



**SOUTHERN CALIFORNIA
PUBLIC RADIO™**

2014 Annual Local Content and Service Report for KPCC-FM

**As submitted to the Corporation for Public Broadcasting (CPB)
February 2015**



- 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.

With a content staff that has almost doubled since 2010, SCPR, through its station KPCC, provides more 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 provides multi-day coverage over its various produced shows and newscasts to tell stories about topics that have had a large impact (the 1994 Northridge Earthquake), that currently affect many in the broadcast area (Veterans Day coverage) or whose outcome will affect all (2014 midterm elections)..

SCPR's Public Insight Network (PIN) added more than 1,600 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:

- What role does music play in your child's life?
- Are you thinking differently about retirement?
- Is a "paperless classroom" a good idea?
- Has your view of law enforcement changed over the years?
- Do you have a drought-friendly yard?
- Would you use psychedelic drugs for medical purposes?
- How much of your paycheck do you spend on rent?
- Is there a problem with feminism today?

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 city-by-



**SOUTHERN CALIFORNIA
PUBLIC RADIO**

city water restrictions recently imposed in the region and engages local communities with interactive tracking of the cost of rent in Southern California and of various medical procedures in the state. The “KPCCR for iPad” app, along with existing 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 KPCCR reporters and hosts discuss current topics of the day or interview community leaders, panel experts and other notable individuals. For example, in 2014, the CFF hosted a discussion on how play by young children can help them learn in the classroom. SCPR encouraged families to attend, and the panelists used the way in which children were playing at the event as examples during the discussion. Video of this event was livestreamed and made available online afterward. 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.

This year, SCPR collaborated with The Milken Institute to host an event on job loss in the California entertainment industry and efforts to remain competitive. SCPR, the University of Southern California and the Jewish Federation Council of Greater Los Angeles co-sponsored a congressional debate for the seat formerly held by Rep. Henry Waxman. The “NEXT: People | Science | Tomorrow” series allowed SCPR to work with professors and scientists from local universities and institutions, including Caltech, USC and the Jet Propulsion Laboratory (JPL). The series addressed topics from the tenth anniversary of the Mars Rover to solar-powered spacecraft to the struggle between science and faith.

The Drucker School of Management at Claremont Graduate University continued to partner with SCPR this year to create the “Drucker Business Forum” series, which brought together



local business leaders to discuss issues of the day. Topics included the use of behavioral science in the business field, an explanation of economics and the economy and the power and possibilities of Asian American business.

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, KQED and Clearhealthcosts.com collaborated on Price Check, a site that allows users to enter the costs of medical procedures they have incurred with state medical providers/hospitals and provides the opportunity to compare prices of procedures at other state facilities. SCPR is also collaborating with public media outlets WUNC in North Carolina and KUOW in Washington to cover issues regarding the military and veterans.

SCPR recently renewed a partnership with KNBC-TV, the local NBC station. This partnership, which began in 2011, continues to combine 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 end-of-life discussions. In November 2013, SCPR, through the Public Insight Network, asked the following question: "Have your views on end-of-life medical treatment changed?" This question received 53 responses expressing a variety of opinions and led to a story in December 2013.

This response also influenced the decision to continue the discussion on a topic that many people avoid until the last minute, or until it is too late to make any decisions. In June 2014, SCPR's *AirTalk* had a segment on end-of-life care and hosted "Difficult Conversations:



Talking About the End of Life.” This live event brought together a doctor and administrator from AltaMed Health Services, a local hospice medical social worker and a professor from the UCLA Geffen School of Medicine. The discussion touched upon various issues, including hospice care, advanced directives, Physician Orders for Life-Sustaining Treatment (POLST), futile care and quality of life. The panelists spoke about how resuscitation in real life is different than on television shows and how they do not see many differences between ethnicities but more in socio-economic status. There was also a question-and-answer session in which the audience was encouraged to participate. The discussion was aired live online for those who could not attend in person, and the video was made available on KPCC’s website.

One of the event producers noted that ten separate conversations began once the formal discussions had concluded. Those small group talks were sparked by the many issues covered by the panel, and they showed that the discussion fulfilled the overall purpose of this program—to inform and expand SCPR’s coverage and to serve its audience by providing concrete information. There was further discussion around issues at the “end of life,” as the following emails sent to SCPR by attendees demonstrate:

“The discussion was both informative and impressive. We really appreciate that KPCC and The Crawford Family Forum are able to address such issues in a forum like public radio and on a grassroots community level.”

Juli Vizza and Alicia Dwyer

“This is such an important issue and all three panelists shared their perspectives very thoughtfully with your skilled questioning.... medical schools have also been teaching students and exposing them to end-of-life issues from their first year, just as the Professor from a nursing school said that they had been doing with nursing students. We use standardized patients extensively for such difficult conversations so that our learners can practice and learn how to interact with the patients in a safe environment.”

