A YEAR OF CHANGE
Moving Forward on Diversity, Equity & Inclusion

Digital Transformation Vision

A Positive Ratings Trend

A Bold Debut

All in the Family

New Staff Profiles

New Trustee Profiles

Balancing Consistency and Change

Financials

Donor Roll

Achievements

Photography: William Youngblood | Illustrations: Kathleen Fu | Design: Golden Design Studio | Copywriting: JD Copy & Creative
At the beginning of this past fiscal year (2020-21), Southern California Public Radio (SCPR) stood on the precipice of change. Exactly what kind of change was not immediately clear: The financial strain imposed by COVID-19 left us facing a $10 million budgetary shortfall, with an impending sense that the only way forward was to batten down the hatches while we tried to ride out the storm.

What a difference a year makes! Thanks to a truly remarkable effort by our internal stakeholders and community of supporters, SCPR ended the year in the black; doubled down on our rollout of exceptional new programming; served as “L.A.’s Help Desk,” a vital resource for navigating pandemic life; and took significant steps to reshape our organizational culture by strengthening efforts to advance diversity, equity and inclusion.

We turned a bumpy ride into a smooth landing, and I couldn’t be prouder of the people (our talented team, our exceptional trustees, our dedicated contributors) who made it possible. With dozens of jobs in jeopardy due to potential cutbacks, we launched a successful fundraising campaign that lifted us over our goal, enabling us to keep our staffing steady and to surpass 80,000 members. Throughout everything, we never wavered in producing high-quality journalism aimed at helping Southern Californians. We continued to give voice to people through our Race in L.A. series, created a clear roadmap for getting the COVID vaccine and uncovered big issues with unpermitted housing. We also earned our first Loeb Award, which honors the best business reporting in the nation, for our series on a Southern California predatory landlord.

LAist Studios, our flagship production arm, debuted eight podcasts, with downloads of close to seven million. We stayed true to our mission of telling L.A. stories to the world, and the world responded: Three of the podcasts exceeded an average of 100,000 downloads per episode and received critical kudos. Some of the best honors came from Apple, Spotify and The Atlantic – not bad for a startup starting up in the worst of times.

As we managed our costs and regained our financial footing, we also continued preparing for our digital future, investing in technology infrastructure, growing our podcast capabilities and upgrading the user experience on LAist.com. With in-person events on pause, we had to find alternate ways of serving the audiences who traditionally came to them and engaged more than 150,000 Angelenos through virtual gatherings. We look forward to broadening our reach even more in the days ahead.

I am also gratified by the commitment of our leadership and staff to begin the difficult work of reflecting on systemic racism’s impact at SCPR and making concrete plans to improve the organization. As a result of their input, we have adopted a sweeping set of recommendations, from creating a more inclusive culture with better onboarding, to revisiting our editorial priorities, to ensuring we offer employees proper career-building support. Recognizing the open-ended nature of this work, we have set these up as ongoing goals that will continue challenging us to strive toward excellence.

Confronting Year Two of the pandemic was not easy, but SCPR rose to the occasion and thrived, performing beyond expectation because of your extraordinary assistance. We are, as ever, deeply grateful for the collaboration of a community that values public service journalism, and we are honored you have trusted SCPR as an essential voice in Southern California.

Herb Scannell
President and CEO
MOVING FORWARD ON

DIVERSITY EQUITY & INCLUSION
SCPR’s DEI Task Force was formed as the nation – and much of the world – engaged in deeper conversations and realizations about systemic racism and the damage it has caused. Acknowledging the reality of historic injustices and the role the mainstream media has played in perpetuating them, SCPR looked inward to reflect on ways to foster an organizational culture that was diverse, equitable and inclusive.

“We saw it as an opportunity to find out where we were with regard to DEI – to firmly establish what our starting point was and to determine what steps we could take to support a real culture of belonging,” recalls Ashley Alvarado, SCPR’s vice president of community engagement and strategic initiatives.

“Perhaps most importantly, we were focused on building an institutional commitment to improving outcomes and initiating change.”

