



**SOUTHERN CALIFORNIA  
PUBLIC RADIO™**

# **2016 Annual Local Content and Service Report for KPCC-FM**

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

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 California drought), that currently affect many in the broadcast area (homelessness) or whose outcome will affect all (2016 presidential elections).

SCPR's Public Insight Network (PIN) added more than 3,200 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:

- Have you purchased health insurance through the Affordable Care Act?
- What did your grandparents teach you about race?
- How are you talking about politics with kids?
- What does it mean to be a millennial?
- How do you answer the question, "What are you?"
- Raise your hand, California. Tell us why you're planning to vote in 2016
- Veterans, what was your experience leaving the service?
- What makes a good school?
- Have you or a loved one been affected by an environmental crisis?

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 requirements by water district and engages local communities through



interactive tracking. Mobile apps for iPads, iPhones and Android smartphones allow 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 KPCC reporters and hosts discuss current topics of the day or interview community leaders, panel experts and other notable individuals. For example, in 2016, the CFF and PBS SoCal hosted a viewing of Ken Burns' documentary *Jackie Robinson* and discussion of the effect and legacy of this Pasadena native both in baseball and locally. People who could not attend the event in person could listen to the conversation, which was made available online afterward along with posts on 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.**

KPCC led a coalition of with three other California public radio stations (KQED, Capital Public Radio and KPBS) to create the California Counts Collaborative. This consortium provided California voters with jointly planned coverage of important statewide races and ballot measures in the 2016 election. Events were also held in Los Angeles, Sacramento, San Francisco and San Diego with KPCC host Larry Mantle and a host from that specific city. SCPR also collaborated with KQED in a statewide live broadcast on election topics.

SCPR also works with other 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, many of them at SCPR's Crawford Family Forum, on a variety of topics.

SCPR collaborated with the Art Center of College Design to host the *first of the "Fast Forward: Designing the Future" series*. SCPR continued its collaboration with The Milken Institute with the SoCal Storylines Series as well as with the Planetary Society with an event about the solar system. These and other events allow SCPR to work with experts in different fields.



In 2016 SCPR's Community Outreach Director created and maintained 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 public media outlets WUNC in North Carolina and KUOW in Washington to cover issues regarding the military and veterans.

SCPR is in the fifth 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 the “SoCal Storylines: Conversations with movers and shakers.” *Through these forward-looking public forums, KPCC partnered with The Milken Institute’s California Center to focus on Southern California’s regional issues with people on the front lines. These events, held in different areas of Los Angeles County (Santa Monica, Downtown Los Angeles and Pasadena), invited audiences to join the conversation about how to solve some of the most vexing problems in Southern California.*

The first installment in this four-part series examined how *Southern California’s transportation infrastructure has struggled to keep up* and the possible future of transportation and mass transit in the region. The second covered the regional effects of *the Great Recession, which forced Southern California governments to cut budgets and make tough choices, and how, nearly a decade later, cities are able to focus on reviving core social services and revitalizing the region’s infrastructure, workforce and quality of life.* The third installment discussed *the affordability, challenges and opportunities of the regional housing market, while the final event discussed the unique opportunities and challenges facing social entrepreneurs in Southern California and more broadly.*



The panel participants varied from the CEOs of the Los Angeles Metropolitan Authority and the Los Angeles World Airports to the Chief Administrative Officer of Los Angeles and the Santa Monica City Manager to the Mayor of Compton California and the head of the Latinos in STEM Foundation. The discussions with the panelists provided a deeper understanding of the topic and the audiences at each event were able to ask questions. Each event was video streamed live and made available through the KPCC website to all who were unable to attend or watch that night.

