

Grantee Information

ID	1274
Grantee Name	KNSA-AM
City	Unaakleet
State	AK
Licensee Type	Community

Please enter the number of FULL-TIME RADIO employees in the grids below.
The first grid includes all female employees, the second grid includes all male employees,
and the last grid includes all persons with disabilities.

1.1 ✓

1.1 ✓

Officials - 1000	0
Managers - 2000	0
Professionals - 3000	0
Technicians - 4000	0
Sales Workers - 4500	0
Office and Clerical - 5100	0
Craftspersons (Skilled) - 5200	0
Operatives (Semi-Skilled) - 5300	0
Laborers (Unskilled) - 5400	0
Service Workers - 5500	0
Total	0

1.1 ✓

Officials - 1000	2
Managers - 2000	1
Professionals - 3000	0
Technicians - 4000	0
Sales Workers - 4500	0
Office and Clerical - 5100	0
Craftspersons (Skilled) - 5200	0

Operatives (Semi-Skilled) - \$300						0
Laborers (Unskilled) - \$400						0
Service Workers - \$500						0
Total	0	0	3	0	0	3

1.1 ✓

Officials - 1000						
Managers - 2000						
Professionals - 3000						
Technicians - 4000						
Sales Workers - 4500						
Office and Clerical - 5100						
Craftspersons (Skilled) - 5200						
Operatives (Semi-Skilled) - \$300						
Laborers (Unskilled) - 5400						
Service Workers - 5500						
Total						0

1.1 ✓

Please enter the gender and ethnicity of each person with disabilities listed above (e.g. 1 African American female).

1.2 ✓

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making major programming decisions. Include the station general manager if appropriate. Major programming decisions include decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should result in a double-counting of some full-time employees, employees having the responsibility for making major programming decisions should be included in the counts for this item and again, by job category above, in the full-time employee Question 1.1.

1.2 ✓

Of the full-time employees reported in Question 1.1, how many, including the station general manager, have responsibility for making major programming decisions?

1.2 ✓

Female						
Major Programming Decision Makers						0
Male Major Programming Decision Makers						1
Total	0	0	1	0	0	1

1.3 ✓

Please enter the number of PART-TIME employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.3 ✓

Officials - 1000						0
Managers - 2000						0
Professionals - 3000						0
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100	1					1
Craftspersons (Skilled) - 5200						0
Operatives (Semi-skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	1	0	0	1

1.3 ✓

Officials - 1000						0
Managers - 2000						0
Professionals - 3000	1					1
Technicians - 4000	1					1
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	2	0	0	2

1.3 ✓

Officials - 1000

Managers - 2000

Professionals - 3000

Technicians - 4000

Sales Workers - 4500

Office and Clerical - 5100

Craftspersons (Skilled) - 5200

Operatives (Semi-skilled) - 5300

Laborers (Unskilled) - 5400

Service Workers - 5500

Total

0

1.4

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?

Number working less than 15 hours per week

1.4

Number working less than 15 hours per week

3

Number working 15 or more hours per week

1.4

Number working 15 or more hours per week

0

1.5

Enter the number of full-time employees in each category hired during the fiscal year.
(Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

No full-time employees were hired (check here if applicable)

1.5

1.5

Officials - 1000

0

Managers - 2000

0

Professionals - 3000

0

Technicians - 4000

0

Sales Workers - 4500

0

Office / Service
Workers - 5100-5500

0

Total

0

0

0

0

0

1.6

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occurred, please enter zero.

Number of full-time and part-time job openings

1.6

1

During the fiscal year, did you hire independent contractors to provide any of the following services?

1.7

1.7

Underwriting solicitation related activities

Direct Mail

Telemarketing

Other development activities

Legal services				
Human Resource services				
Accounting/Payroll				
Computer operations				
Website design				
Website content				
Broadcasting engineering				
Engineering				
Program director activities				
None of the above				
Comments				
No Comments for this section				
				2.1 ✓
Chief Executive Officer	\$			
Chief Executive Officer - Joint	\$			
Chief Operations Officer	1.00	\$	52,000	3
Chief Operations Officer - Joint	\$			
Chief Financial Officer	\$			
Chief Financial Officer - Joint	\$			
Chief Digital Media Operations	\$			
Chief Digital Media Operations - Joint	\$			
				2.1 ✓
Please list the Other Job titles in this sub-category not listed above				
				2.2 ✓
Publicity, Program Promotion Chief	\$			
Publicity, Program Promotion Chief - Joint	\$			
Communication and Public Relations, Chief	\$			
Communication and Public Relations, Chief - Joint	\$			
Head of Audience	\$			
Head of Audience - Joint	\$			
Social Media Specialist / Manager	\$			
Social Media Specialist / Manager - Joint	\$			
				2.2 ✓
Please list the Other Job titles in this sub-category not listed above				
				2.3 ✓
Programming Director	\$			

