



**SOUTHERN CALIFORNIA  
PUBLIC RADIO™**

# **2019 Annual Local Content and Service Report for KPCC-FM**

**As submitted to the Corporation for Public Broadcasting (CPB)  
February 2020**



**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 and website LAist, 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 two podcasts focusing on one topic for multiple episodes.

SCPR's community engagement team has changed how the public relates to our organization. In addition to our Public Insight Network (PIN), which increased by 1,473 individuals this year, our newsroom has moved to an audience-first approach, in which people provide questions they want information about. Some of the questions that were answered included:

- How Do I Clean Up My Neighborhood?
- What Happened At the Santa Susana Nuclear Site During The Woolsey Fire?
- Why Does It Seem Every Elevator In LA Has An Expired Safety Permit?
- Is Los Angeles A Desert?
- What Is Postpartum?

In addition, when breaking news occurs, such as a fire or earthquake, we are able to review audience questions and post responses quickly.

SCPR continues to engage audiences through our Unheard LA series, 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 KPCC and LAist websites 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 2019 the KPCC In Person team hosted a discussion about what it would take to create universal health care in terms of money, time and a sufficient number of health care providers, given the current complexity of health care system. 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 continued our coalition with three other California public radio stations (KQED, Capital Public Radio and KPBS) and CalMatters, a nonpartisan, nonprofit journalism organization. This collaboration, called the California Dream Project, provided joint coverage of important topics specific to the state, including state politics, economy, education, health and housing. KPCC worked with California Dream Project partner stations to present hourlong broadcast specials about the 2020 elections and aging in California.

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 extended its collaboration 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 collaborated with Minnesota Public Radio, New York Public Radio, Kansas City Public Media and the Atlanta Educational Telecommunications Collaborative for investigative reporting.

SCPR continued to work with other partners throughout the year. Most of these collaborations occurred through the organization's live event platform at different locations



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throughout Southern California. 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 impact is how one reporter's story became an event series. Reporter Priska Neely initial story about the higher rate of black infant mortality expanded into a series which included stories about LA County's plan to save black babies and moving from talk to action and explored what pregnant black women need to know to have a safe and sacred birth. To tie into this series, three events were held . The first "Ask an Expert: Your Child Development Questions Answered" event at our Crawford Family Forum, built on the enlightening discussion from a year before. This year, audiences helped shape the focus of the conversation by submitting questions.

The second was the powerful "Racism and Reproduction – What Black Women Need to Know". The host and panelists shared a mix of advice and personal experiences. Our target audience was black women in their early childbearing years, a population deeply affected by this crisis. We mailed informational postcards to neighborhoods with high infant mortality rates and shared by health organizations, printed fliers were displayed at an LA County Library branch near the venue, and digital fliers were shared by various organizations. Almost 200 people attended the program, requiring the use of an overflow space. More than 90 percent presented as black women, including high school students, grandmothers, and medical professionals.

Due to overwhelming interest and at the request of the LA Public Library, a second interactive conversation about black maternal health, "Wellness for Black Mamas-to-Be: Resilience in the Face of Racism," was held. The panel shared stories and information that women can use – in and outside of the doctor's office – to process trauma and open up new possibilities for pregnancy and birth. We again used printed materials, fliers and postcards,



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to invite and inform participants. The event included several interactive components, included a resource table with magnets and postcards for participants to write to themselves.

Another example of community impact is our ongoing event series 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 look for new storytellers in a variety of ways: through on-air announcements, eblasts to our members, networking with individuals who have appeared at previous Unheard LA shows and printed flyers that are distributed at locations close to future locations. 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 having a daughter with cerebral palsy, to someone teaching poetry at a juvenile detention center, how a homeless man helped a gay man accept his identity, how a person on the autism spectrum escaped an abusive school, the negative experience when a black woman made an appointment at a mainstream hair salon and how a woman learned to be scared about not falling the only time she went skydiving. 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 more than 2,000 people. In addition, we live videostreamed them on our website, Facebook Live and Livestream and posted the videos on YouTube afterwards.

