Here. For you.

Southern California Public Radio is here, supporting the diverse and ever-changing communities of our region. However you choose to connect, whatever your story, SCPR is actively listening to the needs and aspirations of Southern Californians. We bring you news and information you can trust, so you can make the most informed decisions for your life, your family, and your community. **SCPR is here for you and here with you.**

**OUR MISSION** 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.
KPCC supporters came to our Community Open House event to show their support (above and cover).
At SCPR, we’ve been thinking about the future a lot.

With the rise of so-called “smart speakers” (e.g., Amazon’s “Alexa” and Google’s “Home”) and the increasing ubiquity of voice-activated technologies, Angeleno audiences no longer “listen to the radio” the way they once did. But the demand for Southern California Public Radio’s (SCPR) in-depth coverage and civic engagement is increasing rapidly. At a time when having a reliable and trustworthy source of news is critically important, at SCPR we are making sure that we can always be with you—wherever you may be and however you may be listening.

At the same time, one event caused us to pause and reflect upon our past in 2017: the passing of Harold Williams, one of the founders of SCPR’s Board of Trustees. Harold was a passionate advocate for SCPR and KPCC to be a “centering institution” in Southern California. A native Angeleno, Harold saw Southern California’s diverse communities and our far-flung geography as sources of strength. At the same time, he realized that the region needed institutions that could bring people together across political, economic, cultural, ethnic, and geographic boundaries. And this was Harold’s most fervent hope for SCPR.

In the pages that follow, you’ll be introduced to people who have embraced Harold Williams’ vision for SCPR: Mary Plummer, KPCC’s “Human Voter Guide” whose innovative approach to covering politics has transformed the way we will report on the elections in 2018 and Ashley Alvarado, Jon Cohn and Bruce Lemon, from KPCC’s “In Person” team, who spearheaded our tremendously successful “Unheard LA” live storytelling series. Thanks to the support of the California Wellness Foundation, we will be able to make “Unheard LA” a regular series in 2018.

You will also meet two relatively new members of SCPR’s Board of Trustees, Winnie Kho and Drew Murphy, who are leading us into the future. (In Drew’s case, leading SCPR into the future is literally his assignment as the Co-Chair of the Board’s Strategic Planning Committee.) Both Winnie and Drew are forceful and articulate advocates for the mission that Harold Williams articulated at SCPR’s founding.

As we look to the future, we understand that SCPR must meet Angelenos where they live, where they work, where they play, and where they congregate. To do this will require us to master new technologies and new ways of delivering our public service. But we also know that we can only do this if we stay faithful to the public service mission that Harold Williams set forth at the beginning. We must earn Angelenos’ trust anew each day. We do this by combining the highest quality journalism with the most compelling and inclusive civic engagement. We are with Angelenos precisely because we are for Angelenos.

Sincerely,

Ana Valdez, Chair

Bill Davis, President
How can I make sure my new address is recognized by the voter registration system?
— Annette

How can I track my vote by mail ballot?
— Mike

What is the best way to vote while I’m studying out of town?
— Kelsey
f you are a California voter, and you have questions about when, where, or how to vote, Senior Political Reporter Mary Plummer is here for you. Nicknamed “The Human Voter Guide,” Plummer tracks down the answers to every election-related question.

“You can see our audience’s passion,” explains Plummer. “People with questions want to participate and feel in some cases let down by the system. LA County is huge and it can be very hard to know who to call or where to turn for help.”

Audience members ask about voting districts, how to change party preference, and how much postage needs to be placed on a mail-in ballot. “I can’t tell you how many questions we get about stamps!” laughs Plummer. There’s even a question about whether a mail-in ballot is still valid if the voter’s toddler colors all over it. (Answer: Yes, as long as it can still be read.)

“Civic engagement is part of our mission,” says Kristen Muller, Southern California Public Radio’s Chief Content Officer. “We realize there is a different kind of audience need.”

That need, it turns out, centers on the mechanics of voting.

For LA Superior Court Judge Debra Archuleta, a proponent of KPCC’s “thoughtful and objective” election coverage, encouraging confident and informed California voters is of utmost importance. “In some ways,” says Judge Archuleta, “the local elections have a greater direct impact on people’s lives than the state or federal elections do. It’s important that the candidates who win are elected by a majority of the community and not just a select few.”

“It really helps demystify the election,” affirms Kim Alexander, President and Founder of the California Voter Foundation, and one of the resources Plummer has called upon. “It helps people feel that it is okay to have questions.” Alexander feels camaraderie with the project, and with what she sees as Plummer’s non-partisan support of voter participation. “Mary is a voter advocate. I don’t know if she would consider herself that, but I feel she is a voter advocate.”

