

90.3

kazu

NPRsm for the Monterey Bay Area

a community service of CSU Monterey Bay

Local Content & Services Report 2015

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 primary goal is to serve its city of license and inform its listening audience in the Monterey Bay Area and Salinas Valley of California about the community they live in and connect them to the wider world of ideas and global events. Listeners tell us time and time again that this is why they listen. KAZU provides local programming, public service announcements and community event sponsorships that complement and enhance the national programs it broadcasts to create a rich listening experience, representing the diversity of its audience.

The station's Monterey Bay Area and Salinas Valley listeners include a large proportion of minority residents and a substantial number of people who are foreign born. Our broadcast area covers

sparsely populated and economically disadvantaged rural areas as well as densely populated, very affluent coastal towns, and internationally renowned tourist destinations.

KAZU produces local news features each week for on air broadcast and for digital distribution on its website and through social media. The stories on occasion will address pressing local issues and local emergencies, but are primarily focused on topics that illuminate the region's character in a less obvious way. In 2015, these locally produced news features included coverage of an agriculture technology boom, combatting a toxic algae bloom in a town lake, tracking sudden oak death in county forests, the long-awaited

opening of a regional veteran's cemetery, along with stories about a deadly wildfire, the region's on-going drought, and El Nino flooding.

In the long form content category, KAZU broadcast the locally produced Leon Panetta Lecture Series and the California State University Monterey Bay President's Speaker Series.

Two of our reporters also created an hour long audio portrait of the region called "Monterey Bay Chronicles" this one hour feature presentation took over 6 months to produce and was aired as a special program on the station. "Monterey Bay Chronicles" was also posted on KAZU's digital platform KAZU.org where it is available for on-demand listening. We encourage our listeners to visit the station, and staff members conduct tours for

volunteers, local schools, 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.

In 2015 KAZU held an art contest for the first time, to create a coffee mug that we could offer as a thank you gift to station donors. Not only did the design contest engage an enthusiastic new constituency of artists, photographers and graphic designers, but the resulting limited edition mug was the most popular thank you gift the station offered in 2015. Many community members told us they donated to the station in order to get this unique locally designed item.

Our mission is to always be transparent and responsive to our 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 is proud to sponsor local cultural events and bring important lecture series to our listeners. Each year KAZU broadcasts the locally produced Leon Panetta Lecture Series and the California State University Monterey Bay President Speaker Series. These special event programs bring national and regional thought leaders to our area to discuss vital issues of the day.

The Panetta Lecture Series panels are 90 minute presentations hosted by former Secretary of Defense, Leon Panetta. The 2015 panels included speakers such as Boone Pickens on the topic of "Energy"; Ken Salazar on "Race Relations"; Robert Reich

and Alan Simpson on "Economy" and Keith Alexander and Michael Mullen on "Cyber". Our audience was fortunate to be able to hear debates and discussions on extremely important issues by these experts.

The CSUMB President's Speaker Series were held four times in 2015 and featured Lynda Weinman and Bruce Heavin, the founders of lynda.com; David Helvarg, the Executive Director of Blue Frontier Campaign, as well as presentations by regional experts on Immigration Reform and Affordable Housing, two areas of critical interest to Monterey Bay and Salinas Valley residents.

KAZU collaborates with other public media outlets including KQED in San Francisco by working with them on news stories that are appropriate for their daily news magazine “The California Report.” In 2015, one example of a story produced in collaboration with KQED was about making marine science education accessible to children from different socio-economic backgrounds.

KAZU also works with NPR to produce locally based news feature stories that are of national interest. Some locally produced 2015 stories broadcast by the national network include such features as “Tech Program Helps Put Latinos On A Path To Silicon Valley” “Follow The Leader: Drones Learn To Behave In Swarms” and “At The Monterey Presidio, City And Army Partner To Reduce Costs.” In 2015 KAZU was a media sponsor for a wide variety of local non-profit events, amongst which were Santa Cruz Symphony performances; “A Taste of Santa Cruz” to benefit the Santa Cruz County Association of Realtors non-profit Housing Foundation; the Ventana Wilderness Alliance’s “Wild and Scenic Film Festival”; the Carmel Public Library Foundation’s lecture series; the arts education program, ArtSmart, which brings free professional musical and theatrical performances to over 20,000 students, teachers and families, mostly in low-income schools; the “Summit for the Planet”, an annual fundraiser and educational earth day celebration and walk-a-thon to raise money for a variety of environmental and educational non-profits; and the 2015 Mount Madonna School/Gateway School/York School and Cabrillo College’s joint “Speaker Series on Education” annual lecture, which featured psychologist and author, Dr. Wendy Mogel.