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

### 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

“#Unheard LA finale was awesome: This was my second show and I’m definitely going to all of them in 2020” – *Naima Bullock*

“Pat Alderete read her phenomenal Bobby Kennedy in East LA story at #unheard LA! So glad I snagged tickets for this sold out show.” – *Alicia Saenz*

“Amazing evening at #unheardla just listening to different people’s stories. I highly encourage you to check out this series—you won’t be disappointed!” – *Dena Brenner*

“Thank you for your continued support in the community and allowing individuals to share their stories” – *maquebeo*

#### Twitter

“The Long Beach Unheard LA was my first and only @KPCCInPerson experience and truly changed my perspective of what @KPCC was all about.” – *Amber Lung*

“Great seeing KPCC’s #UnheardLA tonight. Really recommend seeing it if you live in So Cal. Funny and powerful stories” – *Rob Strauss*

“My heart is so full from tonight. There was so much hope in one room, so much love. #UnheardLA” – *Dan Mazz*

“Have you head of #UnheardLA? It’s like the Moth with an Angeleno twist” – *Rachel Lincoln Sarnoff*

We also received responses from GroundSource, which does not identify the names of the individuals responding. Here are just two from those responses:

“Loved the diversity of speakers and the host was great”

“Glad we attended. Great location, stories, enthusiasm from all of KPCC (staff) who were present.”



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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. 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 different parts of the US to other locations around the world, 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 Arab-Americans debating whether to check white on the upcoming census, how an Armenian refugee family made it to Los Angeles after years stuck in Austria, the effect of Nipsey Hussle’s murder in the tight-knit Eritrean community and how thousands of LA immigrant families are no longer enrolled in public benefits. Correspondent Josie Huang’s stories included NBA fans standing with Hong Kong protesters at the Lakers-Clippers season opener, how refugees led the movement to teach more kids about Laotian history, that white men are the largest group applying to redraw the state’s voting maps and 2,000 people visiting the Manzanar World War II Japanese internment camp.

This is considered normal daily reporting, but it is not the only coverage that SCPR provides. In 2019, other reporters and correspondents told stories about a new public college founded to serve Native Americans, how LA is watching a Sacramento program to reduce the mortality rate of black infants, thousands marching for LA Armenian Genocide Remembrance Day, how some immigrants are scared to seek the health care they need, that Thai Town’s new food hall is run by immigrant entrepreneurs and a guide to the LAUSD teacher strike that was created in both English and Spanish. 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:



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- *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 a neighborhood in Anaheim wanting signs posted recognizing it as Little Arabia, families facing a complex path to asylum while fleeing violence in Central America, Southern California universities taking the lead on opening relationships with Native American tribes and the ongoing Destination Crenshaw Project, a 1.3 mile open-air museum devoted to celebrating black life in Los Angeles.
- *AirTalk* offers longer, in-depth conversations on local, national and international topics. Some of the discussions last year included a state bill to bar employers from enforcing grooming policies that have an outsized impact on people of color, who gay pride parades serve today, how Asian Americans are largely represented in higher education but significantly underrepresented in the managerial workforce, the pros and cons of academic tracking and how to address the racial disparities within gifted and talented education (GATE) programs, the largest-ever crackdown on businesses that help Chinese women travel to the United States to give birth to babies who are automatically American citizens and a look back at Mexican pitcher Fernando Valenzuela and “Fernandomania” in 1981.
- *The Frame* looks at music, movies, TV, the arts and entertainment. Segments included discussion on the role and influence of Chinese Americans on the silver screen over the last century; the band La Santa Cecilia, which brings together elements of rock, soul, Mexican folk and New Orleans jazz; a look back at the career of late director John Singleton; the new album by Jay Som entitled “Anak Ko,” which translates to “My Child” in Tagalog and was inspired by The Cure and Cocteau Twins; and a discussion about “The Thanksgiving Play,” about four white theater educators making a misguided attempt at a culturally sensitive children’s production.

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.

Southern California is one of the most multi-ethnic and diverse regions in the nation. In 2020, 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.



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**5. 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?**

Continued funding from CPB makes possible the kinds of on-air, online and in-person programming described above. 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 support from CPB. SCPR would be forced to make cutbacks in other areas that would be detrimental not just to the station but to the broadcast audience as well. 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 continued 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.