Win May, MD, PhD
Professor of Clinical & Director of Clinical Skills Education & Evaluation Center
Division of Medical Education
Keck School of Medicine of USC

“I’ve long wanted to join a KPCC forum discussion but this was the first one I made. What a great topic that’s so often swept aside. Thank you for bringing it up. I thought it was a great panel and discussion. .



One of the reasons I came was that I found myself alone with my dad in an ICU in 2002. He had already been there a few years earlier—long story short he ended up on a respirator. I was horrified to see what that meant. I certainly wasn't informed enough before that moment and vowed I would be better prepared for my mother, myself, my wife and my daughters."

Mason Bendenwald

- 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.

With its Emerging Communities and Immigration reporting, SCPR aspires to provide the Southland with an accurate mirror of Southern California: its hope, optimism and cultural richness as well as the serious challenges that must be addressed daily. During the last year, SCPR's weekday report "In Immigration News" provided immigration-related stories from SCPR, NPR and other news sources. Correspondent Leslie Berestein Rojas reported on immigration reform, minority voting and how any action taken at the federal and state level has local implications for both individuals and cities. Reporter Josie Huang's stories were from a Southern California perspective. Among the stories she covered were the local community response to international events, the debate over issuing driver's licenses in the state and how Little Ethiopia, Thai Town and Little Arabia are joining Chinatown and Little Tokyo as immigrant community hubs.



This is considered normal daily reporting, but it is not the only coverage SCPR provides. In 2014, other reporters and correspondents told stories about how some California cities eliminated at-large voting of city council members to increase minority representation, the end of CNN Latino, the furor over remarks made by former Los Angeles Clippers owner Donald Sterling, why LAPD officers are rarely found guilty of racial profiling, how English Learner services in the state presented a play exploring the city of Santa Ana's immigrant community and a campaign to encourage blacks and Latinos to check their blood pressure. 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 University of Washington's secret society of undocumented "Dreamers," why racist words have more impact than racist actions, how the rise of armed groups in Mexico has prompted hope and fear among LA's Michoacáños, how more immigration cases are heading to court and celebrations in the Hmong community upon the appointment of its first judge.
- *AirTalk* offers longer in-depth conversations on topics local, national and international. Some of the discussions last year included California prisoners granted class-action lawsuit against race-based policies, whether pharmacies should be required to translate drug labels for non-English speakers, the social media propaganda battle between Israel and Hamas, border vigilantes stepping up patrols in Texas and whether the death of a Chinese national at USC will deter China from sending its students abroad.
- *Off-Ramp* provides coverage of the many vibrant cultures in Southern California. Coverage last year included Japanese anime, two friends who helped integrate the "Peanuts" gang with Franklin, an exhibit exploring how the experiences of those who fled Nazi Europe influenced the classic films of Hollywood's Golden Age, a profile of new Los Angeles poet laureate Luis J. Rodriguez and a California public school that teaches classes in English, Spanish and Nahuatl, the ancient Aztec language.
- *The Frame*, SCPR's newest show, looks at music, movies, TV, the arts and entertainment. Segments from 2014 have included a female rabbi who helps weave



Jewish and trans themes into the television show *Transparent*, how normalizing US-Cuba diplomatic relations may paint a new picture for artists and efforts to keep Dia De Los Muertos (Day of the Dead) alive in Los Angeles.

SCPR's live events provide an open dialogue that can deepen the relationships and understanding of Southern California's diverse communities. The events, held at both 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 *Tiger Mother* author Amy Chua and her husband's new book *The Triple Package: How Three Unlikely Traits Explain the Rise and Fall of Cultural Groups in America*, the gay rights struggle of African Americans, whether diversity can be taught and President Obama's executive orders on immigration reform.

As part of advancing its public service journalism, SCPR made significant investments over the last few years to improve the ethnic diversity and language skills of its staff. The organization expanded its newsroom staff to provide increased coverage in issues such as Crime and Public Safety, Governance and Civic Engagement, Education, Health Care, Business and Economy, Science, Arts and Culture, the Environment and Immigration and Emerging Communities. CPB's investment helped KPCC launch three of these beats: Emerging Communities, Education and Crime and Public Safety. 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, Vietnamese, Mandarin, Japanese, Russian, Italian, Thai, 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 on-air, online and in-person programming described above. Without CPB's support, SCPR could not attempt to produce a daily newsmagazine, a daily discussion program, a daily local arts program and a local weekend program and to broadcast stories from our newsroom. Without CPB's support, SCPR would not be able to take these programs and issues "on the road" and broadcast on location in



**SOUTHERN CALIFORNIA
PUBLIC RADIO**

diverse Southern California communities. Almost as important, CPB's support makes it possible to have this information available on KPCC's website, mobile apps and throughout social media. Finally, CPB's support also makes it possible for SCPR to create partnerships with other institutions in the community and to creatively leverage these partnerships in order to improve the depth, breadth and quality of its programming and public service.