



**SOUTHERN CALIFORNIA
PUBLIC RADIO™**

2015 Annual Local Content and Service Report for KPCC-FM

**As submitted to the Corporation for Public Broadcasting
(CPB) February 2016**



- 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.**

The mission of Southern California Public Radio (SCPR) is to strengthen the civic and cultural bonds that unite Southern California's diverse communities by providing the highest quality news and information service through radio and other interactive media. SCPR is a public forum that engages its audiences in an ongoing dialogue and exploration of issues, events and cultures in the region and the world, seeking to provide greater understanding and new perspectives to the people of these communities and their leaders.

SCPR, through its station KPCC, provides broadcast and digital stories on various topics and issues to the region, with hourly news updates throughout the day as well as longer produced pieces. SCPR also provides multi-day coverage over its various produced shows and newscasts to tell stories about topics that have had a large impact (the 1965 Watts Riots), that currently affect many in the broadcast area (Officer Involved Shootings) or whose outcome will affect all (2016 presidential elections)..

SCPR's Public Insight Network (PIN) added more than 1,550 new sources in the last year. Members are asked not only specific questions but also what stories they think should be covered in a region or on a topic. The newsroom uses these queries to inform stories and live events. Some of the questions that received a large response include:

- How have you been affected by the costs of cancer treatment?
- Do you want California to end the death penalty?
- What experiences shaped your views on immigration?
- How are you preparing for El Niño?
- When you talk about police at home, what conversations are you having?
- What do you want the next superintendent to know about your school?
- Is speaking Spanish a requirement for being Latino?
- Do you worry about air quality affecting small children?
- Has water use become a topic of conversation at work?

The KPCC website, alongside digital reports and program segments, offers tracking information on the latest fires and earthquakes in the state, provides a database of state water conservation requirement by water district and engages local communities with



interactive tracking of the most dangerous intersections in Southern California and of various medical procedures in the state. The “KPCB for iPad” app, along with iPhone and Android smartphone apps, allows SCPR to reach out to new and younger audiences who do not consume news through traditional sources.

SCPR’s Crawford Family Forum (CFF) brings the discussion in-person; audience members who attend events can observe and even take part as KPCB reporters and hosts discuss current topics of the day or interview community leaders, panel experts and other notable individuals. For example, in 2015, the CFF and The Planetary Society hosted a discussion of the New Horizons spacecraft flying by Pluto. Speakers included experts both in the field and from the Jet Propulsion Laboratory (JPL). Hundreds of people who could not attend the event in person watched the livestream video which was made available online afterward along with posts from Twitter. This type of multiplatform approach—on air, online and in person—ensures that SCPR is both reaching out to new audiences as well as keeping its existing audience engaged.

- 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 areas.**

SCPR works with many partners throughout the year. The majority of these collaborations occur through the organization’s live event platform. This unique platform gives audiences the opportunity to attend dozens of events yearly, most of them at SCPR’s Crawford Family Forum, on a variety of topics.

SCPR continued its collaboration with The Milken Institute to host a variety of events, including how high density housing could be affordable. SCPR worked with the executive producer of the television show “Fresh Off the Boat” to screen a new episode then speak about race and prime time comedies. The “NEXT: People | Science | Tomorrow” series allowed SCPR to work with professors and scientists from local universities and institutions, including Caltech, USC and JPL.

SCPR’s Community Outreach Director creates and maintains connections among individuals and organizations in the communities of Southern California. The result has been the furthering of existing partnerships as well as the establishment of new or developing partnerships. The results can vary—from “friend raising” to financial support to new board of trustee members.



SCPR also collaborates with other media outlets to engage local audiences in a larger sphere. KPCC led a coalition of four California public radio stations (KQED, Capital Public Radio and KPBS) to create the California Counts Collaborative. This consortium will provide California voters with jointly planned coverage of important statewide races and ballot measures in the 2016 election. SCPR also collaborates with public media outlets WUNC in North Carolina and KUOW in Washington to cover issues regarding the military and veterans.

SCPR is in the fourth year of a partnership with KNBC-TV, the local NBC station. This partnership combines the resources of both organizations to provide stories that can receive the widest reach while also ensuring that they reflect the communities of Southern California.

