



**SOUTHERN CALIFORNIA  
PUBLIC RADIO™**

# **2017 Annual Local Content and Service Report for KPCC-FM**

**As submitted to the Corporation for Public Broadcasting (CPB)  
February 2018**



- 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 floods), that currently affect many in the broadcast area (homelessness) or whose outcome will affect all (healthcare legislation).

SCPR's Public Insight Network (PIN) added more than 1,300 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 last year included:

- What's it like to live in a family with mixed immigration status?
- Were you in Los Angeles for the 1984 Olympics?
- Parents: Have you looked at the Common Core results?
- What is your experience with prescription opioids?
- Have you experienced hate speech?
- How are you talking about politics with kids?

SCPR has also created two new ways to engage audiences. The first is called Unheard LA, in which we produce a series of live shows featuring real people from around the region who share their stories as a way to connect with one another and celebrate the diverse communities of Los Angeles. The second is SoCal. So Curious., which allows audiences to submit questions about Southern California. Community members vote on the questions



and then KPCC reporters and producers tracks down the answers. Some of the questions answered include:

- How are our taxes funding homelessness in California?
- Why is there no Metro train or subway stop at LAX Airport?
- Which cities in LA County have the fewest native-born Californians?
- Who are the cash buyers in SoCal real estate?
- Ask a Trucker: Professional drivers answer your questions about driving safely

The KPCC website, alongside digital reports and program segments, offers tracking information on the latest fires and earthquakes in the state. The site provides certain tracking information, such as if a home is in a recognized flood zone, 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 In Person team brings the discussion face to face. Audience members who attend events throughout Southern California 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 2017, the In Person team hosted an event on "fake news," with a discussion that included the history of the term, its societal implications and how the term means different things to different people. People who did not attend in person could watch a live video of the event, which also available online afterward, or could follow the conversation through 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 area.**

KPCC's coalition with three other California public radio stations (KQED, Capital Public Radio and KPBS) continued throughout the year. This collaboration, called California Counts, provided California voters with joint coverage of important statewide races and ballot measures in the 2016 election. After the election, the partner stations came together to



find ways to expand our content to a broader range of ongoing coverage from each newsroom and to establish the collaboration for the long term. The group also added CALmatters, a nonpartisan, nonprofit journalism organization.

SCPR began a collaboration this year with the University of Southern California to explore the intersection of religion and international affairs through a focus on diaspora communities in Greater Los Angeles and in their home nations or other countries. SCPR continues to collaborate with public media outlets WUNC in North Carolina and KUOW in Washington to cover issues regarding the military and veterans.

SCPR also works with other partners throughout the year. Most 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.

KPCC worked with California Counts partner stations Capital Public Radio and KPBS to present California Counts Town Hall meetings in Sacramento, San Francisco and San Diego. SCPR continued its collaboration with The Milken Institute with the SoCal Storylines Series as well as with PBS SoCal and Indie Lens Pop-Up to present documentary features as a way to seed conversations with community members who bring unique and relevant insights to the subjects covered in the films. These and other events allow SCPR to work with experts in different fields.

SCPR is in the sixth 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 our new event series called Unheard LA. With support from the California Wellness Foundation, this dynamic storytelling series of live shows took place in different venues around our sprawling and too-often disconnected metropolis.



Each show was unique and featured a distinct lineup of community members sharing first-person experiences of struggle and survival, of hope and fear, of the unexpected and the unbelievable through spoken word, music, poetry, improvisation and other forms.

We posted a query, in both English and Spanish, to our Public Insight Network (PIN) asking people to share a story about themselves or their community. We also worked with the GroundSource text-message platform, interacting with existing sources and adding more than 400 new ones. We worked with the LA County Public Library system to get printed postcards with information into all branches across the county. We posted on community bulletin board sites, conducted outreach to Facebook groups and sent specific emails to people we had met through prior engagement—including our “Feeding the Conversation” in-person sourcing gathering series.

The speakers chosen for Unheard LA were diverse in age, gender and ethnicity. Their stories were just as varied, from a man speaking to his grandfather’s American internment during World War II, to an emergency room surgeon who is also a classically trained opera singer, to a Jewish woman speaking of her parents fleeing Iran and making a new life in the US, to looking for a Zumba class in Koreatown. After each event, audience members could meet and talk with the speakers to continue the conversations.

The in-person audience for these sold-out events totaled almost 900 people. In addition, we live videostreamed them on our website, Facebook Live and Livestream and posted the videos on YouTube afterwards. The Facebook videos of the shows have reached more than 76,000 people (a record for the In Person team’s Facebook page), and we saw increased engagement not only with the videos but also with our social media channels more generally.