For Plummer, this one-on-one style of reporting, something she refers to as “micro-journalism,” is all about listening. “We really let our audience, our listeners, and our readers shape the project,” asserts Plummer. “That is the goal. Meeting people where they’re at.”
Unheard LA: Stories of Where You Live

Unheard LA, a live storytelling series produced by KPCC’s In Person team, is a grand experiment in uniting the diverse communities of Southern California.

To find their storytellers, Jon Cohn, Southern California Public Radio’s Managing Producer of Forum Programs & Live Events, and Ashley Alvarado, Manager of Public Engagement, cast a wide net. They utilize every network at their disposal, even showing up at local libraries to ask people if they have a story to tell. From the more than 200 submissions they received in 2017, they narrowed the field to thirty stories—some funny, some heartbreaking—to be told live onstage over three evenings, at venues around the region.

“We are trying to be a catalyst for connection,” explains Cohn. “There’s a level of exchange that happens in a live event that you’re just not going to be able to replicate on any other platform.”

Once the shows are cast, says Cohn, he and his team provide guidance and feedback as participants shape their stories. “We’ve had three full houses,” he says. “We are engaging new audiences but we are also deepening our relationship with our existing audience, which is ultimately at the heart of what we’re doing with In Person.”

The first three shows were held at locations in Whittier, Downtown LA, and Hollywood. The stories were as varied as the venues: two brothers shared music from the “song-a-day” club they started in the tradition of Woody Guthrie; a transgender woman told her story of a harrowing encounter with the TSA; and in a comedic turn, one storyteller detailed her quest to find a cheap Zumba class in Koreatown.

Participant Hazel Lopez, who told a story about how her love for the writer Charles Bukowski led her to an unlikely friendship, feels the series fosters connection. “Platforms such as Unheard LA are so vital to building community because they showcase real experiences by the people, for the people,” Lopez asserts. The success of Unheard LA, for everyone involved, is its potential for bridge-building.

“We’re all in our own little echo chambers,” notes Bruce Lemon, Artistic Director of the Watts Theatre Company and host of Unheard LA. “Until we can listen to the people across the street, things are going to get stagnant. Nothing’s going to change.”

For Cohn and Alvarado, listening and building trust is at the core of this effort. “We learn so much from these events,” stresses Alvarado. “We have a mission to serve Southern California, to reach people who aren’t already tuning in. In Unheard LA, we’ve found something that can be part of that.”
Veronica Lopez and Roy Lenn, part of the SCPR Corporate Sponsorship team, catch up with owners Randy and April Clement at Silverlake Wine.
When Randy and April Clement and their partner, George Cossette, opened Silverlake Wine in early 2003, they knew it wasn’t going to be your typical wine store. “We decided that even though we have a wine store, we weren’t going to talk about wine. We weren’t going to lead with technicality or a narrative of expertise,” says owner Randy Clement. “We were just going to talk to people, and make relationships.” Because of this, he said, something happened: customers started to arrive.

Among those early patrons were several Southern California Public Radio staffers. But this was no surprise to the Clements. “People at KPCC wanted to be a part of what we were doing, and we wanted to be a part of what they were doing,” muses Randy. The decision to underwrite—partnering and providing financial support for KPCC programs—developed organically from there.

As Silverlake Wine grew, the relationship with SCPR grew as well. Randy and April now also co-own Everson Royce, a wine store in Pasadena, as well as ER Bar, a popular restaurant and bar in Downtown LA. And recently they opened a second Silverlake Wine location in the Arts District in Downtown Los Angeles.

“The relationship between Silverlake Wine and SCPR has been a long-lasting one,” explains Mary Hawley, Vice President of Corporate Sponsorship. “Our listeners love that Silverlake Wine has supported us, and they’ve become very loyal to them.”

Mary Marcus, SCPR Account Executive, agrees: “Our audiences are early adopters, they like wine, and they want to know what’s new and different.” Silverlake Wine is the definition of new and different. Not only is their “no snobbery” ethos attractive to many KPCC listeners, they are also known for their unrivaled specialty wine and beer selection, and for their commitment to giving back.

Silverlake Wine’s support of SCPR has now spanned thirteen of the store’s fourteen years in business. In addition to underwriting, they also provide donations for pledge drives and auctions, and contribute wine and space for events. But for Silverlake Wine, and for SCPR, this relationship has never been about just growing their customer base. It’s also about mutual respect.

“The people we underwrite with—it’s a tastemaker relationship,” says Hawley. “We look for people who have a high standard for the way they do business and a commitment to quality. People who underwrite with us automatically get branded as being special. We look for people who can stand up to that.”
Drew Murphy moved to Los Angeles from New York two years ago to take his job as Senior Vice President of Strategic Planning at Edison International. When he arrived, he was a man on a mission. “I wanted to find a way to get engaged in the community, to figure out what is this place that people call Los Angeles?”

