

KUCB Local Content and Services Report

Submitted to the Corporation for Public Broadcasting on 2/15/16

- 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 Board of Directors reaffirmed our organization's mission and goals in 2015 during a strategic planning session. Our mission drives all of our goals. 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.

This year our organization altered our business model in order to better address the need for web and social media content. Staff was formerly organized in radio and television departments. We followed the lead of our sister station in Juneau (KTOO) and created a "news and public affairs" department and an "arts and culture" department. Departments collaborate on a daily basis to identify community issues, needs, and interests. When we identify a topic of broad community interest, content producers then determine how to best tell stories, and they often create content for more than one platform. Sometimes stories are created by the news department, and then also include a longer-form interview during our morning radio show, Island Interviews. Important issues of community concern this year included legalization and commercialization of marijuana, oil exploration in the arctic, increased toxicity in the region's shellfish, port infrastructure changes, and fisheries quotas. We also updated our community about science research in the region, visiting authors, and explorers' unique adventures in the Aleutians.

The community of Unalaska Island is surrounded by some of the most productive fishing grounds in the world, and the Port of Dutch Harbor is a hub for international shipping. Because of this, our news content has a broad reach and a strong web presence is essential. A brand new website (launched in November) through NPR's Digital Services department showcases the dynamic programming produced by KUCB's staff and volunteers. In addition to news, our website is the go-to source for Unalaska's community calendar, local classified listings, and the Police Blotter. Our website also includes on demand content such as recordings of our newscasts and the Unalaska Fisheries Report.

Some of our most popular programming of the year takes place during basketball season, when our high school sports teams travel around the state to compete. Games are played hundreds of air miles away, and trips are prohibitively expensive for parents. We offer broadcasts of basketball games over KUCB radio. Sports broadcasts bring a lot of community engagement, conversation, and enthusiasm from our listening audience.

In order to engage our community and stay in touch with listener needs and interests, we make use of our Community Advisory Board. The CAB meets twice each year to evaluate programming and

provide input on community needs. We also rely on our strong volunteer base to provide feedback, and we run station announcements asking community members to call in with tips and information.

- 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 broadcast communications services in our community. Because of this, we maintain and support relationships with every non-profit in Unalaska, as well as local government and support services. Collaborations with local service providers are an integral part of our station's mission, and we are committed to continued community coordination. Key initiatives include:

- **Emergency preparedness.** Our organization is prepared to get information out to our community quickly and efficiently, and we have a staff member on call 24 hours a day for this purpose. In our region, threats include extreme weather, tsunami warnings, and volcano advisories. We coordinate with the State-wide Emergency Alert System, as well as the Unalaska Department of Public Safety. We also participate in the Local Emergency Preparedness Committee's annual community-wide disaster preparedness drill. This allows us to test our own capabilities as well as be an integral part of the local plan. This year, we were called upon to announce several extreme weather warnings, which included travel advisories. We also announced a weather-based school closure, as requested by the Unalaska City School District.
- **Production of localized public service announcements.** Our radio station produces local public service announcements on a daily basis, often created in response to community issues, needs, and interests. Our approach to PSA production is to partner with service providers. This year we collaborated with the Fire and EMS program, producing fire prevention public service announcements; two health clinics on the topics of heart health, depression, dental care, and flu shots; the Alaska Department of Fish and Game, publicizing subsistence fisheries closures and regulations; the Court System, publicizing trial and jury information; and the Unalaska Department of Parks, Culture, and Recreation on program updates and events information.
- **Happy, Healthy, Unalaska.** New this year, we produced monthly episodes of a roundtable discussion show. The program was co-produced by Unalaskans Against Sexual Assault and Family Violence and included health professionals from around the community discussing holistic health issues and local service providers. Topics included domestic violence, suicide prevention, holidays, pets, and military service.
- **Civic Engagement.** KUCB collaborates with the City of Unalaska to distribute election results. We also produce the only candidate debate for the municipal election. We broadcast Unalaska City Council meetings and work sessions, and our news department often delves more deeply into important stories generated during these meetings.
- **Educational Opportunities.** We work closely with the Unalaska City School District and the Unalaska Department of Parks Culture and Recreation to offer various teen media training

opportunities. This year, we worked with the University of Alaska's Equinox Project, a digital storytelling initiative that encouraged youth to create multi-media stories about the spring equinox. As a part of the project, journalist Mark Trahant came to Unalaska to lead several sessions on using a smartphone to tell a story. We maintain an internship program, and mentor youth whenever we get the opportunity. Educational opportunities are not limited to youth, however, we invite community members in for training in audio and video production.

