KPCC is always informative. We are constantly exposed to multiple points of view.

DON AND LYNN PEARSON

KPCC has followed me from West Coast to East Coast. When I’m far from home, the KPCC app means I’m never out of earshot. I’m a listener for life.

HANNAH KUMMER

KPCC brings stories and issues that matter to me and my community by highlighting multicultural topics and events.

SONIA N. KANG

I love KPCC because it covers more local news, and at a greater depth than most other news broadcasters in Southern California.

LUIS GOMEZ

I listen to 89.3 KPCC. Why? Because it provides me with unbiased news.

SIR PATRICK STEWART

STORIES THAT MOVE US ALL
KPCC makes me want to know more about the world I live in!

ARKO CHAKRABORTY (AGE 9)

I love KPCC because of the enriching stories that highlight different perspectives, from local to global.

KA T CORRIDO BARNES

KPCC programs are the best intersection of informative, relevant and entertaining in LA! Keep connecting to local communities and neighborhoods.

HAYK MAHMURYAN

As new parents, we don’t always get to read or watch the news. But KPCC keeps us up to date and in the know.

THE FRIEDMAN FAMILY

There’s nothing like public radio. I belong here as a part of this community. KPCC puts the world at my kitchen table.

JACQUELINE LAUGHLIN

Listeners drive our programming at Southern California Public Radio, inspiring us to deepen our coverage of the subjects you care about most. When you tune into our station, you turn us on to ideas and opportunities — and we strive to turn you on, keeping you engaged in issues affecting our city, our region and our world.
The mission of Southern California Public Radio 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. We will be a public forum that engages its audiences in an ongoing dialogue and exploration of issues, events and cultures in the region and in the world, seeking to provide greater understanding and new perspectives to the people of these communities and their leaders.
At SCPR, it is axiomatic that our audience knows more about any issue than we do. Irrespective of whether the issue is about education, transportation, immigration and demographic changes, the arts, sports, infrastructure, politics, crime and public safety, veterans — you name it — the 800,000 individuals who make up SCPR’s audience have a collective intelligence that is unmatched in this country.

Since we know we can’t beat our audience’s intelligence, we’ve joined it. Many of the stories on which we report come from a suggestion or an insight that was offered to us by someone who listens to KPCC or to our digital apps.

You do far more than just turn us on when the alarm clock goes off or when you get into your car to drive to work. You turn us on to new information, new ideas, emerging trends, and subtle insights that have often been overlooked by traditional media. And, in return, we turn you on to each other.

Commercial media outlets routinely talk about “audience engagement” but, frankly, it’s a tactic to sell product. No other media outlet in greater Los Angeles engages Angelenos on a day-in/day-out basis than SCPR does. AirTalk, which celebrated its 30th Anniversary this year, was the Southland’s original social medium. Larry Mantle has been providing a forum for Angelenos to connect with one another to have the most interesting conversation in town — and he’s been doing it non-stop for three decades.

But we don’t stop there. SCPR engages audiences — and creates opportunities for individuals to engage with one another — on a variety of different platforms. Sure, you can call in during AirTalk, but you can also respond to comments on the kpcc.org website, share content on social media sites and have face-to-face conversations at our numerous live events.

The Crawford Family Forum is a marvelous space in which to convene and create communities—but greater Los Angeles is a huge metropolis, and it wouldn’t be reasonable for us to expect that people across Southern California would be able to make it to the CFF on a regular basis. Knowing this, we’ve literally reached out to you. From Santa Ana to Santa Barbara, from Oxnard to Coachella, and just about everywhere in between, SCPR has convened dozens of live “town hall” meetings that have addressed the most pressing and interesting issues of the day.

When you turn on KPCC, you initiate a positive feedback loop that is unmatched in commercial or public media. You become an active participant in creating a new and sustainable model for how a pluralistic and diverse community informs itself, engages itself and — ultimately — governs itself. As other media struggle to remain connected to LA, your listening and your engagement makes a tremendous contribution to the quality of civic and cultural life in one of the world’s truly great metropolises.

