

Raven Radio On-Air Annual Meeting

December 12th, 2019

Welcome & Order of Things: Becky Meiers, General Manager

Introduce the Board: Becky Meiers, General Manager

CoastAlaska: Becky Meiers, General Manager

Budget Report: Becky Meiers, General Manager

Audience Report: Becky Meiers, General Manager

Development: Makenzie DeVries, Development Director

News: Robert Woolsey, News Director and Katherine Rose, Reporter

Programming: Dave Emmert, Program Director

Q&A: Becky Meiers/Dave Emmert

Welcome & Order of Things (BECKY)

Thank you for joining me this evening. My name is Becky Meiers, and I'm the General Manager of Raven Radio, as well as your host tonight. I'm joined in the studio by our Program Director, Dave Emmert, and Dan Etulain, who is taping this meeting for future broadcast. It is an honor and a privilege to be a part of this radio community.

With 262 KCAW members providing their proxy, we have a quorum of our membership. (That's almost 30% of you!)

In my first year here, you've each given me the chance to hear your Raven Radio story. Every story is different! Some of you rely on the news, some of you get moving to music, some of you have speakers outside your house and play KCAW to keep the bears away. I love that everyone has a connection to this radio that is so deeply personal - so uniquely *you*.

And yet, alongside those differences, we share a common thread with Raven Radio. We come together to create the sound of our station, and we join forces to safeguard it. That's the remarkable thing I've seen this year at Raven Radio: we share something through our public radio here, in Southeast Alaska. Like something involving our senses. Like language. Like air.

In a way, this radio station is one of those fundamental threads that make a community. And I'm proud to be a part of a community that really gets the value of a strong public media, created and stewarded by the public. I want to thank you, all of you out there, for taking your part.

Our goal is to be there for Ravens everywhere. We're always looking for opportunities to shine a light on Southeast Alaska - and we're already at work, in deep partnership with CoastAlaska and Alaska Public Broadcasting, Inc., to do so.

For those of you who live in Angoon, Elfin Cove, Kake, Pelican, Port Alexander, Tenakee Springs, and Yakutat - Raven Radio is proud to be a part of your lives. Last year, I announced that I would be coming to visit. Then - I did! And I heard your call for more connection with each other. Even through the doing so is hard, Raven Radio and I are committed to you - and we are working to improve your signal while creating programming that celebrates the vastness of our broadcast coverage.

Volunteer participation and community involvement have always been key components of our mission. KCAW is, first and foremost, a radio community. Our members make our mission possible, and our volunteers and staff work day-in and day-out on the particulars of that mission. We are committed to creating opportunities for learning and involvement, and will look deeply at how to do so over the next year.

There is so much more to be said about Raven Radio, and how we all thrive because of your involvement. Stay tuned for more, as we report on our operations for the past year. We invite your input and questions, and will take calls near the end of the program.

Community Announcements (BECKY)

- Welcome to our newest Raven Radio family members - Hava Olivia Denae Rose (Development Director Makenzie Rose's daughter,) and Anton Karl Jamros (former newsie Brielle Schaeffer's son).
- Welcome also to our newest staff member!

- Ari Snider, KCAW Winter Fellow
- Dave Emmert, Program Director
- We are grateful for the time and talent lent to us by Enrique Perez de la Rosa and Nina Sparling in the newsroom this past year. They are dearly missed!
- Our former Program Director, Max Kritzer, has moved to California and seems to be thriving. We miss his presence and thank him for his dedication to the station!
- We are so grateful to Cat Leiser for stepping into the Development Director role earlier this year. She kept our fundraising operations moving, and played a critical role in planning our Solstice Cruise and 4th of July Root Beer Float Booth. Thank you, Cat!
- Goodbye dear friends: Richard Nelson, Karen Kerouac, Jamie Gorman, John Everson...
- Deep gratitude to Mandy Evans for her years of service to KCAW and CoastAlaska - we're thankful for how you shaped public radio in SE AK.
- We also want to share our love and appreciation to Ted Howard, Angie Bowers, and Claire Sanchez for their dedication to Raven Radio as board members.
 - Ted has generously given KCAW over 15 years of his time in service to the station. He continues to share his incredible musical knowledge with us on Trail Mix, Friday from 10 AM to noon. Thank you, Ted!
 - Angie joined the board in 2016, and has shared her amazing energy to further our mission since then. We are so glad she will continue to make Sundays great with the Root Cellar - on from 5 to 7 PM. We appreciate you, Angie!
 - Claire stepped onto the board in early 2018, and has flew the nest in search of her next big adventure. We appreciate the energy and creativity she lent in her service here. Thank you, Claire!