- 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.**

One of the nonprofits that we work closely with is Unalaskans Against Sexual Assault and Family Violence (USAFV). They run frequent public service announcements telling listeners about the shelter services that they provide. They also work with us to create topic-specific messages on issues including child abuse and domestic violence awareness. USAFV Director M. Lynn Crane has commented that the announcements get good public feedback, especially when we use well-known local voices or youth talent. Crane says that USAFV continues to see a significant increase in the number of people seeking services, and she believes that their use of public radio helps boost awareness about available services to those in need.

Our services are also used to promote non-profit events and fundraisers. A strong partnership with our local community center has resulted in better participation in events and programs that they offer, and we have received direct feedback from event coordinators expressing this. We receive consistent feedback from other non-profits letting us know that our community calendar is an important tool for community-wide event scheduling, and it helps them avoid date conflicts.

Both the Department of Public Safety and the School have thanked us for our live in-studio presence early mornings. Our morning radio host is essential in providing immediate announcements about weather-related closures of roads, schools, and municipal facilities. On a typical day, however, this individual is still important to our listeners. He announces upcoming community events, forecasts and tides, and school lunch menus.

Every winter we run our most popular programming of the year: live basketball games. Our social media outlets are lit up with positive comments from community members thanking us for running live basketball over KUCB. Basketball games are often made possible by collaboration with other radio stations around Alaska.

This year, enthusiasm for our new website was second only to basketball. Comments said that they appreciated the professional new look, and intuitive navigation for finding important information.

Our staff spends a lot of hours training students in audio and video production. This year we increased our efforts by adding a youth reporter through the school's Career Explorations Program. The impact of our youth media program has paid off already; we employed a former intern several

years after she graduated from high school, and she did great work for us! We also hear positive feedback from parents and school personnel, including this comment from the High School Principal after viewing a student video project on YouTube: "Thank you for working on this project with our kids. It is a great example of kids using skills learned in school in a meaningful way."

- 4. Please Describe any efforts (e.g., programming, production, outreach 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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the languages broadcast.**

Unalaska is a diverse community. 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. Unalaska Community Broadcasting strives to serve everyone in our audience and in FY14 we succeeded in several areas:

- We work closely with the English as a Second Language adult learning program, routinely promoting their training sessions.
- For the past few years we have worked with the women's shelter to translate a series of domestic violence awareness public service announcements into Tagalog. We also worked with the State Division of Elections getting announcements on the air in Tagalog on the topics of voter registration and bilingual voter assistance prior to elections.
- We try to get more voices on the air by offering volunteer training sessions and open houses. We strive to recruit a diverse volunteer base with the expectation that volunteers will directly influence the sound of the station.
- We work closely with the Unalaska City School District, which has a diverse student body. We frequently work with individual classes on special productions, often featuring the talents of students whose second or third language is English. This year, productions included a poetry reading show and a holiday greetings program.
- We strive to have a diverse Board of Directors and Community Advisory Board which represents the population served by our organization.

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

Thanks to CPB funding KUCB was able to gradually increase our services in recent years to reach a wider audience. We are now a full-service full-power FM radio station for a year-round community of 4000 a seasonal community of up to 10000 people and a large fishing fleet. Without CPB funding we would have remained a low-power AM repeater station without local information and with a signal strength too weak to reach the entire community.

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. We would likely not be able to afford to provide Unalaska with these programs if we didn't receive funding from the CPB.

CPB funding has made it possible for us to build the ONLY local newsroom in the Aleutian Islands. We provide the only on-the-ground coverage on issues of international importance. On a daily basis our staff reports, builds sources, and acts as the go-to news organization for the entire Aleutian Region. There is no substitute for the in-person access that local reporting provides. We are proud to provide one of the strongest newsrooms in the state in one of the most remote regions. As a daily provider of broadcast and web-based news content, we are essential not only locally but on topics of state and nationwide significance. The Aleutians are surrounded by some of the world's most productive fishing grounds, and we are a hub for international shipping and Arctic oil exploration. Our newsroom routinely breaks stories on fisheries and environmental issues, maritime disasters, shipping safety, and more. High quality from the Aleutian Islands is directly supported by CPB funding.