

Raven Radio On-Air Annual Meeting

December 16th, 2021

6:30 PM - Welcome & Order of Things + Community Announcements: *Becky Meiers, General Manager (15 minutes) music track outro*

6:45 PM - Introduce the Board/Board President Statement: *Lauren Bell, Board President (4.5 minutes)*

6:50 PM - CoastAlaska: *Mollie Kabler, Executive Director, CoastAlaska (10 minutes)*

7:00 PM - Budget Report: *Becky Meiers, General Manager (6 minutes)*

7:06 PM - Audience Report: *Becky Meiers, General Manager (5 minutes) music track outro*

7:10 PM - Volunteer: *Cara Crain, Volunteer Coordinator (5 minutes)*

7:20 PM - Development: *Lily Wasserman, Development Director (7 minutes)*

7:30 PM - News: *Robert Woolsey - News Director, Katherine Rose - Reporter, Tash Kimmell - RFA Reporter (17 minutes)*

7:47 PM - Operations: *Bryan Lovett, Adam Lechowicz, Operations Director/Operations Apprentice (10 minutes)*

7:55 PM - Q&A calls: *Becky Meiers (until 8 PM)*

Welcome & Order of Things

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 this evening. I'm working with Bryan, our Operations Director, to keep a safe social distance for everyone presenting tonight. We're proud to partner with Dan Etulain at Northstar Television, channel 11, and will be providing him with a recording of this meeting for future broadcast. It is an honor and a privilege to be a part of this radio community.

With 229 KCAW members providing their proxy, we have a quorum of our membership. (That's 14.4% of you!) And so, our annual meeting is now called to order.

I'll start with a metaphor - Raven Radio's community is our anchor. And when I use the word "community," I mean that in as expansive a sense as possible. Our community includes the people who touch the radio every day, and it includes our supporters - near and far - who listen, who commit financially, who welcome us into their lives and homes. You keep this station rooted in our mission, and you inspire us to make as meaningful and creative radio as we possibly can. Our collective voice is made manifest in the sound of Raven Radio, as we tell our stories about life in the beautiful, wild place where we live.

And I am grateful to you, wherever you happen to be right now, for everything you give us that makes this radio possible. Thank you!

This time, last year, we talked about some of the internal projects we had lined up. Chief among them was bringing back a full schedule of volunteer programs. We scaled back in-person occupancy of our space in 2020 - and in February of 2021, we put Studio Xeno on the air as our secondary air room. From that point on, we were able to originate live, local programming throughout the day from the Cable House. And it makes me so proud to say that, even in the midst of a year that featured enduring uncertainty, KCAW was a certain human connection for each of us.

I do want to note that it was extremely satisfying to welcome volunteers back for our membership drives as well! We're working from a place of caution when it comes to crowds, but it sure was nice to feel the celebration of radio this fall - and I truly appreciate Lily Wasserman and Cara Crain's hard work in bringing that feeling back!

While we met our goal to welcome back as many voices as we could back on the air, that couldn't happen overnight. And it couldn't happen in the absence of crucial internal support, like our technological and communication infrastructure. For many years, the responsibility for those structures fell to one person: the program director. We worked hard to build more internal capacity in those areas, ultimately restructuring the programming department to have two staff-driven arms instead of one: operations and volunteering. This year saw that plan come to fruition.

You'll hear more from folks in those departments soon, but I want to emphasize the tremendous amount of behind-the-scenes work that went into this restructuring. From cloud-based databases, to a hybrid virtual/in-person training system, KCAW's volunteer department grew from the ground up - and not only supports the folks you hear in the booth, but also develops new voices. Growth like this happens on an ecological scale, however, and takes time. But this is the kind of investment that is important to make, one that nurtures our community.

I want to get back to the idea that "community" applies to different levels of scale. One aspect to our restructuring I've not mentioned yet is the external input: the Community Advisory Board. This is a body of local volunteers who advise our board on how we're

serving our community through our mission. This is another area of ecological growth, but one that is crucially important. We are still looking for people who care about KCAW's sound, and who are willing to find ways to measure the impact of our broadcast. Is that you? Then please join our CAB! You will find yourself in the good company of committed listeners and community members working to build momentum around giving the station meaningful feedback. Contact me if you're interested.

At this point, I'd like to thank everyone who has joined a committee of the board. An especially big thanks goes out to the members of the Fundraising and Events Committee. I think all of us were hoping to plan more in-person events at some point in 2021, but your dedication, creativity, and good thinking deserves gratitude. So thank you for partnering with us on the Sitka SOUND Auction and Sitka's Silver Linings projects!

In this way, and in so many others, KCAW honors the spirit of community 'shares,' or ownership, on which the station was built. And when you compare KCAW to other public radio stations, you'll notice that we sound very different. And that's due to a number of factors - not least of which is our founding principles. We carry NPR, among other things, but we're primarily a station that sounds like the people in our community, making content that serves local interests.

The founding of Raven Radio has been on my mind a lot recently. Next year, we'll be celebrating 40 years of being on the air. That's an important landmark for us, and worthy of celebration! And when I think about all the people who built this station - and how well they cared for and developed it - it reinforces the sense of joy and honor I have in working alongside you to enact our community's vision for this station.

And in that realm, I want to express my gratitude for the people and partnerships that make our broadcast come alive! A large share of my thanks go to everyone who gives their time and love to the station freely, through your work on the air or your work behind the scenes.

Also, thanks goes to Artchange, Inc., and Ellen Frankestein, for partnering with us to bring Sitka Tells Tales to the air. She also works with us and the Sitka Tribe of Alaska to broadcast Our Grandparents' Teachings - my gratitude goes out to Chuck Miller and Stephanie Hawney for their work on this project. Of course, none of this work would

have been possible without Bryan Lovett. He's been the glue keeping all the moving parts together. And you might not know it, but our beloved Dave Emmert is working behind the scenes too to make this content possible.

