's Energy Desk, KTOO News and Gavel Alaska coverage on all media platforms, to connect Alaskans with their state capital in Juneau. More Alaskans than ever are turning to KTOO's radio services and 360 North for stories about our culture, history, science and civic life. And KTOO's local productions connect Juneau with the rest of state.**



## 2019 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

As we navigate our fast changing world, Juneau's locally owned public media resource is an important tool to charting the way to positive change, more civic engagement and a better quality of life for Juneau. When community volunteers created KTOO 45 years ago, little could they imagine how their station could provide so much public service, to so many different audiences, in so many ways.

In 2019, KTOO provided a wide range of locally produced programs and services for Alaskans. Here are some highlights:

- In April the KTOO Arts Team broadcast the entire 45<sup>th</sup> annual Alaska Folk Festival over the air and online for an audience of thousands from around the world. The team also produced nine original videos of some of the top performers of the week.
- Last spring the KTOO Arts team took Juneau Afternoon over water to Hoonah, where they created two days of great radio talking with Elders, leaders, artists, educators, administrators, youth, and culture bearers.
- Alaska's Energy Desk, a regional journalism collaboration focused on energy and the environment in Alaska, received a grant from the Corporation for Public Broadcasting to expand with 6 new station partners in rural parts of the state to cover local stories broadly related to energy and the environment.
- In August, KTOO and Tlingit & Haida Central Council hosted a voice-over workshop for 10 youth, taught by Sovereign Bill, the voice actress who plays Molly of Denali, and Princess Daazhrai Johnson, the creative producer for the show. The youth came to the KTOO Studios for a workshop and recording session, voicing PSAs that later played on KTOO. Following the workshop, Tlingit & Haida hosted a packed screening event at the Elizabeth Peratrovich Hall for Molly of Denali .
- KTOO recorded over 60 hours of video for the "Sharing Our Knowledge: A Conference of Tlingit, Haida & Tsimshian Tribes & Clans," starting with 11 hours of coverage of the Sculpin Hat ku.eex'. With 14 cameras in three venues for five days of recording, coverage of the event included presentations and demonstrations on weaving, spear throwing, art, geology, carving, language, climate change, film and more. The recording in the Elizabeth Peratrovich Hall was made possible by a new fiber optic cable, funded by Sealaska. All the video will be archived online and broadcast statewide on KTOO's 360 North.
- This November, the KTOO newsroom launched the first episode of their new podcast Cruise Town. With seven episodes in total covering a variety of topics related to the cruise industry and the community of Juneau, this foray into podcasting has resulted in a lot of buzz and food for thought as we head into 2020.



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The community expects KTOO to play important leadership roles in the lives of people who live in Juneau. Viewers expect that KTOO will work to bring about positive change and improve the quality of life in Juneau. The public expects that the airwaves will be used to enhance citizenship, provide opportunities for civil discourse and support the arts and culture in Juneau. Parents, teachers, families and caregivers expect to turn to public television to educate young children. And Juneau's civic and non-profit organizations expect to partner with KTOO to deliver information, generate awareness and develop strong local institutions.

To meet these expectations, KTOO undertook a major reorganization and expansion project starting in 2013. To expand content, we organized our content staff into two divisions – News and Public Affairs and Arts and Culture. We hired talented new reporters and producers and created new series. And we also created a new multimedia venue for the production of new television, radio and web programs and a space for the community to convene. Here are just a few examples of how our highly-skilled staff served the community in 2019:

- Our legislative news team produced new podcasts called “Paying Dividends,” focusing on the permanent fund dividend debate throughout the session. Reporters Nat Herz and Rashah McChesney hosted, and Andrew Kitchenman was the reporter. The first episode had about 15,000 downloads.
- The Robert Wood Johnson Foundation awarded Alaska Public Media a \$500,000 grant for a collaborative health care coverage project that includes KTOO and KYUK in Bethel. The new project builds on the experience we've gained and the trust we've built through Alaska's Energy Desk.
- Our managing editor, Jennifer Pemberton, was selected as one of 100 editors to participate in CPB's Editorial Integrity and Leadership initiative at the Walter Cronkite School of Journalism at Arizona State. From the ASU website: “The Corporation for Public Broadcasting Editorial Integrity and Leadership Initiative strengthens public media journalism by building the expertise of 100 editors managing complex editorial collaborations and growing newsrooms. At the Cronkite School, the faculty and coaches will design a customized curriculum of onsite and virtual training, supported by ongoing mentoring and coaching.”
- Reporter Adelyn Baxter was accepted into a Poynter Institute program for reporters who cover criminal justice. The two-day workshop in Phoenix focused on understanding the causes and consequences of local jail incarceration and explore some ways that communities are addressing the issue.
- Arts producers Scott Burton and Sheli DeLaney worked with **Ixsixán, Ax Kwáan (IAK)** originally formed in 2018 with 10 youth as part of Central Council Tlingit & Haida Tribal Family and Youth Services Department's Native Connections Suicide Prevention program. The group has composed music videos that express their culture and indigenous life in Southeast Alaska. Sheli and Scott have been teaching interviewing skills and audio editing.



## Diversity Training Grant

In April KTOO was awarded a grant from the **Alaska Community Foundation** from their Social Justice Fund to improve diversity at the station. We are using the grant for trainings, community outreach, and to take a critical look at the voices we present on the air. We are honored and excited to have this opportunity.



## Coverage of the Alaska Legislature 2019

KTOO's Gavel Alaska service celebrated 25 years of Legislative TV coverage in 2019. Created in 1995, Gavel Alaska's purpose is to connect Alaskans to their capital city by providing C-Span style coverage of state government. Gavel Alaska is funded by the City and Borough of Juneau, private sector businesses and organization and KTOO.



## Focus on the Arts in Alaska

- We produced a live broadcast of the Governor's Arts Awards in February.
- We produced coverage of the statewide Poetry Out Loud competition in March.
- KTOO and Alaska Public Media presented a screening of the Mister Rogers documentary, "Won't You Be My Neighbor?"
- We were the sponsor for Perseverance Theatre's production of Guys and Dolls.





## 2019 LOCAL CONTENT AND SERVICE REPORT TALENTED PEOPLE MAKE A DIFFERENCE

### We're excited to share the 2019 Alaska Press Club awards to our team at KTOO!

**First Place, Best Audio Program or Podcast – Alaska's Energy Desk "Midnight Oil: The Big Thaw"**

**First Place, Best Feature – Scott Burton** "Juneau shamanism retreat leader's financial, cultural and spiritual legitimacy challenged"

**First Place, Vern McCorkle Award for Best Business Reporting – Rashah McChesney** "Five rules for investment from Alaska's Permanent Fund Corporation"

**First Place, Best Reporting on Science – Elizabeth Jenkins** "Wolves are eating sea otters near Gustavus. What does that mean for the deer?"

**First Place, Best Profile – Adelyn Baxter** "What's the deal with Juneau's barefoot guy?"

**Second Place, Best Reporting on Government or Politics – Jeremy Hsieh** "Ethics enforcers let former Juneau lawmaker's unpaid ethics fines slide"

**Second Place, Best Reporting on Health – Jeremy Hsieh** "Juneau fluoride study confirms old science, but doesn't sway opponents"

**Second Place, Best Reporting on Crime or courts – Jake Steinberg** "After 8 months of silence, family of Juneau man killed by police in Fairbanks demands answers"

**Third Place, Best Profile – Elizabeth Jenkins** "This Juneau man built the fully electric boat of his dreams"



*“I love documentaries, as well as historical programs that your station does. I try to get my grandchildren to watch.” – viewer from Kotzebue*

### ***More audience comments***

“I want to say thank you to 360 North for providing such a great and easy way to keep up with the politics in Alaska for people who do not live in Juneau.”

“I saw Tragedy and Courage on the Bering Sea tonight. I couldn't take my eyes off it once the video started. I worked running heavy equipment on big jobs, and later as an oil operator on the North Slope. I think it would be a good film for the safety meetings held every week. This film really touched me.”

“I finally caught up with Cruisetown, and it's informative, it's conversational, and it's delightful. It's nice to hear KTOO's always bright and professional journalists deliver the depth of Juneau's cruiseship history with the distinctly human touch of artful, down-to-earth story-telling. They completed it with just the right touch of humor which like salt to a dish makes any subject tastier. Listening to your voices felt like a deep living room conversation over warm drinks. Thanks, KTOO! The local music was amazing, too!”

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