The in-person audience for these events totaled more than 300 people and was diverse in both ethnicity and age. The events generated hundreds of tweets, using either the @KPCCinPerson handle or the #SoCalStorylines hashtag. The comments and responses, while limited in characters covered both the context of the conversations, and enjoyment of the events:

“In 36 hours I traveled by foot, train, bus, plane & car. It was bonkers #SoCalStorylines gave me hope. It doesn’t have to be soul crushing.” –*Rebecca Simon*

“I enjoyed watching @KPCCinPerson #SoCalStorylines. The future of @metrolosangeles looks promising indeed!” –*Kenny Uong*

“@AjaLBrown (Mayor of the City of Compton, CA) was amazing, great take on the role of city gov to provide services & opportunities for all of its residents #SoCalStorylines.” –*Carlo De La Cruz*

“Thanks @KPCCrina911 for #SoCalStorylines Housing w/@SaMoCole wise & sharp as usual.” –*Velocipedus*

“Such an inspiring talk with @SamPolk & @noramayc here @KPCCinPerson @MilkenInstitute #socialstorieslines. Thanks for your insights & passion!” –*Tania Damha*



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.

Southern California is a magnet for people who are seeking a better life for themselves and their children. Whether they come from Turkey or Tennessee, Philippines or Pennsylvania, 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” continues to make Southern California one of the most diverse and multi-ethnic populations in the nation, and the generations of immigrants that have settled here create 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 private Jewish and Muslim school students interacting with each other to break down stereotypes, how some children and siblings of Filipino World War II vets were able to start immigrating to the US sooner, how food traditions for the New Year differ in each culture and why the US could see more African refugees in future years. Reporter Josie Huang’s stories covered how new developments will make LA’s Koreatown more crowded, how some theaters in LA were showing *Kung Fu Panda 3* in both English and Chinese and a new housing complex in Hollywood that is geared towards LGBT seniors and young adults.

This is considered normal daily reporting, but it is not the only coverage that SCPR provides. In 2016, other reporters and correspondents told stories about the number of Latino children who were not counted in the last census, how fear of deportation can keep kids out of the classroom, the increase in diversity but lack of integration in public schools, how the next US Senator from California would either be an African American or a Hispanic American, how California’s Asian Americans are moving to the left politically and that Japan continues to be the largest source of foreign direct investment in Los Angeles. 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 possible closure of LA's oldest Japanese newspaper, being Black and Mexican in Los Angeles, a UC Berkeley student removed from a flight at John Wayne Airport because he was speaking Arabic on the plane, how a video about how to eat the Vietnamese dish Pho was considered offensive, the challenge of being black and undocumented and casting roles in Hollywood with diversity in mind.
- *AirTalk* offers longer, in-depth conversations on topics local, national and international. Some of the discussions last year included non-white students at a local college looking only for another non-white roommate, a proposed state law that questions the line between religious freedom and discrimination, Harriet Tubman replacing Andrew Jackson on the \$20 bill, why more Americans are concerned about race relations and how the Academy of Motion Pictures Arts and Sciences can ensure more diversity in its nominees and members.
- *Off-Ramp* provides coverage of the many vibrant cultures in Southern California. Coverage last year included Cheech Marin trying to save Chicano art, a local tattoo shop that specializes in traditional Samoan tattoos, a 78-year-old Japanese-Brazilian-American artist debuting his work at the Hammer Museum and a profile of 1936 Olympic medalist Mack Robinson.
- *The Frame* looks at music, movies, TV, the arts and entertainment. Segments from 2015 included Uruguayan filmmaker Fede Alvarez speaking about his movie *Don't Breathe* and helping the Uruguay film community, Univision's purchase of English-language websites, how violinist Yo Yo Ma's Silk Road Ensemble is trying to demonstrate the universal language of music, the Latino Comics Expo held in Long Beach and actor LeVar Burton speaking about his participation in the Broad Museum's audio tour for children.

As part of advancing its public service journalism, SCPR looks at different avenues to reach out to audiences. Recently SCPR has been prototyping "Shoes Off," which focuses on Asian Americans and being Asian in America.



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 on-air, online and in-person programming described above. Without CPB's support, SCPR would not have the resources 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 of its on-air programming, SCPR would be forced to make cutbacks in other areas that would be detrimental to not just the station but to the broadcast audience. Such cutbacks could affect SCPR's ability to take these programs and issues "on the road" and broadcast on location in 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 leverage these partnerships creatively in order to improve the depth, breadth and quality of its programming and public service.