I've been reflecting on the idea of story for some time this year. Our stories contain complexity: sometimes that's found in the structure of the telling, but sometimes you see, hear, and know the complexity for all of a story's parts. Our stories in Southeast Alaska are made all the more interesting because they're heard in the breaking waves on a remote island shore, or they're held in the notes played on a stage.

If you've been listening this past year, you might have noticed that we've also been carrying local programming from the PAC, the back porch of the Cable House, or the street! These are the live remotes we're pleased to share with you over the air, as a result of our partnerships with the Sitka Fine Arts Camp, Porchfest, and the Sitka Historical Society.

At first, we sought to do these live remotes because COVID limited the number of people able to attend in-person events. We now know that there's a number of powerful reasons to keep doing them. These are events that happen *here*, that sound like they do because of the people doing them. It makes KCAW even more connected to the place where we are. And it's a space for the potential of creative play. A true community project!

For me, 2021 at Raven Radio was defined by community projects. One of those projects was our participation in the National Federation of Community Broadcasters' Community Counts Initiative. KCAW is a part of a larger ecosystem of broadcasters where we center our service in the communities where we live. It was educational and inspiring to see what other stations are doing, and to think of our work in a broader context.

A part of that initiative was to envision a project that stretched our thinking as community broadcasters. We partnered with the Yakutat Tlingit Tribe on their own community station, KYKT. Our initial thinking related to a question we've had since first visiting our translator communities: how could we better involve listeners outside of Sitka in broadcasting? And, how much more deeply could we support the creation of content in those communities? We're grateful for the Tribe's willingness to experiment

with us - thanks goes to the outgoing Interim Executive Director Cynthia Petersen for her vision. While we still have some collaborative distance to cover, our partnership taught me a lot. A deep thanks goes to the Yakutat Forest Service Ranger, Lee Benson, for his work and commitment to radio there too.

Another area of learning for KCAW this year was in our work in Port Alexander. With funds left over from our assessment grant with the Rasmuson Foundation, we sought to improve the broadcast infrastructure there. Embarking on that project taught me many lessons - not least of which was how to hand-mix concrete! In all seriousness though: this project exposed me to the rhythm of Southeast Alaska. It also revealed to me the need for deep listening and awareness around what it really means to live here - the necessary resourcefulness, the dependence we have on each other and the land - Tlingit Aani, AND the care, kindness, and awareness that we all must practice.

As an aside, I want to give my thanks for Molly Kimsey, Ryan Martin, Torin Martin, Pete Mooney, Sue Taylor, Bud Durdle, Bill Ludke, Kevin Mulligan, Julia and Trick Trischman, Davey Castle and the crews of the Eyak and the Anita, and Sitka Sound Seafoods for their help - they truly made this project possible.

Speaking of: let's touch on the future of what's possible, or what projects we're looking forward to in 2022. I'm excited to apply all I've learned from our translator assessment in 2019, as well as the many other lessons learned over these past 2 years, to a complete rehabilitation of KCAW's translator network. This engineering project will take a few years to complete, but we're aiming to start that work in earnest next summer.

Our goal is to replace old equipment, install a backup feed and remote monitoring system, and design resilient power generation and battery banks for each site. I envision a reliable and resilient KCAW network that meets the public safety needs of people in Southeast Alaska - at home, on the water, or wherever they happen to be. If you'd like to know more about this project, please contact me at the station.

Another project that focuses on the reliability and resilience of KCAW lives in a more digital realm. Raven Radio is joining CoastAlaska in thinking deeply about our web presence and strategy, through the Digital Transformation Program offered through the Corporation for Public Broadcasting and Poynter Institute. We will start this program in April 2022 to identify ideas and best practices to help our collaborative adapt our

organizational culture to more effectively deploy a digital-first, audience-centric approach.

Those are some pretty outward-facing plans! But I do want to mention that our commitment is to you, and we hope to continue the intentional, internal work that makes KCAW a place where all sorts of people can find fulfillment, meaning, and support - whether that's over the air with a newscast, or that's behind the board during your first on-air shift, or in any number of other ways Raven Radio impacts your life.

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

- We have a lot of new Ravens to welcome to our community! We're also working on our system of keeping up with these joyful additions, so please pardon us if we've missed someone.
 - Darien Lane Wild
 - Grady Paul Love
 - Lione Rae Bell
 - Elinoar Julia Rose
 - Lin-Elias Moore
 - Freya LaDuke
 - Ryan Clay
 - Micha Evans
 - Willamina Assunta Goodwin-Bruckert
- Welcome also to our newest staff members!
 - Tash Kimmell, Report For America Reporter
 - Adam Lechowicz, Operations Apprentice
 - Cara Crain, Volunteer Coordinator
- We are grateful for the time and talent lent to us by Erin McKinstry in the newsroom earlier this year; she spent a year with us, filing many important stories - not least of which was Building Solutions, a special series on affordable housing solutions. Erin now lives in McCarthy, Alaska, with her husband Ian and doggo friend, Kosmo!

- Goodbye dear friends of Raven Radio. As well, thank you for your patience if we miss someone's name. We're still working on how we track this. We hope to honor folks who have supported the station sometime in our past, and have passed away this year.
 - Paul Arvin
 - Pauline Fredrickson
 - David Kitka
 - George Paul
 - Janelle Farvour
 - Lawrence 'George' Young
 - Theodosius "Dosy" Merculief (MER-cool-ee-ef)
 - Albert Kookesh
 - Will Hanbury
 - Dorik Mechau (ME-show)
 - Bruce Houck
 - Chris Brewton
 - Virginia Phillips
 - Reverend Dr. Charles Bovee
 - Eugene Bourdukofsky
 - Doris Bailey
 - Sue Burgeson
 - Anna Baggen
 - Sue Sturm
 - Betty Allen
 - Julie White
 - Roscoe Max Jr.
 - Betty Jo Anne Henning
 - Greta Ryan
 - Walter Wehling
 - Bob Whitson
 - Evelyn Roehl
- Deep gratitude to Perry Raven Edwards for his years of service to KCAW. We're thankful for how you shaped public radio in SE AK through your commitment to Raven Radio. Your presence is still felt here at the Cable House, and we wish you and Michelle (who happens to still be in town for the moment!) the very best in Colorado!

