

FY24 City of Unalaska Community Support Grant Application Review Summary Sheet

Organization Name: Unalaska Community Broadcasting (UCB)

UCB is requesting \$6,500 more than in FY23.

City In kind Contributions: Studio and Office space in Burma Road Chapel

FY23 Award	Amounts	FY24 Request	Amounts
Personnel – Salary & Benefits	\$ 53,100.00	Personnel – Salary & Benefits	\$ 56,000.00
Facilities	\$ 12,500.00	Facilities	\$ 12,500.00
Development	\$ 11,900.00	Development	\$ 14,200.00
Administration	\$ 31,500.00	Administration	\$ 32,800.00
Total FY23 Award	\$ 109,000.00	Total FY24 Request	\$ 115,500.00

Application Highlights

- Unalaska Community Broadcasting is asking for an additional \$2,900 for cost of living and benefits increases; an additional \$2,300 to cover the cost of an increase in premiums and promotion for KUCB's 40th anniversary events; and an additional \$1,300 for an increase in costs of office supplies, postage and board expenses.
- KUCB has received local grant funding since we split off from the City of Unalaska and became an independent nonprofit in 1984. The City has historically funded us in order to bring crucial news and information to the community. In the coming year, we will continue to rely on City of Unalaska funding.
- Longtime operational grants also include federal funding (through the Corporation for Public Broadcasting) and state funding (through the Alaska Public Broadcasting Commission). Unfortunately, state funding was cut to all public media stations in 2019. Each year since then, funding is added back into the budget by the legislature and vetoed by the governor. We are hopeful that the funding will be restored in the future. In the meantime, KUCB has diversified our funding stream. We have been very successful with new grants to fund reporting positions including ProPublica and Report for America. We have also increased cash income by selling news content and providing production work for hire. We've reduced our broadcasting costs down to the lowest possible levels.
- KUCB has a long history of providing public media in Unalaska. Changes in technology have expanded available platforms for the news and information that our organization provides, and we monitor trends in order to reach our audience wherever they find information. A clear workflow allows us to manage a great deal of content with a small staff and we do as much as we possibly can with the resources available.
 - We are a part of a consortium of public media stations called CoastAlaska. They handle financial work including: accounts payable and receivable, reporting, and payroll. This partnership allows local staff to focus on content.
 - CoastAlaska also provides engineering support. Engineers have remote access to our equipment and they make annual trips to Unalaska.
 - Our reporters provide news and public affairs programming on all of our platforms (TV, radio, and the web). They write and research local news, produce newscasts for broadcast, update our online platforms, bring Unalaska's news to a statewide audience, and provide broadcasts of municipal meetings.
 - Multimedia producers create music and entertainment programming, community event updates, health and wellness information, live sports coverage, the About of the Town section of our website, local public service messages and our community calendar.

- Staff and volunteers fall under the leadership of our General Manager, who also takes the lead on program development, fundraising, radio and television operations, volunteer training, and events.
- KUCB has local DJs on the air seven days a week.
- All staff and board members assist with fundraising and special events

Goals and Objectives:

- **Goal 1:** Build the internal capacity of KUCB operations.
 - **Objective 1.1:** Purchase and install equipment for studio power backup and increased remote connectivity for a backup studio location. We need backup power at the studio end, as well as the ability to broadcast from a secondary location. During FY23 we plan to secure funding for this project through FEMA funds distributed by the Corporation for Public Broadcasting. In FY24 we plan to move forward with the installation phase of this essential project.
 - **Objective 1.2:** Evaluate distribution of KUCB video content and plan for the future of Channel 8 TV. With the arrival of fiber connectivity in Unalaska and the reduced use of cable television, our organization needs to explore new methods of distribution of video content and provide a Channel 8 feed online. We recently launched digital television and we would also like to explore the best way to make use of that signal.
 - **Objective 1.3:** The KUCB board will hold a planning session in order to evaluate and update our organization’s strategic plan. This last took place in 2020, and our organization is due for a strategic plan review, especially given the changes in data and internet speed in our community
- **Goal 2:** More fully engage with our many communities so that more people feel “at home” with KUCB news and arts and culture programming.
 - **Objective 2.1:** Ensure the voices and experiences of community members are reflected in KUCB’s content for the foreseeable future and beyond. In FY22, staff moved forward with a source audit, a report on the make-up of the sources we use for news stories and the guests we have on air. The completion of source audits will be complete by the end of FY23 and this year we are actively working to diversify our sources by including more: Female and non-binary voices, voices from the general public, voices of people who identify as Alaska Native, voices of people who identify as Asian, voices of Black, Latinx, and other underrepresented groups who make up the community. In the coming fiscal year, we want to see continued growth in all of these voices with an increased focus on youth and elder voices so that we are crossing a variety of age groups.
 - **Objective 2.2:** Within a year we will have Unangam Tunuu fully incorporated and heard every day on the radio. In FY23, our goal was to focus on incorporating Unangam Tunuu and other Alaska Native languages in our programming and we did this through the addition of a video and online cooking show produced in collaboration with the Qawalangin Tribe. In FY24 we will build on this by holding language training for our full staff, and working in partnership with the Tribe to build additional language-based programming for KUCB. This objective is grounded in our desire to provide recognition of where are, and to honor the traditional stewards of the land where we are located.
- **Goal 3:** Develop programs that help meet KUCB’s core purpose to inform, educate, entertain, and engage.
 - **Objective 3.1:** Finalize our plan for a 40th anniversary event and multimedia exhibition at the Museum of the Aleutians. This includes securing funding and compiling content. The collaborative exhibit will open in October of 2024. In FY24 we will finalize plans for the event, secure funding, and compile archival and new content for display. The exhibit will allow us additional outreach and awareness locally, and give the community better access to our digital archives.

Application Findings/Other Information:

- Application submitted on time;
- All application requirements were met. Letters of Support are optional;
- Audit Included as of FY22 End (June 30, 2022, 21) [Includes all of Coast Alaska]
- All FY23 reporting on time and complete