



2020 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 2020, KTOO provided these vital local services:

KTOO 360TV
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 2020. 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 KTOO 360TV for stories about our culture, history, science and civic life. And KTOO's local productions connect Juneau with the rest of state.



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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 in 1974, little could they imagine how their station could provide so much public service, to so many different audiences, in so many ways.

In 2020, KTOO provided a wide range of locally produced programs and services for Alaskans. Here are some highlights:

- The COVID19 pandemic meant major changes in our public service mission. the KTOO news staff moved to two shifts a day and seven days a week to provide in-depth, factual coverage of the impacts. Our Juneau Afternoon team worked hard to keep the community connected and inspired through the creative work of Juneau's artists, community organizers and everyday citizens. We aired special CBJ assembly meetings and twice-daily CBJ briefings with the City Manager on radio, and the Governor's COVID-19 briefings on 360 TV.
- Alaska's Energy Desk continued to expand to new stations. With new CPB funding, we have added part-time reporters in Ketchikan, Haines, Kodiak, Dillingham, Kotzebue and Unalaska. Energy Desk reporters filed 100 statewide stories, produced five videos and did 12 national stories.
- 360 North started carrying a large block of programs each day provided by FNX – First Nations Experience. Broadcasting nationally as a multicast channel option since 2014, the FNX schedule focuses on Native American and World Indigenous content.
- We worked with the Hoonah School District to develop a radio production training program and revitalize their school district radio station, KHOO.
- KTOO commissioned a "[source audit](#)," a report on the make-up of the sources we use for KTOO news stories and the guests we have on Juneau Afternoon. This is the first time we looked at the demographics of the people whose voices we hear on the air. We started asking everyone who appeared in a news story or was a guest on Juneau Afternoon to identify their gender and race and/or ethnicity.
- KTOO was selected to be part of the Trust Project and the "transparency toolkit" with the ASU News Co/Lab. The Cronkite School at ASU will provide us with guides, mentors and facilitators as we experiment with engagement and transparency strategies.
- The news team produced new episodes of the Cruise Town podcast this summer. Cruise Town won a major national award: the Public Media Journalists Association awarded KTOO first place in the Podcast Category in Division B, stations with news staff of 4 to 7.



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- Youth from the Central Council of Tlingit and Haida's IAK youth group, who worked with KTOO on media production training, submitted audio diaries which were aired on NPR's "America Amplified" series. The diaries were about staying connected during COVID-19. In May, the IAK group got news that they won honorable mention for their NPR student podcast submission "Just Because it's Normal, Doesn't Make it Right."
- Our broadcasts of the virtual Celebration on 360TV was an impressive undertaking, rich with new video from hundreds of participants mixed in with the rebroadcast of Celebration 2018. The news team reported multiple stories about this year's event, and the arts team dedicated a week of Juneau Afternoon broadcasts to Celebration guests.
- We partnered with the Juneau Symphony to produce their fall "At Home" series as webcasts. We produced three concerts on location at the Mendenhall Glacier Visitor Center, the SHI Clan House and the APK. We also been aired "Sundays with the Symphony" on KRNN.
- Our news staff provided lots of special election coverage. We did a local CBJ candidates forum in September and candidate profiles on the air and on the website. We aired the statewide debates and the "Running" series on candidate interviews on 360TV.
- 360TV aired the virtual AFN Convention and the Elders and Youth Conference in mid-October.
- We started a new partnership with the Juneau Black Awareness Association on Juneau Afternoon. JBAA took over as our Thursday hosts, and highlights included a conversation with a group of Juneau Black millennials who discussed their experiences with racism growing up here, African American literature, the importance of Black people telling their own stories, having this literature in schools, and more.



Diversity, Equity and Inclusion

A year ago KTOO was awarded a grant from the **Alaska Community Foundation** from their Social Justice Fund to improve diversity at the station. We started our series of facilitated discussions with unrepresented community groups. Our first meeting was with the Executive Council of the Central Council of Tlingit & Haida Indian Tribes of Alaska.



Coverage of the Alaska Legislature 2020

For more than 25 years, KTOO has provided all Alaskans an eye on their State Capitol through our Gavel Alaska television service. 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

Our arts and culture team worked hard to connect the arts community to our audiences despite the pandemic:

- We aired the virtual Alaska Folk Festival in April.
- We produced coverage of the statewide Poetry Out Loud competition in March.
- We aired SHI's virtual coverage of Celebration 2020, the Governor's Arts Awards and Quayana.





2020 LOCAL CONTENT AND SERVICE REPORT SUMMARY



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

More audience comments

“I want to say thank you 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

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