



UNALASKA COMMUNITY BROADCASTING

KUCB 89.7FM · CHANNEL 8 TV

WWW.KUCB.ORG · 907.581.1888 · PO BOX 181 UNALASKA, AK 99685

KUCB Local Content and Services Report Submitted to the Corporation for Public Broadcasting on 2/14/21

- 1) Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform 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.**

Unalaska Community Broadcasting's mission is to inform, educate, entertain, and engage. Our local services consist of radio, TV, kucb.org, and social media including Facebook, Twitter, and Instagram. We use all of these platforms to promote our mission and address community issues. Throughout the COVID-19 pandemic, KUCB has exemplified our strong commitment to our work, and we accomplished our mission in creative ways. In the past two challenging years, our organization significantly increased services in order to serve Unalaska. New programming included health updates, virtual arts and culture events, radio theater, live public meetings, fundraisers, and distance delivery education. We also worked to keep community members connected through music, cooking, and interview programming.

When we identify a topic of broad community interest, content producers work together to determine how to best tell the story, and they often create content for more than one platform. One notable example is our annual coverage of the municipal election. This year, we expanded coverage to include an [online voter guide](#) featuring information on school board and City Council candidates as well as ballot initiatives. The guide was translated into Tagalog and Spanish and was our most popular web story of the fall quarter. We also held a live Candidates Forum allowing community members to ask questions of candidates.

Many community issues and interests are addressed during our daily newscasts. Stories are then posted to our website and social media. The most productive fishing grounds in the world surround our home, and the Port of Dutch Harbor is a hub for international shipping. Because of this, our news content has an expansive audience. In 2021, kucb.org had over 450,000 page visits. Web views of breaking news stories frequently reach upwards of 3,000, and peak closer to 20,000. That's a reach of more than four times our entire local population. Unsurprisingly, our top news content in 2021 focused on the impact of COVID-19 on Bering Sea fisheries. Other popular stories were about volcanic unrest in the region, a destructive storm, and regional fuel shortages.

We produce additional content, including long-form interview shows and custom public service messages on an as-needed basis when an issue of community concern warrants additional attention. Many programs offer listeners the opportunity to call in with questions for our



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guests. In 2020 and 2021, guests included elected officials and healthcare professionals on the topic of COVID-19. Our community is isolated and doesn't have a hospital, and we are located off the road system which means residents rely on medevac flights in emergencies. COVID-19 was concerning to local officials, and we partnered with them in order to clarify health mandates and preparation measures. We also worked with local agencies to produce public service messages about vaccination and local resources for food insecurity and domestic violence.

- 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.**

Our organization is proud to offer the only local broadcast communications services in our community. Because of this, we maintain and support relationships with every non-profit in Unalaska, as well as tribal and municipal government and support services. Collaborations are an integral part of our station's mission, and we are committed to continued community coordination.

During the pandemic, when local events were canceled and meeting sizes were limited, KUCB collaborated with other local organizations more than ever and this continued in 2021.

Examples of collaboration include:

- Increased live coverage of municipal meetings to include school board and City Council.
- Live public meeting for other organizations including the State of Alaska Department of Transportation.
- Virtual community events such as live music and museum openings in collaboration with other non-profits.
- Increased health programming to include weekly updates from the local health clinic.
- Increased public service announcements on the topic of COVID-19 precautions, vaccinations, and community alert level. This included messages from Unalaska's City Clerk, Mayor and City Manager.
- KUCB's General Manager is a member of the Local Emergency Planning Commission (LEPC). We collaborate with local elected officials, emergency services personnel, community groups, and local infrastructure operators to make sure that KUCB provides essential support in times of emergencies, and helps make practical plans in advance of events.

Our organization also collaborates closely with public media organizations around the state. We share content with other radio stations on a daily basis to fill out our newscasts and



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supplement our music programming. We are a part of a consortium of other public media stations and they provide administrative and engineering support to KUCB. The goal of station collaboration is to allow local staff to focus attention on quality programming and fundraising. Local funds continue to maintain KUCB, and the services that we provide here in Unalaska.

- 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.**

We work daily with Unalaska's non-profits to promote their events and programs. During a year when face-to-face interactions were severely limited, we were more essential than ever. For example, we worked with the Museum of the Aleutians to bring virtual exhibitions to our community, and the Director wrote, "The Museum of the Aleutians collaborates regularly with KUCB... They provide vital content to help us create interactive multi-media elements for special exhibits and we have partnered for multiple events including exhibitions. Through the pandemic, they have been a key ally! We are so grateful for their enthusiasm and creativity in bringing Museum programs to the digital/television and radio market."