- We also want to share our love and appreciation to other outgoing board members this year.
 - Stephen Rhoads served on the board this year, and we're grateful for his perspective, excellent taste in YouTube videos, and creative thinking and support. Thank you for your service!
 - Thanks go to Mary-Alice Henry for her work on the board as well! She lent us her experience and skill in finance - and she shared her enthusiasm, creativity, and discernment on our Fundraising & Events Committee. We appreciate you!

Please know that we will be taking your questions at the end of the program. If you've got something to ask, please call 747-5877. We will start our Q&A around 7:50 PM this evening.

Introduce Board Members & Staff

Joining the board:

Dan Etulain - returning

Franklin Eccher - returning

Erin Matthes - new to the board

Our current board members and officers are:

Gretchen Clarke

Dan Etulain

Roby Littlefield

Maite Lorente

Lauren Bell - President

Grace Brooks - Vice President

Frank Eccher - Secretary

Grace Greenwald - Treasurer

Grace Brooks - CoastAlaska Representative

David Sam is our Sitka CoastAlaska Representative At Large.

I have had the honor and privilege of serving on the Raven Radio Board of Directors

for the last 5 years, and for this last year as Board Chair. I am so grateful for the behind-the-scenes view of this station's operations that I get by serving on board, and I must say: we are so fortunate to have KCAW and the many services that this public radio station provides to our Southeast Alaskan communities. This last year brought no shortage of challenges, yet the staff at Raven Radio continued to provide us with award-winning news and stellar programming while also prioritizing new organizational structures and initiatives that are going to enable this station to improve as a partner in the communities it serves.

A few examples I'd like to highlight: First, Raven Radio staff spent the year participating in an intensive program called the Community Counts Initiative, which brought together 10 public radio stations from around the country for a 12-month curriculum of training focused on public media sustainability and resilience. The station's Community Advisory Board has been revamped, with a renewed focus on identifying programming opportunities that elevate underrepresented voices in our community. The Board of Directors prioritized its own improvement through training, self-assessment & reworking of organizational structure to honor volunteers' capacity. The station has leveraged its participation in the Report for America program to begin a multi-phase process of increasing news coverage of happenings in KCAW's outlying listening communities. And as a last example, Raven Radio's general manager has been tireless in her grant writing and lobbying efforts to fund a massive overhaul of the aging communications structures that are responsible for reliably broadcasting KCAW's radio signal throughout SE Alaska. Each of these initiatives illustrate KCAW's ongoing commitment to providing public media that is inclusive of and relevant to its full listenership.

I am very proud to be a member of this exceptional station, and I'm clearly not alone. Our members showed their support in a big way during our fundraising drives this year, stepping up to help us reach record-breaking goals in order to keep us afloat. Thank you. And thank you for your understanding as we made difficult decisions to cancel some of our favorite in-person events for the health and safety of our community. We were particularly saddened that we were unable to safely throw our July 4th root beer float party for the second year in a row. The time will come again soon that we can thank you for your support in-person with root beer floats or during live music events or costume parties - until then, I will tell you that Raven Radio feels the community love loud and clear, and we're radiating that love right back out to you on the airwaves.

I'd like to end by thanking our out-going board members who served this year: Mary-Alice Henry, Stephen Rhoades and Perry Edwards. A big welcome and thank you to our newest additions to the board, Maite Lorente and Erin Matthes. The Raven Radio board of directors represents a diverse cross section of our community's talents, and I am humbled to be able to work together with them in stewardship of this fabulous station. Thank you!

CoastAlaska

Raven Radio is a member of CoastAlaska - an independent non-profit media collaborative improving service to Alaskans by sharing services and increasing capacity through inter-station cooperation. Member stations in Ketchikan, Petersburg, Wrangell, Juneau, and Unalaska as well as Raven Radio in Sitka are all serving their communities well during this ongoing pandemic.

CoastAlaska Collaborative services include finances, membership, underwriting sales, regional news, engineering and IT and representation to funding agencies. CoastAlaska took on a new statewide services role this year and now provides services to other Alaska stations including public media health insurance group and the NPR and other content providers group buy. CoastAlaska staff live and work in Sitka, Juneau, Anchorage, Wrangell and Washington state.

Most CoastAlaska board meetings are conducted via Zoom. Two people, David Sam and incoming member Maite Lorente are on the CoastAlaska board representing Sitka and were selected by the Raven Board. Thanks to Grace Brooks for her contributions as a CoastAlaska board member during the last year.

The racial reckoning faced in the follow up to the murder of George Floyd and others means that public media must improve in the face of institutional racism. To that end CoastAlaska continues their participation in the coalition called Public Media for All. This group of public media workers, led by people of color, is raising awareness of the negative effects of a lack of diversity, equity and inclusion in public media, and sharing solutions for individuals and organizations.

Federal budget update and State funding update

The Governor's FY23 budget released yesterday is silent on public broadcasting funding. FY19, FY20 and FY21 legislative funding was vetoed by the Governor. The Alaska Public Broadcasting Commission still exists but has no funding to conduct business nor any revenue to send onto stations around the state.

December 3, the President approved Continuing Resolution (CR), a short-term funding measure that extends government funding, including funding for public media, at (FY) 2021 levels through February 18, 2022.

This 11-week extension gives time to finalize the FY 2022 funding bills, while Congress works on the Build Back Better legislation.

As negotiations on the FY 2022 appropriations bills continue, public media is in a strong position for the full funding for CPB. (\$565 million, Interconnection at \$20 million). Hoped for infrastructure funding is not yet in the appropriation bills.

It seems that the overall allocation for the final Labor-HHS-Education bill will be lower than the proposed bills, which means the funding levels for our programs and many others in the bill, will possibly be negotiated down somewhat.

IF you are interested in CoastAlaska I would be happy to hear from you.