The station established an eight-person task force composed of SCPR staff with representatives across the organization, from finance and operations to membership, underwriting and events. Meeting twice weekly, members of the task force began engaging colleagues to hear about their experiences as employees and to identify potential opportunities to improve them; over the course of 10 months, more than 90 percent of current employees – as well as former employees, board members, community advisory board members and independent DEI consultants – were engaged in the process.

“We had a dedicated budget, and SCPR leadership gave every member of the task force protected time to participate, which was critical. At other organizations, this is stuff people often end up having to do on their lunch breaks, but at SCPR we recognized it as work,” Alvarado says.

In March 2021, the task force delivered its assessment to SCPR’s executive team and board, with 44 recommendations for creating a more inclusive and reflective environment – and more inclusive and reflective journalism. The executive team adopted all of them.

“While I would never declare success, because that’s just not something you can do with DEI, I’m certainly proud to work at a place where the leadership is so invested in advancing these issues,” Alvarado says. “And there have been some significant changes, beginning with making our implementation plan and values statement public. The task force was very firm in wanting some accountability built into the process, and publicizing our intention helps move us toward that goal.”

The task force’s recommendations centered on five major areas: mission, journalism, the employee experience, revenue and fundraising and “how to SCPR,” a category covering increased operational transparency and mechanisms for navigating the organization. Among its recommendations was tracking and expanding the diversity of SCPR’s sources; putting in place an expanded internship program, recruitment advisory group and dedicated budget for promoting job openings; and undertaking regular audits of SCPR’s content as seen through a DEI lens.

“We also overhauled our style guide to prioritize the use of language that promotes belonging across identities, and we’re providing stipends to every benefits-eligible employee to join affiliation groups such as the National Association of Black Journalists, the National Association of Hispanic Journalists and others,” Alvarado says. “Additionally, we called out things that other organizations might view as radical, like asserting that systemic racism exists, civic participation matters and climate change is real.”

Another key recommendation came from SCPR President and CEO Herb Scannell. “Herb recognized that there can’t just be one person or team in charge of ‘belonging’; inclusion has to be the work of everybody,” Alvarado says. “So, he suggested every individual in the organization have a personal diversity statement affirming how they will support a culture of belonging – not just the actions they’re taking, but also how they are showing up for themselves and one another.”

To monitor progress implementing the recommendations, the executive team established milestones at six, 12 and 18 months. SCPR’s board will follow up with quarterly check-ins, and the station will conduct annual surveys to see how employees are feeling supported.

To learn more about SCPR’s DEI implementation plan, visit us online.
The Story Begins
Minnesota Public Radio reaches a deal with Pasadena City College to establish Southern California Public Radio, which will henceforth run frequency 89.3 KPC. Founding President Bill Davis turns an underperforming college station into an NPR powerhouse in Southern California.

Expanding Capacity
SCPR begins a major expansion of its newsroom and acquires other frequencies to boost its signal. A move into a new, state-of-the-art facility in Pasadena jump starts the station’s live events, as well as its emphasis on content distribution via digital platforms.

Growing Audiences
By acquiring LAist, SCPR bolsters its local news focus and prepares to broaden its digital reach. The station soon launches LAist Studios, a producer of world-class podcasts and on-demand audio news, information and storytelling. Efforts at community engagement expand.

Shifting Focus
SCPR embraces an “audience first” approach in content creation and distribution, accelerating its evolution to a multi-platform civic news institution and serving targeted L.A. communities across all channels.

Digital Transformation Vision
**Embracing a Digital Future**

The **trendlines in 2020-21** continued to point to a steady shift in the way audiences consume content. As demand increased for digital delivery, SCPR moved ahead with plans to re-envision itself as a multi-platform public media organization. Its primary objective: serving diverse L.A. communities across all channels where they seek local news and information.

What’s happening, says Andy Cheatwood, SCPR’s vice president of product, is nothing short of a full-scale evolution in the station’s approach to doing business. “We’re rethinking everything from the ground up, starting with the most basic question: What is the role of a radio station in our digital future? This has been of concern to public media outlets nationwide for some time because, historically, we haven’t done a good enough job keeping up with changes in technology and listener habits to ensure there will be future audiences.”

