



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 2/12/25

- 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 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. This year, we expanded coverage to include an [online voter guide](#) featuring information on school board and City Council candidates. The guide was translated into Tagalog and Spanish and was a popular web feature. We also held a series of live Candidates Forums, 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. We continue to offer a podcast version of the daily newscast, and this year we launched a [fisheries podcast](#) as well.

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 350,000 page visits. Web views of breaking news stories frequently reach upwards of 3,000, and peak closer to 20,000. That's a reach of more than four times our entire local population. Our top news story of the year was about a disabled freighter that came perilously close to going aground on the island.

In the past few years, we have also worked to reach a regional audience by expanding the scope of our news coverage to other communities in the Aleutian Chain. Several articles that were part of this effort got significant reach this year, including three stories about the region's closures of fish processing plants. News stories about regional travel are also essential reporting for communities off the road system. Another important story focused on the reopening of the school in the nearby village of Nikolski, which had been shuttered since 2009.



UNALASKA COMMUNITY BROADCASTING

KUCB 89.7FM · CHANNEL 8 TV

WWW.KUCB.ORG · 907.581.1888 · PO BOX 181 UNALASKA, AK 99685

Community-focused stories are also important locally. An example this year was when the high school volleyball team won the state tournament for the first time. When we are covering engaging topics, we often produce supplementary content, including long-form interview shows. Some programs offer listeners the opportunity to call in with questions for our guests. In the case of the winning volleyball team, the newsroom covered the initial story, and a volunteer radio producer conducted a live interview later that week during her music program.

- 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.
- Health programming produced in collaboration with the local health clinic.
- 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 colon cancer screenings, smoking cessation, and the Head Start program; 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; the Unalaska Fire Department on fire prevention; and the Unalaska Department of Public Safety on road conditions, weather advisories, and other potential local hazards.

Our organization also collaborates closely with public media organizations around the state. We share content with other radio stations daily to fill out our newscasts and supplement our music programming. We are a part of a consortium of other public media stations, and they



UNALASKA COMMUNITY BROADCASTING
KUCB 89.7FM · CHANNEL 8 TV
WWW.KUCB.ORG · 907.581.1888 · PO BOX 181 UNALASKA, AK 99685

provide administrative and engineering support to KUCB. The goal of station collaboration is to allow local staff to focus 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. Strong partnerships have consistently resulted in better participation at important events and programs, and we have received direct feedback from event coordinators expressing this. We also help visiting scientists share the results of their work with the community, which is a service that's well received.

In 2024, we met with a tsunami coordinator from the National Tsunami Warning Center to discuss ways to work together more closely, and he later wrote, "KUCB is a community lifeline for tsunami safety information. Thank you for being one of many critical pathways to keeping Unalaska safe and informed."

Both the Department of Public Safety and the school have thanked us for our live broadcast presence during the early morning hours. Our morning radio host is essential in providing immediate announcements about road conditions and weather-related closures of roads, schools, and municipal facilities.

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 fall fundraiser included,

- "The news and community connections are the best!"
- "KUCB is the heartbeat of Unalaska arts, commerce, industry, activities, news, and community connection. Thanks for being where it all happens, KUCB."
- "KUCB is essential for those of us that don't have affordable internet, SiriusXM, or cable. Although I love the newspaper, the editions simply don't come fast enough. Thank you so much."
- "KUCB is the center of community information and connection. KUCB gives opportunity to the people to participate and contribute local programming."
- "KUCB keeps our community connected, informed, and also has such a great variety of DJs on the station!"



UNALASKA COMMUNITY BROADCASTING

KUCB 89.7FM · CHANNEL 8 TV

WWW.KUCB.ORG · 907.581.1888 · PO BOX 181 UNALASKA, AK 99685

- “Thank you for your tireless reporting and community support. Wonderful reporting and operations day to day.”
 - “KUCB is important for news, weather, and great music.”
 - “We appreciate the local news, sports, community events, and fun times.”
- 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 2024, and any plans you have made to meet the needs of these audiences during Fiscal Year 2025. 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 2022:

- This year, the Aleutian Pribilof Islands Association and KUCB collaborated on bilingual smoking cessation messages.
- We collaborated with the Alaska Division of Elections on Tagalog language messages for voter education before the primary and general elections.
- We translated our Municipal 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.
- We strive to have a diverse Board of Directors and Community Advisory Board that represents the population served by our organization.
- In the coming year we plan to expand coverage and engagement with underserved and underrepresented communities within the service area, focusing especially on Filipino language and culture. We will aim for a regular spotlight program featuring Filipino artists, entrepreneurs, and community leaders for interviews and discussions.



UNALASKA COMMUNITY BROADCASTING
KUCB 89.7FM · CHANNEL 8 TV
WWW.KUCB.ORG · 907.581.1888 · PO BOX 181 UNALASKA, AK 99685

- 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 about 40% of our annual operating budget. The restricted portion of our CPB grant covers the 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 provided crucial news and 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.