



**SOUTHERN CALIFORNIA
PUBLIC RADIO™**

2018 Annual Local Content and Service Report for KPCC-FM

**As submitted to the Corporation for Public Broadcasting (CPB)
February 2019**



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 fires), that currently affect many in the broadcast area (homelessness) or whose outcome will affect all (healthcare legislation). This year SCPR created a podcast focusing on one issue for multiple episodes.

SCPR's Public Insight Network (PIN) added more than 1,056 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 does Ramadan mean to you?
- Did you delay cancer treatment because of the cost?
- Have you experienced sexual harassment at work?
- Military members: How are you deciding on Blended Retirement?
- What brought you or your family to California?
- Did you walk away from a career in education?

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:

- Have Questions About the Wildfires?
- Why Does LA Tap Water Seem to Cause More Calcium Build-Up?
- How Do I Talk to Kids About Homelessness?
- How Much Can My Landlord Raise My Rent?
- I Have a Fibroid — Wait, What Is That?

The KPCC website and the newly acquired LAist website offer news and information, while podcasts and 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 KPCC 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 2018, the KPCC In Person team hosted an event on the First Amendment on college campuses with a discussion about how college administrators protect free speech while also ensuring a safe environment in which students can learn and thrive. People who did not attend in person could watch a live video of the event, which was 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) and CALmatters, a nonpartisan, nonprofit journalism organization, continued throughout the year. This collaboration, called the California Dream Project, provided California voters with joint coverage of important topics specific to California. Some of the topics include state politics, economy, education, health and homelessness.



KPCC worked with California Dream Project partner stations KQED, Capital Public Radio and KPBS to present multiple hour-long specials broadcast on homelessness, the California Governor's debate and election results. The team also worked with partner CALmatters on a digital story regarding the 40th anniversary of Proposition 13, which changed the way state property taxes were calculated.

SCPR continued its collaboration 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 also collaborated with WUNC in North Carolina and other public media outlets on the American Homefront Project, which covers 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.

SCPR continued its long-term 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 continued event series Unheard LA. With support from the California Wellness Foundation and California Humanities, this dynamic storytelling series of live shows took place in different venues around our sprawling and too-often disconnected metropolis.



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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, as well as holding salons in some library branches. We posted on community bulletin board sites, conducted outreach to Facebook groups and sent specific emails to people we had met through prior engagement.

The speakers chosen for Unheard LA were diverse in age, gender and ethnicity. Their stories were just as varied, from a man speaking about what Downtown LA used to be like when he went to his father's store, to a man moving from California to Texas and taking up boxing to get to know people, to growing up in apartment complexes in South LA, to a child speaking about her stepfather's deportation to a woman who became a roller derby referee. After each event, audience members could meet and talk with the speakers to continue the conversations.

The in-person audience for these events and salons totaled 2,300 people. In addition, we live videostreamed them on our website, Facebook Live and Livestream and posted the videos on YouTube afterwards. These have been viewed over 59,000 times.

Unheard LA generated responses from various sources. The comments and responses included:

Email

"I simply wanted to let you know that as a result of my appearance at your event last September, I was invited by the Mayor of Norwalk to be their keynote speaker at the city's Prayer Breakfast event next Wednesday. Someone that I know that is connected in the community of Norwalk forwarded the video to the mayor and their event committee without my knowledge. lol! It was a huge surprise to me when they asked for me to speak and share my story to over 400 guests next week. Among those guests are young kids from across their school district and surrounding schools as well. I'm honored, nervous, and humbled by the opportunity. But I wanted to experience my GRATITUDE once again to you all for the opportunity to share my story last year. It's changed my life having done so." –
Jason Barquero



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Facebook Livestream

“This was one of the best storytelling events I've been to. This one was on par with the Moth and Pop Up Magazine and it was free.” – *Nicole Piepers*

“Great time tonight. Thanks for putting it on—I had more than a few students attend. Great to hear stories about being human.” – *Brandy Ordway-Roach*

“Thank you for the livestream. I meant to attend, but couldn't last minute. These are great stories.” – *Vera deVera*

