

KCLU 2016 Local Content and Services Report

Submitted to the Corporation for Public Broadcasting (CPB) 2/9/17

1. 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.

KCLU's goal has remained constant. We strive to provide and produce the finest educational, cultural, and informational programming possible and to engage with the community at a grassroots level so we can reflect its issues, needs, and interests in our on-air and online content and through our civic and educational outreach. Towards this goal, we archive all our local features on the KCLU website, where we also provide additional news content and photos taken by the KCLU news team.

KCLU is deeply committed to providing local news and public affairs programming. In the last year, KCLU has been honored with media awards including Golden Mikes and awards from the Associated Press Television and Radio Association, the Los Angeles Press Club, and the Radio Television Digital News Association, in addition to recognition from local service groups, newspapers, and other nonprofits. These awards reflect KCLU's approach to addressing community issues and interests as reflected in the station's feature stories, newscasts, public service announcements, event sponsorships, and online outreach. KCLU's commitment to local news is a top priority. Management worked with the station's licensee to create additional positions for the news division and hired new positions in 2016. An additional hire in the news department is scheduled for 2017.

KCLU supports the community as a station and station management is involved in the community individually as well. Station management has formed strategic alliances with other key nonprofits in the community including the local symphony, Rotary Clubs and other nonprofit organizations, which have resulted in a greater exposure for station content and the station's ability to serve a broader base in the community. Station management also participates in an annual "Shadow Day" for a local service organization and allows area high school students to shadow station personnel during a typical work day. The station promotes and partners with a local nonprofit organization to sponsor an annual youth ethics conference where middle school and high school students come together to discuss news and the social and legal aspects of a variety of topics. KCLU's general manager was the featured speaker and worked with students throughout the conference. In years past, both the general manager and the news director have been keynote speakers. This event is very popular with area teachers and guidance counselors because it brings students and working professionals together in a meaningful way.

Additionally, KCLU continues to sponsor community events and to partner with other nonprofit organizations. These activities include: station management and news personnel speaking to high school and college students about journalism, producing a speaker series and providing complimentary tickets to local students, partnering with the parks and recreation department to promote free community events, participating in the Read Across America program by providing readers, providing Master of Ceremony services to other area nonprofits, and working with the Boy and Girl Scouts by offering tours of the station and assisting the children with earning their Communication patches. Station Management also serves on the board of the Rotary Club of Westlake Village and PathPoint, a nonprofit working with adults with disabilities or disadvantages.

Senior management is involved with the Ventura County Community College District's (VCCCD) board for college newspapers, participates in "meet the expert" panels with students aspiring to careers in broadcasting, and volunteers with the local community foundation to teach other nonprofits how to work with the media. KCLU is hosting the VCCCD board at its broadcast center.

The news director speaks to college classes and to service groups that work with children and conducts station tours for high school and college students. These activities are geared toward encouraging students to consider a career in broadcast journalism.

2. 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.

As part of our ongoing commitment to working with community nonprofits, government agencies, and educational institutions in the past year KCLU has worked with the City of Santa Barbara and the City of Thousand Oaks on educating citizens on preventative measures to deal with California's drought. We have also worked with the area's Workforce Development Board on promoting job fairs and on-the-job training programs.

We have partnered with a local university to have professors bring their journalism classes to the station to meet with the news team.

KCLU sponsors an annual youth ethics conference and works with junior high school guidance counselors to invite students to the conference. Students, parents, and teachers attend.

KCLU personnel volunteer their voices and talent to a large number of community nonprofits, assisting them with special events.

Following our tradition of bringing in national shows and partnering with other community nonprofits, the business community and foundations, KCLU brought Tom Ashbrook, host of *On Point* to both Santa Barbara and Thousand Oaks last year as well as NPR's President and CEO Jarl Mohn. Both these events gave residents throughout the tri-county area access to national talent not readily available in this region.

We will continue to reach out to the Santa Ynez Band Chumash Indians and other organizations working with other underrepresented groups.

3. 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.

KCLU continues to work with local nonprofit organizations. In 2016, KCLU worked with a historic local nonprofit theatre, High Street Arts Center. Located in an economically depressed area, the theatre provides opportunities for minorities and children to see their performances free of charge. This means it is critical for them to have paying customers support the shows, therefore KCLU provided them with on-air exposure. The theatre's executive director said he was convinced this made the difference in them being able to have a successful season and allowed them to continue to offer free shows in their outreach program. Similarly, KCLU provided generous on-air support to the Unity Shoppe in Santa Barbara. This nonprofit serves other nonprofit agencies, social service organizations, schools, and hospitals, all serving low-income clients. Once again, their executive director said our participation was critical to the success of their outreach.

Within the first week of 2017, KCLU already partnered with the Museum of Ventura County on their reopening. This important but struggling museum came to KCLU for assistance and, with our news coverage and on-air support, not only met but exceeded their attendance goals.

These are just three examples that show how KCLU seeks out partnerships with other nonprofits, especially nonprofits serving diverse and disenfranchised groups.

4. 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 2015, and any plans you have made to meet the needs of

these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

The KCLU news department has been honored nationally, regionally and locally for its outstanding local news. Lance Orozco, KCLU News Director, is diligent about covering issues affecting the Latino and Native American populations within our listening area.

KCLU senior management continues to assist the Mixteco/Indigena Community Organizing Project with their LPFM station. Recently, KCLU senior management secured a grant for them to assist with their operating expenses. We are pleased to have helped their volunteers and station management, most of whom had no prior broadcasting or management experience. They are now trained and serving the Mixteco community.

KCLU continues to serve minority audiences with comprehensive feature stories on immigration, housing for low income and homeless populations, health care for the elderly and low-income residents, and education.

We are committed to continuing this type of coverage during fiscal year 2017 and beyond.

5. 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?

CPB funding allows us to offer outstanding news from sources the community may not have easy access to otherwise. With CPB's assistance, KCLU was able to add the BBC World Service. Although NPR provides outstanding service, we were concerned with news that breaks overnight both internationally and domestically and by adding the BBC we are providing breaking news to our listeners overnight when NPR may not be able to provide the story immediately as it is unfolding.

CPB's past support allowed us to expand our services into a very economically depressed community that was not being served with strong local public radio. The response from residents in this new area has been positive and appreciative of news coverage and outreach in that community.

KCLU has also continued to bring nationally recognized speakers to our area, giving our listeners the ability to hear speakers not normally accessible outside major metropolitan areas. In April 2017, NPR science correspondent, Joe Palca, is coming to speak to KCLU listeners. Although the event is months away, KCLU is already receiving phone calls from listeners and science educators interested in hearing Joe speak. KCLU is working with a local university, making tickets available to them for students and educators alike.

Even though producing local news and public affairs programming is expensive, KCLU remains committed to producing this local content and the response we receive from listeners and fellow nonprofits reinforces the importance of this commitment.

Outreach such as this simply would not be possible without CPB funding.