

90.3

kazu

npr for Monterey · Salinas · Santa Cruz

a community service of csumb

Local Content & Services Report 2016

Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multi-platform 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.

KAZU's mission is to serve the communities in the Greater Monterey Bay area and Salinas Valley through its over the air broadcast service and digital platforms. KAZU seeks to serve its community of license, Pacific Grove and its entire listening audience with its news and information programming format, community event sponsorships and air public service announcements. All Broadcast and digital content is selected in order to serve and reach the diverse population and varied communities found in KAZU's broadcast coverage area

The Monterey Bay Area is a global community both culturally and socioeconomically. From troops who train at the Defense Language Institute to the farmworkers who pick our nation's fresh produce, the people who live here seek to maintain and learn more about their connection

to the world at large. That's the service KAZU provides to its listeners each and every day.

Along with delivering National and International news and information programming from NPR, PRI, APM and the BBC, KAZU also produces local news and information programming. It compliments and enhances the national and international news, as well as, cultural content to create a dynamic overall listening experience.

Every week KAZU produces local news features that have cultural resonance or significant local meaning. The News Department also seeks to tell locally based stories with statewide or national impact, or conversely, the local impact of a national or international story. These locally produced pieces can be heard on air, and also found online. In addition to long form story production, KAZU aims to take the lead on-air

in local emergencies by keeping the audience informed in the event of mudslides, wild fires and flooding.

Highlights of KAZU's local news in 2016 include extensive coverage of the Soberanes Fire that burned in the Big Sur Region of Monterey County. This was one of the largest wildfires in our nation's history, and the most expensive ever to fight. In addition to daily updates, KAZU produced long form stories on the Soberanes Fire. One memorable piece focused on the remote Tassajara Zen Mountain Center. There the monks trained as wildland firefighters, so that they could defend the Monastery with or without outside help.

In 2016, KAZU also continued to follow an unlikely class of computer science students in a Bachelor's Degree program that took kids out of the fields and into the classroom. We built on coverage that began in 2013, by meeting up with the class of predominately Latino students as they graduated.

In politics, KAZU covered the race for Congressional District 20. After Congressman Sam Far announced his retirement, this became an open seat for the first time in two decades. In addition to covering all five candidates during the primaries, KAZU News followed the final two leading up to the November Election. This included airing a one hour debate between the two candidates.

KAZU News won two regional Edward R. Murrow Awards for Feature Reporting and Sports Reporting in 2016. The awards are given by the Radio Television Digital News Association and

honor the best electronic journalism produced by radio, television and online news organizations around the world.

Through all our work from local news to community event sponsorships and public service announcements, KAZU seeks to connect our community with each other and the world. All broadcast and digital content is selected in order to serve and reach the diverse population and varied communities that make up KAZU's broadcast coverage area.

In 2016 KAZU held an art contest, to create a water bottle that we could offer as a thank you gift to station donors. The design contest engaged an enthusiastic constituency of artists, photographers and graphic designers in KAZU's listening area. The resulting limited edition water bottle was a very popular thank you gift the station offered during one of our Fund-raising campaigns.

KAZU also encourages our listeners to visit the station, and staff members conduct tours for volunteers, cub scout troops and other community groups upon request. Our staff also gives presentations at local non-profits such as Rotary Clubs and Adult Education groups. It is KAZU core belief that it is essential to always be responsive and transparent to its broadcast and digital audience.

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.

KAZU regularly receives communications from various individuals and community groups requesting sponsorships or other types of partnerships throughout the year, usually from those who have collaborated with KAZU in the past. They tell us that KAZU's on-air announcements and involvement are key to making their events a success and that they seek out our community service year after year because of this success. This is rewarding confirmation that KAZU's involvement has a real impact in the community and that our services are of great value to the region.

In 2016, KAZU sponsored and/or co-sponsored such events and concerts as the "Cabrillo Festival of Contemporary Music" in Santa Cruz and the Carmel Public Library Foundation annual Benefit. KAZU helped generate the largest audience ever for the Carmel Public Library Foundation's annual Benefit event and was instrumental in securing their guest speaker, Ira Flatow host of the national radio program Science Friday. KAZU through its role as media sponsor helped get the word out by broadcasting announcements about the Library Foundation's annual event at the Carmel Sunset Center, which drew over 600 people.

KAZU continued to work with its parent institution California State University Monterey Bay to promote its educational events and workshops including Start-up Weekend, an intense event where students and community members get a two-day course on becoming an entrepreneur. This weekend included presentations to local business leaders and venture capital investors.

KAZU receives comments and questions from listeners regarding its local news coverage and events calendar on a frequent basis by phone and email. We also regularly assist audience members when they need to track down archived national and local news stories and programs.

KAZU's web site has a dedicated section where locally produced stories are posted and archived. Our audience also engages with us on

our Facebook page, and follows our Twitter feed.

In 2016 KAZU was the recipient of multiple awards and continued the tradition of consistently winning awards for its local news coverage, including honors from the Radio Television Digital News Association (Edward R. Murrow Awards). The station is optimistic that its work in 2017 will again be honored for its quality news coverage and service to the community.

In 2016 KAZU continued its annual partnership with the Second Harvest Food Bank in Santa Cruz County and the Food Bank for Monterey County. Our frequent on-air mentions of the Food Banks during our December fundraiser helped keep this important community service on the forefront of listeners' minds during the holiday season.

