

# KUAC

TV 9 • FM 89.9  
www.kuac.org

## 2020 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*“Public radio and television are so integral to our community. It keeps us connected to the world outside of our little subarctic paradise and it brings us closer to understanding our neighbors. I have always appreciated KUAC programming for its local news, news abroad, arts and entertainment.”*

*–Tiffany Ayers, Fairbanks, Alaska*

**At KUAC, we create radio and television programming that is thought provoking, trustworthy and even life changing – connecting Alaska to the world and the world to Alaska.**



For 49 years, KUAC TV has been providing thought provoking, inspiring programming that serves to educate every generation. Licensed to the University of Alaska, KUAC offers a hands on environment for students and has the reputation as a trusted source for news, information, entertainment and educational programming. KUAC offers 5 digital television channels and an audio-only (with digital signage promoting university activities/student events):

- PBS
- WORLD
- CREATE
- UATV/FNX
- PBS Kids
- KUAC-FM

In 2020, KUAC provided these key local services:

- 232 hours per week of Children’s programming
- KUAC Kids Club, encouraging exploration and literacy
- Alaska Live TV, music and stories from local and visiting musicians and guests in the KUAC FM studio and KUAC TV Archive studio
- 163 weekly hours of Native American/Alaska Native produced programs via FNX –First Nations Experience

KUAC’s local service has deep impact in Interior Alaska.

KUAC’s signal is, in many cases, the only television Alaskans in rural, native and bush communities receive.

With 3 translators crossing hundreds of miles, KUAC keeps Alaskans connected to the world. KUAC’s UATV features First Nations Experience (FNX) programming.



## Key Local Services

KUAC provided over 43,800 hours of educational, instructional, informative and inspiring programming on five digital television channels in 2020:

- PBS (primary) content including more than 3,100 hours of children's educational programming per year.
- WORLD -- history, science, documentaries.
- CREATE – how-to, cooking, fabric arts, travel.
- UATV – FNX – First Nations Experience.
- PBS Kids – 24/7 (168 hours per week) award-winning children's educational programming.

KUAC also provides an audio-only channel broadcasting public radio programming on KUAC FM 89.9.

KUAC provides the uplink for the Alaska Rural Communications System – a programming stream for Alaskans in rural, native and bush communities with no access to over the air translator signals.

KUAC provides multimedia content through its website, social media via Facebook, Twitter, Instagram and YouTube channels where local content, programming highlights, events, community calendar and the ability to support are available.

KUAC provides regional calendar television announcements for Alaska non-profits to promote their events.

During the COVID-19 pandemic, KUAC cut back on live events, but was able to safely participate in creatively “rearranged events.”

- We held a virtual KUAC poster event with the artist signing posters in a tent in his yard with no audience and KUAC mailing the posters. Our poster features Alaskan artists, provides access to art and artists for constituents, as well as income for the station through the fundraising event.
- We canceled our Spring Fundraiser planned for April but held a successful May One Match day with no volunteers on site due to safety precautions.
- We participated in the community Golden Days Reverse Parade in July. Molly of Denali and Kitt from KUAC Kids Club represented us in a “booth” as parade attendees drove by in the safety of their vehicles.
- Molly of Denali was present at National Indigenous Day festivities at Pearl Creek Elementary School, where Molly (wearing a mask) was safely in the KUAC truck decorated with PBS Kids characters and staff handed out educational kits to the families in attendance.
- “Alaska Live TV” takes the best of the Alaska Live radio program produced by KUAC FM and brings additional life to performances that might otherwise be inaccessible. Alaska Live features all genres of music from local and visiting musicians and their stories. We adjusted during the summer by visiting a university-sanctioned outdoor concert series and recording music and interviews from a safe distance.
- KUAC hosted a virtual screening of “The Age of Nature” via Zoom and Ovee. We began the evening with a panel discussion moderated by one of our seasoned journalists interviewing two Alaska renowned scientists.

## IN THE COMMUNITY

As soon as the WORLD Channel switched to At-Home Learning, we participated wholeheartedly in offering this resource, which was invaluable to homes with unstable internet connections. We partnered with the local school district to share this information with teachers and families. We also set up a website announcement with up-to-date resources for at-home learning and information about events such as the Ken Burns' live session.

KUAC Kids Club engages kids and families to encourage exploration, learning, fun, and promote the love of public broadcasting. Every day of every month, KUAC friends, families, neighbors and KUAC Kids celebrate birthday messages on TV and FM.