Sincerely,

Bill Davis     Fernando Guerra     Ana Valdez
President     Chair     First Vice Chair
The power of public radio

On February 14, 2014, Cristian Cifuentes completed a court-ordered sentence for selling drugs and walked out the doors of the federal correctional institution in Lompoc, a free man for the first time in nine years. His thoughts included a short list of resolutions for his new life. One of them was to support Southern California Public Radio.

Cifuentes was born in Chile. Young, gay and longing for a life free of discrimination and harassment, he moved to the United States in 1992. Life in a world devoid of family and friends eventually took its toll.

“I became an addict. I left my job. Then I had the brilliant idea of selling drugs to avoid living on the street,” he says with a sigh. This eventually led to his conviction on federal charges.

Cifuentes’ time behind bars was difficult. When word of his mother’s death reached him, he hit bottom and realized he needed to find his bearings. He listened to NPR to “see” the world beyond the prison walls, using it as a way to stay connected to life on the outside. “The only time I had emotions was when I was listening to the radio. It kept me sane,” he explains. He also taught computer skills and English as a Second Language to his fellow inmates, encouraging them to tune into NPR as a way to improve their English. In addition, he earned three community college degrees.

“NPR and KPCC continue to be my best friends every day, from morning until night. Supporting the station is the best thing I’ve ever done.”
When he was released, Cifuentes got a job in Los Angeles as a mentor in a rehabilitation center and became a KPCC member. “One of the things I promised to myself in prison was that once I got released I would support the local public radio station and give back for all of those years I received so much for free,” he says. And, after listening to KPCC, donating was an obvious next step. “I really like the fact that the station presents a very broad perspective on things. Larry Mantle is amazing, and I like many of the local newscasters.”

Today, Cifuentes lives with his sister and works as a customer service representative for a moving company. He is also continuing his education. Though his prison life is a thing of the past, he keeps one piece of it with him.

“NPR and KPCC continue to be my best friends every day, from morning until night. Supporting the station is the best thing I’ve ever done.”
New audiences tune in and turn on

Equipped with a sandwich board ("Don’t pay attention to city elections? Tell me about it — I’m a reporter!"), a microphone and an intrepid spirit, reporter Meghan McCarty set out on an unusual quest: to find an Angeleno with no interest in local elections.

For Melanie Sill, the station’s vice president of content, McCarty’s assignment was an urgent one. “Los Angeles has single digit participation in some of the local elections,” Sill notes. “If only eight percent of eligible voters are voting, do you really have a functioning democracy?”

McCarty’s search led her to Al Gordon, a young African-American chef at a neighborhood restaurant in the Los Feliz area called Community. Like many, Gordon voted in presidential elections but had never gone to the polls in an off year.

Their conversations led to “Make Al Care,” a series devoted to engaging Gordon — and the station’s listeners — in the local political process. The series struck a chord. Thousands of Angelenos followed the story on social media, City Council candidates in his district reached out to Gordon to make their case and Los Angeles Mayor Eric Garcetti recorded a video urging him to vote.

“SCPR owes much of its success to a synergy between dedicated listeners and reporters who are passionate about reaching out to new audiences.”

Left: KPCC listener Al Gordon gets a lesson in civic engagement.
Above, right: KPCC reporter John Ismay (top center) served as a lieutenant commander in the Navy. Ismay interviews Congresswoman Janice Hahn on the veterans affairs beat.
The attention was overwhelming, and Gordon was motivated to learn more. He studied the issues, talked with his neighbors, attended candidate forums and read endorsements in publications he trusted. Suddenly, the chef of a restaurant named Community was taking an active role in the life of his actual community. By the time Election Day arrived, he was well informed, engaged — and ready to cast his ballot. His enthusiasm was catching. “Everyone I knew was voting,” Gordon recalls. “It definitely opened my eyes.” The series also gained widespread recognition: SCPR won a prestigious Online News Association award for its work.