- 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.**

An example of community impact is KPCC's coverage of the 50th anniversary of the Watts Riots. The repercussions of the six days of civil unrest in August 1965 are still felt in some communities of Los Angeles. SCPR news magazine "Take Two" broadcast a live two-hour show on the anniversary at the Watts Labor Community Action Committee on South Central Avenue, a mile away from the start of the unrest. Prior to the broadcast a query was put on the station's Public Insight Network, asking people to share their memories of the Riots of 1965 and 1992, as well as how the neighborhood has changed.

The broadcast included individual memories provided by the Watts Oral History project. It looked back on the events from 50 years ago as described by professors from USC and UCLA, the CEO of the Watts Labor Community Action Committee and an African Studies professor who saw the riots first hand. The program examined the relationship between the police and the community and how it continues today with an officer from the LAPD and a professor from Loyola Law School. And the broadcast spoke about the people who now live in this 2.2-square-mile South Los Angeles neighborhood and shared how locals view the place they call home, with the head of the Watts Century Latino Organization, local residents and a professor from UCLA. The broadcast was repeated in its entirety that evening, and the video was made available on KPCC's website.



The in-person audience grew during the broadcast, despite the broadcast occurring in the middle of a work day, with more than 200 people in attendance. The audience was diverse in both ethnicity and age. The live stream of the broadcast had 150 viewers and more than 1,600 tweets were made by over 1,000 individuals. The hashtag (#Watts50) trended across Twitter. The comments and responses, while limited in characters covered not only the broadcast but also the perceptions about Watts, as told by both outsiders and members of the community.

“Some of the best journalism and responsible coverage of an historical event I've ever heard.”

Brianna Belche

“#Watts50 on @KPCC @taketwo was amazing. #whylisten.”

Andy Chavez

“@taketwo really excellent show this am #Watts50 really enjoyed it and learned a lot. Great community reporting.”

@LauraMySklar

“Guys, @taketwo did such a great job with their live #Watts50 show this morning. So many amazing guests and I met great people!”

Kristi Scott

“Are you listening to @KPCC? @taketwo is talking to @WLCAC about #Watts50, the progress that has been made and what still needs to happen!”

Rep. Janice Hahn

“Love this conversation and illumination on the arts in Watts @wattsvillage @taketwo #Watts50”

Eric Inman

“Excellent broadcast today. It means so much to me. I’m so proud that Watts is a part of my life #Watts50”

Bobby Rivers

“@Rep_JaniceHahn @KPCC @taketwo @WLCAC I’m in New Jersey listening on my computer I was a youngster in the #Watts50 curfew area”

Bobby Rivers



- 4. Please Describe any efforts (e.g., programming, production, outreach 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 languages broadcast.**

Nothing defines Southern California more than its role as a magnet for people who are seeking a better life for themselves and their children. Whether they come from Iran or Illinois, El Salvador or Arkansas, immigrants to this region provide a level of optimism about the future that is fundamental to understanding civic, cultural and religious life. This search for the “American Dream” makes Southern California one of the most diverse and multi-ethnic populations in the nation, and the generations of immigrants that have come here are creating an evolving definition of both “American” and “Angeleno.” With that in mind, SCPR’s daily news reporting and programming must reflect these diverse ethnic cultures and communities.

SCPR aims to provide the Southland with coverage that mirrors the makeup of Southern California: its hope, optimism and cultural richness as well as the serious challenges that must be addressed daily. Correspondent Leslie Berestein Rojas reported on stories varying from local Muslim women reconsidering wearing their hijab out of fear, how Syrian refugees are resettled in the United States, how local cities and police departments are setting up pages on the Chinese social media tool Weibo and why some foreign-born offenders are not deported after serving jail time. Reporter Josie Huang’s stories covered the lack of Asian American foster parents, gentrification concerns arising from an affordable housing proposal in the Latino community of Boyle Heights, and the pass/fail rates for the first applicants seeking California driver’s licenses for immigrants without legal status.

This is considered normal daily reporting, but it is not the only coverage that SCPR provides. In 2015, other reporters and correspondents told stories about the first Korean American elected to the Los Angeles City Council, the increase in diversity but lack of integration in public schools, how obesity rates in white and Asian children are falling faster than in Latino and African American children, the carbon footprint of Chinese-produced goods, how black people are fatally shot by Los Angeles County police officers at a higher percentage than those from other races and how actor George Lopez partnered with the Los Angeles Unified School District to help raise money for arts education. Random samples of daily logs will show that this kind of reporting and programming forms an integral part of SCPR’s public service and mission.