Introduce Board Members & Staff (BECKY)

Joining the board:

Gretchen Clarke - returning

Lauren Bell - returning

Stephen Rhoads - new to the board

Grace Brooks - new to the board

Full board and current officers (officer elections to be held in January)

Gretchen Clarke - President

Kenley Jackson - Vice President & CoastAlaska Representative

Cameo Padilla - Treasurer

Lauren Bell - Secretary

Perry Edwards

Dan Etulain

Roby Littlefield

Grace Brooks

Stephen Rhoads

Blake Anthony

The Board of Directors is currently in the process of selecting our At Large CoastAlaska Rep by digital vote.

I'd like to read this note to you all now, from our current board president: Gretchen Clarke.

While I can't be there tonight as I'm back east attending to family, I wanted to share a few words via Becky who is reading this. It is my distinct honor and privilege to be able to serve on the Raven Radio board of directors, and, for the past three years, as board chair. We in Sitka and our listening communities are blessed to have Raven Radio as the rhythm and pulse of our communities keeping us engaged, informed, and connected. Raven Radio truly is community radio—it can't happen without you, without us. Thank you to all of you, our members, whose contributions enable us to

keep going. Thank you to our out-going board members Ted Howard and Angie Bowers, our out-going Coast board rep, Mandy Evans. Collectively, they have dedicated countless hours to Raven with over 30 years of service on the board, helping to make Raven the thriving station that it is today. Next time you see them around town, thank them for their time and dedication. And thank you to our newest additions to the board, Blake Anthony, Grace Brooks, and Stephen Rhoads. The board represents a diverse cross section of our community's talents, and I am honored and humbled to be able to work together with them in stewardship for the station. And, finally, thank you to our amazing staff—Becky, Dave, Makenzie, Rob, Katherine, Ari, and our morning edition hosts—you are a talented, hard working, energetic, thoughtful, creative crew. Your energies bring Raven to life keeping us on air (and on the web) with interesting and varied programming and award winning journalism. Thank you, thank you!

CoastAlaska (BECKY)

Raven Radio is a member of CoastAlaska an independent non-profit consortium striving to improve service to listeners by sharing services and increasing capacity through inter-station cooperation. Member stations in Juneau, Ketchikan, Petersburg, Wrangell and Unalaska as well as Raven Radio in Sitka are all relatively healthy and definitely focused within their local community. Collaborative services that CoastAlaska provides include accounting, payroll, membership, underwriting sales, regional news, engineering and IT and representation to state and federal funding agencies. CoastAlaska is now beginning to contract some of these services to other stations in the state to help offset our operating costs. The CoastAlaska business office is in Juneau, however the Executive Director, Mollie Kabler, is based here in Sitka at the Cable House. Other CoastAlaska employees, like Jacob Resneck and engineering staff are travel frequently to different locations around coastal Alaska. The Alaska Public Broadcasting Corporation and the Corporation for Public Broadcasting continue to highlight CoastAlaska as a model for station

collaboration.

CoastAlaska's annual board and managers Face to Face meeting will be held here, in Sitka, in early February. KCAW is excited to host the CoastAlaska board this year, and are already starting to plan for the event.

<Federal budget update and State funding update>

We are awaiting the FY21 Governor's preliminary budget. It's likely that it won't come out until after this meeting, on the 15th. As you are likely aware, the Governor cut all grants to public radio and television in the last fiscal year, despite legislative efforts to preserve that funding. The Alaska Public Broadcasting Commission still exists, but is unable to conduct business as their budget was also cut.

The only funding maintained through the current fiscal year surrounded the State-operated satellite service, ARCS. Funding authority over Satellite is held by the Department of Administration (DOA): Satellite \$ 879,500. Grant agreements and contract funds for satellite services were continued through the current fiscal year.

CoastAlaska is in the process of merging with Alaska Public Broadcasting, Inc.. The process is both complicated and lengthy, and we're hopeful that this merger will mean increased capacity and efficiencies for all public broadcasters in Alaska.