This year, Cheatwood and a number of his colleagues served on a task force charged with helping SCPR develop a comprehensive digital strategy. “We want to be the anywhere, anytime choice for people seeking reliable news and information in our region,” he says. “The task force is working on recommendations for optimizing the tremendous opportunities digital platforms represent for SCPR.”

The need for the reorientation is clear. As Cheatwood notes, “Sixty percent of monthly traffic to LAist [SCPR’s award-winning local news site] comes through sources that have nothing to do with radio. As audiences migrate online, more and more of our revenue will come from digital channels. We need to be prepared.”

That preparation, says Megan Garvey, SCPR’s executive editor and fellow digital task force member, is well under way. “We’ve already seen great success expanding our daily news operation beyond broadcast. It turns out radio writing works very well for readers looking for short, concise, conversational news. Our newsroom is one of the most innovative in public media on this front; some of our sister stations, like WNYC in New York and WAMU in Washington, DC, are now asking us to share our expertise.”

Garvey, Cheatwood and others on the task force presented their recommendations to station leadership. “They’ve been very supportive,” Garvey says, “because they understand the need for transformational change.”
A Positive Ratings Trend

What would happen if a radio station had robust programming but no one to listen to it? When the pandemic hit, this became more than just an academic concern for media outlets nationwide. There were so many unknowns: How would audiences’ habits change? How would they seek out news and information? Would former commuters, now working at home, stop tuning into their favorite drive-time shows?

The anxiety ran high, but for SCPR, any major worries were relatively short-lived. Although the first six months of pandemic life did cause a disruption in listenership, by early 2021 those numbers began to turn around.

“Our ratings share, which measures data like how long people stay once they turn us on, is up, and mornings are doing extremely well,” says Sal LoCurto, SCPR’s program director. “In the afternoons, we’re probably doing better than we were pre-COVID. Overall, we’re looking very strong.”

The reason for the improvement is hard to determine, but LoCurto has some ideas. “One contributing factor could be how we packaged and presented our content. We’ve been very ‘on the news,’ jumping in and tackling important issues – like COVID, the election and the insurrection – head-on. We also have a clear brand and product; listeners know what they’re going to get when they tune in: information that is helpful and relevant to the community.”

Innovative and flexible programming was another potential boost for the station’s ratings. “We did things like move All Things Considered, which was traditionally an anchor for us in the late afternoons, earlier,” LoCurto says. “The idea was to find the best time to connect with the audience that, prior to the pandemic, would have been listening on their way home from work, and right after lunch seemed to do the trick. So where our ratings used to look like a suspension bridge, with the suspension at 8 am and 6 pm, gradually they came to resemble more of a pitcher’s mound at 1 and 2 pm.”

The metrics this year trended positive in other areas, as well. “The average age of our listeners was 44, which is incredibly young for a public radio station,” LoCurto notes. This represented more than a minor victory: “Over the long term, attracting younger audiences can drive new revenue and help secure SCPR’s future,” he says. “More funding means more of the programs our listeners have come to love.”
**Xuan Mai**  
*Garden Grove*

**SCPR**: Have you come to rely more on SCPR during the pandemic?  
**XM**: Yes! When COVID hit, I started listening every day because I was working from home full time. SCPR was my only trusted news source. It was also therapeutic because, by listening, I felt connected to the outside world even though I was spending all my time cooped up indoors.

**SCPR**: What do you think SCPR has done well throughout the pandemic?  
**XM**: In contrast to what you see on so many social media and other commercial platforms, SCPR has been invaluable as a source of fact-checked, unbiased news. Through interviews with doctors, researchers and government agencies, SCPR has provided daily COVID-19 updates, keeping people well informed about everything going on.

**SCPR**: What do you find most compelling about SCPR?  
**XM**: Well, I love AirTalk with Larry Mantle – his voice is so soothing! But mostly I value the fact that the station gives everyone a voice, highlighting a broad diversity of communities.

