

Raven Radio On-Air Annual Meeting

December 15th, 2022

- 6:30 PM - Welcome & Order of Things + Community Announcements:** *Becky Meiers, General Manager*
- 6:45 PM - Introduce the Board/Board President Statement:** *Grace Brooks and Lauren Bell, Board President(s)*
- 6:50 PM - CoastAlaska:** *Becky, on behalf of Mollie Kabler, Executive Director, CoastAlaska*
- 6:55 PM - Budget Report:** *Becky Meiers, General Manager*
- 7:00 PM - Audience Report:** *Becky Meiers, General Manager*
- 7:05 PM - Volunteer:** *Cara Crain, Volunteer Coordinator*
- 7:10 PM - Development:** *Fred Olsen, Development Director*
- 7:20 PM - News:** *Robert Woolsey - News Director, Katherine Rose - Reporter*
- 7:30 PM - Operations:** *Adam Lechowicz, Operations Director*
- 7:40 PM - Q&A calls:** *Becky Meiers (until 8 PM)*

Welcome & Order of Things (BECKY - LIVE)

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 Adam Lechowicz, our Operations Director, to bring you an informative and entertaining state-of-the-station report. It is an honor and a privilege to be a part of this radio community.

With 226 KCAW members providing their proxy, we have a quorum of our membership. (That's 21% of you!) And so, our annual meeting is now called to order.

2022 marked the 40th anniversary of Raven Radio, and while we celebrated in a very subdued manner, it's a milestone I'd like to reflect on. KCAW started broadcasting during a period of time where many community radio stations came online, when the imperative for a community to have its own radio 'voice' matched the will and the resources available to the people building the station. A station owned by Sitkans, controlled by Sitkans, and supported by Sitkans. Radio that speaks for itself and is the world talking to us.

It's a funny thing in radio - a broadcast philosophy like what we have, that a station both speaks and listens at the same time. We know this isn't an uncommon thing: call-in shows are the bread and butter of commercial talk radio. But those instances are

detached from most of a broadcast day. Raven Radio balances the contrast as a matter of fact. Lorenzo Milam illustrates this duality in The Radio Papers, in an essay from 1964:

“So there we are, broadcasting to everyone and no one at the same time: stuck with two philosophies at once opposing and compatible, the Yin and Yang, Prometheus and the rock, Miss Lonelyhearts and Shrike, Daedalus and the sun, Archy and Mehetabel.”

In this way, public broadcasting is fundamentally different from other media: it's a commercial-free marketplace of ideas, music, humor, news, that can be universally accessed, for free, regardless of geography or ability for someone to pay. That seems simple! But, as an organizational framework, it is one that requires constant cultivation and appraisal — and only thrives when the foundation is strong. We're so proud of what our community has built before, and I feel a strong sense of responsibility to keep the work up.

And Raven Radio's year was certainly more characterized by a focus on the fundamentals than jubilation in our 40 years of existence. I know that feels vastly different from the celebration of the 30th anniversary. But what I wanted most, what I felt like we needed most, was a strong, functional platform that can be relied on for 40 years or more into the future - particularly as we emerged from the global pandemic and addressed the uncertainty the station has experienced in the past few years.

I want to express my thanks to all our members, volunteers, listeners, and supporters. Your contributions make it possible for us to do so much, to give us the space and time to take an intentional approach to broadcasting. I truly appreciate you.

I also appreciate the team of people I'm lucky enough to work with, for the dedication, creativity, and perspective they lend the station every day. It may be hard to believe it, but so many KCAW staff and board members are still pretty new to their roles — and yet, they boldly go evermore into all situations with candor and curiosity. I'm proud of them all for their willingness to learn alongside me and for their partnership in all things.

2022 was a year of internal focus, on cultivating the human resources that characterize our station's sound and environment. The pandemic brought forth wide-ranging

questions about health and sustainability when it comes to work - both KCAW and CoastAlaska saw the need, as organizations, to be thoughtful in how we encourage everyone to share their fullest selves in the workplace. There is certainly more to do, but I'm glad for the collaboration and support that comes from the people around me, in support of the folks making radio.

