



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 2/13/24

- 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, YouTube and Instagram. We use all of these platforms to promote our mission and address community issues.

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. We recently expanded coverage to include an online voter guide featuring information on school board and City Council candidates. The guide is translated into Tagalog and Spanish. We also hold a series of live Candidates Forums each year 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. In 2022 we joined the CPB-funded Digital Transformation Project, and because of this we significantly increased new media distribution of KUCB content over Instagram and newsletter. We also launched a podcast version of the daily newscast and we now make local newscasts available over Spotify and Apple Podcasts. Starting this year, we launched a fisheries report which is also a popular podcast.

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 2023, kucb.org had over 200,000 page visits. Web views of breaking news stories frequently reach upwards of 4,000, and peak closer to 20,000. That's a reach of more than four times our entire local population. Our top news content in 2023 focused on changes in ownership of a popular fisheries supply company, illegal use of subsistence fishing resources, and a death on board a fishing vessel following an ammonia leak. News stories about regional travel are also essential reporting in a community off of the road system. Other important stories were about volcanic activity and ashfall in the region, changes to fisheries quotas, development of a new seafood processing facility, archaeological findings, and the renaissance of a traditional Unangaꝯ watercraft.



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We produce long-form interview shows and custom public service messages when an issue of community concern warrants additional attention. Starting in 2023 we formalized weekly long-form interview programming on KUCB. We now have an interview show on the air every Tuesday and Thursday morning and we fill the interview spots based on community needs and interests. Topics this year have included climate change, school enrollment, domestic violence prevention, substance misuse, suicide prevention, and local healthcare resources.

- 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.

Examples of collaboration include:

- Live coverage of municipal meetings.
- 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.
- We work with all of Unalaska's local agencies to produce public service messages including Unalaskans Against Sexual Assault and Family violence on topics including child abuse, teen dating violence, food insecurity, and domestic violence; the Aleutian Pribilof Islands Association on topics including arson, elder abuse, smoking cessation, and addiction; the Iliuliuk Family and Health Services Clinic about vaccinations, health screenings and local resources; the Alaska Department of Fish and Game on subsistence fishing updates and regulations; the Qawalangin Tribe on paralytic shellfish poisoning and heart health; the Unalaska Fire Department on fire prevention; and the Unalaska Department of Public Safety on road conditions, weather advisories, and other potential local hazards.
- This year we are collaborating with the Unalaska City School District through their Career Explorations Program. We have a student intern on staff who provides sports reporting and a weekly DJ shift as a part of his school curriculum.



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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 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 their 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. For example, we routinely work with the Museum of the Aleutians to promote their exhibitions and assist with audio and video challenges. The Museum's Director recently wrote, "The Museum of the Aleutians collaborates regularly with KUCB as we work together to enhance each other's programs. They provide vital content to help us create interactive multi-media elements for special exhibits and we have partnered for multiple events including exhibitions. The enhance our collections work as well by providing equipment to access out dated audio and video files."

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.

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 2023 fall fundraiser included,

- "I grew up in Unalaska and it will always be home, no matter where I live! KUCB helps keep that hometown spirit alive for me! Thank you!"
- "KUCB is key to staying current with what is happening in our small, but active community."
- "I couldn't even imagine Unalaska without our radio station! Keep up the excellent work, KUCB!"
- "KUCB does a great job at providing a sense of togetherness through their broadcasting and involvement in community!"
- "It's a great way to stay in the know in Dutch Harbor!"



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- “Local information and news is critical to a community.”
- “KUCB is our news, entertainment, community event notification center and downright just fun!”
- “Local community broadcasting plays an important role in keeping us all up to date on the current events going on in Unalaska, way out here in our little corner of the world!”
- “Not only is KUCB a lifeline for the community of Unalaska, it also provides a way for those of us who no longer live there to still feel connected and keep a piece of the island with us.”
- “I lived in Unalaska for about 25 years and still use KUCB to keep up with local news.”
- “KUCB is an essential part of the community, keeping Unalaskans informed on local issues.”
- “Local weather, news and events update is vital to our little town.”

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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. 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 Unangaꝰ people for over 9,000. We acknowledge that our non-profit is located on the ancestral and unceded traditional territories of the Unangaꝰ. 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 2023:

- We completed [a documentary on the resurgence of the niꝰilaꝰ](#), a traditional Unangaꝰ boat made from a wooden frame and wrapped in animal skins. The film is available online and is also being shown at the Metini-Fort Ross State Park in California as a part of an effort to build a more accurate representation of the Alaska Native history in their interpretive center.



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- We now have a weekly Spanish language music program hosted by volunteers. The program is hosted in Spanish and also features music from Spanish-speaking countries.
- 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, subsistence harvesting safety, and voter information.
- We translated our Voter Guide into Tagalog and Spanish.
- 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.
- This year we have a student on staff as a part of the school's Career Explorations Program. He does sports reporting and a weekly DJ shift.
- We strive to have a diverse Board of Directors and Community Advisory Board that represents the population served by our organization.

As we start 2024, staff members are participating in language training through the Qawalangin Tribe in Unangam Tunuu in order to improve pronunciation of Unalaska's indigenous language. Our goal is to hear Unangam Tunuu on a daily basis over KUCB by the end of 2024.

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 over 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



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