

CPB Station Activities

Telling Public Radio's Story 2017

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.

KLCC's primary "approach to address identified community issues, needs, and interests" is the station's editorial, personnel and financial commitment to local news coverage. We maintain a seven person paid news staff whose efforts are complimented by community news volunteers and student interns from Lane Community College and University of Oregon. Our news team produces fourteen regularly scheduled newscasts every weekday and eight every weekend. Every newscast addresses a wide scope of community issues, needs and interests. KLCC also produces numerous feature reports and interviews covering community cultural events and issues of interest to listeners. KLCC continually examines community interests and incorporates the information into the station's quarterly Public File issues and Program reports. Locally produced KLCC news reports are archived online on the station's website to allow greater public access to the material. KLCC also serves the community with daily broadcasts of public service announcements from non-profit organizations from throughout our coverage area. KLCC news and information service reaches a wide audience. In our most recent audience survey by Nielsen (formerly Arbitron), KLCC served more than 95,000 persons. KLCC has the largest public radio audience in our market and ranks second overall among all radio stations (6am-midnight, Mon-Sun, persons age 12+, Eugene-Springfield Total Market Fa 2017.)

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.

KLCC's key initiative this past year has been to broaden our news and information service to the community. Among our partnerships and initiatives:

- KLCC partnered with The University of Oregon's Wayne Morse Center for Law and Politics on a project addressing "Borders, Migration, and Belonging." We produced monthly radio reports on the topic.
- KLCC partners with Oregon Public Broadcasting (OPB) in Portland, OR. We carry OPB's midday news program "Think Out Loud," with occasional broadcasts originating from the KLCC studios, and KLCC staff serve on OPB search committees.
- KLCC's annual MicroBrew Festival attracts more than 7,500 persons each year. It's a massive operation conducted in partnership with 87 breweries with over 500 community volunteers.

- KLCC's "Feed Your Radio, Feed a Family" collaboration with Food for Lane County, our regional food bank, and two local businesses, resulted in 30,000 meals donated to hungry families and \$27,591 raised for public radio.
- Weekly hour length broadcasts of Eugene City Club discuss critical issues facing our city of license.
- Participation and investment in Northwest News Network, a consortium of six regional public radio stations that pools resources to produce state capitol coverage and other important regional issues.
- Participant in Eugene Area Radio Stations (EARS), a collaboration of commercial and public radio stations to disseminate essential community information such as blood banks, recycling and hazardous waste disposal.
- Our partnerships with Portland-based Oregon Public Broadcasting (OPB) and Ashland, Oregon-based Jefferson Public Radio (JPR) serves KLCC listeners through sharing of news content.
- Live, extended broadcasts from the annual Oregon Country Fair, a countercultural event attended by thousands of persons.
- A partnership with Eugene Public Library to produce and broadcast book reviews of publications that are regionally based.
- Initiatives with University of Oregon (UO), the dominant Eugene institution, including a special broadcast of UO's Oregon Bach Festival, KLCC staff regularly guest lecturing at UO School of Journalism, and engaging Journalism staff in station strategic planning.
- Additionally, KLCC participates in the UO School of Journalism and Communication's Snowden Internship program, with a paid journalism intern working at KLCC summer 2017.
- KLCC is committed to covering regional arts and culture events and issues. We broadcast interviews and performances with many performers and presenters in advance of events. Partnerships with many local non-profit cultural institutions including Eugene Symphony, Shedd Center for the Performing Arts, and the WOW Hall. Additionally, KLCC offers a 50 percent underwriting discount or match to non-profit partners.

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.

We partnered with Food for Lane County and two local businesses in our "Feed Your Radio, Feed a Family" fundraising campaign. Every contribution of \$75 or more to KLCC by listeners was matched with 50 meals of food to feed deserving families. The campaign delivered 30,000 meals for hungry families with and raised \$27,591 for public radio. The executive director of Food For Lane County wrote, "it was great to drive home last night, listening to KLCC, hearing so much about hunger ... Thank you for partnering with us and raising awareness of our mission."

A key KLCC impact is on Eugene's revitalization of its downtown. Long depressed with many empty buildings, Eugene's downtown is now economically rebounding. Over ten years ago, KLCC committed to relocating from the LCC campus to downtown and achieved the goal with a successful capital campaign. KLCC certainly cannot claim all the credit for revitalizing Eugene's downtown, but has played a part and has made an impact. We anticipate playing an increasingly important role as the only major media outlet located downtown.

The Oregon Humanities Center credits KLCC as the single most effective way to reach an arts, culture and humanities audience in the Eugene area. Each week, the station interviews musicians, artists, actors and directors, writers and other creative persons. We provide valuable media exposure to numerous groups such as the Eugene Symphony, Oregon Bach Festival, Jordan Schnitzer Museum, and many others. The geographic focus is wide with the Sisters Folk Festival, Roseburg's Music on the Half Shell, and the Florence Winter Music Festival represented.

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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

KLCC produces and broadcasts the Spanish bilingual radio program "Ahora Si" every Sunday evening from 9 pm – 1 am. The nationally syndicated "Latino USA" is the one hour lead-in to the show. "Ahora Si" is targeted to the Latino community, weaving together music, event information, cultural programming by and for Latinos. The program is truly bilingual with announcing in both Spanish and English. The program aspires to reach out beyond the Latino community to facilitate greater understanding. "Ahora Si" has been a Sunday night fixture on KLCC for decades.

KLCC and its licensee, Lane Community College, acknowledge diversity as a core value and recognize that Oregon as a state has limited racial diversity. This past year, KLCC continued to retain an independent contractor journalist to cover important regional Latino issues. The journalist produced high quality reports on topics such as bilingual education, immigrant economic impact, and profiles of migrants.

In 2018, KLCC has proposed production of a 12-part "Native Voices" radio series that would examine the Native American legacy and presence in Oregon. The series would be augmented by a community forum to discuss issues raised in the radio series.

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 is essential to KLCC's service to the southern Willamette Valley and beyond. Our coverage area is predominantly rural and thinly populated. No major corporations which could provide major funding are headquartered here. Many residents are low income. CPB funding, along with institutional support from Lane Community College, forms the bedrock of KLCC revenue. The station is able to leverage those funds with membership campaigns and program underwriting to more than triple the

investments from CPB and LCC. CPB funding allows KLCC to operate as a professional radio station. We hire professional announcers, journalists, producers and development staff. CPB funding allows KLCC to operate a high quality, award winning news service with local journalists. Without CPB funding, KLCC would be unable to purchase the full array of public radio programs that serve the public interest. We would likely be staffed by students rather than professionals. We would not be a primary source of news and information. KNAU would not be ranked by Arbitron as the number two radio station in the Eugene-Springfield market. KLCC would serve substantially fewer people.

Correction: An earlier version of this report, filed with CPB, misstated the number of meals contributed in "Feed Your Radio, Feed a Family" as 150,000, the number of businesses as three, and the amount raised as \$38,000. It was 30,000 meals, two businesses, and \$27,591 raised.