Since this time last year, we have made some changes at a staff level. Adam Lechowicz took on the Operations Director role, having apprenticed with Bryan Lovett. Cara Crain came to Raven Radio as an AmeriCorps, and has stayed as our Volunteer Coordinator. Fred Olsen, who produces the excellent Gunalcheesh! show on Wednesdays, joined us as our Development Director. Zoe Trafton got hired as our Retail Coordinator. We did bid our Report for America reporter, Tash Kimmell, an untimely farewell - we miss her voice and presence. And we're grateful for Meredith Redick for stepping into a deeper newsroom support role.

Our internal focus turned to the technological, in our implementation of the background programming schedule. Previously, if something prevented a host from going on the air, you'd hear a vastly unpredictable replacement program or nothing at all. Now, there's always something in the "shadow" schedule - most of which gets updated on an automatic basis. There are refinements that can be made, but having this schedule run in the background alleviates the constant pressure on staff to fill last-minute holes in programming.

We also looked inwardly to set KCAW's 'north stars' - a strategic framework that guides our tactical decision-making from year to year. I'm proud of the collaborative work of the board and staff in setting a long-term direction together: we all took a deep look at the core functionality of the station and focus on how to support that aspect of our work broadly. You will hear more about this when you listen to Grace Brooks and Lauren Bell speak, but I'm glad that we have a shared vision with regards to maintaining up-to-date platforms for content delivery, strategic planning for regional news reporting, and a focus on local voices.

All aspects of our core functionality are served by our long-term project of upgrading KCAW's translators. This project came about as a result of years of assessment: seeing how our technology aged, and understanding how the station supports, and is supported by, the communities we serve. We saw three issues to address:

- To provide reliable service, we would need to replace most of KCAW's translator equipment, which is failing.
- The communities themselves have been absorbing the cost of powering our equipment. The newer equipment will have greater range but also greater power consumption than the old devices did - and each community has unique resources and challenges surrounding their electrical grid (if one exists.)
- The monitoring and repair system we have in place for our equipment relies entirely on volunteers. While volunteers do a lot, they shouldn't be solely relied upon to maintain an essential public radio network that provides reliable 24/7 service. We would need to connect the sites to the internet.

To address these issues, KCAW's 5 year plan is to replace and upgrade antiquated and deteriorating equipment, raise our power to meet the FCC's limit for translators, install energy solutions that support our service & provide backup power, connect each site to the internet - thereby connecting all the sites to remote control by our center of operations in Sitka.

This past year, we built a 'proof of concept' in Port Alexander. Their translator now runs at 250 watts instead of 10, is powered by solar and wind power, is able to broadcast for 3 days on its battery backup, and can be turned off and on through the internet. This is what we hope to do in all our translator locations over the next 5 years, with Kake and Angoon next up on our list. If you're interested in hearing more about this innovative project, let me know.

We knew this technological work would require deeper expertise, and so KCAW staff stepped up to the plate. I'm proud to say that we have two certified broadcast technologists in Sitka: myself and Adam Lechowicz. We're glad to be able to provide better on-site support to our CoastAlaska tech team to keep the station broadcasting.

Our enthusiasm for the ether was reflected in our increase of live remote broadcasts. This year, listeners throughout Southeast Alaska got to join many in-person performances from afar: music from the Sitka Fine Arts Camp, the Old Time 4th of July, Porchfest, Sitka Tells Tales, the Uncommon Music Festival, and from Harbor Mountain Brewing Company. More than anything, Raven Radio should be a reflection of our community - and we live in a thriving, creative place. We'd love to hear if you have some radio-worthy live remote ideas!

Another hallmark of our collective emergence from the caution of the pandemic was the return of in-person events. Something that doesn't *seem* like an event, but definitely is, was our membership drives. Having folks return to the Cable House, and fill up the air room, felt so beautiful and celebratory. We can't forget the return of the Stardust Ball - which couldn't have happened without the partnership of the Ramshackle Cabaret.

Our partnerships with other organizations are some of the most important, fruitful projects we've taken on this year. Working with Artchange, Inc. and the Sitka Tribe of Alaska on Our Grandparents Teachings has resulted in some excellent cultural radio. We're currently at work, partnering with the Local Emergency Planning Commission, to build out an updated suite of public service announcements - starting with landslide awareness spots we made with the Geoscience Coordinator at the Sitka Sound Science Center. Our long-term collaborations in statewide news continue to inform listeners, policy makers, and others. And we've been working with KRBD, KUCB, and other staff at CoastAlaska to learn strategies on how to develop digital products through the Poynter Institute and the Corporation for Public Broadcasting and their Digital Transformation Program. I recently joined the advisory council for Native Voice 1. And we got to host the National Federation of Community Broadcasters and the Rasmuson Foundation when they came to town.