Budget Report

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 2021 fiscal year \$39,836 ahead, after expenses. Specifically, we raised \$753,524 in revenues, and spent \$713,688 in all our expense categories - before capitalization on our assets.

The most recent fiscal year was deeply impacted by the global COVID-19 pandemic. Our funding mix looks very different from previous years - we were unable to hold in-person events in the same way, including our membership drives. Retail sales are also a noteworthy portion of our yearly revenue - in years before the pandemic, we could expect about \$24,000 in revenue. This year, we raised \$8,732.

Yet, thanks to the creative thinking of KCAW staff, the support of CoastAlaska, and the resources to transition into a virtual space, we were able to hold successful drives through the year. Additionally, KCAW was able to leverage institutional funding in a significant way.

Here's how the numbers shook out for FY21.

Revenue

Listener Membership - 35%

Report for America Contributions - 1.3%

Underwriting - 16.5%

Rent from other tenants of the Cable House - 3.9%

Retail operations - 1.2%

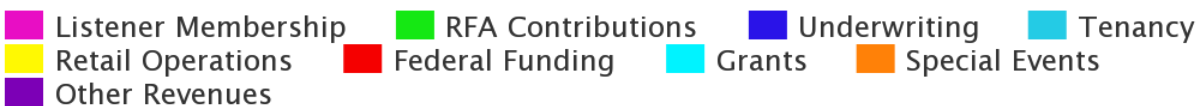
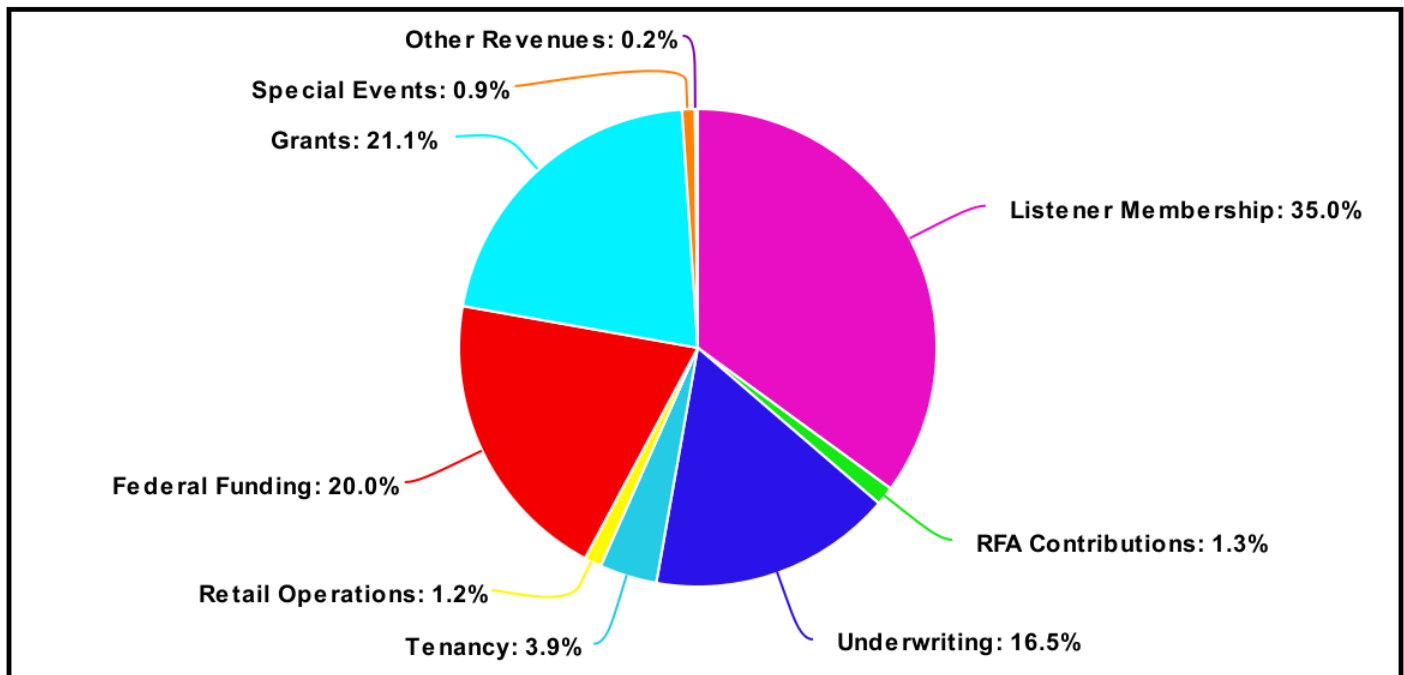
Special Events - 0.9%

Raffle, dividend income, gains on sales of fixed assets, royalties, production fees & in-kind contributions - 0.2%

Grants (Capital and Operating) - 21.1%

Federal Funding - 20%

KCAW FY21 Revenues



meta-chart.com

Expenses

Personnel – 55.3% (salary, benefits, and federal taxes for 6 full time, and several part time employees)

CoastAlaska - 18.3% (Regional accounting, membership, development, news, engineering, and representation support)

Programming – 3.4% (Alaska Public Media, NPR, BBC, etc.)

