

90.3

kazu

npr for Monterey · Salinas · Santa Cruz
a community service of c s u m b

Local Content & Services Report 2017

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.

KAZU's overall goal is to serve the communities on the Central Coast of California which include the cities of Pacific Grove, Monterey, Salinas and Santa Cruz with its terrestrial over the air broadcast signal and online digital platforms. KAZU seeks to serve its community of license, Pacific Grove and its entire listening area with its news and information programming format, community event sponsorships and on air public service announcements. All Broadcast and digital content is selected and curated in order to serve and reach the diverse population and varied communities found in KAZU's broadcast coverage area.

The radio station's Monterey Bay Area and Salinas Valley listeners include a large proportion of minority residents and a substantial number of people who are from foreign countries. Our broadcast area covers sparsely populated and economically disadvantaged rural areas as well as densely populated, affluent coastal towns, as well as internationally renowned tourist destinations.

The Monterey Bay Area is a global community both culturally and socioeconomically. From farmworkers who pick our nation's fresh produce to troops who train at the Defense Language Institute 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 which is intended to complement and enhances the national and international news, as well as, cultural content to create a dynamic overall listening experience.

In past year 2017 KAZU has made a concerted effort to allocate additional resources to increase its local news coverage. These increased resources have taken the form of additional feature stories that have significant local meaning and cultural resonance to our listeners.

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 on KAZU's website. In addition to long form story production, in 2017 KAZU continued its commitment to cover local emergencies by keeping the audience informed in the event of mudslides, wildfires and flooding.

Highlights of KAZU's local news in 2017 included extensive coverage of Major Storms that hit the Central Coast bringing record rainfall after years of drought in California. These stories included continuing coverage with multiple stories on the demolition and rebuilding of the Pfeiffer Big Sur bridge that was damaged and closed cutting off communities in the Big Sur region of Monterey County. KAZU also did a feature story on Mud Creek Slide which was described as the largest landslide to hit the central coast in recent memory and closed Highway 1 from the south of Big Sur.

In October of KAZU also covered the evacuations that were called for as a result of the danger that the Bear Fire in Santa Cruz Mountains posed to local residents.

In 2017 KAZU did a feature story on the restoration and reuse of the CEMEX cement plant in Davenport a small community just north of Santa Cruz in Santa Cruz County. The Cemex cement plant first opened in 1906 and was an integral part of the community until it closed in 2010

In 2017 KAZU did a story on "First of a Kind Water Recycling Plant Being Built in Marina"

KAZU was the recipient in 2017 of four regional Edward R Murrow awards. KAZU competes in Region 2 Small Market Radio, which includes similar size stations in California, Guam, Hawaii and Nevada. Since 2007, KAZU has won 21 Regional Edward R. Murrow Awards.

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.

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

In 2017 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. The big collaborative news story of 2017 was the damage to Highway 1 from the mudslides and a bridge failure that isolated the community of Big Sur. KAZU also widely shared its work on Monterey County's voter approved fracking ban and the trial that followed; the return of the historic Monterey International Pop Festival on its 50th anniversary; and, the crackdown on undocumented immigrants and the phase out of DACA (Deferred Action for Childhood Arrivals program).

KAZU is one of seven member stations selected by NPR to participate in a nationwide reporting collaboration called Back at Base now in its fourth year. It chronicles the lives and issues of our nation's troops at home. For this collaboration KAZU produced locally based news feature stories that are of national interest including a story on communities like Monterey are bracing for the return of the Base Realignment and Closure process (BRAC).

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 1½ 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 2017 KAZU continued its commitment to community non-profit organizations through sponsorships of local events such as. The Summit for the Planet, an annual fundraiser and educational earth

day celebration and walk-a-thon to raise money for environmental and educational non-profits.

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 a tech entrepreneur. In 2017 our News Director again spoke at the Panetta Leadership Forum. This annual event is for all California State University student body presidents. KAZU's News Director was one of three local journalists to talk to the students about how to interact productively with the press.

Finally, KAZU continues to provide the important service of daily public service announcements for local non-profits. KAZU airs announcements that promote local homeless services, library events and lectures, and 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 requests for sponsorship and partnerships throughout the year from various community groups, especially those who have collaborated with KAZU in the past. They tell us that they come back because KAZU's on-air announcements and involvement have been key to making their events a success. This is a testament to KAZU's impact in the community and its service area.

In 2017 90.3 KAZU was a media sponsor of the 3rd Annual Language Capital Of The World Cultural Festival, Sunday, May 7th, 2017 at Custom House Plaza in Monterey. KAZU, along with many other local organizations, teamed up with the city of Monterey to bring this world class festival to the heart of downtown. Celebrate the rich international culture of the Central Coast with music, flags, international crafts and food,

dancers from many diverse cultures, and a whole array of exhibitions.