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. We have some exciting plans for the next year - a few examples include upgrading our automation architecture, rolling out a new community promotions policy and audio standard, creating new volunteer opportunities. You make this station great with your support, though — thank you for being a member of one of the best radio stations in the nation.

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 - LIVE)

- 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.
 - Violet Ann Vallion
 - Sebastian McLeod
 - Lin Elias Moore
 - Christina Barber-Ness
 - Josiah Marlo Abeyta
 - Brooks Callahan
 - Oiver Trani
 - Coby Licari
 - Lily Carlson
 - Rylynn Feldpausch
 - Maylee Boord
 - Sonia Hernandez
- Welcome also to our newest staff members!
 - Frederick K'yuuhlgaansii Olsen Jr., Development Director
 - Meredith Redick, Reporter
 - Zoe Trafton, Retail Coordinator
- We are grateful for the time and talent lent to us by Tash Kimmell in the newsroom earlier this year. Tash was KCAW's Report for America corps member, and her contributions to our local broadcast are innumerable! She now lives in California.
- 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.
 - Judith Ozment
 - "Pignose" Bob Jacobs
 - Marilyn Hanson
 - Bill Luedke
 - Peter Roddy
 - Mike Motti
 - Deanna Moore
 - Dave Galanin
 - Florence & Melvin Pick

- Raymond Howard
- Gus Adams
- Theresa Helem
- Chuck McGraw
- Shirley Anderson
- Robert Dryden
- Diana Wilson
- Amy Johnson
- Jim Porter
- Dan Hoffay
- John 'Mac' MacDonald
- Gail Stromme
- Harry F. Jimmy
- Jay Barrett
- Carol Williamson
- Ethel Makinen
- Ethel Lund
- David Lyons
- Marcia Butler
- Doris Smith
- George Paul
- Deep gratitude to Gretchen Clarke and Lauren Bell for their years of service to the Raven Radio board of directors. I'm personally grateful to them, because they were on my hiring committee and responsible for bringing me to this incredible place. I hope to make them proud now, and into the future!
- We also want to share our love and appreciation to other board members this year.
 - Erin Matthes was a valued member of our board community in her tenure. We appreciated her contributions to our strategic planning and for her leadership on the Fundraising and Events Committee. Thank you for your service!
 - Thanks go to Galen Paine for stepping into Erin's vacancy. Galen is a very engaged member of the board, and we're grateful for her eye for detail and enthusiasm for all things governance. I'm glad to work with you, Galen!

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 (Lauren - RECORDED CUTID: OAMBOARD)

Joining the board:

Grace Brooks - returning

Maite Lorente - returning

Ashley Eisenbeisz - new to the board

Rachel Myron - new to the board

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

Grace Brooks - President

Franklin Eccher - Secretary

Grace Greenwald - Treasurer

Dan Etulain

Roby Littlefield

Maite Lorente

Galen Paine

Ashley Eisenbeisz

Rachel Myron

David Sam is our Sitka CoastAlaska Representative At Large.

CoastAlaska (BECKY - LIVE)

Raven Radio is a founding member of CoastAlaska - an independent nonprofit 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 with local news, public information and critical community safety messaging.

CoastAlaska Collaborative services include finances, membership, underwriting sales, regional news, engineering and IT and representation to funding agencies.

CoastAlaska continues its statewide services role and provides services to other Alaska stations including public media health insurance group and the NPR and other

content providers group buys. CoastAlaska staff live and work in Sitka, Juneau, Anchorage, Wrangell, Petersburg, South Dakota, and Washington State.

The CoastAlaska board has revised its bylaws and down-sized the number of board members to 7. Let us know if you have an interest in the CoastAlaska board and these changes. Thanks to CoastAlaska board members, David Sam and Maite Lorente for representing KCAW and Sitka over the last year.

