

## LOCAL CONTENT AND SERVICE REPORT

### SECTION 6 OF THE FY19 STATION ACTIVITIES SURVEY FOR KIYU

1. *Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.*

KIYU strives to be, and has successfully been, the primary source of community information throughout our region. Our "Yukon Wireless" community bulletin board radio program (and its online equivalent on our website) is the default location to learn about community events, programs, employment opportunities and other needs. The rural Interior of Alaska does not have a local newspaper or television station, so radio fills that void. Radio service is particularly important for those (such as elders and the poor) who have been left behind by advancements in communications technology, and have not migrated to the Internet for information and entertainment.

2. *Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.*

KIYU partners with Alaska Native organizations at the local, regional and national levels to distribute vital information on topics ranging from health and safety to fishing to voting. The relationship KIYU has with resource management agencies, such as the Alaska Department of Fish and Game and U.S. Fish and Wildlife Service, is particularly important. Rural residents are expected to abide by hunting and fishing regulations, and when those regulations change on short notice, radio is the best, if not only, means of communicating those changes. Our distribution of information from wildland firefighting agencies, such as BLM Alaska Fire Service, is another example of an information-sharing relationship that directly benefits the health and safety of listeners. Information from the local school district is an almost constant presence, giving parents and guardians the information they need about school-related activities, scheduling, and other needs. All of these partnerships make use of our reliable Yukon Wireless broadcasts, website, and locally-produced public service announcements.

3. *What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.*

During times when radio service is unfortunately unavailable to a portion of KIYU's listening audience due to technical difficulties, KIYU is reminded of the role it serves. Listeners that reach out during these situations tend to underscore KIYU's value as a link to the outside world in places that are physically and economically isolated. A listener in the village of Hughes - a small community about 200 roadless miles northwest

of Fairbanks - wrote this after an outage caused by a transmitter failure: "When the radio station is on, everyone is in a better mood, well informed and in contact with other communities. It's especially a blessing for the elders around this time of the year with less daylight, and the cold and icy conditions." Comments like this reinforce the belief that access to information is a basic human need.

*4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.*

The majority of KIYU listeners are Koyukon Athabascan, and KIYU promotes the advancement of Koyukon language and culture in several ways. First, KIYU's long-standing weekly show "The Athabascan Program" includes Koyukon language instruction and long-form Koyukon monologues from a fluent speaker. Second, "Denali Jam" from our partners at KRFF Fairbanks features a native word of the day (often in several dialects) and the occasional dialogue between native language speakers. Third, KIYU has over many years produced a series of oral histories with Koyukon elders, entitled "Raven's Story." Fully-produced segments of these oral histories are periodically broadcast, providing listeners with a unique opportunity to acquire traditional knowledge of a wide range of topics.

*5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?*

CPB funding constituted the largest single source of revenue in the FY19 budget, and its impact has since grown tremendously in FY20 due to the elimination of State of Alaska funding for public media. The CPB grant enables KIYU to purchase and provide a wide range of programming that broadens the horizons of listeners - many of whom would have no other means of obtaining a global perspective on politics, music and the arts. Without the CPB grant, KIYU would essentially turn into a repeater with little to no local content or control, and all remaining revenue sources being diverted to pay for basic operational costs, such as electricity and maintenance. A station this sparse in local flavor may no longer attract membership support or business underwriting, thus hastening the complete dissolution of this radio station as we know it today.