Federal Funding Front

For Fiscal Year 2022, the Corporation for Public Broadcasting requested a \$495 million advance appropriation - a \$50 million dollar increase to the \$445 million flat-funding that has been the norm since FY16. Federal funding is requested two years in advance of when the appropriation will be used. There is broad bi-partisan support for public broadcasting at the federal level.

As of December 9th, the CPB Board of Directors approved recommended revisions to their base grant policies. CPB invited system representatives to

five in-person meetings and two webinars throughout the last year to crunch data and carefully consider how base grants are made. The changes passed by the board are beneficial Alaska public broadcasters. Rural broadcasters will now receive a higher base amount and have some relaxed requirements for staffing and non-federal financial support, to start.

Budget Report (BECKY)

Before we talk about what's happening now, let's take a look at how we closed out the last fiscal year. Raven Radio's fiscal year starts on July 1st.

We ended the 2019 fiscal year \$12,826 ahead, after expenses. KCAW got there because of this classic formula: our revenues were higher than our expenses. Specifically, we raised \$687,319 in revenues, and spent \$666,515 in all our expense categories - before capitalization on our assets. Thanks to you, we had an incredible Spring Membership Drive. We exceeded our goals in memberships, contributions, and grants. We only spent about 93% of what we had budgeted in expenses, and completed one of our big capital projects for the year: repairing the Devilfish Gallery.

There is another big capital project I announced last year, and that was the translator improvement project. We are nearing the end of our assessment phase, having visited each translator community and written up site reports. This project has at least 2 more years before it can be considered complete, but we're formulating our budget and plan as I speak. We owe a debt of gratitude to the [Rasmuson Foundation](#), [Alaska Seaplanes](#), [Harris Air](#), [Allen Marine](#), [Sealaska Corporation](#), [SEARHC](#), [Laughing Raven Lodge](#) in Port Alexander, Tony Mugart & Tyler Pitts in Elfin Cove, and Gordon Chew (proprietor of [Tenakee Logging Company](#)) for their financial and in-kind contributions to the project

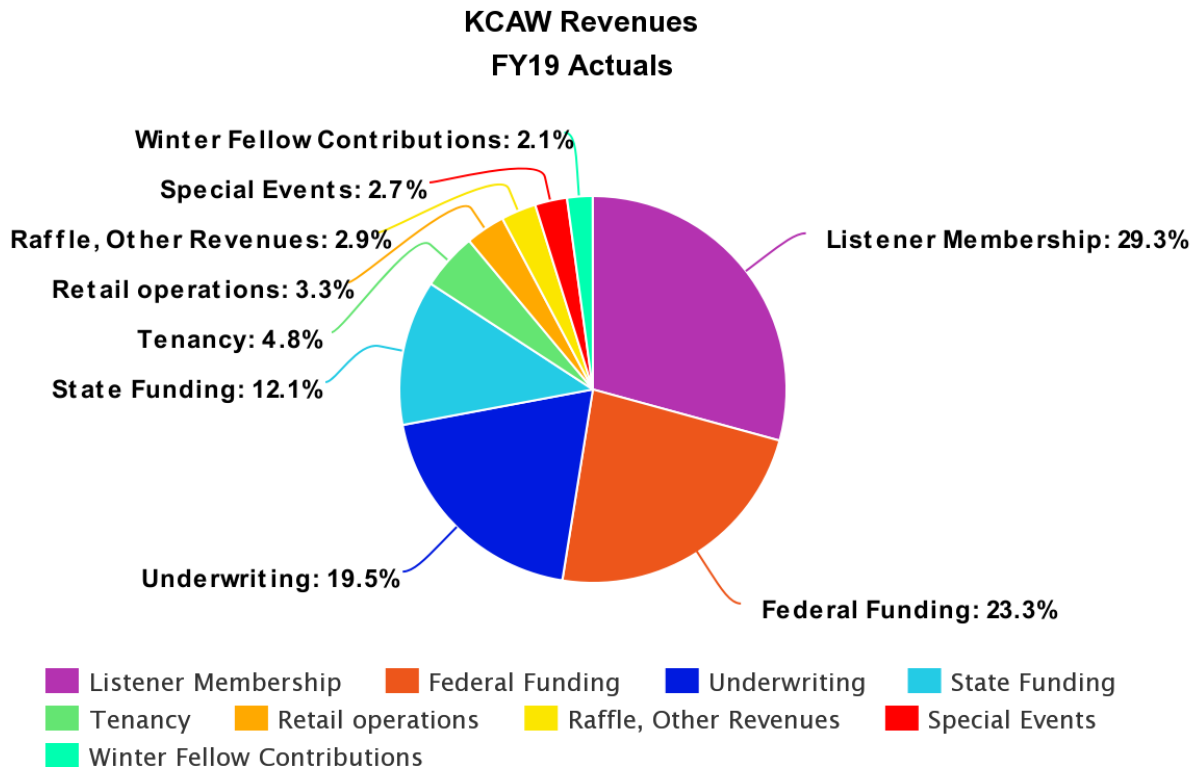
As all of you listening are aware, we started the current fiscal year in the face of a major cut to our State funding. We are soon entering into our budget revision process to fine-tune this fiscal year's performance. It can't go without saying that our community of members and supporters really stepped up during our Fall Membership Drive — we are humbled by your outpouring of support. But we're not out of the woods yet. To fill the