We are in year 4 of the legislature appropriating funds with the Governor vetoing that portion of the operating budget. However, Federal funds remain a bright spot with possible small increases coming to rural stations. Thanks to Senators Murkowski and Sullivan for their support of funding for the Corporation for Public Broadcasting. Our condolences to Congressman Young's family and our enduring appreciation for his steadfast support of public broadcast during his many years in Washington. We welcome our newest member of Congress, Representative Mary Peltola and look forward to working with her.

CoastAlaska has a fully staffed finance office after some turnover in 2022 and we are happy to report that our just completed audit shows a strong balance sheet and fiscal year end results in the black. Rising costs due to inflation and changing workplace dynamics following the pandemic will provide a significant challenge for CoastAlaska stations to fund our service going forward.

If you are interested in CoastAlaska, Mollie would be happy to hear from you. Please email her at mollie@coastalaska.org. You can read more about CoastAlaska on their website: www.coastalaska.org.

Budget Report (BECKY - LIVE)

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 2022 fiscal year \$26,883 ahead, after expenses. Specifically, we raised \$854,319 in revenues, and spent \$827,436 in all our expense categories - before capitalization on our assets.

The most recent fiscal year's funding mix was still pretty impacted by the pandemic and

turnover in our Development Department, but there were bright spots! Our membership fundraising stayed on target, raising \$264,555. We bounced back in our retail sales income in a big way, raising 232% more than we anticipated, having made over \$26,000. We also performed well in grants, raising 295% of our target with \$87,000 coming in outside of our Corporation for Public Broadcasting support.

Here's how the numbers shook out for FY22.

Revenue

Listener Membership - 31%

Report for America Contributions - 3%

Underwriting - 12%

Rent from other tenants of the Cable House - 3%

Retail operations - 3%

Special Events - 0%

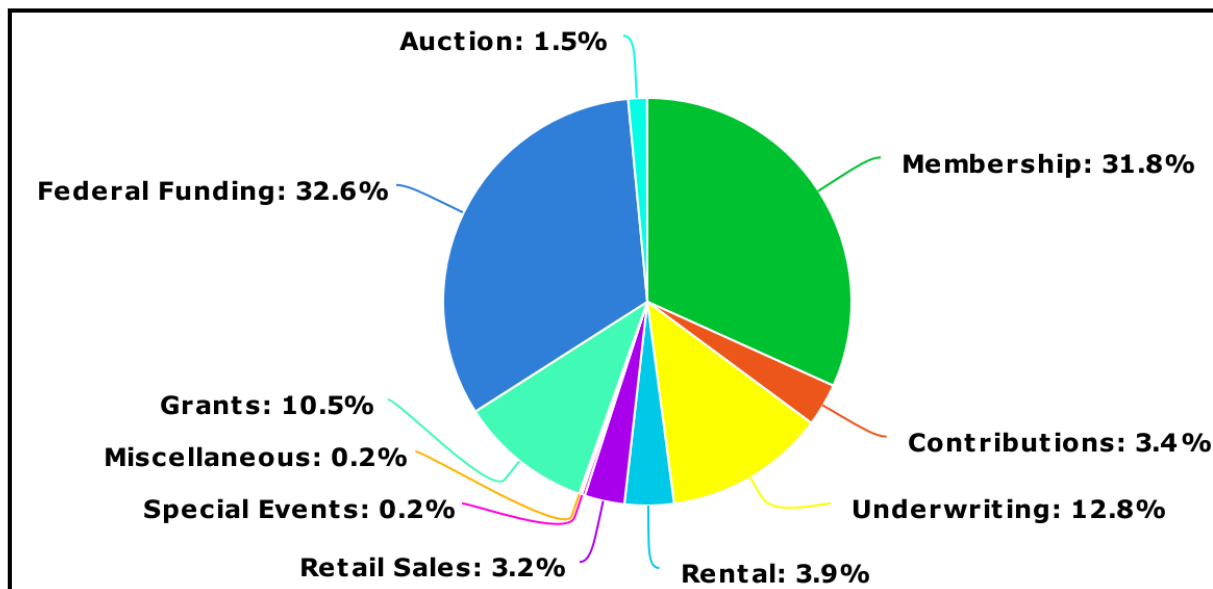
Raffle, dividend income, gains on sales of fixed assets, royalties, production fees & in-kind contributions - 0%

Grants (Capital and Operating) - 10%

Federal Funding - 36%

Auction 2%

KCAW FY22 Revenues



■ Membership
 ■ Contributions
 ■ Underwriting
 ■ Rental
 ■ Retail Sales
■ Special Events
 ■ Miscellaneous
 ■ Grants
 ■ Federal Funding
 ■ Auction

meta-chart.com

Expenses

Personnel – 51.8% (salary, benefits, and federal taxes for 6 full time, and several part time employees)

CoastAlaska - 16.7% (Regional accounting, membership, development, news, engineering, and representation support)

Programming – 5.2% (Alaska Public Media, NPR, BBC, etc.)

