

# KUCB Local Content and Services Report

## Submitted to the Corporation for Public Broadcasting on 2/15/17

- 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](http://kucb.org), and social media including Facebook, Twitter, and Instagram. We use all of these platforms to promote our mission and address community issues.

UCB staff collaborates 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. One notable example this year was increased community interest in the municipal election. We typically hold one forum each year, and it includes School Board, City Council and Mayoral candidates. We use the forum to connect our community to the candidates on the ballot. Forums are held as live community events, and they are simulcast on both television and radio. Community members are invited to ask questions during the forum, and we accept questions over the phone and in person. This year, we held a total of 5 forums: one on the topic of a local marijuana referendum, followed by individual forums for school board, council, and mayor, and a final forum when races went into a runoff.

State and national elections engaged our audience this fall, and we worked to localize stories for Unalaska. Staff conducted data analysis on how our community voted in past presidential elections, and compared it to the 2016 election. Staff also interviewed Senators Murkowski and Sullivan, and topics included the presidential election, marine monuments, and the controversial proposed road connecting King Cove and Cold Bay.

The Aleutian Islands are of central importance to science research and our station acts as a conduit between researchers and the people who live in the region. We've hosted numerous scientists on our popular morning show *Island Interviews*. Highlights from 2016 included a meteorologist with the National Weather Service, who discussed changes in the online forecasts for our region; a state public safety official talked about tsunami risk, evacuation plans, and steps that locals should take to be prepared in the event of an evacuation; a MacArthur Foundation Genius grant winner told us about dangerous volcanoes of the Aleutians, and results of ash sampling; an archaeologist visited the studio and explained her research analyzing stone tools found in area dig sites; and representatives from the Alaska Volcano Observatory joined us to discuss research in the nearby Islands of the Four Mountains. Interviews were run on both television and radio. Our newsroom addresses science topics as well. Stories have focused on citizen science opportunities, climate trends, and current research. This year, a UCB reporter travelled on board the National Parks Service research vessel *Tiglax*, and reported on their Youth Conservation Corps program. We also sent a reporter to a youth science initiative in the Pribilof Islands called Bering Sea Days. Our organization also documented a

science conference here in Unalaska, the Aleutian Life Forum, and video content was broadcast on state-wide television.

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. In 2016 kucb.org had almost a half of a million page visits. Web visits during breaking news stories often reach upwards of 5,000 visits in a day, and can peak closer to 13,000. That's a reach of more than four times our entire local population. Our top stories in 2016 were about the sinking of a fishing vessel, a fisherman who was found dead, an explosion at a local fish processing plant, and a new study on the safety of crab fishing in the Bering Sea. 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 daily radio newscasts.

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. Alerts go out over radio, television, web, and social media. This year, we worked with public safety to inform our community about ash fall when nearby Bogosof volcano erupted. In this case,

our job was to assure Unalaskans that ash fall was not a risk to health and safety, and give practical advice on how to safely remove ash from vehicles and equipment. We also responded to several high wind and blizzard advisories this year. Our community relies on us during emergencies and advisories, but they also look to us for day-to-day information: we maintain the only community calendar for Unalaska and local news is updated daily.

- **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; 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.** We co-produce a monthly program in collaboration with Unalaskans Against Sexual Assault and Family Violence. This program is responsive to community concerns and issues, and includes health professionals discussing holistic health issues and local service providers. This year, topics included domestic violence, suicide prevention, teen dating violence, gratitude, and maintaining New Years resolutions.
  - **Civic Engagement.** KUCB collaborates with the City of Unalaska to distribute election results. We also produce the only candidate debate for the municipal election. This year we produced a series of five forums prior to the local 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. Examples of this work include collaboration with the UCSD English as a Second Language program on a series of modules on the topic of holiday traditions; custom local public service announcements produced by junior high school students on the topic of smoking cessation; a radio production session with the high school language arts program; and a video production mentorship with Unalaska's teen council. We now have two teen radio hosts on the air for a total of 10 hours per week. Unalaska Community Broadcasting offers our website for publication of language arts writing projects, and we recently received feedback for this program thanking us for this service: "It is wonderful to see young people speaking out, and knowing our local media is willing to give them a voice." We maintain an internship program, and mentor youth whenever we get the opportunity. This year we have a youth reporter on staff, and he files several stories a month on the topic of school programs. 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.

Our staff spends many hours training students in audio and video production. This year we have a student on staff as a youth reporter. The impact of our youth media program has paid off over the years; we have now hired back three of our former interns for jobs following their high school graduation. Having teens on the air also assists with outreach to a new generation of radio listeners.

**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 this year we succeeded in several areas:

- We worked with the English as a Second Language program on a audio production project,
- 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. This year, we created a public service announcement on the topic of paralytic shellfish poisoning, and we translated it into Tagalog, Samoan, and Spanish.

- 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.
- We strive to have a diverse Board of Directors and Community Advisory Board which represents the population served by our organization.

**4. 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.