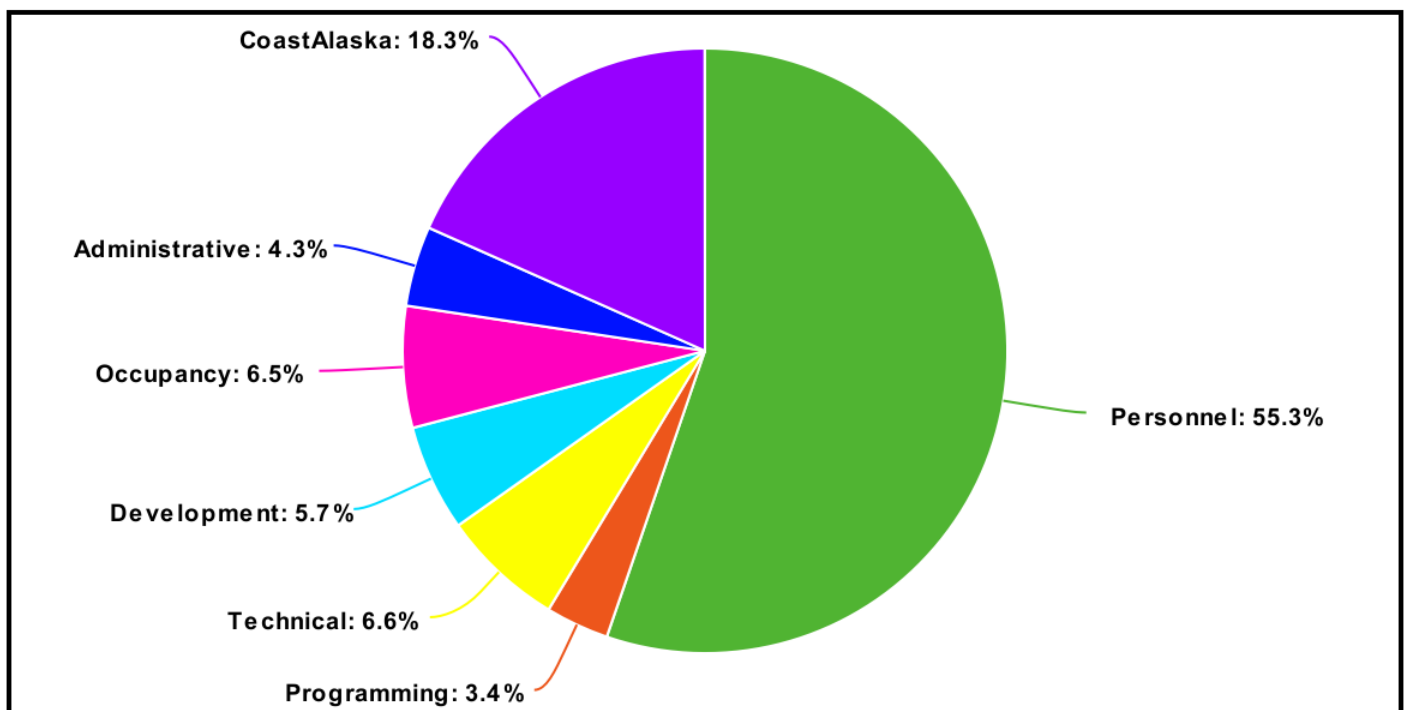
Occupancy – 6.5% (Utilities, insurance)

Development – 5.7% (Mugs & apparel, special event expenses)

Technical – 6.6% (Equipment repair and maintenance, including translators)

Administration – 4.3% (Office supplies, postage, dues, board etc.)

KCAW FY21 Expenses



meta-chart.com

I want to speak to our financial health for the current fiscal year. Right now, we are raising funds in support of our newsroom at Raven Radio. Our hope is to reach \$25,000 before the end of the year - and right now, we've raised \$20,231. We're within spitting distance to that goal thanks to you and your support of our local news broadcast. Know that your gifts are going to an especially good cause - you'll learn more about the work the news team has been putting in shortly.

I'm currently working with KCAW's staff and finance committee to submit our plan for

the mid-year budget redo. We haven't had as much capacity around grantwriting as we did in the last fiscal year, but we have a few applications on our docket - particularly around our translator improvement project. While in-person events are still tricky, among other things, a few of our revenue line items will look a little more like they did in the past. For example, we raised \$9,772 in retail sales so far this current fiscal year.

We are in a sound and stable financial position at the moment, but our capacity is shifting around in a few staff departments that will certainly bear out in a financial sense. We appreciate everyone's support and patience, as always!

Audience

I want to start by thanking Katherine Rose for her work in collating these numbers. This year, our online streaming signal has between 10,000 and 40,000 connections each month - averaging 17,030 listeners. Our website saw about 28,000 monthly users. Our website kcaw.org regularly has 8000-10,000 unique visitors per week. Some weeks that number is greater. And the vast majority of our readers (about 64 percent) are accessing our website through their phones, rather than a desktop computer (30 percent of readers).

Generationally, our online audience is pretty evenly distributed, but over the last two years we've gained more younger listeners.

21% of users fall between ages 25-34

16% between 35-44,

17% between ages 45-54

18% between 55-64

14% were 65+

11% between 18-24

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 of December 16th our Facebook page had 11,857 followers. If you haven't liked the Raven Radio KCAW Facebook page, take a moment to click that 'like' button! Facebook posts regularly reach tens of thousands of people.

Raven Radio is also on Instagram! We started it in June of 2017, and have 1,785 followers. 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 this Monday, December 20th, at 6 PM. If you are interested in contributing to this committee, please join us! Email me, Becky, at generalmanager@kcaw.org for the Zoom link, or call me at the station for more information! That number is 907-747-5877!

Volunteer

Hello! For those of you I don’t know, my name is Cara Crain and I’ve been serving as the Volunteer Coordinator at Raven Radio through AmeriCorps for the last year. I’m originally from Oklahoma, and while it has its own kind of natural beauty, waking up every day to Sitka’s incredible vistas is truly awe-inspiring. I recently accepted a full-time position as a KCAW staff member, and I’m thrilled to remain in this amazing community! I hadn’t had much experience in radio behind the mic and this past year has been one full of new experiences and learning. I honestly couldn’t think of a better place to learn about and grow to love community radio than KCAW. I love that KCAW provides a space for people interested in radio to pursue that passion, and I couldn’t be more excited to head up volunteer coordination, training, and occasionally celebrations!

The volunteer department is a relatively new one at KCAW, and it’s been a learning experience both for me and for the station to figure out how I can best support our awesome community of volunteers. It goes without saying that this past year has been one of learning and adjusting to a series of new realities and changes as COVID spreads and mutates. One of the main ways we had responded to the COVID crisis early on was significantly decreasing the number of local DJs hosting shows in person in order to avoid contact between people as much as possible. As we learned more about how to safely increase the number of people moving in and out of the studios, we were able to bring our schedule back from roughly 50% local volunteers to fully volunteer in all available show times!