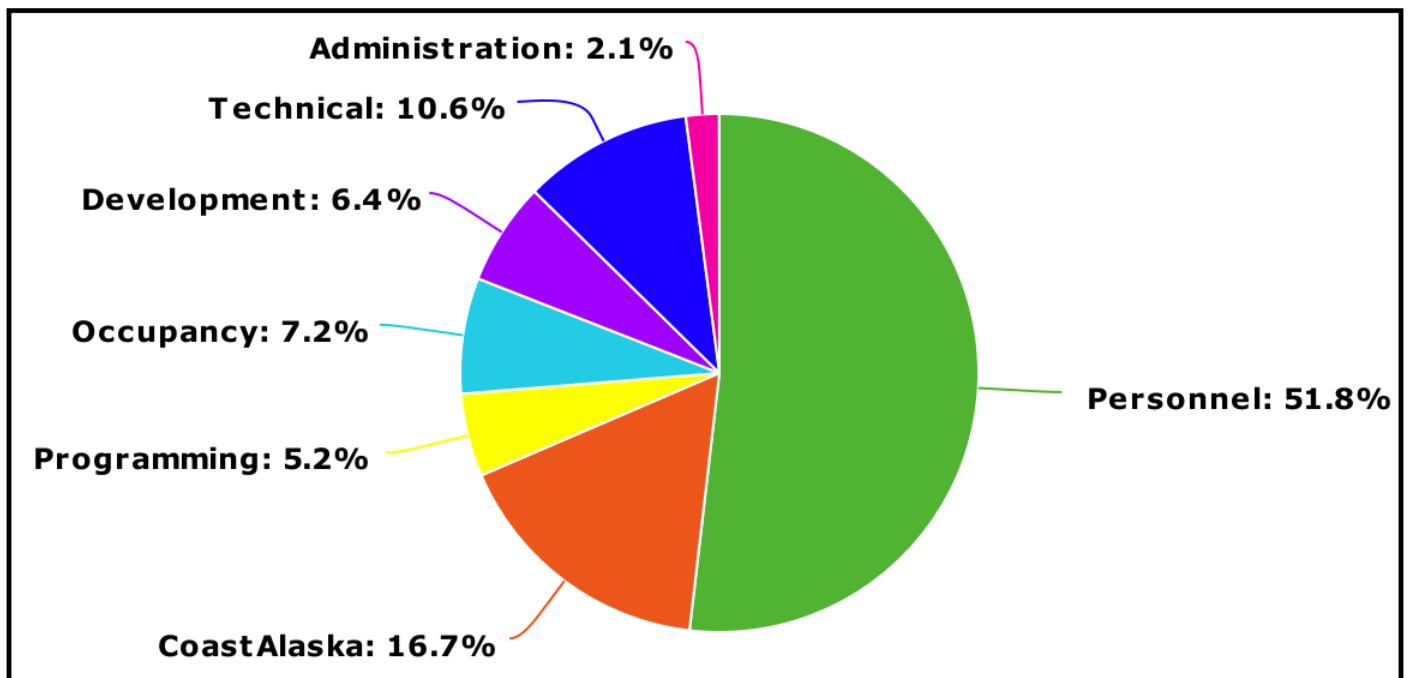
Occupancy – 7.2% (Utilities, insurance)

Development – 6.4% (Mugs & apparel, special event expenses)

Technical – 10.6% (Equipment repair and maintenance, including translators)

Administration – 2.1% (Office supplies, postage, dues, board etc.)

KCAW FY22 Expenses



■ Personnel ■ CoastAlaska ■ Programming ■ Occupancy ■ Development
■ Technical ■ Administration

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 \$30,000 before the end of the year, with our South East Celebrates News Day tomorrow. What we raise from that day goes specifically towards our news operations, which is a service that is frequently cited as one of our most important. 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.