hole left by the absence of State support, we must partner even more deeply - and we will come to you for help more often.

Right now, we're raising awareness and funds around our newsroom. It's hard to overstate the importance of a thriving local news room, especially one that serves almost 300 miles of our coastal communities. You have a crucial part in making that kind of news possible. When something needs doing, we do it. And we do it together. And right now, we must preserve our public radio newsrooms. Join me in this work.

Revenue:

- Listener Membership - 29.3%
- Winter Fellow Program Contributions - 2.1%
- Underwriting - 19.5%
- Rent from other tenants of the Cable House - 4.8%
- Retail operations - 3.3%
- Special Events - 2.7%
- Raffle, dividend income, operating grants, and production fees - 2.9%
- State Funding - 12.1%
- Federal Funding - 23.3%



Expenses:

Personnel – 32.3% (salary, benefits, and federal taxes for 5 full time, and several part time employees)

CoastAlaska - 17.6% (Regional accounting, membership, development, news, engineering, and representation)

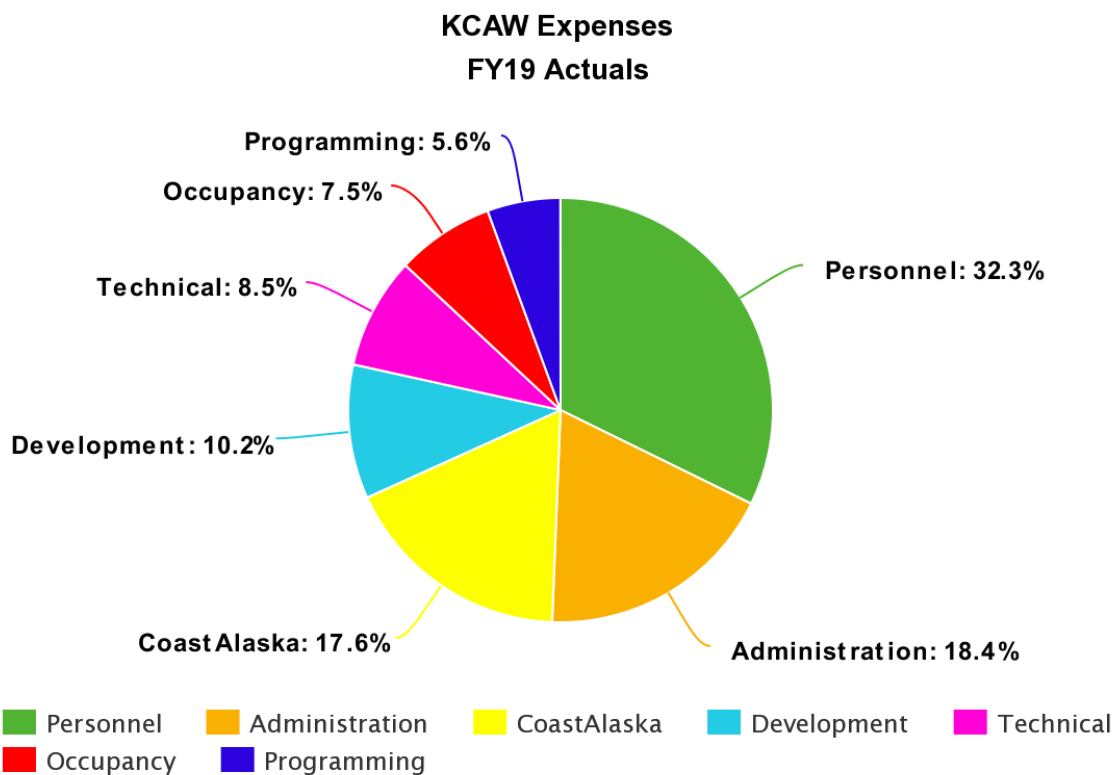
Programming – 5.6% (APRN, NPR, BBC, etc.)