KAZU was a media sponsor of the Santa Cruz Shakespeare's 2016 summer season which featured two of Shakespeare's classics—A Midsummer Night's Dream and Hamlet.

For over 10 years KAZU has sponsored the United Nations Association, Monterey Bay chapter's International Documentary film festival held at the Golden State theatre in downtown Monterey.

KAZU was media sponsor of the 15th annual Jay Moriarity memorial paddleboard race, which took place in Capitola. KAZU broadcast promotional announcements which communicated how Competitors could register for the event. The event was a benefit event for the Jay Moriarity foundation.

KAZU was a media sponsor of the first annual Santa Cruz mini maker faire, which featured interactive Experiences with rockets, robots, musical performances and food Trucks.

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 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. If you regularly broadcast in a language other than English, please note the language broadcast.

KAZU continued to air “Snap Judgment” in 2016 in its regular line-up of weekend programs, as well as a scheduled repeat broadcast of the program on Friday evenings at 8PM. “Snap Judgment” is one of the few nationally syndicated radio programs hosted and produced by an African American.

“Snap Judgment” is aimed at attracting a younger, more diverse audience through its unique storytelling approach and came to public radio when its host and executive producer Glyn Washington won the Public Radio Exchange and Corporation for Public Broadcasting Talent Quest.

KAZU continued its carriage of the program “Latino USA” and is the only local radio station in the Monterey-Salinas-Santa Cruz radio market to carry the program. “Latino USA” considers itself the foremost Latino voice in public media and it is the longest running Latino-focused program on radio.

As a leading source of broadcast news and information in our community, KAZU is committed to serving the large Hispanic population located in the Monterey Bay region, particularly in the Pajaro and Salinas Valleys.

KAZU’s local news coverage seeks to represent the culturally, socially and economically diverse voices of the Monterey Bay Area. Among the 2016 local news stories that the station aired that cover minority issues are:

- **Soccer Helps At-risk Youth in Watsonville Find Success On and Off the Field**
- **Helping Farmworker Families Who Chase the Harvest**
- **Farmworkers, Activists Protest Outside of Driscoll’s on Cesar Chavez Day**
Driscoll’s, the world’s largest berry distributor,

has a reputation of being socially responsible in an industry often criticized for abuses. Even so, farmworkers and activists are targeting the family-owned company, saying it allows unfair labor practices.

- **“East of Salinas” Documentary Puts a Face on the Immigration Debate**

California is home to more than two-million undocumented immigrants, some of them children. The life of one of those kids is featured in a new documentary called East of Salinas, airing locally Monday on PBS. Salinas teacher Oscar Ramos also plays a key role in the documentary.

- **Class of Computer Science Grads Breaks the Mold**

Three years ago, Cal State Monterey Bay and Hartnell Community College started an ambitious computer science bachelor’s degree program called CSin3 (formerly CSIT-in-3). It aimed to prepare students from the Salinas Valley to compete for careers at Silicon Valley’s top firms, and to do that in just three years.

- **Salinas Paletero Cart Offers Food for Thought**

In the age of the internet, libraries are in a constant state of reinvention: looking for ways to stay relevant and connect with their communities. In Salinas, the public library is trying a new twist on the old bookmobile.

- **Monterey Bay Area’s Native Amah Mutsun Seek Return to Lost Way of Life**

Descendants of the Native Americans who lived on the Central Coast before the establishment of the missions have an ambitious plan. The Amah Mutsun Tribal Band wants to restore ecosystems that once

flourished here: from the deer herds that roamed the land to the medicinal plants that sustained the tribe. It's a plan that will take generations to realize, and the tribe is taking small, but real steps to get there.

In 2017, KAZU will continue to seek new ways to represent the diverse voices in our community both through our local news reporting, and whenever opportunities for special programming arise.

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?

The annual funding which KAZU receives from the Corporation for Public Broadcasting in the form of the "Community Service Grant" ensures the successful accomplishment of KAZU's mission of providing robust over the air broadcast and digital coverage of regional news and events of importance to the communities we serve in the Monterey Bay Area. Without this grant, KAZU's local programming and reporting would be greatly curtailed.

With CPB funding through the Community Service Grant enables KAZU to continue its tradition of carrying live broadcasts of the Leon Panetta Lecture series from the Sunset Center in Carmel. Rebroadcast of the California State University Monterey Bay President's Lecture series. KAZU's live broadcast of the Panetta Lecture series made it possible for our listening audience to hear visiting world leaders debate and discuss the most pressing issues of our time., KAZU's broadcast of this lecture series means that all members of the community have access to this national caliber event free of charge.

KAZU is able to provide air time free of charge for local non-profits to make public service announcements because of the "Community Service Grant" we receive from CPB. Local nonprofits such as libraries, churches, museums and art centers, including the Carmel Public Library Foundation, the Santa Cruz Conflict Resolution Center and many other community organizations rely on this service to inform the community about their activities. They are also able to use the KAZU website's "Events Calendar" to spread the word about events of potential interest to our audience.

In addition to providing this community service, we broadcast local news initiatives and locally produced news stories which are also made available on our website, mobile app and through KAZU's social media presence.

KAZU radio and its digital counterpart www.kazu.org would not be able to provide this level of public service—a hallmark of the station—without the aid of the Community Services Grant from the Corporation for Public Broadcasting.