We are in a sound and stable financial position at the moment. This year was a lesson in transitions on both a local and regional level. Our CoastAlaska backoffice struggled mightily, and I think we still have a bumpy road ahead of us as they continue to get back on track. We appreciate everyone's support and patience, as always!

Audience (BECKY - LIVE)

I want to start by thanking Katherine Rose for her work in collating these numbers. This year, our online streaming signal has between 11,000 and 43,000 connections each month - averaging 17,045 listeners. Around 25,000-33,000 readers visited our website each month, and anywhere from 5000 to 12,000 weekly. 34-45 year olds make up the biggest chunk of our online readers at 22%. 25-34 year olds make up the second biggest portion of online readers at 19%.

And a trend we've seen continue over the last 4-5 years - most readers are checking out our website KCAW.org through their phones, rather than on desktops or tablets.

About 36 percent of those folks are coming to our website after finding our reporting in a google search. About 23 percent are coming to KCAW directly, by typing KCAW dot org into your browser- so if you've got us bookmarked so you can listen to our livestream or check out the community calendar/local news, that's probably where you come in. And around 30 percent of our readers are finding us on social media, through our facebook or instagram page.

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 15th our Facebook page had 11,580 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 1,963 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 on Sunday, January 15th, at noon. If you are interested in contributing to this committee, please join us! Email Adam, at operationsdirector@kcaw.org, or call him at the station for more information! That number is 907-747-5877!

Volunteer (CARA - RECORDED CUTID: OAMCARA)

Hello! My name is Cara Crain and I’m the Volunteer Coordinator at Raven Radio. I’ve been in this position for a couple of years now and while I still don’t know everything there is to know about radio, I can safely say that KCAW is truly incredible and probably has the best volunteer community of any station. I honestly couldn’t think of a better place to learn about and grow to love community radio than KCAW. But I suppose I may be biased! 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 still 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. I’m grateful that this year was one of a full programming calendar of local DJs, new volunteers joining our community, and our volunteer program being recognized on a national level!

We were recognized as an exceptional Volunteer Community by the National Federation of Community Broadcasters and I was asked to present on how our volunteer program works and what changes we’ve made over the years to better serve our volunteer and listening communities. It was a great presentation and it was wonderful to connect with others in the industry and share knowledge!

We’ve been delighted to see a lot of interest from people who hadn’t volunteered before wanting to get involved. This year, upwards of 25 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! Having new voices, perspectives, and experiences on the KCAW airwaves is one of the main goals of the volunteer department, and you can be a part of that.

Something new we started this year was airchecks. Basically we wanted to create a time for feedback and kudos to our DJs and to support them on any show ideas they had or things they wanted to learn. I personally really enjoyed it as I got to see all the volunteers and spend time with them, which is my favorite part of my job! Through this new program (which we will be continuing to do once per year) our community relationships are strengthened and Raven Radio sounds its absolute best.

I did a lot of work with the other departments at KCAW to bring volunteer opportunities to our volunteers and to support the betterment of the station as a whole. We all wear a lot of hats at the station and all work together on things like the Pledge Drives, changes to programming, and training opportunities.

Speaking of changes to programming, we've added some new shows this year! DJ Squish and DJ Cyn bring us Chum Radio on Tuesdays from 11-noon, Bops from the Swamp with Alexa is also Tuesday from 8-10pm, Sonic Safari from our very own Becky is on the second and fourth Wednesdays of the month from 6:30-8pm, and Jack took over Dias Corvidae which now plays from 10-11am every Thursday. We've added some new DJs to beloved shows, like Althea joining the rotation for the City of Music every other Thursday from 10-midnight, Annie spinning tunes every other Monday on Bigfoot Believers from 10-midnight, and Brooks has been playing great music on Hometown Brew from 2-4pm every Thursday.

Looking ahead to next year: one of our major goals is to have more volunteer events and opportunities to gather as a community. We've been very cautious about this over the COVID years and we will remain careful, but I'm hopeful we can come together safely and have a great time! I also hope to do a series of classes/lectures given by volunteers and experts to help us further share the intricacies and joys of radio.

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. 2022 was a great year even with its ups and downs, and the warm atmosphere of the station with the cheerfulness and optimism of our volunteers and staff make it impossible to not feel joyful.

With the advent of a new year, I hope to carry that optimism forward and have a great 2023!