Occupancy – 7.5% (Utilities, insurance)

Development – 10.2% (Mugs & apparel, special event expenses)

Technical – 8.5% (Equipment repair and maintenance, including translators)

Administration – 18.4% (Office supplies, postage, dues, board etc.)



Audience (BECKY)

Our online streaming signal has between 20,000 and 40,000 connections each month. In November, **34,433** users visited our website. Our website kcaw.org regularly has **5,000-10,000** unique visitors per week. Some weeks that number is greater. Generationally, our online audience is pretty evenly distributed:

17 % of users fall between ages 25-34,

18 % between 35-44,

19 % between ages 45-54

23 % between 55-64 and 19% 65+

Getting audience analytics on our FM signal throughout all our communities of coverage is a little trickier, and we hope to pursue ways to collect this data meaningfully in the future.

As December 17th our Facebook page had 11,333 followers. If you haven't liked the Raven Radio KCAW Facebook page, take a moment to slam that 'like' button! Facebook posts regularly reach tens of thousands of people. Our live stream of this year's Alaska Day parade reached over 16,000 people.

Raven Radio is also on Instagram! We started it in June of 2017, and have 1,090 - more than double the followers we had this time, last year. You can find us too — just look up "KCAWradio."

We have scheduled the next meeting of the Community Advisory Board, or the CAB. The CAB focuses on programming review and gathering input on the community's needs to advise KCAW's governing board, and members of the public are invited to join us. Get your calendars out! The meeting will be on January 21st, starting at 6 PM. The meeting will be held at the Cable House. If you are interested in contributing to this committee, please join us! Again, that meeting will be held at the Cable House on Thursday, January 21st, starting at 6 PM.

Development (MAKENZIE)

Thanks to everyone for tuning in! I'm thrilled to be starting my second year as your Development Director. It's been a great experience working so closely with folks in our community.

This past year has been really interesting and challenging in many ways. The loss of state funding has left Raven Radio with a large gap in our budget to fill; at the same time we've been humbled and amazed by the outpouring of support from our community in response to the state cuts. Our Fall Drive this past October was truly unprecedented- we beat a rather intimidatingly large goal, making it to the \$100,000 dollar mark and then

some in the final hours of the Drive! What that showed me was that you value Raven Radio and the services we offer and are willing to back that support up with financial contributions. We are honored and grateful to be in community with each of you and plan to continue providing the music, news, and community outreach that you rely on us for.

As we continue grappling with our new financial reality, we will be increasing and diversifying our fundraising efforts. You will have heard that this month we are raising funds in support of local news, one of our most critical services. This is a joint effort between KCAW and other CoastAlaska public radio stations across Southeast Alaska. We are strengthening our relationships and working together more than ever to consolidate resources and increase our outreach. Additionally we are partnering this year with Beak restaurant and Sitka High's Drama, Debate, and Forensics team to put on a speakeasy themed Radio Dinner Theater on Friday January 17th and Saturday January 18th. The funds raised will support the DDF team and come right back to you through the programming KCAW puts on the air.

You were incredibly generous this past year through Pick Click Give, giving over \$6,000 from PFDs to KCAW. We are so honored by this support and the generosity of our community members.

Underwriting - Thank you to all our current business sponsors and those who have supported the station this past year through underwriting. Please take a minute when you are about town to thank those businesses you hear on air supporting Raven Radio. There are opportunities to get your business or organization's message out to the community through paid sponsorships of on-air announcements and web tiles at kcaw.org. For more information on promoting your business or organization through Raven Radio, contact me at development@kcaw.org or give me a call at the station.