Unheard LA generated responses via email. The comments and responses included:

“Thank you for a wonderful, insightful and moving series! I was very curious about Unheard LA, to see how it turns out. After going to Part 2, I knew that I had to make it to Part 3 as well! KPCC is associated with good, thoughtful programming for me, and Unheard LA just went above and beyond. It got to the heart of Los Angeles with stories and glimpses from such a wide range of voices. But LA is big, and I really hope that this is a beginning of something new and that we’ll be HEARING more unheard LA stories. Los Angeles needs a series like this. And KPCC, being a local NPR station with a commitment to engaging all of its community, is uniquely positioned to continue taking the lead. Please keep Unheard LA going!” —*Hayk Makhmuryan*



“I would like to express my appreciation of the 3rd installment of Unheard LA that I attended last night. I had heard a story on the radio from the Whittier event and when a friend invited me to the Hollywood event, I was eager to “witness” moving stories live. The experience of gathering with others to collectively “receive” the stories, plays, and poems offered yesterday was a delight. I hope that you will be able to create more events like these so that we can continue to share our experiences in community.” —*Natalie Bowers*

The series also generated hundreds of tweets, using either the @KPCCinPerson handle or the #UnheardLA hashtag. The comments and responses, while limited in characters, covered both the context of the conversations and the enjoyment of these events:

“An awesome combination of internal collaboration and a focus that was truly community first.” —*Katie Briggs*

“#UnheardLA has been such an inspirational series and enlivening experience so far— thanks” —*Aditi*

“Thank you for curating such a fantastic event for our city.” —*Georgia VanC*

“#Unheard LA tonight was delightful. The act of sharing your beautiful stories turns them into our stories.” —*The Real Eric V*

“Chills, sympathy & really LOL from all the wonderful stories—@KPCC we love #UnheardLA live!” —*Flournoy*

- 4. Please describe any efforts (e.g. programming, production, engagement 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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.**

Whether they come from India or Indiana, Nicaragua or North Carolina, Southern California is a magnet for people who are seeking a better life for themselves and their children. 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 the Los Angeles region 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 Muslim charities who are contributing their services outside of their community to help reverse negative stereotypes, a state bill that expanded Asian/Pacific Islander health reporting to 10 subgroups to help identify specific problems in those subgroups, how vandalism at an art gallery spurred a reaction to rising gentrification tensions in Latino-majority Boyle Heights, how the change to single member districts in some Orange County cities could result in more diverse city councils, how the crisis in Syrian city of Aleppo is hitting close to home for some local residents and how Los Angeles officials informed the public about scams by unscrupulous immigration consultants causing the loss of thousands of dollars and deportation. Correspondent Josie Huang’s stories included the 75<sup>th</sup> anniversary of the Executive Order to intern Japanese-Americans, California regulators testing Airbnb hosts to prevent discrimination and how a refugee from Vietnam War-torn Laos became a Hmong traditional song poet.

This is considered normal daily reporting, but it is not the only coverage that SCPR provides. In 2017, other reporters and correspondents told stories about how African-Americans are least likely to get flu shots, a boost in Asian-American turnout in the elections, how Latino families want preschool as much as other groups but big gaps in access remain, how Hispanic men often put off medical care, how a number of Latino children were not counted in the last Census, the legacy of *The Joy Luck Club* and a new national study finding that Latino immigrants and African-Americans are more likely to work in jobs with a greater risk of injury and as a result are much more likely to have work-related disabilities. These examples show the kind of reporting and programming that is 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 UCLA faculty and students mapping Los Angeles’ indigenous groups, how a college in Missouri is working to improve



gender inequity in Hollywood, how 80 percent of LGBT people killed are minorities, the effort to add more color to the business of design and a local Hispanic high school student being only one of twelve people nationwide who received a perfect score on his AP Calculus exam last year.

- *AirTalk* offers longer, in-depth conversations on topics local, national and international. Some of the discussions last year included what is Islamic exceptionalism and what are its geopolitical implications, what if the Mexican border wall was made of an array of technology, an article published in the *Harvard Business Review* which states that forced diversity in the workplace is not working, NBA legend Kareem Abdul-Jabbar suggesting that uninformed voters should not head to the polls, a fast-food restaurant created by Roy Choi to provide healthy food to underserved and minority communities receiving a zero-star recommendation by *The New York Times*.
- The final year of *Off-Ramp* provided coverage of the many vibrant cultures in Southern California. Coverage last year included how sound artist Alan Nakagawa is helping to stop pedestrian deaths in LA, how a Palestinian-American family in Anaheim wants to bring their falafel to you, the 145<sup>th</sup> anniversary of the Chinese Massacre in Los Angeles, the California African American Museum exhibiting the diversity of the “disappearing black woman” and a discussion with Theresa Chavez, a *Californio* whose family arrived in in 1771, ten years before the founding of Los Angeles.
- *The Frame* looks at music, movies, TV, the arts and entertainment. Segments included the question of diversity in kids’ TV, *Mr. Robot* creator Sam Esmail discussing how the Arab Spring influenced his hit show, why the creator of *Luke Cage* made his character’s superhero costume a hoodie, how British Nigerian actor David Oyelowo is on a crusade to tell stories about the underrepresented and piano virtuoso Yuja Wang performing with the LA Philharmonic.

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

Funding from CPB continues to make possible the kinds of on-air, online and in-person programming described above. Without CPB's support, SCPR would not have had 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 last year. 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 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 to improve the depth, breadth and quality of its programming and public service.