KAZU serves its community through daily public service announcements for

local organizations, non-profits, educational institutions and government agencies. The station asks listeners to submit their own community events to KAZU’s online events calendar, which can be viewed on KAZU’s web site. These listener contributed events which are then promoted by our on air hosts. KAZU seeks to maintain strong community business connections by attending Chamber of Commerce breakfast and lunch events. The station also works with California State University Monterey Bay to promote its educational workshops and events including Start-up Weekend, where students and community members get a crash course on becoming an entrepreneur.

In 2015, KAZU’s News Director attended a local Rotary Club luncheon and spoke about news gathering in the digital age. She also conducted a station tour for a local elementary school’s third grade class and for a Girl Scout troop. She was invited to speak at the Panetta Leadership Forum for all CSU student body presidents and spoke to them about how to interact successfully with the press.

KAZU held three Salon events in 2015 where some of our donors were able to meet national radio personalities as well as KAZU staff, and talk to them about issues affecting radio and the media in general. The lively Q and A sessions at these events show that our audience members are deeply engaged with our radio programs, and have strong opinions about the medium of radio and its future.

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.

Daily phone calls, emails and social media messages from our audience indicate that we are touching lives daily. We regularly receive such comments as “I love your local stories.” Even subjects I would not ordinarily be interested in grab my attention, they are so well and interestingly presented.” Metrics on our website show that our local stories get the most views by a factor of at least ten when compared to national stories – our Facebook posts that discuss local issues are also popular.

KAZU has established a yearend holiday tradition of partnering with two local county food banks during its December Membership Drive. The executive directors of these organizations have told us that our

promotion of their services has had a direct impact on the number of donations they receive at that time of year, and the number of inquiries they get for resources and services. A small consortium of private and charter schools which runs a free lecture series on educational topics has said that since promoting this event on KAZU attendance is now standing room only.

The number of local event organizers who come to KAZU each year to request media sponsorship, to purchase underwriting or to submit public service announcements is growing, and indicates that these community organizations are benefitting from their partnerships with KAZU.

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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.

KAZU’s local news team prides itself on coverage of the culturally, socially and economically diverse voices of the Monterey Bay Area. Among the 2015 local news stories that the station aired that cover minority issues are:

- Are these Salinas Valley students exactly what Silicon Valley needs?
- In the New Year California Issues Driver’s Licenses to Illegal Immigrants (January 1 2015)

- State honors local tech and math programs with cash awards (Mar 20, 2015)
- A year after police arrests, King City still in turmoil
- From Solar to Safe Haven: Ten Years On, Rancho Cielo Continues to Grow
- New Program Aims to Put Girls on Path to Career Success
- Journalists and Locals Take A Hard Look At Salinas
- Making Hands On Marine Science

- Education Within Everyone's Reach
- At Carmel Mission Serra's Sainthood Celebrated and Rebuked
- Tele-therapy Helps Bridge the Gap for Deaf Babies in Rural California
- Claudia Melendez Salinas: Journalist Turned Author Talks About Her Debut Novel
- Helping Farmworker Families Who Chase the Harvest

KAZU continues to broadcast "Latino USA" the foremost Latino voice in public media and the longest running Latino-focused

program on the radio. The Monterey Bay Area has a large Hispanic population, particularly in the Pajaro and Salinas Valleys. Community members have noted their appreciation for this show. We are the only local radio station in the Monterey-Salinas-Santa Cruz radio market to carry this program.

KAZU also airs "Snap Judgment" hosted by Glynn Washington - one of the few nationally syndicated radio programs hosted and produced by an African American. This popular program is heard twice a week (once as a repeat broadcast.)

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?

KAZU's funding through The Corporation for Public Broadcasting's "Community Service Grant" program enables the station to allocate resources to cover regional news and community events of importance to our listeners. Without this grant, it would be almost impossible to accomplish this depth and quality of local reporting and community service.

Furthermore, Community non-profit organizations rely on free air time on KAZU to publicize their services, activities and events. We feel it is one of the essential functions of our station to provide this level of public access to our community's non-profits. The CPB grant means KAZU can serve as a

means by which libraries, museums and art centers, schools and community centers can engage the regional audience that KAZU broadcasts to and reaches on a daily basis.

The Corporation for Public Broadcasting's support allows KAZU to create partnerships with local institutions and serve its listening audience in the best way possible by disseminating information about local events and organizations. 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.