---

**Barbara Aran**  
*Eagle Rock*

**SCPR**: Did the pandemic change your perspective on the value of public radio?  
**BA**: As a long-time listener, I was already aware of the value of SCPR’s reporting in my life. COVID has just reinforced this for me. The only thing that’s changed is that now I listen even more than before!

**SCPR**: What do you love most about SCPR?  
**BA**: Where to start?! I love learning something new nearly every day, and I appreciate hearing a wide variety of perspectives. I also love the long interviews; it’s so refreshing to listen to stories reported in the way they’re meant to be told, without being cut short by advertisements.

**SCPR**: Why do you think SCPR is such an important community resource?  
**BA**: Especially today, when we’re stuck in a perpetual fog of disinformation, it’s vital to support trusted journalism. I know this sounds like one of the station’s fundraising pitches, but it’s true! I’m incredibly grateful to SCPR. Thank you for all you do!
A Bold Debut

With the launch of LAist Studios, SCPR announced its arrival as a major player on the digital audio scene. Dedicated to telling L.A. stories to the world, the station’s new podcast production arm set out to support the next generation of storytellers, offering a home for diverse creators and other underrepresented voices.

This year saw the rollout of LAist Studios’ inaugural slate: eight shows that delighted, informed and entertained. That was double the number originally planned – a leap of faith for a fledgling production studio, and one that paid off in spades.

LAist Studios had hoped 2020-21 would be the year it would put itself on the map. But then the pandemic hit, and leadership had to make a hard decision about whether to move forward in such an uncertain environment. Going into lockdown, some shows were still in production, and people were recording in their home closets. But the consensus was to pivot and push through – and it worked.

The shows (California Love; Norco ’80; Hollywood, The Sequel; Yeah No, I’m Not OK; WILD; California City, Servant of Pod; and The LA Report) garnered critical acclaim and racked up millions of downloads, putting them individually between the top two and seven percent of most-listened-to podcasts. With close to three million podcasts available to audiences around the globe, LAist Studios’ achievement was impressive in a crowded field.

“I think there’s a buzz around us because we’re telling stories about our region that haven’t been told before. Having an audio brand that’s unique to L.A. is exciting, and we’re seizing the opportunity in a way no one else has,” says Kristen Muller, SCPR’s chief content officer.

Building a standout audio brand in the digital space was precisely what Muller and her colleagues had in mind when they first formulated a plan to start a podcast production studio. “This is where the audience is going; more and more people are opting to consume their media on demand. We want to make sure we’re evolving our service as their habits shift, and podcasting is part of that effort,” Muller says.

The podcasting format – creative, experimental – also offered SCPR a chance to broaden its appeal beyond the traditional public radio demographic. For public media to thrive in the future, it will need to connect with younger audiences; they are the ones who will be essential in developing a sustainable economic model. The data show that podcasts attract those consumers in exploding numbers, which makes programming for them a smart strategic investment.

In addition, LAist Studios leadership and staff saw the benefit of podcasts as a point of entry for young people who might not otherwise engage with more traditional public media programming. “It’s a great way to deliver long-form journalism you probably won’t hear on AirTalk or Morning Edition,” Muller says. “In a podcast, we can tell a story over eight or 10 episodes that we’d be forced to condense to an hour or less if it was on radio. That’s really compelling for a younger audience, and it means a whole new level of impact for our reporting.”

One key indicator of LAist Studios’ impact was the prominent promotion it received from outlets like Apple and Spotify, completely free of charge. This type of exposure is always highly valued because it is not available for purchase; the promoting organizations themselves decide which shows to feature, proving there is no better marketing than addressing the need of an audience.

"IN A PODCAST, WE CAN TELL A STORY OVER EIGHT OR 10 EPISODES THAT WE’D BE FORCED TO CONDENSE TO AN HOUR OR LESS IF IT WAS ON RADIO. THAT’S REALLY COMPPELLING FOR A YOUNGER AUDIENCE, AND IT MEANS A WHOLE NEW LEVEL OF IMPACT FOR OUR REPORTING.”
— KRISTEN MULLER
All in the Family

For Paul and Linnaea Scott and their children, KPCC is a perennial conversation-starter.