With the increase in available shows for volunteers, we were delighted to see a lot of interest from people who hadn't volunteered before wanting to get involved. To address this increase in volunteers and to maintain our COVID safety procedures, we changed our onboarding process for volunteers to be a mix of virtual and in-person. Staff collaborated to take the previous training process and make it more streamlined, cohesive, and translatable to a virtual space. An introduction to KCAW, the legal and technical aspects of radio, and all documentation for being a volunteer are now online and accessible to everyone. New volunteers get to shadow a DJ for a show to learn the operating board and get used to the studio, then do a first flight on their own (with some help from staff if they need it!) once they have finished the virtual trainings. Then they are ready to spread their radio wings and host shows on their own!

This year, upwards of 20 new people have started volunteering at KCAW, and you've probably heard their voices on the air! As of today, we have a volunteer community that is 150 members strong! If you want to become a Raven Radio volunteer, you can always email me at volunteercoordinator@kcaw.org or fill out the volunteer interest form on KCAW.org and I'd love to get you started!

One of the other, more administrative, tasks I took on this year was consolidating all of the volunteer lists, contact information files, and miscellaneous information into one database. This perhaps isn't the most exciting thing in the world, but it has been a huge help organizationally both for me and for other staff members, as well as helping keep all our awesome volunteers up to date and receiving information about events, opportunities, and more!

For obvious reasons, we couldn't have events for the majority of this year, but happily we were able to have a Holiday Volunteer Party! It was wonderful to gather as a community in a safe manner. We worked together with the Beak to have some delicious food and drinks! I'm hopeful that we will have many more events in the year to come.

Looking ahead to next year: one of our major goals is to get more people who live in our translator communities of Angoon, Elfin Cove, Kake, Pelican, Port Alexander, Tenakee Springs, and Yakutat involved and on the air with their own stories and/or shows. Having new voices, perspectives, and experiences on the KCAW airwaves is

one of the main goals of the volunteer department, as well as building and supporting our existing volunteer community.

As we close out this challenging year and look forward to the next, I am full of gratitude, optimism and hope. I am so grateful for our incredible volunteers that give of their time and energy to make KCAW such an incredible station and for each and every listener on the other side of our airwaves. 2021 was a year of ups and downs, but the warm atmosphere of the station and the cheerfulness and optimism of our volunteers and staff made it impossible to not feel hopeful, even in the darkest times. With the advent of a new year, I hope to carry that optimism forward and maybe, before too long, we can bring back some of the events and traditions that we have missed these last few years.

Remember, if you're interested in volunteering at Raven Radio, you can always email me at volunteercoordinator@kcaw.org!

Thank you for tuning in and have a great evening!

Development

Hello! My name is Lily Wasserman and I'm the Development Director here at Raven Radio. 2021 has proved to be another challenging year for us all. I'm honored to be a part of the team keeping Raven Radio going strong during this time when news, entertainment, and connection are so needed. Fundraising for the station continues to look a little different as we mitigate the pandemic, but we managed a successful year nonetheless and I was glad for the steps we could take toward normalcy.

One incredible new asset to KCAW's fundraising has been the advent of the Fundraising and Events Committee, which includes KCAW board members and volunteers. In-person gatherings like Stardust Ball and Solstice Cruise were not possible to execute with the amount of lead time needed to plan, and the uncertainty surrounding COVID transmission. I was grateful for the committee's good thinking around these events and together, we came up with creative alternative fundraisers. In June, we launched the Sitka Sound Auction, an online auction with items and experiences donated by local businesses. We raised over \$13,000 and bidders enjoyed whale watches, kayak rentals, lodge stays, luxury dining, and more.

More recently we collaborated with Art Change on the Silver Linings program, an on-air celebration of Sitkans' resilience through the pandemic. White's Pharmacy, Sitka Legacy Foundation, and Sitka Counseling all sponsored this program, helping to offset lost events revenue. Thank you to everyone who participated in these alternative fundraisers!

Our Spring and Fall drives were both very successful. In the spring, we reached our \$100,000 goal on the air! Most pitching happened via Zoom, with some exceptions. The theme of the drive was "Bloom and Grow with KCAW" and we launched the 2021 mug, featuring the art of Cara Jane Murray. For the Fall Drive, I was excited to welcome phone bank volunteers back into the building, and we enjoyed food from the generous donations of local businesses. Live music from Belly Meat, Fred Knowles, and others, brought amazing energy to the Cable House and we met our goal shortly after the on-air drive wrapped. Matches from businesses and individuals made up around a quarter of our drive revenue. Thank you to everyone who donated during our drives, and our match sponsors! If you're interested in providing a match for future drives, reach out to development@kcaw.org.

We are in the midst of our Year-End News Drive and I'm optimistic we will reach our \$25,000 goal. We are rallying support for our local news coverage, a vital resource for our Southeast community. Thank you to SEARHC for the generous match and to everyone who has donated so far. As we approach the end of the calendar year, it's a great time to become member for the first time, renew your membership, or make an extra gift.

Membership remains our largest source of funding and starts at just \$10 annually. You can give to Raven Radio on a monthly or yearly basis, at the amount that is right for you. Sustaining memberships are also available monthly or yearly, and simply mean your membership is auto-renewed so you don't have to remember to give! All of our options for membership can be viewed at kcaw.org/donate. As always, we are grateful to each and every member - your support truly keeps us on the air.

In addition to membership, there are many other ways to give to KCAW:

Planned giving is a wonderful way to support the station. The Legacy Fund is specifically dedicated to gifts from a will, trust, or estate. This money is not used for

annual operating expenses. The board of directors must approve any use of the Legacy Fund. For more information on planned giving, reach out to our general manager Becky at generalmanager@kcaw.org.

If you are interested in deepening your relationship with the station, we have two other restricted funds - one for the maintenance and improvements of our translators, which broadcast to our listening communities outside of Sitka, and one for our Report for America program, which connects us with fabulous talent like Tash Kimmel. If these are areas of interest to you and you would like to move beyond membership giving, please email generalmanager@kcaw.org - we'd love to get to know you!

