



## 2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*“When we first moved to Juneau I knew no one. I was stuck in my house with small kids and right away after finding KTOO I felt a sense of relief, that there is a community here and, now I am connected to it. “*

Through innovative technology, KTOO connects our community to a wide range of local, national and global media; promotes civic participation; and embraces diverse viewpoints and cultures.



**KTOO-TV'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 2011, KTOO-TV provided these key local services:**

***360 North***  
*The statewide public affairs network*

***Gavel to Gavel Alaska***  
*C-Span style coverage of Alaska Government*

***PBS programming for Southeast Alaska***

**KTOO's services had a deep impact in Alaska in 2011. More and more, citizens depend on Gavel to Gavel Alaska to connect with their state capital in Juneau. More Alaskans than ever are turning to 360 North for stories about our culture, history, science and civic life. And KTOO-TV's local productions connect Juneau with the rest of state.**



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 over 35 years ago, little could they imagine how their little station could provide so much public service, to so many different audiences, in so many ways.

In 2011, KTOO provided an unprecedented level of service for Alaskans, including:

- Over 1,000 hours of live coverage of the Alaska legislature
- Coverage of the Alaska Legislature's special session on oil and gas issues
- All new episodes of the popular weekly series *AARP Alaska*
- Special coverage of the Conference of Young Alaskans
- Live coverage of the Governor's State of the State address
- The first in a series of interviews with Alaska's statehood pioneers
- Broadcast of arts events like *Poetry Outloud* and *Wearable Arts*.
- ANSCA @ 40 – in-depth interviews with the leaders who struggled with the Alaska Native Claims Settlement Act
- Our first ever coverage the Juneau Roller Girls derby
- Lectures from the Juneau World Affairs Council
- Live start to finish coverage of the Alaska Federation of Natives convention
- Capitol Views interviews with Alaska Legislators and key state officials
- Live coverage of the Elders and Youth Conference
- A special series of programs on Alaska Mental health issues, in partnership with the Alaska Mental Health Trust.
- Live coverage of the memorial services for respect Alaska Elder Dr. Walter Soboleff
- The Alaska premiere of filmmaker Larry Goldin's film "Statehood!"
- The weekly statewide call in series, *Talk of Alaska* in conjunction with APRN
- Coverage of oral arguments before the Alaska Supreme Court.



## 2011 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

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 has a long history of innovation. By embracing new technology, being willing to take risks and investing resources wisely, Juneau's public broadcasting organization has been at the forefront of change and growth. The Alaska Public Radio Network started in our studios. The first live telecasts of the Alaska Legislature originated here. KTOO built the city's first FM radio station, pioneered satellite technology to connect to Alaska, and was among the first stations in the U.S. to introduce Digital TV and HD Radio.

To sustain and strengthen public TV, KTOO partnered with other Alaska stations to create a statewide public television network to provide PBS for children and adult audiences. Working with community leaders, KTOO created Gavel to Gavel Alaska in 1994 to help keep the capital in Juneau, and to connect citizens across the state to their capital city. In 2007, KTOO started 360 North, a statewide channel for all Alaskans, including programs from Native Alaskans, public affairs programs, history and science series – a statewide channel of our own.

On the web and by satellite, all Alaskans now connect electronically to their capital, via video and audio on demand on Gavel to Gavel Alaska. We continually enhance and improve this important service, while enhancing Juneau's importance as Alaska's capital city.

As we all strive to find our way around this changing world, KTOO has the people, leadership and technology to lead the way in creating new public media services and new levels of community engagement and participation. The same community spirit that created KTOO-FM 1974 can be the catalyst for a sustainable and strengthened public broadcasting organization going forward. In this time of change, the community investment in KTOO is more important than ever to sustaining strong, vibrant and responsive public TV and radio stations. Juneau expects much from KTOO, and together we can build the capacity to grow with Juneau's changing needs for information, arts, culture and entertainment.

### Public Media Partners

- KAKM, Anchorage
- KYUK, Bethel
- CoastAlaska
- Alaska Public Radio Network
- Corporation for Public Broadcasting
- PBS



### Alaska Content Partners

- Alaska Film Archives
- AARP Alaska
- Frontier Scientists
- Geophysical Institute
- John Sabella
- Institute of the North
- Juneau World Affairs Council
- Conference of Young Alaskans
- Sealaska Heritage Institute



### National Content Partners

- American Public Television
- Idaho Public Television
- Native Report
- Oregon Public Broadcasting
- Native American Public Television





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

#### ***Viewer comments***

After living here for over 20 years, we have learned more about the State of Alaska and its people by watching your programs than we could have learned from anywhere else. The history of the villages and fishing has been very informative. Your programs have given us a wonderful viewing opportunity, instead of having to watch the mundane cable shows! *Viewer from Soldotna*

I watch little TV, but 360 North is a pretty nice one to check. Mostly the Alaska programming! *Viewer from Juneau*

Thank you for bringing the outside inside to watch when stuck inside in bed or on the couch for time outs and the winter weather! *Viewer from Ketchikan*

When we first moved to Juneau I knew no one, I joined that 1<sup>st</sup> year. I was stuck in my house with small kids and right away after finding KTOO felt a sense of relief, that there is a community here and, now I am connected to it. *Viewer from Juneau*