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kazu

npr for Monterey • Salinas • Santa Cruz

a community service of csUMB

Local Content & Services Report 2018

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

California's Monterey Bay area covers a diverse region. It includes KAZU's city of license, Pacific Grove, as well as the Salinas Valley and Monterey and Santa Cruz Counties. This community is both culturally and socioeconomically diverse from the military service members who train at the Defense Language Institute to the farmworkers who pick our nation's fresh produce to retirees who have made their home on the Monterey Peninsula. The people who live here seek to maintain their connection to the world and stay informed about their communities.

With our news and information programming, KAZU provides that service through its over the air broadcasts and digital platforms. Those include our web site kazu.org and mobile apps, KAZU and NPR One. For national and international news, KAZU brings its audience programming from NPR, the BBC, PRI (Public Radio International) and APM (American Public Media). KAZU also produces its own local news stories, features and interviews every week.

KAZU's News Department seeks to tell locally based sto-

ries 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 power outages, wild fires and flooding.

Highlights of KAZU's local news in 2018 include coverage of a grass roots campaign for a public takeover of the Monterey Peninsula's private water supplier; a look at the shortage of farmworker housing and potential solutions; and California's growing cannabis industry. KAZU News also covered local efforts to crack down on human trafficking and help human trafficking victims. Veterans and their efforts to get the VA to recognize medical marijuana as a drug for treatment. KAZU brought listeners important information on two E.Coli outbreaks in romaine lettuce. Locally produce stories also shone a light on the lack of shelter for homeless veterans and other struggling community members.

In 2018 KAZU News won a very prestigious National Edward R. Murrow Award for the story titled "Reality Of Possible Separation Sets In For American Children Of Undocumented Parents". The award was for the category Excellence in Writing. The story was produced by KAZU reporter Erika Mahoney. KAZU News also won two regional Edward R. Murrow Awards. In addition to the Excellence in Writing award, the news team also won for Excellence in Sound for the story "Monterey Pop: Remembered, Celebrated But Never Duplicated" produced by KAZU News Director Krista Almanzan. 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 across the nation. With these honors, KAZU News has now won 23 Regional Edward R. Murrow Awards since 2007. KAZU competes in Region 2 Small Market Radio, which includes similar size stations in California, Guam, Hawaii and Nevada.

Beyond local news, KAZU serves the region through community event sponsorships and public service announcements. KAZU also welcomes community members to visit the station. Again in 2018, staff members conducted tours for school groups and curious listeners. Our staff also gave presentations to local groups like the Rotary Club.

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 always welcomes and actively seeks out collaboration opportunities both with other public media outlets and local institutions.

In 2018 KAZU continued its long standing collaborative relationship with NPR and other NPR member stations, including KQED in San Francisco, KXJZ in Sacramento and KCBX in San Luis Obispo. With the help of these three stations, KAZU is able to offer its listeners news from the Central Coast, the Capitol in Sacramento and from every corner of the state.

KAZU also frequently contributes Central Coast news to its neighboring station, KCBX and to KQED for statewide broadcast on the weekday show, The California Report. In 2018, KAZU collaborated with both stations to cover the reopening of Highway 1 following its closure in Big Sur because of storm damage. Together the stations also reached listeners with reporting on two E.Coli outbreaks in romaine lettuce and how aquaculture is helping restore a California native habitat.

KAZU is one of seven member stations selected by NPR to participate in a nationwide reporting collaboration called Back at Base now in its fifth year. It chronicles the lives and issues of our nation's troops at home. For this collaboration, KAZU produced a locally based story on an Olympic bobsledder who not only competes for the U.S., he competes will representing the U.S. Army. KAZU also produced a feature of veterans efforts to get the VA to recognize marijuana as a drug for treatment.

Beyond the realm of public media, KAZU partners with other local institutions to bring insightful local programming to our listeners. In the Spring, the station works with

the Panetta Institute for Public Policy on live broadcasts of the annual Leon Panetta Lecture Series. These 1 ½ to 2 hour programs feature some of our nation's top thinkers on current events. The programs are moderated by former Secretary of Defense Leon Panetta.

In 2018 KAZU continued its commitment to community non-profit organizations through sponsorships of local events and of the City of Santa Cruz's Street Smarts campaign. KAZU also seeks to maintain strong community business connections by attending Chamber of Commerce events. The station also works with California State University Monterey Bay to promote its education initiatives. In 2018 our News Director again spoke at the Panetta Leadership Forum. This annual event is for all California State University student body presidents.

Finally, KAZU continues to provide the important service of daily public service announcements for local non-profits. KAZU airs announcements that promote local arts events, lectures and other opportunities for cultural connections.

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.

KAZU receives comments and questions from listeners regarding its local, national and international news coverage and our local community calendar on a frequent basis by phone and email. We regularly assist listeners 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 on Twitter.

In 2018 KAZU again won multiple awards for its local news coverage, including honors from the Radio Television Digital News Association (Edward R. Murrow Awards) and the Public Radio News Directors Inc. Local issues covered in 2018 include a shortage of farmworker housing, the challenges facing immigrants with DACA (deferred action for childhood arrivals) status and the difficulties in the search for local solutions to homelessness. In advance of the November elections we also covered several local measures to help voters make their choices on issues like rent control, a tax to build affordable housing and a public takeover of the privately owned water system.

In 2018 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 a number of community events. Our media sponsorship brings attention to interesting things happening in our community.

