

UNALASKA COMMUNITY BROADCASTING (KUCB) STRATEGIC PLAN (2025) & ANNUAL OPERATING PRIORITIES (2020-2024)

Core Purpose

To Inform, Educate, Entertain and Engage

Core Values

Community | Volunteerism | Trusted News | Local Content | Fun

Long-Term Goal (2025)

KUCB is the “voice” of the Aleutian chain.

Vivid Description for Long-Term Goal:

- *As the “voice” of the Aleutian chain, KUCB covers the majority of communities in the chain, through technology and partnerships. Communities of focus are: Unalaska, Sand Point, Cold Bay, King Cove, Atka, Akutan, Nikolski, St.Paul, and St George*

Mid-Term Goal (2022)

KUCB is the “first choice” for news and information in Unalaska.

Vivid Description for Mid-Term Goal:

- *Being “first choice” means that among all the possible news sources available to Unalaska residents, the first one they go to – on the web, radio, or TV – is KUCB.*
- *Meeting this goal involves the development of a solid organizational infrastructure that supports the core purpose and enables KUCB to offer the highest quality web-based, radio, and TV programming.*

Annual Operating Priorities

Priority 1: Engage more fully with KUCB’s many “communities” in Unalaska

- Expand coverage and contact with underserved and underrepresented communities within the current service area.

Priority 2: Create programming that meets the core purpose to inform, educate, entertain and engage

- Develop priorities and strategies to find resources to preserve or digitize historical content

Priority 3: Evaluate the capacity and resources needed to produce content to increase station revenue.

- Podcasts or other asynchronous content
- Pursue charitable giving from businesses in Unalaska
- Pursue using website and/or web stream as a location for advertisers

Priority 4: Evaluate how to improve community engagement

- Use video capability and build on the success of pandemic services via social media and digital delivery