It is also important to note that many employers will match your gift to Raven Radio, doubling the impact of your gift! Check with your Human Resources department for more information to see if your workplace offers this great benefit.

You can give to Raven Radio on behalf of yourself, your business, a loved one, or your pet! We accept gifts securely online at kcaw.org/donate, or by mail to 2 Lincoln St., Ste B, Sitka, Alaska 99835.

Underwriting on KCAW has also been a consistent and growing source of revenue. We recently restructured our pricing to make underwriting more effective and accessible for local businesses. We also air regional underwriting through CoastAlaska, which offers businesses and organizations to air announcements on our Coast partner stations. Makenzie Rose, my predecessor, has done amazing work to increase regional underwriting revenue. If you're interested in underwriting on KCAW or regionally through Coast, email development@kcaw.org.

Lastly, you can support Raven Radio by buying our merch, available online at kcaw.org or in person at the Cable House. Purchases can be made at BEAK during business hours or call me at the station to set up a time to come by. We just added new items - onesies and kids tees, and have lots of old favorites including zip hoodies, tee shirts, pint glasses, and vintage mugs. We have great options for last-minute holiday gifts.

Sadly, my time at Raven Radio will soon be coming to a close. My fiance and I are moving back to the east coast next month to be closer to family. I am so grateful to have been a part of the Raven Radio team for this last year and a half, and to have

lived in this incredible community. I've been blown away by the talent and dedication of our volunteer programmers, news team, morning hosts and staff. All that said, if you're interested in learning how KCAW raises money and working in our Development department, visit our website, or go to bit.ly/KCAWdevo to view the posting and apply! I'm committed to doing what I can to make this a smooth transition for the station, especially as we approach our 40th anniversary year!

Thank you for tuning in and for being a part of the Raven Radio community.

News

— Introduce the News Team:

- Robert Woolsey, news director
- Katherine Rose, reporter
- Erin McKinstry, our Report for America corps member in 2020 thru April of 2021. She was succeeded in 2021 by Tash Kimmell.
- Morning hosts Erin Fulton, Peter Apathy, Brooke Shafer, and Meredith Redick. And we expect Tina Bachmeier to be returning to the Morning Host bullpen this coming year as well.

News Volunteers - Big thanks to Megan Pasternak and Carole Knuth. Both put in too many hours to count on our Community Calendar!

A quick refresher on Report for America - Beginning in 2020 we combined our summer news internship and our winter fellowship into a single Report for America position. Report for America is a non-partisan service organization -- like Americorps or the Peace Corps -- which places emerging journalists in newsrooms all across the country to serve communities where more reporting is needed. In our case, Tash -- and Erin before her -- pay close attention to our seven remote listening communities, Kake, Angoon, Tenakee, Port Alexander, Pelican, Elfin Cove, and Yakutat. By 2024 there should be around 1,000 RFA reporters working in print and broadcast newsrooms across the country. Besides Tash here at KCAW, there's an RFA reporter at the Anchorage Daily News, at KUCB in Dutch Harbor, and beginning next year, at KRBD in Ketchikan. The RFA subsidizes the salaries of the reporters in their program, and KCAW is one of just a few stations across the country who also receive direct funding from the Corporation for Public Broadcasting to help pay for the RFA position.

The Benefits of RFA (include award-winning news)

The addition of a Report for America position is a huge boon for our capacity as a newsroom and for our audience over the air and online. Before we even applied for the RFA, we did a test-run with our 2019 fellow, Ari Snider, who covered Southeast transportation issues, and the impact of the diminished ferry schedule on our listening communities.

- Erin McKinstry put her attention on regional housing solutions, and her series collected several awards at the Alaska Press Club last spring...
 - Radio: First Place, Best Reporting on Government or Politics - “Tongass Roadless exemption leaves subsistence users feeling left behind”
 - Radio: Second Place, Best Business Reporting - “In a down market, fishermen avert disaster by feeding families in need”
 - Radio: First Place, Best Culture Reporting - “New Xbox video game brings Tlingit voices to the forefront”
- Tash Kimmell’s focus over the summer wasn’t business failure -- but business success. Her series included stories on ...
 - Andrew Jyllka, Southeast Dough Company
 - Jim and Darcy Michener, Alaska Pure Sea Salt
 - Megan Copley, Pleasure’s All Mine
 - James Comas, The Garage

Tash also does regular covid reporting from our listening communities, plus election coverage. As far as community coverage Tash worked on a story about the South Asian holiday of Diwali in Sitka, she did a story about Middle Island garden, and

This feature and investigative reporting comes on top of all the things we do already, like local election coverage, live municipal assembly meeting coverage and follow-up news reporting, school board coverage, industrial park coverage, fisheries news, tourism, cultural reporting -- much of which is carried on the shoulders of **reporter Katherine Rose**, who has insight into some of our other high-impact stories

Katherine Begin:

Health- Our biggest covid outbreak to-date in July of 2021- we covered this closely, with lots of coverage from our local EOC as well as covering regular meetings with state epidemiologists- lots of public health reporting over the summer. We’ve covered the new variants, and covered the development and release of the COVID vaccines

closely. We've covered changes to airport testing and travel. And when SEARHC began vaccinating 16 year olds, making Sitka one of the first communities in the country where the vaccine was that accessible, KCAW covered that story for NPR.

Bear problems

Sitka's bear year has been unprecedented, with twelve bears killed by authorities, one killed by a car, and one shot by an unidentified resident in a case that remains under investigation. On Monday, the Sitka Fish & Game Advisory Committee submitted a formal request to the Sitka Assembly to reinstate the Bear Task Force, to look for solutions.