A strong partnership with our local community center has consistently resulted in better participation in events and programs that they offer, and we have received direct feedback from event coordinators expressing this. In 2021, their programming was delivered in new ways and we were happy to help. When the Missoula Children's Theatre visited Unalaska in the spring, our community was limiting crowd sizes and KUCB provided a live video feed in order to allow friends and family to watch the play from home. Another example was our second holiday radio play recorded edited by KUCB staff. Their recreation manager wrote to say, "Thank you for being a part of another incredible radio play experience. Thank you for your dedication, professionalism and kindness. KUCB provided expert editing and sound mixing in post-production. Thank you for taking our play to the next level!"

Both the Department of Public Safety and the school have thanked us for our live in-studio presence during early morning hours. Our morning radio host is essential in providing immediate announcements about road conditions and weather-related closures of roads, schools, and municipal facilities.

Most importantly, we receive consistent feedback from our listeners who let us know that KUCB makes a difference in their daily lives. Feedback provided during our fall fundraiser included,



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- “Local news keeps communities, cultures, and our democracy alive and healthy. Unalaska is lucky to have a solid source of truly local news and information--something missing from many small towns in all 50 states.”
- “Community radio is important and becoming increasingly rare! Many places in the Lower 48 don't even have it anymore.”
- “KUCB is an amazing resource for Unalaska to keep the community connected through news and entertainment.”
- “As a child growing up on Unalaska, KUCB provided me with a sense of connection with my community through volunteering at the station and learning about the people and places that made Unalaska home. Community Radio is fundamental to keeping us connected to each other and the world.”
- “News, music, emergency information, entertainment? KUCB does it all. You serve the ENTIRE community. We appreciate your hard-working staff and all you do to keep us informed and engaged. Unalaska would not be the same without you.”

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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

KUCB is located in the City of Unalaska, which has the largest population center in the Aleutian Island Chain. These islands have been home to the Unangax people for over 9,000. We acknowledge that our non-profit is located on the ancestral and unceded traditional territories of the Unangax Peoples. Their rich cultural heritage is an essential part of modern Unalaska.

Unalaska is a diverse community, and is classified as majority minority. Nearly 33% of Unalaska residents are of Asian descent, most commonly from the Philippines. The fishing industry also employs people from all over the world. KUCB endeavors to serve everyone in our audience, and our station should carry voices as diverse as our population. We continue to work towards the goal of engaging more fully with Unalaska in order to ensure that the voices and experiences of our community members are reflected in our content and events. KUCB is committed to telling stories of Unalaska’s unique history and culture, and here are a few examples from 2021:

- The Qawalangin Tribe of Unalaska recorded Unangam Tunuu word of the day modules for KUCB Radio.
- We worked under the direction of Qawalangin Tribal staff documenting the construction of an iqyax (kayak) and banya (steam bath).



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- We frequently work with service agencies to translate messages into Tagalog and Spanish. This year, organizations included Unalaskans Against Sexual Assault and Family Violence, Unalaska Department of Public Safety and the Alaska Division of Elections. Topics included domestic violence awareness, food security, subsistence harvesting safety, local COVID-19 health mandates, and emergency response during a tsunami advisory.
- We strive to get more local voices on the air by offering volunteer training sessions with adults as well as classes at the Unalaska City School District.
- We strive to have a diverse Board of Directors and Community Advisory Board that represents the population served by our organization.

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?

As a rural station in one of the most remote corners of the United States, and the westernmost public radio station in the country, we are a great example of the ways that public radio serves a community. We provide a diverse range of services including news, emergency alerts, community events information, knowledge about local service providers, and music and entertainment programming. Unlike other parts of the state, our community can't count on high-speed internet or cellular technology. Our community continues to rely on terrestrial radio for a wide range of services.

The Corporation for Public Broadcasting provides about 40% of our annual operating budget. The restricted portion of our CPB grant covers acquisition of national programming, bringing news and entertainment to a sole service station in a rural and isolated part of Alaska. Funding also brings us our membership with Alaska Public Media, and we provide several stories a week to their statewide newscast. We would likely not be able to afford to provide these programs and services if we didn't receive funding from the CPB.

Our newsroom provides the only daily news coverage of a thousand-mile region. Without CPB funding, we could not have maintained a two-person newsroom, and provide crucial news and information to the Aleutian region. We provide on-the-ground coverage on issues of international importance. There is no substitute for the in-person access that local reporting delivers. We are proud to provide one of the strongest public media newsrooms in the state in one of the most remote regions. The Aleutians are surrounded by some of the world's most productive fishing grounds, and we are a hub for international shipping. Our newsroom routinely breaks stories on fisheries and environmental issues, maritime disasters, shipping



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safety, and more. High quality news reporting from the Aleutian Islands is directly supported by CPB funding.