So when a colleague at Edison approached Murphy about a leadership opportunity on the Southern California Public Radio board, he welcomed the opportunity. “It’s accelerated my feeling of connection to this place. I don’t think I would have gotten to know Los Angeles nearly as quickly were it not for my involvement with SCPR.” Already a listener and supporter, Murphy was particularly impressed by the diversity of perspective he found at SCPR. “I was really taken by the quality of the station, and by the board members and staff, who are a great cross-section of the community.”

He was also excited by the larger programming strategy he was able to witness firsthand. “While we have national and international programming, the real focus is on public service journalism where the station decides to go deep on issues of local importance,” Murphy cites.

Uprooting himself and his husband, Murphy knew that moving across the country meant building an entirely new community. For Murphy, KPCC has been there, helping him achieve the perspective he was looking for in this metropolis he now calls home. “I like the way President Bill Davis puts it best,” says Murphy. “KPCC is ‘holding up an accurate mirror to the imperfect paradise that is Southern California.’ For me that captures the whole thing.”
TRUSTEE PROFILE

Winnie Kho

Winnie Kho found her way to KPCC while looking for the sound of home. Born to a Taiwanese mother and an Indonesian/Chinese father, Kho spent her formative years in Singapore. At the time, the main news source there was the BBC. “BBC is very straightforward,” explains Kho. “They do investigative journalism, but it’s not sensational.”

In 2006, Kho moved to Los Angeles to run KTW Properties, Inc., the investment and management agent for her family trust. She had her pick of Los Angeles public radio stations, but KPCC won her over with its local focus and deep-dive reporting. “KPCC helped me understand what was going on around me. LA is so diverse, and every pocket has its own culture. I’ve been here 10 years, but I still feel as though I don’t know LA enough!”

Kho, now an active Southern California Public Radio board member, credits her increased involvement to KPCC’s balanced and diverse reporting, as well as its commitment to accurately reflecting the region. “This community-based, LA-based reporting is where we get our edge,” Kho asserts. “I think that’s how, in an environment where there’s so much competition, we’ve actually been able to grow.”

In every city where Kho has lived—Boston when she attended Wellesley College, New York for her work in management consulting—public radio has helped her feel at home. But for Kho, KPCC is special: “It’s my daily vitamin!” In a city with so much to see, but where people are often confined to their cars, KPCC is there to connect. “It feels very personal,” Kho stresses. “When you listen to Larry Mantle interview the DACA recipients it’s a very intimate conversation, one you feel like you’re eavesdropping on. And I think people like that intimacy.”

“This community-based, LA-based reporting is where we get our edge. I think that’s how, in an environment where there’s so much competition, we’ve actually been able to grow.”
DONOR PROFILE

The Alvarado Family

For longtime Los Angeles residents Melissa and Bob Alvarado, Southern California Public Radio has been there for the long haul. Both successful attorneys, the Alvarados discovered KPCC while commuting to and from Loyola Law School, where they met over thirty years ago. The station drew them with its mix of programming and reputation for reliable news.

“If there were an earthquake right now, I’d go to KPCC first,” confirms Bob Alvarado, CEO of CourtCall, a company devoted to expanding public access to justice. “I’d assume I’d get the most accurate, most current information there. I look at it as a trusted friend.”

Having left her law practice after the birth of their second daughter, Melissa Alvarado wanted to find new ways to engage with their local community. Expanding their involvement with SCPR was a natural next step. “I literally listen to KPCC close to twenty-four hours a day!” laughs Melissa. They knew supporting SCPR meant supporting a resource they had come to rely on.

“We gave to the extent we could and we give to the extent we can,” explains Bob. “If you’re going to take advantage of the service, you need to support the service. Whether you’re listening for one day or one hour. They can’t exist without your support.”

The Alvarados have made that support a family affair. Topics brought up on KPCC are fodder for dinnertime conversation at their house. Both daughters now listen on their own (instead of just begrudgingly in the backseat, jokes Melissa). Their oldest daughter, Andrea, was an intern for Larry Mantle several years ago and credits that experience with helping her define the kind of work she wants to do.

“We get more than we give,” adds Melissa. “You feel like you want to keep supporting KPCC’s efforts because they’re so important to your life. The programming is what keeps us current.” For as much as the Alvarados have done to support KPCC, including hosting events at their home, they credit the station, in return, with deepening their connection to the world around them.