Winter Fellow - This year's Winter Fellow, Ari Snider, has been with us for a couple of months already! You may have caught some of his recent stories on the difficulty of obtaining locally sourced lumber and his coverage of the Roadless Rule. All of the work and reporting Ari does in the community is possible because of your financial support. Thank you! We

will not be hosting another Winter Fellow next year because, I am excited to announce, KCAW recently received a Report for America grant, and will be hosting an emerging reporter who will work in the KCAW newsroom for an entire year. Similar to the Winter Fellow position, Raven Radio is responsible for funding a portion of the position and we plan to solicit donations and funds to meet this requirement. If you've been a fan of Ari's work or of the work of previous winter fellows, like Enrique Perez de la Rosa, and would like to make a contribution to bring a new, emerging reporter up to Sitka to continue their work, please give me a call at the station!

Legacy Fund – If you are considering leaving a legacy gift to Raven Radio, we have a secure account ready to receive gifts from your will, trust or estate. Money in the Legacy Fund is not used for our annual operating expenses, but rather its use must be specifically approved by the board of directors. To give to our Legacy Fund, or to learn more, get in touch with Becky by calling the station.

Employer Matching – Many employers will match your Raven Radio membership, doubling the impact of your gift! Check with your Human Resources department to see if your workplace allows employer matching contributions.

Special Events - The Annual Solstice Cruise, the Stardust Ball, and our new upcoming Radio Dinner Theater event, combined make up the special events portion of our budget. Thank you to all who have purchased tickets to attend these events and to our event sponsors. We had a great Stardust Ball this October and loved bringing Sitka's own Danielle Kelley back home to perform. Look out for Radio Dinner Theater tickets going on sale in early January, our Solstice Cruise tickets going on sale beginning mid-May and for next year's Stardust tickets at the end of September. All will be available at Old Harbor Books.

Retail - I am excited to announce that the Raven Radio Retail shop is offering brand new t-shirts! These shirts feature the original logo design, but are a new cut and material with new colors! The retail shop also offers sweatshirts, hats, mugs, bumper stickers and more. Retail is an important

part of raising funds for the station's operational expenses. The shop is open 11 AM to 3 PM weekdays through Christmas Eve, the 24th! You can also shop online anytime at kcaw.org/shop.

Raven Appreciation - We are always looking for new ways to show Raven Radio members how much we love and appreciate them! One long-standing tradition is our annual 4th of July Root Beer Float party. We also send out monthly e-newsletters to keep our members updated on Raven Radio happenings and opportunities.

Grants: KCAW received a number of grants this past year! The Rasmuson Foundation awarded us a grant to conduct our translator assessment, affectionately known as "Translatorpalooza." We are also awarded a grant from Report for America as a host newsroom for an emerging reporter. Report for America is an initiative of the Groundtruth Project. Raven Radio is a grateful recipient of local support — we received a grant from the Sitka Legacy Foundation for reporting equipment improvements. We also received a grant from the Alaska Community Foundation, in support of management training for our new GM. And, last but not least, we received support for our summer internship from the Alaska Broadcasters Association.

Contact: If you have questions about anything Development-related feel free to give me a call at the station or send me an email at development@kcaw.org

News (ROB)

— Introduce the News Team:

- Robert Woolsey, news director
- Katherine Rose, reporter
- Ari Snider, post-graduate fellow in community journalism, aka Winter Fellow (but not to be confused with Sitka Fellows)

Morning hosts Erin Fulton, Peter Apathy, Brooke Shafer, Meredith Redick, and Tina Bachmeier.

News Volunteers - Big thanks to Megan Pasternak and Carole Knuth.

Both put in too many hours to count on our Community Calendar!

Alaska Press Club Awards received in April 2019

Raven News won 11 awards from the Alaska Press Club in April, in the news, news features, and headline writing categories.

Our biggest score was probably for “Best Comprehensive Coverage in Radio and Television,” for our “Cost of Living in Sitka” series, produced by former reporter Emily Kwong, current reporter Katherine Rose, and our 2018 summer intern Rachel Cassandra.

We also took first place in all media for headline writing, and for best humor, with our Christmas Eve tradition of interviewing Santa. We don’t know why people find it so amusing -- it’s just Santa being Santa!

So that’s all media. In the Radio category we took firsts for our political reporting about the salmon treaty protests in Sitka, for our reporting on crime and courts with a story about a local mother extradited without due process for supposedly kidnapping her own daughters from overseas. And we took first place for best business reporting with a story about local entrepreneur Tim Fulton and his back-saving device that helps the folks load luggage in airplanes.