Linnaea Scott has been listening to KPCC from an early age. “I remember sitting in the back of my dad’s car, and that’s what we heard on the radio,” she says, adding that her mother volunteered for the station’s fundraising drives. She and her husband, Paul, have supported Southern California Public Radio for years, but recently decided to include the organization in their estate plans. Their gift will leave an enduring legacy for future generations.

Like Linnaea, Paul is a long-time fan. “I’ve listened to public radio for most of my adult life, and KPCC is a station that provides an honest approach to news,” he says. He and Linnaea now make sure their two children, Devon and Story, tune in so they have the opportunity to learn about the world. “Our oldest will pick up on what’s being discussed, and that will in turn lead to a conversation later in the day,” he says.

Residents of South Pasadena, Linnaea is a veterinarian and Paul is a chemist. He recently sold a laboratory focused on sports anti-doping; during the pandemic, the lab shifted to COVID testing.

Like many families, the Scotts relied upon SCPR to help them navigate the new normal. “I still remember the first three weeks after the pandemic hit,” Linnaea says. “Every day at five, I’d turn on KPCC to hear what Nick Roman had to say about things. It was so important in getting us through the day and letting us know what was happening in the world.”

For Paul, KPCC became absolutely indispensable. “I can’t imagine daily life without KPCC,” he affirms. “Whether it was the pandemic or wildfires, we needed information desperately, and KPCC provided it with so much professionalism.”

Through their planned gift, Paul and Linnaea are continuing to make that professionalism – and the timely, even-handed analysis for which SCPR has come to be known – possible. Their investment will advance the kind of quality public service journalism our region has come to expect from SCPR, undoubtedly inspiring even more family conversations for all of us.

“OUR OLDEST WILL PICK UP ON WHAT’S BEING DISCUSSED, AND THAT WILL IN TURN LEAD TO A CONVERSATION LATER IN THE DAY.” — PAUL SCOTT
Antonia Cereijido  
*Executive Producer, LAist Studios*  
*Host, Norco '80*

**SCPR:** When did you start at LAist, and what do you do in your role as LAist Studios’ executive producer?  
**AC:** I came on board in April 2021. My job responsibilities include overseeing all our podcast production. I’m so excited for our upcoming slate of programs!

**SCPR:** What sparked your interest in joining the LAist team?  
**AC:** More and more, the podcasting scene looks like cable news: lots of talking heads and somewhat salacious stories. I came to podcasting through public radio and loved how long-form storytelling shows were able to be thrilling and moving but not exploitative. The opportunity to join a team dedicated to informing the public in a smart and ethical way excited me.

**SCPR:** What type of impact do you hope to have through your work?  
**AC:** I want to make gripping shows that reflect the beautiful diversity of Los Angeles. If people tell me they started listening to an LAist podcast and can’t turn it off, I’ll feel very proud.

Brian De Los Santos  
*LAist Editor*

**SCPR:** What are your responsibilities as editor of LAist?  
**BDLS:** My role as editor is all about collaboration. It’s editing news or social media plans, working with marketing to make our enterprise stories shine and helping colleagues understand digital journalism. In the end, it’s about getting information to the public on our different platforms.

**SCPR:** What do you think makes SCPR and LAist such vital resources in Los Angeles?  
**BDLS:** We truly care about Southern California communities. Whether it’s health information during the pandemic, explaining L.A. parking or delivering the latest news, we want to be there for our readers, listeners and members.

**SCPR:** What made you want to become a journalist?  
**BDLS:** As a kid, I used to get the *L.A. Times* and see writers talk about my undocumented community with jargon that didn’t fit who I was, labeling us “illegal aliens” or other terms. When I found out about the role of a journalist, I made it a goal to represent my communities (immigrant, LGBTQ, POC) accurately in the media.
New Staff Profile

Tony Marcano
Managing Editor

SCPR: When did you join the SCPR family?
TM: I started in 2019 as education editor. I moved into the managing editor position in March of 2021.