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 (FRED)

Introduction

K'yuuhlgaansii hin uu dii kuyaang. "Place of One's Own" in Haida language. Born in Ketchikan, graduated from High School in Juneau (JDHS), and lived for 10 years in Kasaan on Prince of Wales Island. I'm regional like KCAW.

Moved to Sitka at the end of 2018.

I have hosted "Gunalcheesh!" since April of 2019, a weekly Alaska Native language variety show that originated on KCAW Sitka and now also airs weekly on KSTK Wrangell, KTOO Juneau, and KRBD Ketchikan. I started as KCAW Development Director on March 15, 2022.

Many thanks to Lily Wasserman, my predecessor, for help in my transition as well as Beverly James with training.

Membership

Fall and Spring Membership Drives

We raised \$93,000 in the Spring but the Fall was slower.

Fall Drive Kickoff Launch Party

On October 2nd, we held a Launch Party to kick off our Fall Pledge Drive. We had live music at Campfire Kitchen also broadcast live on KCAW FM. Harbor Mountain Brewery donated \$1 per beer sold. We also encouraged donations and memberships. The four hour event raised \$1,267.

Sustaining Members - Thank You!

The Calendar Year-End Campaign (News) - more this year below...
Pick. Click. Give.

Underwriting

Thank you to all our current underwriting 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.

What is "Underwriting"? Think of it as advertising without all the calls to action and comparative language. When you pay for announcements, they can't include all the "Come on down!", "Stop in and save", "We're the best", "We have the freshest donuts", etc. We have to be descriptive versus promotional. Make no mistake, though. Our creative staff will help you get your message across.

There are opportunities to get your business or organization's message out to the community through paid sponsorships of on-air announcements and also web tiles on our website kcaw.org. Contact Fred at 747-5877 for information.

Legacy Fund

We have a secure account ready to receive gifts from your will, trust, or estate. Some folks might use the term "Planned Giving". Money in the Legacy Fund 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 myself or our general manager Becky at generalmanager@kcaw.org.

Retail

The Raven Radio Retail shop continues to offer t-shirts, sweatshirts, hats, mugs, bumper stickers, and more. We experienced turnover in this department as well. The retail shop is open when Beak Restaurant is open. They basically run the store for us.

Retail will be an increasingly important part of raising funds for the station's operational expenses. We are working on stocking up for next summer season as well as thinking about offering some new products. We also offer online sales through our website kcaw.org. Stay tuned!

Special Events

The Stardust Ball Returned in 2022! We collaborated with The Ramshackle Cabaret, raising \$6,841 for KCAW. We sold 650 tickets for the event on October 29th. It was a great Halloween Party with Lip Sync and Costume Contests. ELDRIDGE GRAVY & THE COURT SUPREME performed live at the event for the 3rd time.

Tomorrow “Southeast Celebrates News Day”

December 16th from 7 AM to 6 PM

Make a contribution and you will be entered to win 2 roundtrip tickets on Alaska Seaplanes to any of their destinations.

Special Locally-Produced Programs:

9 AM - “The Public Service of Raven Radio” (Host Becky Meiers)

10 AM - “Birds, Bears and Baleens” (Host Jacyn Schmidt)

11 AM - “The State of Health in The Panhandle” (Host Martha Pearson)

2 PM - “Our Next Guest: The Community Calendar” (Host Cara Crane)

3 PM - “The Future of Fishing” (Host Rob Woolsey)

Next year, we plan to have a big 4th of July Polka Party in honor of Alice Machesney, longtime KCAW volunteer, polka enthusiast, and Born on the 4th of July.

Look for our Spring Pledge Drive Launch Party

Thank You for listening to KCAW Sitka. It’s our 40th year on the air and your contributions keep us going.

News (RECORDED CUTID: OAMNEWS)

ROB - Introduce the News Team:

- Robert Woolsey, news director
- Katherine Rose, reporter
- Morning hosts Erin Fulton, Peter Apathy, Brooke Schafer.
- RFA Reporter Tash Kimmell finished her time with us in October.
- And longtime morning host Meredith Redick is learning the ropes as an interim reporter for the next six months.

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

ROB:

RFA and update on Tash’s work

-Tash visited three of KCAW’s seven listening communities in 2022 and reported on everything from the rising cost of living in Kake, to Yakutat’s thriving surfing community. She also covered KCAW’s initiative to updating aging radio infrastructure in Port Alexander with

wind and solar power.