Like McCarty, SCPR’s veterans and military issues reporter John Ismay welcomes the opportunity to seek out new listeners. It is an ideal match of reporter and beat: Ismay is a former lieutenant commander in the Navy, and Southern California has the largest population of returning vets in the nation. “In a lot of stories, the media sees veterans and service members as either superheroes or broken toys. That leaves out a huge middle ground,” he explains. “I want our listeners to hear all kinds of voices — not just the heroic and the tragic, but also the places in between.”

Ismay speaks from experience. As a naval officer, he completed four overseas deployments, including one to northern Iraq during the 2007 surge. His job was similar to the one portrayed in the 2009 Academy Award-winning film The Hurt Locker, running bomb disposal operations with teams that were completing an average of 1,100 missions per month.

He leverages this experience in his reporting, offering a deep and insightful look at a broad diversity of stories. One featured subject was “bad paper veterans,” vets with discharges other than honorable. Another was the failure of the Department of Veterans Affairs to meet its promise to house 450 homeless veterans in Los Angeles.

The response from listeners has been enthusiastic. “A little knowledge is dangerous in this field,” observes listener Dan Goldenberg, a commander in the Navy Reserve and executive director of the Call of Duty Endowment, which identifies and funds the most efficient and effective organizations that get unemployed veterans back to work. “A lot of reporters don’t have the time or resources to get at the root of the issues. KPCC was smart to appoint a veteran, especially one as distinguished as John Ismay, to cover these stories.”

The stories by McCarty and Ismay owe their success to something rare and vital: synergy between dedicated listeners and reporters who are passionate about reaching out to new audiences.
CELEBRATING 15 YEARS

Honoring Southern California Public Radio’s 15th year as an independent nonprofit organization, the station’s gala event — held in December 2015 — welcomed supporters to celebrate SCPR and its ongoing success. The gala recognized the award-winning work of Larry Mantle, whose *AirTalk* just commemorated its 30th anniversary; the contributions of prominent civil rights lawyer and advocate Connie Rice; and the leadership of entrepreneur, educator and journalist Frank H. Cruz.

Held at the Hyatt Regency Century Plaza in Century City, the SCPR gala featured dinner and dancing to the sounds of dynamic, 40-plus-member band JT & Friends. Bringing together
The most interesting conversation in town

His radio audience heard Larry Mantle for the first time when AirTalk debuted on KPCC 30 years ago. Fueled by a special rapport between host and listener, the program and its audience have been growing ever since.

AirTalk’s three decades of interviews constitute a comprehensive gallery of American culture. To mark this special anniversary milestone, SCPR launched AT30 — a regional tour of live events across Southern California. Hosted by Mantle himself, each program was recorded for broadcast and addressed timely issues relevant to local communities.

“IT was a wonderful experience,” Mantle says. “Every day I talk to people who call into the show. But to be able to see the audience, to meet them afterwards and to hear what KPCC means to them was completely energizing.”

AT30 events included discussions ranging from the future of policing in Southern California, the state of Silicon Beach and tech in Los Angeles and the plight of the hourly worker in L.A., to gentrification in Santa Ana, desalination in Santa Barbara and how San Bernardino is coping and healing in the aftermath of the terrorist attack.

AirTalk’s ongoing success owes a debt of gratitude to the people who continue to make it possible. The bottom line, says Mantle: “We have the best listeners in radio.”
Julian Poon has always been passionate about public radio, from his days at Harvard Law School to his time as a judicial clerk for U.S. Supreme Court Justice Antonin Scalia during the term that decided Bush v. Gore. When he moved to Los Angeles in 2001 to accept a position at prominent law firm Gibson Dunn, he naturally began looking to invest his energy and intellect into a dynamic NPR station — and was hooked from the moment he tuned the dial to KPCC.

“I started listening to KPCC religiously, and every morning, it was nourishment for my mind and my soul,” Poon recalls. By the time he made partner at his firm in 2008, he was ready to get more deeply involved; today, as a Southern California Public Radio trustee, he is dedicated to bringing the same kind of nourishment he found at the station to other listeners across the region.