SCPR: What does your job entail?
TM: My role is to oversee the day-to-day operations of our newsroom and to work in collaboration with other newsroom leaders to shape unique ways to provide distinctive coverage of our region.

SCPR: How did you first break into journalism?
TM: I started my career in New York as a copy boy at the Daily News. I’ve since worked in a wide range of jobs at news outlets across the country including the L.A. Times, The New York Times and NPR.

SCPR: What do you think distinguishes SCPR?
TM: We take an audience-centered approach, providing information that helps our readers and listeners navigate their day-to-day lives.

New Trustee Profile

Bryony Gagan
Vice President, Business & Legal Affairs, Netflix, Inc.

SCPR trustee Bryony Gagan is a master of strategy. When she started working at Netflix in 2008, the company mostly sent DVDs by mail. Anticipating changes in technology and consumer preferences, she was part of the effort that shifted Netflix’s business model to on-demand streaming. “I’m looking forward to taking what I’ve learned in terms of navigating that kind of rapid shift and putting it to use on behalf of SCPR, especially as co-chair of the Strategic Planning Committee,” says Gagan, who oversees all dealmaking for Netflix’s global production slate as well as labor relations, music and intellectual property for the company.

A longtime KPCC listener, Gagan is passionate about the power of public radio. “We’re living in a pandemic of misinformation, with people feeling disconnected from each other and what’s happening around them in their own city. SCPR’s dedication to making sure folks in Southern California have access to accurate news and answers to their questions on topics ranging from homelessness to education to child care – that, to me, is the definition of a service organization.”

Countering misinformation and building community connections can be daunting tasks, but as Gagan sees it, SCPR is up to the challenge. “With all the consolidation on the local news landscape, I think SCPR is perfectly positioned to grow its success,” she says. “I see more opportunity for the station on the horizon than ever before.”
**New Trustee Profile**

**Al Guerrero**

*Managing Director, Silicon Valley Bank*

“In a time of ‘fake news,’ SCPR is telling true stories of our communities,” says Board of Trustees member Al Guerrero. “I can’t emphasize enough how vital it is to be able to rely on a news and information source that represents the community in such a credible, factual way.”

A Bay Area transplant who has been in Los Angeles for nearly two decades, Guerrero is managing director of Silicon Valley Bank, which supports businesses innovating in industries from technology to health care. His experience in tech positions him as an invaluable adviser on issues related to SCPR’s ongoing digital transformation. “I work with media and podcasting companies disrupting their industries, and SCPR is forging new ground in public media, so it’s a good fit,” he says. “I hope to leverage my understanding of digital business models to help SCPR achieve its goals.”

Guerrero is also gratified to be working on behalf of an organization that is steadfast in its commitment to diversity. “It’s meaningful to me that SCPR has been so front and center about supporting the Latinx community,” he says. “The region SCPR covers is 50 percent Latinx, and the station is looking to have half of all sources come from that community so its members can feel invested in the content that gets produced. What other organization is trying to do that?”

---

**New Trustee Profile**

**B. Natterson-Horowitz, M.D.**

*Faculty, Harvard Medical School & Department of Human Evolutionary Biology; Professor, Division of Cardiology, David Geffen School of Medicine at UCLA*

“Public radio provides critically important, scientifically accurate and evidence-based information for our communities,” says SCPR trustee B. Natterson-Horowitz, M.D., who has a deep appreciation for all SCPR does to communicate increasingly complex realities to a diverse range of communities. In collaboration with wildlife biologists, conservationists and veterinarians around the world, she studies biodiversity and animal behavior, finding parallels in her work and in SCPR’s public service mission. “Connecting diverse biological systems and communities is at the center of my scientific work. Finding critical connections across our diverse Southern California communities also describes the work of SCPR,” she says.