Instagram

“Yesterday I had the amazing opportunity to see @kpcc's #UnheardLALive show in Baldwin Park with my dear friend and love. We heard deeply personal, sometimes funny, sometimes sad, sometimes historical but always touching and poignant stories from a broad and diverse group of people from around LA. Candace told a story about being a teacher and being conflicted about saying the pledge of allegiance. Both Veronica and I cried. If you get a chance to see one of these, do it. They're free and they support local public radio, which is so so important.” – *Abby Salling*

“There's a powerful extratextual element to real people sharing their stories. The audience reacts so strongly to these simple words I feel pieces of myself reflected in these strangers. As I travel the country observing performance I continue to be moved by the strength of authenticity. #unheardla #walkabout #digitalnomad” – *Claudia Alick*

Twitter

“Bravo to all of the storytellers at tonight's #unheardLA – I was moved and amused and fell even more in love with our city....Well done @KPCCInPerson.” – *Johanna Middleton*

“Listening to @KPCCInPerson's live stream. @planetmarz5 – thank you for your story. Love hearing from those who remember Echo Park back in the day, both pleasant and difficult parts. No matter what, still part of La Familia #UnheardLA” – *Bobbie Becerra*

“Safdie came to Los Angeles at the age of 16, speaking 3 languages, none of them being English. 'How do we begin to conceptualize our identities?' #UnheardLA” – *Jasmine Martinez*



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- 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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language 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 Massachusetts to Macau, from Argentina to Alaska, this region provides a level of optimism about the future that is fundamental to understanding civic, cultural and religious life. The 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 “Angeleno” and “American.” 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 groups serving Central American immigrants working with legal advocates to plan how to help any asylum seekers, a Harvard discrimination lawsuit that had local Asians split over affirmative action, a judge’s ruling that Huntington Beach does not have to comply with the state’s new sanctuary law, Cambodians seeking a stronger political voice in Long Beach, what the Supreme Court ruling on DACA means for recipients, an LA way station for WWII Japanese, German and Italian detainees getting a historical marker more than 75 years after it closes and the City of LA hosting free dinners to have conversations about race and racism. Correspondent Josie Huang’s stories included a local snowboarder competing in the 2018 Paralympic Games, the Los Angeles Archdiocese bringing lawyers to area churches to help Salvadorans who are losing the temporary permission to stay in the US, the defeat of a new neighborhood council that encompassed the Little Bangladesh section of Koreatown and the months long issue of dirty tap water in the city of Compton.

This is considered normal daily reporting, but it is not the only coverage that SCPR provides. In 2018, other reporters and correspondents told stories about how Latinos and Asian Americans being less likely to ask for or be offered opioids by doctors is a contributing factor in the low opioid overdose rate in Los Angeles County, a new campaign aiming to boost voter turnout among Muslim Americans as anti-Islam activity rises, how ordained Korean American women struggle to become pastors in their home churches and a plan which encourages teachers to move their lessons from building California missions to



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understanding their place in history and the effects on Native Americans. In addition, reporter Priska Neely created a series on how black babies in the US are twice as likely to die before their first birthday as white babies. This series had such an overwhelming response that it has continued into more stories and a KPCC In Person event in 2019. 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 Mexican American musicians tackling the Dreamer debate through song, how African Americans suffer from Alzheimer's disease and other forms of dementia at much higher rates than non-Hispanic whites, the controversy between building a new \$1.4 billion telescope on Hawaii's Mauna Kea versus the beliefs of local Hawaiians who consider the area a sacred site and how faculty diversity is starting to improve at California colleges and universities.
- *AirTalk* offers longer, in-depth conversations on topics local, national and international. Some of the discussions last year included how Asian women face harsh criticism from Asian men when they marry outside their culture, a discussion about using "Hispanic" versus "Latino" versus "Latinx," a history of the rise of the black middle class in LA and nationwide and whether ethnicity and gender factor into the way people vote.
- *The Frame* looks at music, movies, TV, the arts and entertainment. Segments included a discussion with one of the few African American cinematographers, a Filipina American rapper making music about bi-culturalism and empowerment, the National Latino Media Council persuading the four major TV networks to increase their number of Latino writers and actors and an Iranian pop singer who was forced to stop singing for 21 years after the 1979 Islamic revolution.

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 Armenian, Cantonese, French, German, Hindi, Korean, Mandarin, and Urdu.



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Southern California is one of the most multi-ethnic and diverse regions in the nation. In 2019, 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 and a daily local arts 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 websites, mobile apps, podcasts 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.