SCPR-produced shows also offer segments that cover the melting pot of Southern California:

- *Take Two* tells stories of the ethnic, cultural and economic diversity of Southern California authentically and organically, without the fanfare that might be needed elsewhere. Stories covered last year included the first Pakistani woman to climb Mount Everest, how men with black-sounding names are perceived as violent, local immigrants speaking about how climate change affected their home countries, the struggle for a local Mexican woman whose brother was kidnapped in 2012, how migrant youth still face a high rate of deportation and what black Catholics wanted to hear from Pope Francis when he visited the United States.
- *AirTalk* offers longer, in-depth conversations on topics local, national and international. Some of the discussions last year included determining where the line is between anti-Semitic speech and free speech, how the tone of the immigration debate has changed over the decades, an "underground railroad" operation in Northern Iraq that rescues women and children who have been taken captive by the self-declared Islamic State, whether the killing of nine people in a South Carolina church should be labeled as a hate crime or an act of terror and protests of a new policy providing U.S. Immigration and Customs Enforcement agents access to inmates in Los Angeles County jails.
- *Off-Ramp* provides coverage of the many vibrant cultures in Southern California. Coverage last year included Kareem Abdul-Jabbar's book on Sherlock Holmes' brother, a profile of the Mexican band Los Tigres del Norte, a history of Los Angeles restaurants with Korean/Mexican fusion food truck owner Roy Choi, the rise and fall of Cambodia's popular music scene before the Khmer Rouge, the 100th anniversary of the Armenian genocide and a gathering in Little Tokyo of Japanese American World War II veterans.
- *The Frame* looks at music, movies, TV, the arts and entertainment. Segments from 2015 included how the EEOC is looking into the hiring practice of women filmmakers, the LA Philharmonic and the Simón Bolívar Symphony Orchestra of Venezuela teaming up for a Beethoven marathon, how the Isango Ensemble transports Bizet's opera to a South Africa township, how Margaret Cho has become a role model for a new generation of Asian American comedians and Warner Brothers agreeing to produce Chinese-language movies in China.



SCPR's live events provide an open dialogue that can deepen the relationships and understanding of Southern California's diverse communities. The events, held both at SCPR's Crawford Family Forum and at locations throughout the region, provide a means for the audience to become part of the conversation. Some of the topics discussed last year were post-immigrant Los Angeles, hearing Latino voices in contemporary culture, the search for quality diverse books for kids and the 50th anniversary of the Watts Riots.

As part of advancing its public service journalism, SCPR looks at different avenues to reach out to audiences. Recently SCPR and American Public Media have co-produced "The Mash-Up Americans." This podcast focuses on Americans with multi-cultural backgrounds and how that affects their lives.

SCPR's reporters work daily in the diverse communities of Southern California, and this staff has the technology, training and ability to produce timely coverage for all of SCPR's platforms: broadcast, digital and in-person/live events. Several members of the news staff are fluent or conversational Spanish speakers. Other language skills among the news and production staff include Korean, Cantonese, Mandarin, Japanese, French and German.

Southern California is one of the most multi-ethnic and diverse regions in the nation. KPCC is committed to continuing to tell the stories of its people—whether they have been here for a few days, their whole life or anywhere in-between.

5. Please briefly assess the impact that your CPB funding has on your ability to serve your community. What can you do with your grant that you wouldn't be able to do if you didn't receive it?

Funding from CPB makes possible the kinds of outreach programming described above and below. Without CPB's support, SCPR could not attempt to produce a daily newsmagazine, a daily discussion program and a local weekend program. Without CPB's support, SCPR would not be able to take these programs "on the road" and broadcast on location in diverse Southern California communities. Almost as important, CPB's support makes it possible for KPCC to take the time to plan for these broadcasts and to execute them well. Finally, CPB's support also makes it possible for SCPR to create partnerships with other institutions in the community—libraries, museums, local schools and colleges, newspapers, hospitals, philanthropic organizations, neighborhood organizations, etc.—and to creatively leverage these partnerships in order to improve the depth, breadth and quality of its programming and public service.