Natterson-Horowitz is inspired by her students, who seek a deeper understanding of the challenges facing our environments, communities and the planet. She is inspired by their desire to gain a deeper understanding of the challenges facing our environments, communities and planet. She sees many opportunities for greater collaboration between SCPR and Southern California’s world-class colleges and universities. “Public radio and universities both strive to illuminate and explain important truths - truths that may inspire much-needed solutions for the challenges that lay ahead.” These truths may be the source of much-needed solutions for the challenges ahead,” she says.
**New Trustee Profile**

**Ofelia Kumpf**  
*Field Vice President, McDonald’s USA*

SCPR trustee Ofelia Kumpf believes firmly in the voice of the customer. As US vice president of McDonald’s Long Beach Field Office, with responsibility for the company’s $4.8 billion operation spanning Southern California, Nevada, New Mexico, Arizona and West Texas, she brings a unique perspective to public radio: an understanding that the relationship between producer, reporter, host and listener is a two-way street. “When SCPR’s audience – its customers – change how they want to receive information, I think it’s incumbent upon us to try and fulfill their needs.”

Born and raised in Artesia, Kumpf has strong local roots and a global mindset. She spent two years overseeing operations for McDonald’s Latin America Group – the first woman in the role. Her achievements have drawn serious notice: For the past three years, the Association for Latino Professionals for America and Fortune have ranked her on its list of the 50 most powerful Latinas in the United States.

Kumpf brings that history of high accomplishment to her work on the SCPR board, leveraging her skill and experience to ensure the station’s strategies are aligned and that the organization is focused on growing its diversity of listenership. “Our diverse communities are what make Southern California strong,” she says. “We have a unique opportunity to give those voices a chance to be heard.”

---

**New Trustee Profile**

**Michael Lawson**  
*President and CEO, Los Angeles Urban League*

Although he is new to SCPR’s Board of Trustees, Michael Lawson is no stranger to the station’s programmatic excellence. “I’m a long-time listener because I rely on KPCC as a trusted source for thoughtful analysis of events taking place in and around our communities. It’s so rare to find that in any other media outlet,” he says.

Critical analysis that is both reliable and verifiable is of particular importance to Lawson, one of Los Angeles’ most prominent practitioners of community building and civic engagement. A former partner at the prestigious law firm Skadden, Arps, Slate, Meagher & Flom, he also served in the Obama administration as the ambassador to the International Civil Aviation Organization, an agency of the United Nations, and sat on the board of the California State Teachers Retirement System. Today, he is president of the Los Angeles Urban League, helping advance the economic empowerment of African Americans and others in underserved communities.

Those communities, Lawson says, need more access to resources like SCPR. “As a person of color, I grew up with the understanding that my family didn’t get to where we were by ourselves – and that we needed to help others the same way we were helped by those who came before us. By connecting and reflecting diverse individuals and families, SCPR has a vital role to play in strengthening the social fabric and advancing minority communities’ success.”
Balancing Consistency and Change

2021 was a year of change at SCPR, but some things remained the same. Our North Star was our commitment to maintaining the quality, reliability and trustworthiness listeners and readers have long come to expect from Southern California’s number one public media organization. Below is a snapshot of some things that were different this year - and others that were as reliable as ever.

**Things that Remained the Same**

"It seems self-evident, but it’s really a minor miracle: We’re still on the air every day, with our journalists continuing to do their jobs,” says Chief Content Officer Kristen Muller. “They’re dedicated to serving the public – even if they have to do it from their closets!”

Former SCPR Board Chairman and Life Trustee Gordon Crawford once again made a leadership gift, this time to support our two priority initiatives: LAist Studios and SCPR’s digital transformation. In recognition of his extraordinary generosity, SCPR named its facility at 500 S. Raymond Ave., which houses LAist Studios, the Crawford Family Center for Digital Innovation.

SCPR continued to prioritize diverse representation in its coverage, working to ensure Angelenos of all backgrounds and walks of life could hear and see themselves reflected in our coverage.

**Things that Changed**

Reporters faced new challenges due to COVID-19 and other threats while reporting in the field. Providing for their physical safety was our number one focus, and we consulted with government officials and offered multiple trainings.

Long-time host A Martínez left SCPR and Take Two to join National Public Radio as a West-Coast-based host of Morning Edition.