Herring

KCAW has been following the Sitka Advisory Committee meetings closely- we have more reporting coming out of those meetings forthcoming, and of course, full coverage of the State Board of Fisheries meeting in January in Ketchikan, when the board will tackle Southeast salmon, herring, and shellfish regulatory proposals – a job it does only once every three years. The Sitka AC also issued a letter strongly condemning the large amounts of halibut and salmon bycatch in the Bering Sea and Aleutian Island Trawl fishery – KCAW's story on the committee's action was one of the most widely read stories on our website this year.

Tourism planning

After one non-existent summer cruise season, and one limited season, it's hard to picture 478,000 cruise passengers descending on Sitka next summer. The Sitka Planning Commission IS trying to picture it. Raven News has covered the redesign of traffic flow at Harrigan Centennial Hall, along with other efforts – both near- and long-term – to manage the huge influx of summer visitors.

Of all of these stories, it was the humble blue mud shrimp that stole the show. 35,000 people read Rob's story about the parasite that's come to Southeast Alaska and feasts exclusively on the blood of the blue mud shrimp.

News Podcast

We continue to provide our local newscast as a podcast on a number of platforms, including Apple, Spotify, Stitcher, Soundcloud, to name a few. The amount of people we reached on our news podcast effectively doubled last year. It's the same news you

hear in the morning, we publish it online usually by 9 or 10 a.m.-- it's how I typically listen to our morning news, especially if I miss it live. If you didn't know about our news podcast, you can go to your favorite podcast app and search for "Raven News."

Tash: Report for America

Tash plans to travel to Yakutat this February to cover the surfing community, as well as the radio station which KCAW has helped the community build. She hopes to travel to Kake in spring to cover the village's cooperative garden, and Pelican to cover the Sitka Conservation Society's new artist residency program. She's interested in food security in Southeast Alaska and hopes to complete a series on the subject by the end of her RFA commitment.

In January Tash will begin her service project at Pacific High, where she'll teach a small cohort of students how to produce their own radio stories.

Programming/Operations

Hello!

My name is Bryan Lovett and I've been the operations director here at KCAW for the last year.

First off, thank you all for making this one of the best radio stations in the world. While the last year has been hard to predict, we could all count on this station and it's dedicated volunteers and staff to keep life on the Sitkan airwaves engaging, informative, and fun.

In the last year of a fluctuating pandemic, we were able to safely transition from an empty cable house of heavily-automated and syndicated programming, to a program schedule that feels more like the days of old, full of handmade and homegrown programming from your neighbors and friends. The human touch of our programming sits at the core of the KCAW "sound" and keeps so many people from all over the world coming back to this station. The main component to this was bringing our production studio, Studio Xeno, into full operation as a second air room, so we can have back to back live DJ's while maintaining proper social distancing and disinfection procedures. It's a treat to be broadcasting from Studio Xeno tonight.

Technologically, the station made some big upgrades in 2021. New satellite receivers, new distribution amps, and new recording and live remote equipment. But there is always a next step, and now the station is looking more deeply into doing some upgrades to the processing infrastructure on many of the station computers, particularly in the News department. As more and more processing power is needed by modern applications, we must always stay on top of the computing requirements of the many systems operating in the Cable House.

Through partnerships with Artchange Inc. and the Sitka Tribe of Alaska, KCAW was also able to introduce several locally produced storytelling programs in 2021. The seeds were planted early in the year with the first "live" Sitka Tells Tales to be broadcast over the air, with local storytellers all able to "Zoom" into the station to share their stories with each other and the listeners while also being safely distanced and quarantined. It's never quite the same as a living breathing room of people, it certainly allowed for the net to be cast wide as far as who could share their stories with the Sitka Tells Tales audience, and who could listen to these stories from the community.

And through the spark of inspiration from that first live storytelling program, Our Grandparents Teachings' was formed. A partnership between KCAW, Artchange Inc., and the Sitka Tribe of Alaska, this show features traditional Tlingit stories and legends, songs, and interviews with local tribal voices. The show has also been able to incorporate archival recordings from the vault of the Sitka Native Education Program, with each show able to span multiple generations to present the local Tlingit traditional ways of living to our listening audience. The reception to the show has been very positive, and we have heard that it has been used in some classrooms in the Sitka School District.

Raven Radio has also been able to present some live broadcasts of local events, including Holiday Brass , Porchfest, and the 4th of July festivities. As we continue to streamline this setup, and as the pandemic hopefully allows for more event opportunities, there is a great potential for event organizers to collaborate with KCAW so that both Sitkans and the many listeners from our translator communities can be a part of these kinds of presentations.

And personnel-wise, I'm very happy to announce that Adam Lechowicz has been a top-notch operations apprentice, and the station will be in very capable hands when I

take my leave in January and head back to some musical opportunities down south. He will be a perfect fit for this job's combination of technical detective work, production expertise, and a general radio resource for all who pass through this fine station. His energy is enthusiastic and infectious, and I can't wait to see what he is able to do for the station. With that I will pass it over to Adam to introduce himself to you all.

ADAM

Hello Raven Radio Fans, My name is Adam Lechowicz. You may have heard my voice when covered for shows like Hometown Brew, The Happy Hour, and In My Tree. I have been working part time at KCAW since October under the illustrious Bryan Lovett, learning the tricks of the trade, the goings on, and the philosophy of our public radio. I am originally from Northwest Indiana, just outside of Chicago, and have lived in Sitka since January 2021. I originally worked as an AmeriCorps with Youth Advocates of Sitka, and at Baranof Elementary. Now these may not sound like musically or sonically oriented programs, but I have been a musician for more than a decade. My free time is spent playing with instruments, recording sounds, and jamming with friends. I have used many of the programs and hardware that goes into radio production, and I have spent the last few months connecting those skills with public broadcasting. Bryan has been an excellent teacher, and while I have some big shoes to fill, I think I am capable of serving this station and my community quite well. So please, whether you are a casual listener, or a member of the board, stop bugging Bryan, I will take care of whatever raven radio related technical problems. Just as soon as I get back from visiting home for the holidays.

That's more or less what we've got for you - we still have some time for questions.

Please call 747-5877 if you'd like to ask a question on the air!

After this meeting, please continue to make comments 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!