Programming Director - Joint	\$	2.3	▼
Production, Chief	\$		
Production, Chief - Joint	\$		
Executive Producer	\$		
Executive Producer - Joint	\$		
Producer	\$		
Producer - Joint	\$		
Digital Content Director	\$		
Digital Content Director - Joint	\$		
Digital Project Manager	\$		
Digital Project Manager - Joint	\$	2.3	▼
Managing Director, Audience Engagement	\$		
Managing Director, Audience Engagement - Joint	\$		

Please list the Other Job titles in this sub-category not listed above

Development, Chief	\$	2.4	▼
Development, Chief - Joint	\$		
Member Services, Chief	\$		
Member Services, Chief - Joint	\$		
Membership Fundraising, Chief	\$		
Membership Fundraising, Chief - Joint	\$		
Major Giving Fundraising, Chief	\$		
Major Giving Fundraising Chief - Joint	\$		
On-Air Fundraising, Chief	\$		
On-Air Fundraising, Chief - Joint	\$		
Auction Fundraising, Chief	\$	2.4	▼
Auction Fundraising, Chief - Joint	\$		

Please list the Other Job titles in this sub-category not listed above

Underwriting, Chief	\$	2.5	▼
Underwriting, Chief - Joint	\$		
Corporate Underwriting, Chief	\$		
Corporate Underwriting, Chief - Joint	\$		
Foundation Underwriting, Chief	\$		
Foundation Underwriting, Chief - Joint	\$		
Government Grants Solicitation, Chief	\$		

Government Grants Solicitation, Chief - Joint

\$

2.5 ✓

Please list the Other Job titles in this sub-category not listed above

2.6 ✓

Operations and Engineering, Chief

\$

Operations and Engineering, Chief - Joint

\$

Engineering Chief

\$

Engineering Chief - Joint

\$

Broadcast Engineer 1

\$

Broadcast Engineer 1 - Joint

\$

Production Engineer

\$

Production Engineer - Joint

\$

Facilities, Satellite and Tower Maintenance, Chief

\$

Facilities, Satellite and Tower Maintenance, Chief - Joint

\$

Technical Operators, Chief

\$

Technical Operators, Chief - Joint

\$

Information Technology, Director

\$

Information Technology, Director - Joint

\$

Web Administrator, Web Master

\$

Web Administrator/Web Master - Joint

\$

2.6 ✓

Please list the Other Job titles in this sub-category not listed above

2.7 ✓

News / Current Affairs Director

\$

News / Current Affairs Director - Joint

\$

Music Director

\$

Music Librarian/Programmer

\$

Announcer / On-Air Talent

\$

Announcer / On-Air Talent - Joint

\$

Reporter

\$

Reporter - Joint

\$

Public Information Assistant

\$

Public Information Assistant - Joint

\$

Broadcast Supervisor

\$

Broadcast Supervisor - Joint

\$

Director of Continuity / Traffic

\$

Director of Continuity / Traffic - Joint

\$

2.7 ✓

Please list the Other Job titles in this sub-category not listed above

Education, Chief	\$	2.8	✓
Education, Chief - Joint	\$		
Volunteer Coordinator	\$		
Volunteer Coordinator - Joint	\$		
Events Coordinator	\$		
Events Coordinator - Joint	\$		
Section 2. Average Salary Totals	1.00	\$	52,000
			3

Please list the Other Job titles in this sub-category not listed above

Comments

No Comments for this section

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

Ex-Officio (Automatic membership because of another office held)	3.1	✓
	1	
Appointed by government legislative body (including school board) or other government official (e.g. governor)	3.1	✓
Elected by community/membership	3.1	✓
Other (please specify below)	3.1	✓
	3.1	✓
Elected by board of directors itself (self-perpetuating body)	3.1	✓
	2	
	3.1	✓
Total number of board members (Automatic total of the above)	3	
	3.2	✓

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

	3.2	✓
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For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

3.2

Male Board Members				3				3
Total	0	0	3	0	0	0	0	3

Number of Vacant Positions

	3.2	0						
	3.2							
Total Number of Board Members (Total should equal the total reported in Question 3.1.)	3							

Number of Board Members with disabilities

	3.2							
Comments								
No Comments for this section								

4.1
Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific, formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?

4.1

Produce public service announcements?	Yes							
Did the public service announcements have a specific, formal component designed to be of special service to the educational community?	Yes							
Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No							
Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?	Yes							
Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community?	Yes							
Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No							
Produce/distribute informational materials based on local or national programming?	No							
Did the informational programming materials have a specific, formal component designed to be of special service to the educational community?	No							
Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No							
Host community events (e.g., benefit concerts, neighborhood festivals)?	No							
Did the community events have a specific, formal component designed to be of special service to the educational community?	No							
Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No							
Provide locally created content for your own or another community-based computer network/web site?	No							
Did the locally created web content have a specific, formal component designed to be of special service to the educational community?	No							
Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No							
Partner with other community agencies or organizations (e.g., local commercial TV station, Red Cross, Urban League, school district)?	Yes							
Did the partnership have a specific, formal component designed to be of special service to the educational community?	Yes							
Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No							
Comments								
No Comments for this section								

5.1 ✓
About how many original hours of station program production in each of the following categories did the grant recipient complete this year?
(For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipient's local market.)