“SCPR has this wonderful macro-micro dialectic, capturing the diversity of thought, background and culture that defines Southern California while also shining a light on issues affecting people and communities around the globe,” he says. As Poon sees it, this focus on inclusion — on reflecting multiple philosophies and experiences — is precisely what makes SCPR special, leveraging a commitment to depth, breadth and balance of coverage to bring listeners together and forge common bonds. “KPCC expands horizons and broadens connections,” he says. “The stories you hear really can change how you see the world.”
David Hill

Growing up in Australia, David Hill was accustomed to getting his news and current affairs commentary from the radio. The Australian Broadcasting Corporation (ABC) was part of the national culture, and Hill found the same to be true of the BBC when he moved to London. Yet his arrival in Los Angeles in 1993 left him feeling adrift. “The news stations here weren’t at all satisfying, and world events were nothing more than a sound bite,” he says. Eventually he found KPCC, and everything changed.

“Unless you’ve got KPCC punched number one on your car radio, you don’t know what’s going on — it’s that simple,” Hill says. Suddenly, he was connected to his community and could also stay abreast of things happening abroad. He started off as an appreciative listener and eventually joined the SCPR board, which he “has never regretted a day since.”

Hill, a former senior executive vice president of 21st Century Fox, chairman of National Geographic Channels and producer of the 2016 Academy Awards, began his career as a journalist and says SCPR gets everything right: “In the old days, you couldn’t write a story until you could prove to your editor it had been triangulated, and I think this is something KPCC stands up to in the highest regard,” he affirms. He is particularly grateful to have the station as a resource during the many hours he spends in the air, traveling for work. “I feel sorry for anyone sitting next to me on the plane, because I am consistently roaring at Wait, Wait Don’t Tell Me,” he laughs.

Molly Munger

As a KPCC listener from its earliest days, Molly Munger knew the minute she was hooked. “I started listening in the car, then found I couldn’t do without it, so I went and bought a radio. I mean, these days, who buys a radio? But I did it so I could have KPCC by me wherever I was,” she laughs.

The station’s content was inspiring to Munger, whose views aligned with SCPR’s mission to strengthen civic and cultural bonds. “This is a vast and complicated region. People have a thirst for understanding it more deeply, but it’s very geographically spread out, which makes it difficult for them to be connected. So there’s a real need for a centering institution — and SCPR plays the role well.”

A pioneering civil rights advocate and philanthropist (and the co-founder of Advancement Project, a multi-racial civil rights organization that seeks to develop and inspire community-based solutions to systemic social problems), Munger is proud to be part of an organization that leads the way in strengthening the social fabric. “SCPR builds relationships, not only through its on-air community, but also with gatherings in locations all over Southern California,” she says. “I am also gratified by the number of women’s voices reflected on KPCC. I love hearing all the young women doing a great job there.”

As a listener, Munger is also compelled by the sheer variety of SCPR’s programming. “There’s nothing on KPCC I don’t love listening to,” she says, which she notes can present a challenge of its own. Routinely, she says, she has “one of those ‘driveway moments’ where I can’t get out of the car!”
When Monica and Phil Rosenthal established the Rosenthal Family Foundation, they set out to make a difference in arts education as a way to improve educational success. Their enduring relationship with Southern California Public Radio has done just that, leveraging critical resources to boost educational outcomes and enrich the Los Angeles community.

“…we live in a city built and sustained on the creative economy, and yet the arts is still perceived as a luxury when it comes to education.”

Longtime contributors to SCPR, the couple began investing in the station through their foundation in 2012 to support the hiring of SCPR’s first ever arts education reporter. Their motivation, notes Monica, was simple: “We live in a city built and sustained on the creative economy, and yet the arts is still perceived as a luxury when it comes to education. But studies have proven that students who receive a quality arts education have greater attendance, higher test scores and are more engaged in the classroom.”

Through their philanthropy, she continues, the Rosenthals sought to build a case for arts education as both an urgent community priority and “the key to a well-rounded, holistic education” for kids across the region.

Their investment has already yielded significant results. Monica notes that before the creation of the position, SCPR ran just a few arts education stories. Two years after a dedicated reporter was hired, the number had increased exponentially. “The quality of SCPR’s reporting led to real progress on some crucial issues,” Monica points out. For instance, after the Los Angeles Unified School District board voted to make arts a part of the core curriculum, the station featured numerous stories about the need for a budget to implement the resolution. SCPR documented the district’s inaction in repairing hundreds of broken musical instruments. These stories galvanized public attention and quickly sparked action that catalyzed positive change.