KUAC partners with the University of Alaska to provide college credit courses and hands-on learning opportunities for students at the University of Alaska Fairbanks in the Theatre and Film department. (We did this up to March when the lockdown took place.) We also showcase university music professors and students and inform our communities about upcoming university-sponsored events.

KUAC features the work of an Alaska artist annually on the KUAC Poster and highlights the artist's work in a biography feature for air.

KUAC promotes local and visiting musicians and performers with a YouTube channel for Alaska Live TV.

Normally, KUAC utilizes hundreds of volunteer hours from groups, organizations and individuals for the annual poster signing, annual Fall Fundraiser and Spring Fundraiser and for on air operations. While we had to curtail this, we did have hundreds of volunteers record messages from afar that we were able to use on air.

KUAC provides access to safe, commercial-free Children's Programming via the KUAC/PBS Kids Channel encouraging Alaska's children to be ready to learn.



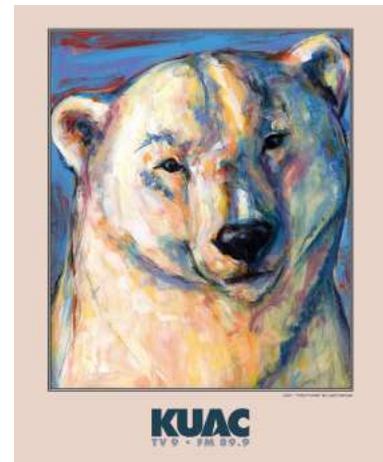
## Inspired by and for Community

KUAC enjoys a very special relationship with its community. Donors, viewers, listeners, sponsors, underwriters and friends support the programming and services. While the pandemic restricted on-site events, we offered alternative ways to volunteer, such as phoning in endorsements to be played on air.



## 37th Annual KUAC Poster

For 37 years, KUAC has honored Alaskan artists and the unique culture that is part of Alaska. This year's poster featured "Polar Portrait" by Todd Sherman. The poster continues to be a popular way to engage Alaska's artists and the KUAC community in the appreciation of art in Alaska and support the mission of public broadcasting in the Interior.



## "Educating every generation"

KUAC KIDS Club - In 2020, KUAC continued to grow the KIDS Club membership to 364 Interior Alaska children. While events were curtailed, we continued daily FM and TV birthday spots, mailings and 11 hours a day (weekdays) of quality, fun and safe children's educational programming on KUAC 9.1 and 24 hours a day on KUAC 9.5.

FNX - illustrates the healthy, positive, and real lives and cultures of Native American and indigenous people around the world showcasing TV series, documentaries, short films, PSAs, and films.



## Alaska Live TV *ROCKS!*

### Reach in the Community:

In 2020, KUAC's Alaska Live radio program was cut back due to the pandemic but we were able to offer the Music in the Garden series over the summer and "A Christmas Carol" during the winter holidays.



### Partnerships:

Fairbanks Concert Association  
Opera Fairbanks  
Fairbanks Symphony  
Fairbanks Shakespeare Theatre  
Fairbanks Summer Arts Festival  
Fairbanks Light Opera Theatre  
Local high school drama departments  
Design Alaska (financial support)

### Impact and Community Feedback:

Pre-pandemic, we featured musicians and performers from all walks of life. From local high school students, Fairbanks Shakespeare Theatre, and the US Army Alaska Band, to national, international (Young Dubliners) and NPR favorites.

In the past, we've heard from viewers that these performances have inspired some to dust off their old instruments or that they have been introduced to a new genre they hadn't considered before.

*"Alaska Live brings Alaskan musicians into the KUAC studio and broadcasts their performances live. It gives local musicians exposure to the community that they otherwise would not receive. Our community has a lot of musical talent and Alaska Live is a great venue for giving that talent more exposure."*

*- Jack Wilbur, Design Alaska*

## Evaluating Outcomes, Measuring Impact

*“For so many, KUAC definitely keeps us connected locally and globally. During this time of social distancing, that need has risen to a new level. Thank you to everyone at KUAC for all you do for our community. I stand with KUAC because I know then I stand with the facts.”*

*-Linda Unsicker, Fairbanks, Alaska*

Through our partnerships in the community – with individuals, businesses, and mission-related organizations - KUAC provides programs that educate, inform, and inspire Alaskans to take action.

Whether that action is to make an informed decision, explore a new idea, or create, KUAC has been there for over 49 years connecting Alaska to the world and the world to Alaska.



KUAC gives voice to ideas that result in a larger discussion and a better understanding of our world.

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**We tell stories that would otherwise go untold.  
We bring awareness to issues that would otherwise go overlooked.  
We present performances that would otherwise be inaccessible.  
We educate every generation.**

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