-Tash produced a five-part series for Black History Month called “Black in Sitka.” This was a local companion piece to a statewide project called “Black in Alaska,” which was funded by the Rasmuson Foundation, and has a fantastic website at blackinalaska.org.

-The last story Tash produced for us was really fishy- she visited a silicon valley tech start-up that’s at the forefront of cell-cultured seafood, AKA lab-grown salmon.

KAT - Alaska Press Club Awards:

KCAW’s news team won *five* awards from the Alaska Press Club this year.

- First Place: Best Headline Writing- A remarkable parasite has come to Alaska. Now it must die
- Second Place: Best Arts Reporting - Sitka Memes
- Second Place Best Science Reporting- Blue mud shrimp
- Third Place: Vern McCorkle Award for Best Business Reporting- a profile of local adult boutique “Pleasures All Mine”
- Third Place: Best Same Day Feature - Raptor Center Tiktok

KAT:

Big stories this year online, at least:- Local news continues to be the most visited section of our website. And in 2022 we really shifted emphasis from the pandemic to politics.

-Election coverage and elex hub-

-2022 was a big election year in Alaska and in Sitka. Senator Lisa Murkowski up for re-election, Representative Mary Peltola was seeking a full term. And locally, we had two big ballot initiatives – the marijuana tax and the marine haul out (which had 80-percent support) to consider along with filling multiple seats on our assembly and school board. Regionally, our longtime state house representative Jonathan Kreiss-Tomkins decided to not seek another term, so former assembly member Rebecca Himschoot threw her hat in the ring and won the seat. That left the second vacancy on the Sitka Assembly, because

shortly after our local election former assembly member Dave Miller stepped down.

ROB - So yeah, politically, I'd say it's been a *really* busy year. And it was complicated by the new "ranked choice" voting system and early voting. We kept tabs on all of these changes for our listeners, and that's why our "election center" and our election coverage were some of the most widely read stories we produced this year.

KAT - Tourism explosion

- Sitka saw its biggest cruise season in history this year and while we didn't quite see the numbers that were predicted it was still huge at 380,000 and next year we're supposed to see upwards of 500,000 visitors. We kept listeners up to date on Lincoln Street closures, updating our community calendar frequently as things changed. And we kept track of city policies and changes to the influx of passengers, like when a mooring dolphin was damaged and cut some trips to Sitka short, or when travelers to Skagway were redirected to Sitka after a rockslide damaged their dock.

ROB - Mt. Edgecumbe waking up?

- Scientists in Sitka made important advancements and discoveries this year. The first "landslide warning app" was launched in Sitka this spring. And in May, after noticing some usual activity at the base of Mt. Edgecumbe, seismologists reclassified the volcano as "historically active." I think both of these stories will continue in 2023 as research continues.

KAT - Annual plug for 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."

Programming/Operations (ADAM - LIVE)

1. January 3 marks my first year as the Operations Director at KCAW and what a year it has been!
2. Many thanks to my predecessors Bryan and Dave, and of course Our GM Becky for helping it be a successful year of radio production
3. Successes of 2022
 - a. Successful takeover after Bryan's departure
 - b. Successfully learning the AudioVault software that supports our programming schedule
 - c. Learning and understanding the broadcast chain
 - d. Exponential growth of production skills
 - e. About a half a dozen live remotes from all over Sitka
 - f. Community Advisory board
 - g. Meeting so many people!
 - i. All the DJ volunteers, many of whom I have yet to meet
 - ii. Community partners who I make PSAs with
 - iii. Coast Alaska Engineers
 - iv. Other Radio Station operators and Engineers
 - h. Travel
 - i. NAB in Las Vegas
 - ii. Kake and Angoon
 - i. Community Outreach with Sitka Schools and SAIL
 - j. Expanding our Vinyl Section
 - k. Very fond of having my own show to experiment with Radio
4. Hopes for 2023:
 - a. Improve our automation software which will lead to a more efficient workflow for me and others behind the scenes here at KCAW plus limit Dead Air
 - b. Continue Outreach with Nonprofits and Schools
 - c. Teach more production skills to our DJs
 - d. More Live Remotes
 - e. Larger Scale Production Projects

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!