Alaska Broadcasters Association - GOLDIES

2018-19 post-graduate fellow in community broadcasting, Enrique Perez de la Rosa, won two awards from the Alaska Broadcasters Association, in the student division, for stories on the proposed sale of the Sheldon Jackson Museum and clowning class at Baranof Elementary. Enrique is now a full-time reporter with Northwest Public Broadcasting in Yakima, WA.

Online news

We’re very much a community radio station, but as a media organization we operate in a digital environment. Our previous high story online was seen by over 10,000 people, however a story we wrote this spring about a dog who died defending her owner from a bear reached nearly 80,000 readers.

Katherine has some more insight into news consumption on our site...

In general, each story reaches somewhere from 2000 to 5000 readers, though some other stories travel even further- we see an average of 26,000 readers each month, who spent around three minutes on each news story.

Listeners gravitated toward our hard news this year- from search and rescue operations, And our coverage the state budget, the sac roe herring fishery and the Sitka Tribe of Alaska suit that's ongoing, the changes to ferry service and the Roadless Rule- those aren't single stories but issues we spent hours reporting on and produced multiple stories about and will continue to cover in 2020. When combined, multiple stories on those issues saw some of our highest readership.

We began podcasting our morning newscast a little over a year ago, and you can listen to the last two weeks of morning newscasts on most podcasting apps, by searching for Raven News.

Winter Fellowship

This is the last year of the KCAW Post-Graduate Fellowship in Community Journalism. Thanks to the Report for America Grant described earlier by Becky, this position will be known as the Report for America Fellow. It will combine our summer news intern and winter fellow into one position -- with a full-time salary, rather than a stipend.

This year's fellow, Ari Snider, is establishing the template for the Report for America fellow. This means focusing his reporting on stories from or about our listening communities -- Pelican, Yakutat, Angoon, Kake, Tenakee Springs, Port Alexander, Angoon, and Elfin Cove -- in addition to working on Sitka-based stories. This work kicked off during his first week at Raven Radio when he contributed to live coverage of municipal elections, updating listeners on the latest returns from around our listening region. Since then, he's covered a plan to get fast internet to Yakutat, a new floatplane service connecting Port Alexander to Sitka, and Tenakee Springs' reaction to the proposed Roadless Rule rollback, among other stories. As he makes

contacts throughout the region, he's compiling a digital phonebook that the RFA reporter will hopefully find useful in jumpstarting their reporting.

The Report for America hire takes place in March. The successful candidate will join the station in June.

Programming (Dave)

Community connections

- We worked with non-profit organizations all across town to record & produce PSA's to support our vibrant community.
- We are constantly training & adding to our Raven programming community
- Youth involvement - Two High School visits via SAIL program.

Programming

- Shows that started
 - Tidal Change
 - Encounters (through the end of 2019) Ridin' for the Brand
 - Ozark Highlands Radio
 - Jam Live!
 - Good Day Bluegrass Show (hosted by Becky)
 - And new hosts on Night Jazz, In My Tree, Aurora Borealis, and Present Tense
- Richard Nelson Tribute
 - Encore broadcast of Fan Favorite eps
 - Space to share favorite memories
 - Holiday specials (Thanksgiving & Xmas)
- Training Programs
 - Working on a robust production course to help enable community members to express themselves autonomously.
- Syndicated Shows
 - Afterhours w/ Stephanie Patton now playing in Ketchikan, Wrangell, & Anchorage
 - Collaborating with other CA stations
 - Poetry Moment (for Poetry Month) in progress
 - More to come from KCAW

- Looking for Feedback on Line One: Your Health Connection
 - We are evaluating that air time & its value to our listeners, deciding if it would be ok to time-shift it elsewhere in the schedule
 - Go to our website and click the button on the right side of the homepage to take a survey
 - It is also a potential spot for a new Southeast AK call-in show from KCAW
 - Heavily requested during Translatorpolooza.
 - Do listeners to this meeting have an opinion on either Line One or on the creation of a new S.E. Call in Show.

After this meeting, please continue to make comments via the website, or by emailing Becky at becky@kcaw.org! We will also be sending our members an email with a document and the audio from this meeting.

That's it! Thanks for listening and for your membership with Raven Radio!