

KUCB Local Content and Services Report

Submitted to the Corporation for Public Broadcasting on 2/13/15

- 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 educate and entertain, while serving as a forum for the community. Our Board of Directors set this mission through strategic planning, and our mission drives all of our goals. Our local services consist of radio, TV, kucb.org, our Facebook page, and our Twitter feed. We use all 5 of these services to promote our mission and address community issues.

We work on a daily basis to identify community issues, needs, and interests. 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. Prior to our CAB meeting, we place survey boxes at key locations and we ask residents how KUCB can better serve our community. 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.

When we identify a topic of broad community concern, the newsroom is typically the first to address the issue. The newsroom approach is to produce a long form call-in style show on the topic, bringing together experts or public officials and allowing community members to call in with questions and comments. Our public affairs program is called The Exchange and it airs twice a month during the legislative session and on an as-needed basis the rest of the year. In addition to broadcasting The Exchange live, we repeat the program at a later time and post the show in its entirety on our website. When a specific issue requires local reporting, news staff produces in-depth pieces or series on a given topic. News stories run during our two daily local radio news programs, the News at Noon and Unalaska Evening News. News stories are then posted on our website and shared on our social media sites. Most news content also runs on our weekly local access television program, Flash News. Topics of community concern in FY15 included air travel, a community-wide housing shortage, environmental issues related to oil development and land use, and marijuana legalization.

Issues are also addressed outside the newsroom. New this fiscal year, we provide a monthly roundtable discussion on holistic health issues. Topics so far have included personal finance, sleep, holiday traditions, and domestic violence awareness. 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 such as the Department of Public Safety, the local health clinics, and Unalaskans Against Sexual Assault and Family Violence (USAFV). This year, we also collaborated with USAFV when we ran a series of documentaries on the topic of teen prostitution. USAFV suggested the programming, and UCB got permission from the producer and provided the airtime.

Sometimes community interests drive programming changes. Our Community Advisory Board, for instance, reviews our schedule and suggests ways to improve it in order to better serve Unalaska. In response, we will add or remove programs from public radio producers. This year, our CAB suggested the rebroadcast of locally produced music shows, and we increased the frequency of several local shows. The CAB also asked for website improvements, and the goal of improving our web platform was added to our FY15 Strategic Plan.

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.

As the only media organization located in the Aleutian Islands, UCB's community sometimes extends along the Aleutian Chain and Alaska Peninsula. This year we worked hard to fill the needs of our neighbour radio station in the community of Sand Point. When breaking news takes place around KSDP Radio, our news staff covers the story and provides the content to KSDP Radio. This collaboration will likely continue to grow in coming years.

Closer to home, our organization is proud to offer the only broadcast communications services in our community. Because of this, we maintain and support relationships with every nonprofit 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. Projects in which we play an integral part in publicizing, documenting and broadcasting include:

- Coordination with the Unalaska Department of Public Safety during weather alerts, tsunami warnings, volcano advisories, and other situations where information needs to be disseminated to the community immediately. KUCB keeps an employee on call 24 hours a day for this purpose.
- Coordination with the Statewide Emergency Alert System.
- Coordination with the Unalaska Department of Public Safety in the production of public service announcements on topics such as parking, seat belts, traffic routing changes, etc.
- Coordination with the Local Emergency Preparedness Committee, including participation in the annual community-wide disaster preparedness drill.
- Coordination with the Fire and EMS program, producing fire prevention public service announcements.
- Coordination with the health clinics publicizing health alerts, local public service announcements, and health tips.
- Coordination with the Alaska Department of Fish and Game, publicizing subsistence fisheries closures and regulations.
- Coordination with the Court System, publicizing trial and jury information.
- Coordination with Unalaska Department of Parks, Culture, and Recreation in the production of program updates.
- Collaboration with the City of Unalaska to release election results.
- Regular broadcast and news coverage of Unalaska City Council meetings and work sessions.

- Coordination with the Unalaska City School District to announce weather-based closures.
- Collaboration with the Unalaska City School District offering various teen media training opportunities.
- Live broadcasts of high school sports events when our teams travel to far away communities to compete.
- Broadcast of educational programming during National Domestic Violence Awareness Month and Child Abuse Awareness Month in collaboration with Unalaskans Against Sexual Assault and Family Violence.

We also work with the Alaska Broadcasters Association, airing state-wide public service announcements. Topics in FY14 included National Guard and Coast Guard recruitment, electronic medical records, the health insurance marketplace, Permanent Fund Dividend reminders, and “buy Alaska local.” This year we ran a series of Public Service Announcements for the State of Alaska Division of Elections, publicizing voter registration, early and absentee voting, and services for elders, individuals with mental health issues or disabilities.

KUCB provides educational opportunities teaching digital storytelling and audio and video production to Unalaska residents of all ages. We hold frequent training sessions that are open to the public, and we work closely with the local school district. This year, we are pleased to be a part of The Equinox Project, a digital storytelling project sponsored by the UAA Department of Journalism & Communication. The program will mentor youth from all around Alaska to create stories about Spring Equinox.

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 yearly 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. Each year, USAFV holds panel discussions on the topics of domestic violence awareness or suicide prevention. We broadcast the discussions in their entirety, allowing participation from people who are unable to attend. This is one example of how KUCB has extended the reach of an event. We provide similar coverage for other conferences and special events and, in each case, event organizers have been pleased with positive feedback received.

Our broadcast 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. An example of the public feedback we get about our *Community Calendar* program recently came in from the Preschool Parents, who held a fundraising event: “Unalaska Preschool wants to

say thank you for always supporting and promoting our event. Every year you guys are amazing and tell the community about the Ice Cream Social. Thank you!”

Health and safety messages are another essential service that we provide. Public Safety relies on us when they have a message that needs to be disseminated quickly, such as a tsunami or extreme weather warning. The live in-studio presence of an early morning radio host allows for immediate announcements of weather-related closures of school 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.

In addition to news and information, our station provides entertainment and community unification. We measure the success of our services through careful tracking of community feedback. We track all comments received over web, Facebook, and personal communication. We see by far the most enthusiastic public feedback following live coverage of high school sports. Every winter we run live basketball games in cooperation with the Unalaska City School District and community members are thankful for the service, including the Mayor who recently thanked our organization for coverage at the close of a City Council meeting.

Our Facebook page and the comments section of our news page is an easy and visible way of tracking the ways that KUCB content stimulates conversation. Stories on drug abuse in our community sparked considerable conversation in FY14 across a diverse cross section of our community. Other popular topics for discussion were potential oil development and the difficult balance between community and industry, homelessness and the problem finding a suitable location for a local shelter, and the tension between development and historic preservation. We believe that we've been successful in boosting communication on these important topics through news coverage and expanded discussion in our public affairs show, *The Exchange*.

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. In FY14 we held a long-form interview program with the local coordinators.
- 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.

- In FY13 our Community Advisory Board recommended the addition of a Tagalog music program, which we were able to keep on the air for all of FY14.
- 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 and we now have two full-time news employees and one seasonal summer news intern. 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.