November 26, 2013

BBRSDA
1120 Huffman Rd. Box 208
Anchorage, AK 99515

Public radio station KDLG would like to expand its summer news coverage on and for the Bristol Bay Salmon fishery for the summer of 2014 and requests $25,000 in funding from BBRSDA to help us gather, report and disseminate this information.

KDLG will use BBRSDA's support to hire a reporter for the summer, travel for staff to cover the fishery and attend meetings and events that pertain to the fishing industry. A small portion of the grant would go to operate our transmitter at full power for the summer to make sure there is a good radio signal to our fringe coverage areas like Togiak and Ugashik. KDLG will oversee the hire, payroll and provide the training and equipment needed for the reporter to carry out their duties.

With the added news staff we will be able to produce the Bristol Bay Fisheries Report (BBFR) a show that would air three times a week and provide in-depth stories on the fishery that would be to long for our regular newscasts. The information gathered do to BBRSDA funding would be available to and benefit all S03T permit holders by being better informed on our fishery as well as things that impact our fishery. This information will be distributed locally, statewide, nationally and globally which meets all of the strategies in BBRSDA's strategic plan. We meet the strategies indirectly by covering ways that the fishery has improved and continues to improve the quality of our fishery. This includes research and the science and economics of the fishery, new and ongoing marketing, and the sustainability of the fishery. As for strengthening BBRSDA we can't do that directly but we do report on a lot of the positive things BBRSDA is doing to improve the quality and value of our fishery.

For BBRSDA's support of KDLG in enhancing coverage of the Bristol Bay fishery KDLG will air announcements before and after the BBFR identifying BBRSDA's support for the program. KDLG will also air four other announcements (to be selected by BBRSDA staff) per day identifying BBRSDA as a supporter to the station. The three sponsorships if purchased separately would cost $4,800. KDLG will also put the BBRSDA logo next to the Bristol Bay Fisheries Report download area on our website, which had over 43,000 visits last summer. The fishing news stories produced through this program as well as year round are heard on the Alaska Fisheries Report produced by KMXT of Kodiak, aired statewide by public radio stations and printed in several fishing trade magazines. The BBFR reports are also posted to our website and heard on our web stream which can be heard globally.

KDLG has read BBRSDA's strategies and bylaws and this is a single year project which would run from spring of 2014 through June 30, 2015.

If you would like more information on this application please contact: Rob Carpenter, General Manager at 842-5281 or email at rob@kdlg.org.