For the Rosenthals, a vital component of effective arts education is its ability to reach kids from across the region, regardless of their financial circumstances. The problem, as Monica points out, is that “the kids that need it most are getting it the least.” To help combat this trend, over the past 15 years Monica and Phil have worked to bridge the gaps where budget cuts have eliminated arts programs in schools. By supporting SCPR’s role as a convener on pressing social issues, Monica says, the foundation recognizes the impact SCPR has on listeners of all ages and socioeconomic backgrounds. “We are proud to fund an organization that unites us as a community and frequently tells the stories of those without a voice.”
Philanthropist
Esther Chao's activities are as wide-ranging as her interests. An entomologist by training, she is a fervent supporter of L.A.’s Natural History Museum. She is passionate about scuba diving and underwater photography and is a longtime contributor to the Aquarium of the Pacific in Long Beach. And she is an intrepid world traveler whose love of global art and culture cemented her commitment to Southern California Public Radio.

Chao first began supporting SCPR because it was the only thing she would listen to in her car. The content, she says, was “current, diverse and progressive – KPCC quickly revealed itself to be a leader in identifying and reporting on global trends.” The more she listened, the more she loved, and she soon found herself on the inside, serving on SCPR’s Regional Advisory Committee and on its Arts, Entertainment & Culture Leadership Council. “It was a fascinating opportunity to learn about everything from city politics to current developments in art and photography,” she says (Chao is also an avid collector of two-dimensional art, having recently donated two pieces by celebrated American artist Ed Moses to the Los Angeles County Museum of Art).

Contributing to SCPR enables Chao to deepen her connection to Southern California, which has played a prominent role in her life since childhood. Born in the U.S., Chao moved with her parents to China to care for an infirm grandmother. Her grandfather was a general in Chiang Kai-shek’s army, and with the rise of Mao Zedong, the family fled to Hong Kong before finally settling in Monterey Park when Chao was 12. In subsequent years, she received a master’s degree in zoology from California State University, Los Angeles and worked for the L.A. County Department of Agriculture for over a decade.

“Los Angeles has really grown up a lot since I was a kid; the city today is so vibrant, and KPCC represents and reflects our dynamic community,” Chao says. She hopes to help its continued development into the future. Chao has designated SCPR as a beneficiary of her estate. “I have benefitted so much from listening to the station, and I want it to go on for my kids and for subsequent generations,” she says. Ensuring its longevity, she continues, means funding its ongoing expansion. “KPCC is amazing. But it can always use more physical space, reporters and support staff!”
2014-2015 Financial Activities

Full Statement of Activities can be found online http://www.scpr.org/about/public/

TOTAL OPERATING REVENUE

Support from Public 91%
Support from Governmental Sources 8%
Support from Earned Revenue 1%

SUPPORT FROM PUBLIC

Listener Support 53%
Business Support 1%
Foundations & Grants 10%
Intercompany/Interfund 4%
Underwriting 32%

TOTAL EXPENSE

Programming & Operations 70%
Administrative 10%
Fundraising & Underwriting 20%

For the fifth consecutive year, Charity Navigator has awarded SCPR an EXCEPTIONAL ranking of 4 out of 4 stars demonstrating adherence to excellent governance and fiscal responsibility.

16 CONSECUTIVE YEARS OF LISTENER SUPPORT GROWTH

(dollar amounts in thousands)


$422 $1,670 $2,881 $3,001 $3,804 $4,526 $4,543 $5,170 $5,679 $6,487 $6,747 $8,582 $9,460 $10,600 $11,614 $11,643
Building The 21st Century Newsroom

We gratefully acknowledge the generosity of those who have provided initial investment funding to expand in-depth coverage of the most pressing issues facing Southern California today. Thanks to the support of several dedicated individuals and foundations, SCPR is able to produce quality news and programming delivered on multiple platforms: broadcast, digital, social media and live events. Restricted funding towards coverage of these important topics is continually sought, and you can help: contact Carol Komatsuka at (626) 583-5143 or ckomatsuka@scpr.org.