KAZU was once again be a media sponsor in 2017 of the Carmel Public Library Foundation's annual Benefit event which takes place at the Sunset Center in Carmel and is a fundraising event for the Carmel Public Library. 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.

In 2017, KAZU sponsored and/or co-sponsored such events and concerts as the "Cabrillo Festival of Contemporary Music" this community collaboration with the Santa Cruz County based Cabrillo Festival of Contemporary Music" has been a collaboration for over ten years.

KAZU in 2017 also continued to work with its parent institution California State University Monterey Bay to promote its workshops and educational events 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 News has also consistently won awards for its local news coverage including honors from the Radio Television Digital News Association (Edward R. Murrow Awards) and the NorCal RTDNA. In 2017 KAZU won 4 Edward R Murrow awards including awards for local stories such as a story about the Tassajara Mountain Center a Buddhist Monastery that was protected from the Soberanes Fire by its own Buddhist monks turned firefighters. The station hopes its work in 2018 will again be honored for its quality and service to the community.

KAZU has sponsored the 18th annual United Nations Association, Monterey bay chapter's International Documentary film festival held at the Golden State theatre in downtown Monterey for over 10 years and did so again in 2017. This past year's festival featured films from Greece, Costa Rica, Italy, Nigeria, The Salinas Valley, and more.

KAZU was a media sponsor of the "Wild and Scenic Film Festival", presented by the Ventana Wilderness Alliance. Themed, "At the Edge," the festival featured fantastic films about wild things and wild places. This one night event took place Saturday September 23rd at the Golden State Theatre in downtown Monterey.

KAZU was once again a media sponsor of the nationally acclaimed Santa Cruz Shakespeare theater company's 2017 season. This year's program included Shakespeare's, "Measure for Measure" and "The Two Gentlemen of Verona" plus Alfred Hitchcock's Thriller, "The 39 Steps".

In 2017 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.

Santa Cruz Ballet Theatre presents "The Nutcracker" 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.

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's local news team prides itself on coverage of the culturally, socially and economically diverse voices of the Monterey Bay Area.

Among the 2017 local news stories that the station aired that covered and diverse audiences minority issues were:

***CSUMB Women's March Calls For Equality and Unity**

"Organizers say they want to stand in solidarity with groups marginalized by campaign rhetoric including immigrants, Muslims and the LGBT community. Locally marches will take place in Santa Cruz and on the campus of CSUMB"

***Bill To Add Third Gender Option on State IDs Inspired by Santa Cruz County Resident**

"Under legislation recently introduced in Sacramento, driver's licenses and other state identifications could soon have a third gender option. In addition to using the letter M for male or F for female, the letters NB may be added to stand for people who are non-binary. Someone who doesn't identify exclusively with either gender."

***Reality Of Possible Separation Sets In For American Children Of Undocumented Parents**

"The fear of deportation is looming large over the region's undocumented community. And for US-born children with undocumented parents, the reality of possible separation is setting in."

***Dreamers Anxious After Local Arrest**

"A 20-year old Salinas man has become the local face of the nationwide immigration controversy. He's a Dreamer, brought to the United States as a child by his parents. He was supposed to be protected from deportation by the Deferred Action for Childhood Arrivals program. But because of a flaw in the system at the Monterey County Jail, he spent 42 days in federal custody and could be deported."

***Local Dreamer Who Spent 42 Days in Federal Custody Won't Be Deported**

"A Salinas Dreamer no longer faces deportation. A judge threw out the case in late May, three months after the Dreamer with DACA status landed in jail."

***Homeless Campers Told To Move On**

"A Monterey County road on the outskirts of Marina that has grown into a homeless community is getting new restrictions."

***Transformation Coming To Salinas' Chinatown**

"A transformation is coming to Salinas' Chinatown. A new affordable housing development will soon break ground."

***Moms Launch Website To Help Solve Cold Case Murders**

"Salinas has hundreds of unsolved murders. For the victims' families, the wait for justice can be unbearable. So this month, a group of moms who lost their children launched a new website. They hope it will renew interest in their cases."

In 2017 KAZU 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 2017 KAZU also aired "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.) KAZU continued to air "Snap Judgment" in 2017 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 is also planning an in person visit in 2018 by Snap Judgment's host Glynn Washington to interact with KAZU listeners and get a firsthand meeting with the host of this nationally syndicated program. 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. In 2018, 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 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 also 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.