

# **State of Alaska FY2009 Governor's Operating Budget**

## **Department of Administration Public Broadcasting - T.V. Component Budget Summary**

## Component: Public Broadcasting - T.V.

### Contribution to Department's Mission

To provide critical programs and public telecommunication services that informs and educates Alaska television viewers throughout bush, rural and urban Alaska; to ensure the infrastructure for the dissemination of non-commercial public television and related services.

### Core Services

This component contains funding for basic operating grants to four private non-profit independently owned and operated public television stations that deliver public television programming to 87% of Alaska's population. These stations share a collective mission of providing un-served and underserved audiences with free over the air programming available to all Alaskans regardless of their ability to pay.

These stations and their wide spread system of low power translators are a key component of Alaska's telecommunications infrastructure. The stations each provide at least 11 hours a day of educational programming aimed at pre-school and young children. In addition, each station produces important local and statewide programming, including Alaska Weather, Running, Anchorage Edition, Gavel to Gavel, and Alaska history and public affairs programs. These programs are not available from any other sources.

Local ownership and local control of programming is a key element of Alaska's public television system. As mass media continues to consolidate ownership, the FCC is pushing the debate on the need for preserving and encouraging *localism* in broadcasting. These stations collectively make significant local programming contributions to viewers in Alaska. These stations work together to provide relevant local, regional and state news, information and general entertainment programming for all generations.

### FY2009 Resources Allocated to Achieve Results

<b>FY2009 Component Budget: \$527,100</b>	<b>Personnel:</b>	
	Full time	0
	Part time	0
	<b>Total</b>	<b>0</b>

### Key Component Challenges

Further diversification of non-state operating funds remains a high priority. In 1992, the State invested \$7.5 million in public broadcasting. In FY08, the State invested \$3 million, a decline of 60%. Offsetting these losses is the biggest challenge facing public broadcasting in Alaska.

Even though Alaska's four public television stations have dramatically increased local fundraising, increases in the cost of doing business are escalating at a rate that cannot be offset by local private sector dollars in many Alaskan communities. Fixed costs, including sharply rising power generation, utilities and insurance costs, along with the demands for keeping up with new technology bring significant pressure to annual operating budgets and levels of service, in particular for the stations serving rural and bush communities.

Local and regional public affairs programming is being cut back.

### Significant Changes in Results to be Delivered in FY2009

As required by federal law, public television now provides digital television broadcast services in Anchorage, Fairbanks,

and Juneau. Public TV also operates a joint digital television production facility based in Anchorage. Digital television production equipment located at all four stations will be employed for the production of local, statewide and national program production. This combined facility is a good example of the kinds of cooperative efforts public broadcasters in Alaska have employed in an effort to become more efficient and to expand program services to viewers. Additionally, using the capability of the digital spectrum, stations will begin providing additional public broadcasting services to viewers across the state. While the conversion to digital television has been a financial burden on each of the stations and has increased operating expenses, the new technology will provide opportunities for a dramatic increase in Alaska-based public service for young children, K-12 and college students and adult populations.

Public television will also experiment with low power digital multi channel services. KUAC TV, Fairbanks, and Alaska Public Broadcasting, Inc., will jointly fund a project that will convert one of KUAC's new digital translators into a multi channel digital service, taking advantage of the recent modifications in the satellite delivery system and new multi channel capabilities in digital television transmitters. This project will demonstrate the delivery via low power over the air transmitters (translators) of not only public television, but Gavel to Gavel, University of Alaska distaARCS, all via one transmitter. The same set top box being manufactured to assist full service television stations in providing multi channel services will work for the low power services as well.

Public television stations will continue to collaborate with each other and forge new partnerships with other Alaska institutions as a means to sustain and improve the level of local service while gaining cost savings and operational efficiencies. For example, stations will work together to produce comprehensive coverage of the 2008 elections.

## Major Component Accomplishments in 2007

Via the State's satellite infrastructure, public television stations provided non-commercial programs to Alaskan viewers statewide. In addition to outstanding educational and entertainment programs enjoyed by all generations (e.g. *Sesame Street*, *The News Hour*, Ken Burns' *The War*, *Nova*, *Masterpiece Theater*, etc), the public television system provides Gavel to Gavel Alaska, coverage of the legislature, televised coverage of all arguments before the Alaska Supreme Court, presentations before the Alaska legislature by the congressional delegation, the Chief Justice of the Supreme Court and the Governor.

Stations produced local programming content in support of Ken Burns' *The War* including the four part series *Alaskan Veterans Remember* as well as local testimonials honoring WWII veterans. KTOO launched a new full-time cable service, *360 North*. KUAC won NW Regional Emmy's for "AlaskaOne Mission Spots" and "The 49th Star," which tells the story of Alaska's struggle for statehood. KUAC also won two NETA Awards for "The 49th Star" and "Anywhere, Alaska". KAKM began partnerships with independent filmmakers and local funding sources to produce significant local production on Native Alaskan history and civil rights.

Public television stations participated in the national Ready to Learn Service, providing programming and training for parents and child care workers to help prepare young children for school.

KUAC Fairbanks, KTOO Juneau and KAKM Anchorage are now all operating digital television transmitters. Planning continues for the DTV production center in Anchorage which will allow all of the PTV stations to shoot edit and produce in HDTV. Digital television will bring new channels of over-the-air television for the majority of Alaskans, including children's and educational channels, as well as an all Alaska channel.

Work continued on the deployment of the interconnection of Alaska's public broadcasting stations with a contemporary digital data network using the public internet and virtual private network technologies to provide voice, data, video and audio programming. The network brings high speed digital interconnections between stations providing economies of scale in bandwidth acquisition and full compatibility with the state's digital wide area network.

## Statutory and Regulatory Authority

AS 44.21.256-290      Alaska Public Broadcasting Commission  
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**Public Broadcasting - T.V.  
Component Financial Summary**

*All dollars shown in thousands*

	FY2007 Actuals	FY2008 Management Plan	FY2009 Governor
<b>Non-Formula Program:</b>			
<b>Component Expenditures:</b>			
71000 Personal Services	0.0	0.0	0.0
72000 Travel	0.0	0.0	0.0
73000 Services	0.0	0.0	0.0
74000 Commodities	0.0	0.0	0.0
75000 Capital Outlay	0.0	0.0	0.0
77000 Grants, Benefits	527.1	527.1	527.1
78000 Miscellaneous	0.0	0.0	0.0
<b>Expenditure Totals</b>	<b>527.1</b>	<b>527.1</b>	<b>527.1</b>
<b>Funding Sources:</b>			
1004 General Fund Receipts	527.1	527.1	527.1
<b>Funding Totals</b>	<b>527.1</b>	<b>527.1</b>	<b>527.1</b>

**Summary of Component Budget Changes  
From FY2008 Management Plan to FY2009 Governor**

*All dollars shown in thousands*

	<u>General Funds</u>	<u>Federal Funds</u>	<u>Other Funds</u>	<u>Total Funds</u>
<b>FY2008 Management Plan</b>	<b>527.1</b>	<b>0.0</b>	<b>0.0</b>	<b>527.1</b>
<b>FY2009 Governor</b>	<b>527.1</b>	<b>0.0</b>	<b>0.0</b>	<b>527.1</b>