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Thanks to a generous lead contribution from the Mohn Family Foundation, the Westside Booster Project will improve KPCC’s signal reach to those communities, particularly to those living in Santa Monica and nearby areas.

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The Legacy Society honors members who have provided for the future of SCPR by including the station in their estate plans.

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Adelaide Hixon
The James Irvine Foundation
The Mohn Family Foundation

$1,000,000-$1,999,999
Anonymous
John and Louise Bryson
WM. Keck Foundation
Susan and Doug Kranwinkle
The Kresge Foundation
Charles and Carolyn Miller
The Rose Hills Foundation

$500,000-$999,999
Anonymous (2)
The Ahmanson Foundation
The Ralph M. Parsons Foundation

$250,000-$499,999
Anonymous (2)
Richard Allan Barry Family Charitable Foundation
Peter and Helen Bing
Corporation for Public Broadcasting
The Kopcho Family Foundation
Dr. Rosalyn M. Laudati and Dr. James B. Pick
The Millstream Fund
Jane and Ron Olson
The Ward Family Foundation

$100,000-$249,999
Anonymous (2)
The Capital Group Companies Charitable Foundation
Megan and Peter Chernin
Cisco Home
Laura Donnelley
Edison International
Nancy Englelnder and Harold M. Williams
Daniel and Phyllis Epstein
The David Geffen Foundation
Heather and Paul Haaga
Peter Yun Huh and Jihee Kim Huh
Sally and William H. Hurt
The IL Foundation
Sally and Bill Klings
Karlin L. Larson
Levitt Pavilions
Jim and Anahita Lovelace
Wendy Munger and Leonard L. Gumpert
Pacific Life Foundation
Cathryn and Victor Palmieri
The Rios Family Foundation
Marilyn and Thomas Sutton
Rita and Charlie Woo

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In Memory of Anne Binc
In Memory of Bob Kirby
In Memory of Tom Magliazi
In Memory of Estelle Pachter
In Memory of Antonio Rodriguez
IN Memory of Nancy Wanzenberg
IN Memory of Robert Martin Young

IN MEMORY OF Robert Martin Young

Sheila Diskin and Michael Wexler
Marc Y oung and Gary Wilson
Jan Y oung and Mark Gordon
Raymond Y en and Mary Bateman
Elizabeth S. and Andrew R. Wilson
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Dr. Bonnita Wirth
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Southern California Public Radio

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Among the awards received for journalistic excellence in 2015

Academy of Interactive and Visual Arts W3 Awards—National
Silver Mobile Apps/Sites, News: KPCC for iPhone
Silver Mobile Features: Best Streaming Audio, KPCC for iPhone

Edward R. Murrow Award—Regional
Overall Excellence: KPCC
Best Investigative Reporting: Annie Gilbertson, “LAUSD’s iPads”
Best Broadcast Affiliated Website: SCPR.org

Eppy Award—National
Best News Website—Under 1 million unique monthly visitors: KPCC.org

Golden Mike Awards—Regional
Best Feature News Series Reporting: Steve Gregory, Josie Huang, Sanden Totten, Jed Kim, Maya Sugarman, Eric Zassenhaus, and Chris Keller, “The Northridge Earthquake: 20 Years Later”
Best Government and Political Reporting: Sharon McNary, “Bell Keeps Paying Rizzo Tax”
Best Medical and Science Reporting: Sanden Totten, “Geologists’ Dream Unearthed by the 405 Construction”
Best Use of Sound: Jed Kim, “Everything You Didn’t Know About Bats in Los Angeles”

LA Press Club Awards—Regional
First Place Blog, Individual (Online): Rebecca Plevin, “Impatient: Making the Health Care System Work for You”

Online News Association Award—National
Best Planned News/Events, Medium: #MakeACare—The Evolution of One Voter, KPCC

SCPR thanks listeners and supporters who submitted photos for the cover of this report.