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KAZU was a sponsor of the "Wild and Scenic Film Festival," in association with the Ventana Wilderness Alliance. The event included inspiring films, guest speakers. The Wild and Scenic Film Festival at the Del Mar Theatre in Santa Cruz and the Golden State Theatre in Monterey.

In 2018 KAZU was a media sponsor of The Santa Cruz Chamber of Commerce Leadership Forum.

KAZU was a media sponsor of the "Friends of Santa Cruz State Parks", Sixth annual "Mole and Mariachi Festival!" The event featured a mole tasting and competition - as well as food, music, artisan crafts and more! Proceeds from the festival support educational programs, visitor services and park restoration.

Sponsored by KAZU in 2018, The annual Steinbeck Festival was a three-day celebration of John Steinbeck's enduring legacy. The 2018 Steinbeck Festival took place May 6th through 8th, and celebrated "The Women Of Steinbeck's World" -- women he created, those he knew, and those who influenced mid-century American culture

In 2018 KAZU was a media sponsor of the Santa Cruz Shakespeare's 2018 summer season featuring Romeo and Juliet, a tragedy written by William Shakespeare about two young star-crossed lovers whose deaths ultimately reconcile their feuding families.

For over 11 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.

In 2018 KAZU was media sponsor of the The Language Capital of The World Cultural Festival a celebration of Monterey's global status in language and international culture. Featuring international music and dance performances, language mini lessons, ethnic crafts, and international food.

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

In 2018 KAZU was a media sponsor of "Whalefest Monterey", a weekend celebrating grey whales and the Marine Sanctuary, featuring films, lectures, and family activities.

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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

In 2018 KAZU also continued its broadcast of 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.

In 2018 KAZU also continued to air Snap Judgment hosted by Glynn Washington. This is one of the few nationally syndicated radio programs hosted and produced by an African American. This popular program is heard twice a week, the second airing is a repeat broadcast. Snap Judgment is aimed at attracting a younger, more diverse audience through its unique storytelling approach. In 2018, KAZU is also planning an in person by Snap Judgment's Glynn Washington to interact with KAZU listeners.

KAZU's local news team seeks to reflect the cultural and socioeconomic diversity of the Monterey Bay Area. The following stories reflect that effort:

Region's First Human Trafficking Safe House Needs More Funding

"The region's first safe house specifically for victims of human trafficking needed more funding. The YWCA of Monterey County, which runs the safe house, recently found out the state will not renew the grant that funds the operation."

Local Protesters Call For An End To Family Separations At The Border

"Protesters across the country and here on the Central Coast want the Trump Administration to stop separating families at the border. About a dozen protesters gathered at a busy intersection in Salinas Thursday evening. They decorated signs on the sidewalk near a street vendor selling brightly-colored flowers."

Housing For Farmworkers Is So Scarce That Ag Companies Are Becoming Builders

"Farmworker housing is in crisis. There's not

enough of it and much of what's available is lousy. A growing number of agriculture companies are building seasonal housing for their workers."

New Study Shows Severe Overcrowding In Farmworkers' Homes

"The Monterey Bay's multi-billion dollar farming industry depends on thousands of farmworkers. But a new study finds there's a tremendous lack of housing for them."

Santa Cruz Homeless Camp Draws New Faces

"A new city-run homeless camp in Santa Cruz is reaching homeless people who don't normally turn up at shelters."

Monterey County Tries New Way To Find Human Trafficking Victims

"Last year, 18 victims of human trafficking called a hotline at the Monterey County Rape Crisis center looking for help. The Monterey County District Attorney's Office says this represents just a fraction of the problem in the county. So they're trying out a new way to find these victims."

Website Puts A Face On DACA's DREAMers

"DREAMers got a sliver of hope this week in the form of a court decision. A federal judge blocked the Trump Administration's plan to end the Deferred Action for Childhood Arrivals program, also known as DACA. There are roughly 700,000 undocumented immigrants who were brought here as children enrolled in DACA. This court decision doesn't solve the issue though."

New Health Clinic Combines Services For Veterans and Active Duty -

"A new health clinic opening on the former Fort Ord will serve both active duty military and veterans. It's an early effort by the Department of Defense and Veterans Affairs to work together on health care."

Central Coast Veterans Cemetery Closer to Offering Burials -

"The Central Coast Veterans Cemetery has been a cemetery that lacked in-ground burials. Right

now, it only has space for cremated remains. But that will change with a new infusion of funds.”

As represented by the stories and programs above, KAZU is committed to serving the culturally and socio-economically diverse population of the Monterey Bay

Area and the Pajaro and Salinas Valleys. In 2019, 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 local and 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.

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 broadcast of these series ensures that all members of the community have access to this high quality, informational event free of charge.

The CPB “Community Service Grant” also allows KAZU to provide air time, free of charge, to local non-profits via public service announcements. Local nonprofits includ-

ing libraries, churches, museums and art centers all benefit from this service. Some of them include The Panetta Institute, Friends of the Pacific Grove Library, the Santa Cruz Conflict Resolution Center, Girls Inc of Salinas, the Alzheimer’s Association, the La Selva Beach Library and Peace United Church of Santa Cruz, to name just a few.

These and many other community organizations rely on this service to inform the community about their activities. They are also able to use the KAZU online Community Calendar to spread the word about events of potential interest to our audience.

The overall public service KAZU provides to the community is distinctive, valuable and widely recognized as an exceptional contribution to the region. KAZU radio and its digital counterpart, www.kazu.org, would not be able to provide this level of public service without the aid of the “Community Services Grant” from the Corporation for Public Broadcasting.