5.1 ✓

Music (announcer in studio playing principally a sequence of musical recording)

1,328

1,328

Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devoted to artistic and/or cultural subject matter)

0

0

News and Public Affairs (includes regular coverage of news events, such as that produced by a newscast, and public issues-driven listener participation, interview and discussion programs)

30

30

Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)

0

All Other (incl. sports and religious — Do NOT include fundraising)

70

70

Total

0

1,428

1,428

5.1 ✓
Out of all these hours of station production during the year for about how many was a minority ethnic or racial group member in principal charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)

Approx Number of Original Program Hours

5.1 ✓

1,428

Comments

No Comments for this section

6.1 ✓

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2024. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

Joint licensee Grantees that have filed a 2024 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

6.1 ✓

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multipoint long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

KNBS is a public service radio station providing announcements to the community and other villages is our listening area. We provide updates on the weather and relay warnings and advisories issued by the National Weather Service. KNBS also works with other entities relating information to the public when needed including, job openings, commercial and substance fishing openings, hunting season and regulations and other information they would like to share with the public as well as current and future school activities. KNBS will relay public safety information when needed.

6.1 ✓

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

KNBSA works with the City of Unalakleet, Native Village of Unalakleet, Norton Sound Economic Development Corporation, Unalakleet Valley Electric Cooperative, Bering Straits Native Corp., Unalakleet Native Corp., Alaska Dept. of Fish & Game, National Weather Service, Unalakleet Police Dept., Unalakleet Schools, University of Alaska, Norton Sound Health Corp., and the Unalakleet Covenant Church.

6.1 ✓

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

Our audience is aware of local and regional issues, and other regulations when passed on. PSAs are passed on when needed and safety alerts relayed when the need arises. Beat alerts arise occasionally and the public has to be informed and people living in the area are made aware.

6.1

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2024, and any plans you have made to meet the needs of these audiences during Fiscal Year 2025, if you regularly broadcast in a language other than English, please note the language broadcast.

Our audience is primarily Native American and English is the first language.

6.1

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

CPB funding has a positive impact for our listening audience where information is passed on and people are aware of local issues and safety alerts when issued. It helps local and regional awareness of information relayed by other entities, a service where not all households have internet and information readily available to them if radio wasn't available or if they are busy doing other things they can hear the available information.

Comments

No Comments for this section

7.1

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

7.1

News Director	0	0
Assistant News Director	0	0
Managing Editor	0	0
Senior Editor	0	0
Editor	0	0
Executive Producer	0	0
Senior Producer	0	0
Producer	0	0
Associate Producer	0	0
Reporter/Producer	0	0
Host/Reporter	0	0
Reporter	0	0
Beat Reporter	0	0
Anchor/Reporter	0	0
Anchor/Host	0	0
Videoographer	0	0
Video Editor	0	0

GoDaddy
SandGrid
None

Other 8.3

Marketing Automation Platform is a platform to automate marketing actions or tasks, streamline marketing workflows, and measure the outcomes of marketing campaigns. These tools provide a central marketing database for all marketing information and interactions, create segmented, personalized, and timely marketing experiences for donors and members. They also provide automation features across multiple aspects of marketing including email, social media, lead generation, direct mail, digital advertising, and more.

8.4

Mailchimp Marketing Platform

Hubspot Marketing Hub

Adobe

None

8.4

Other

Comments

No Comments for this section

9.1

Yes

No

9.1

If no, why not?

9.2

Number of alerts received from the Emergency Alert System (EAS):

145

Number of EAS alerts relayed over the air:

1

9.3

National alerts and tests (EAN, NPT, RMT, RWT)

Non-Weather civil alerts (CAE, CDW, CEM, LAE, LEW, TOE)

Non-Weather environment alerts (AVW, EQW, FRW, HMW, NUW, RHW)

Non-Weather imminent danger alerts (EVI, SPW)

Weather alerts (BZW, DSW, FFW, FLW, SVR, TOA, TOR, WSW)

Automatic relay

Automatic relay

Automatic relay

Automatic relay

Automatic relay

9.3 ✓

Further explanation (Optional)

9.4 ✓

KNSA follows the State of Alaska emergency management operations and plans and works well with our local emergency management system.

9.5 ✓

1	KNSA	DASDEC-II	DAS
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50

Yes

No

N/A

Comments

No Comments for this section