“We’ve always raised our daughters to be citizens of the world,” concludes Bob, “and KPCC allows us to be citizens of Southern California, of California, of the nation, and of the world. And that means a lot.”
IN MEMORIAM

Harold Williams (1928-2017)

When Bill Davis, President of Southern California Public Radio, first met Harold Williams at the Getty Center in Los Angeles, he knew him by reputation alone. Williams was then President and CEO of the J. Paul Getty Trust, and had a storied career at his back. The Getty Center had been created under Williams’ leadership. He had previously served as Chairman of the Securities and Exchange Commission, and before that as Dean and Professor of Management at UCLA’s Graduate School of Management.

“When they’ve heard of him or not, every Angeleno owes Harold Williams a debt of gratitude. He loved this city like no one else.”

At the time of their meeting, Davis was being recruited for his position at SCPR. Williams was a founding Trustee, and he encouraged Davis to consider taking the job. “We have great dreams for the organization,” Davis remembers Williams saying. “Why don’t you take a chance and help us make them a reality?”

Over Williams’ many years with SCPR, he and Davis became both collaborators and friends. In commemoration of Williams’ passing, Davis sat down to share some of his fondest memories.

Did Harold Williams ever speak about why he became involved with SCPR?
Harold was passionate about SCPR’s ability to be a “centering institution” for Southern California. In fact, he claimed credit for coining the term, as did Ron Olson. I think both should share credit, because SCPR wouldn’t have grown into what we have become without their vision to guide us.

How did his particular sensibility influence his work here?
Whether they’ve heard of him or not, every Angeleno owes Harold Williams a debt of gratitude. He loved this city like no one else—and that love of Los Angeles was manifest in his desire to make connections across economic, cultural, racial, political, religious, and other divides. The man brought people together. He recognized that Angelinos share a three-generation dream. Sure, we come to, or grow up in, this town hoping to build a better life for ourselves. But our real aspirations are for our children and grandchildren. Harold understood the power of that dream and how it created deeper connections among people than they themselves realized.

What will you miss most about him?
I could go on for days about Harold’s wisdom, his sage advice, his insights, his intellect, and his passions. But what I will miss most is his friendship. Harold offered his friendship as a gift. I can only hope that the work I do at SCPR will be an acknowledgment of how much his friendship means to me.
The California Wellness Foundation: Making Connections for Health

The California Wellness Foundation’s support of Southern California Public Radio began several years ago, with a generous grant to help create a Health Desk. After the completion of that project, Cal Wellness wanted to direct their support toward fostering dialogue around issues important to the region. “A supporter like Cal Wellness is able to see three steps ahead and understand the value of drawing connections between communities,” notes Stefan Romberg, SCPR’s Director of Institutional Giving.

When the leadership at Cal Wellness heard about SCPR’s plans to launch Unheard LA, a live storytelling series based in and around the disparate communities of Los Angeles, they were excited. “Unheard LA was an appealing opportunity because we were able to partner with all these local voices,” notes David Littlefield, Public Affairs Manager for Cal Wellness. “It was something that could help us talk more about what makes a healthy community.”

Cal Wellness believes health is about more than access to doctors; it’s also about connection. It’s about neighbors knowing neighbors, thriving families, and communities in which people feel seen and known. Cal Wellness, like SCPR, has always made it their business to reach out to the traditionally underserved. Unheard LA creates a platform for community members to tell their stories, and an opportunity for Cal Wellness to do what they do best: support this kind of engagement.

“Community members know what works for them,” explains Judy Belk, CEO of Cal Wellness. “Listening to their stories is an important part of our grant-making process. I think it’s similar for journalism or media organizations, especially those working in diverse regions like Southern California. Journalists can’t report a full picture of a community without listening to the stories of its members.”

**Overheard at Unheard LA**

“The collection of experiences that was pulled together truly represented the best of Los Angeles. I’m so thankful for KPCC.”

“I love the mix of comedy, poetry, age, gender, ethnicity. It was one of the best performances I’ve ever been to.”

“Before this event I had not heard of or listened to KPCC.”

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FOUNDATION PROFILE

The California Wellness Foundation: Making Connections for Health

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<tr>
<th>% of RSVPs</th>
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<tr>
<td>81%</td>
<td>came from people interested in a KPCC In Person event for the first time</td>
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<th>% of those who attended were doing so for the first time</th>
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<td>75%</td>
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Fiscal Year 2017 Financial Activities

Total Operating Revenue

- 95% public support
- 4% governmental support
- 1% earned revenue

Public Support

- 70% individual gifts & membership
- 28% corporate support
- 2% other

Total Expenses

- 65% programming & operations
- 26% fundraising & corporate support
- 9% administrative

Consecutive Years of Listener Support Growth

Charity Navigator has awarded SCPR an exceptional ranking of 4 out of 4 stars demonstrating adherence to excellent accountability and transparency.

A full statement of activities can be found online at kpcc.org/about/public.
SCPR recognizes the following donors for their generous total general operating cash giving between July 1, 2016 and June 30, 2017.

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