SCPR mounted its first ever multi-venue photo exhibit. Through Child Care Unfiltered, we showcased the preschool teachers, family child care providers, relatives and nannies who do the critical work of helping young kids grow and thrive. Read more here.
FISCAL YEAR 2021

Financial Activity

In Fiscal Year 2021, SCPR spent $22.6 million directly on our Programming, Live Event, Digital, On Demand and Broadcast activities. This allowed us to produce local shows (AirTalk and Take Two), local podcasts (Servant of Pod; Hollywood; The Sequel; Norco ‘80; Yeah No, I’m Not Ok; WILD), news and information on our websites (LAist and KPCC), national and international broadcast shows (Wait Wait... Don’t Tell Me!, BBC International), and events. Our financial position continues to be strong. A consolidated balance sheet shows total assets of $50.0 million with total liabilities of $11.7 million.

A full Statement of Activities can be found online at www.scpr.org/about/public.
SCPR is grateful to the following donors, whose gifts, multiyear commitments, and special campaign support were received between July 1, 2020 and June 30, 2021.

$1,000,000+
Gordon and Dona Crawford
John and Mary Tu

$100,000 - $999,999
The Angel Foundation
The Ayshire Foundation
Harold and Colene Brown Family Foundation
California Health Care Foundation College Futures Foundation
The Corporation for Public Broadcasting
Edison International
Ford Foundation
William H. Hurt*
The James Irvine Foundation
Dr. Rosamlyn M. Laudati and Dr. James B. Pick
Carolyn Miller
Molly Munger and Stephen R. English
Jane and Ron Olson
The Ralph M. Parsons Foundation
The Ring Foundation
The Rose Hills Foundation
Susan Steinhauser and
The Ward Family Foundation
Shaw Wagener and Deborah J. Heitz
Ana and Jeff Valdez
Nancy Stark and Stanley L. Iezman
Wendy Munger and Janet and Barry Lang
Winnie Kho
Richard and Karla Chernick
Blue Shield of California Foundation
Anonymous (2)
The Mose J. and Sylvia Dilman Charitable Fund

$50,000 - $99,999
Anonymous (3)
Atlas Family Foundation
Blue Shield of California Foundation
Richard and Karla Chernick
The Carl and Roberta Deutsch Foundation
Winnie Kho
Janet and Barry Lang
Wendy Munger and Leonard L. Gumport
Nous Fund
ProPublica
QueensCare
Nancy Stark and Stanley L. Iezman
Ana and Jeff Valdez
Shaw Wagener and Deborah J. Heitz
The Ward Family Foundation

$25,000 - $49,999
Anonymous (2)
Melissa and Bob Alvarado
Timothy D. and Sandy Armour
Brad and Ashley Barnett
Kevin Beggs and Dianna Lau
Peter Benedek
Daniel and Phyllis Epstein
Marianna and David Fisher
Jeff* and Namy Folick
Richard M. Friedel and Janet Gardner
Bryony Gagan
Dolores Gruninger
United Plankton Charitable Trust/ Hilleburg Family
Charlie Huang
Ofelia Kumpf
Robert McKeon
Alicia Miñana and Robert Lovelace
Orange County Community Foundation
Satterberg Foundation
Isaac D. and Michal Sudit
Mary-Jane Wagle
Weingart Foundation

$10,000 - $24,999
Anonymous (6)
Danny Acosta and Laura Phan
Robert Adler
Kevin Bacon and Kyra Sedgwick
Meridith J. Baer
Sandra J. Ball-Rokeach
Myra Berger
Otis Booth Foundation
Peggy Lee Brutsche
John and Louise Bryson
Ying Cai and Wann Lee
Grant and Peggy Cambridge
The Capital Group Companies Charitable Foundation
Johnny Carson Foundation
Esther S. M. Chao
Barbara Cohn
Marina Day
Sally Graves De Witt
The Mose J. and Sylvia Dilman Firestone Charitable Trust
Victoria Dummer and Brion Allen
Elyssa and Gil Elbaz
Lauren and Austin Fite
Brad G. Garth/Kenneth and Harle Montgomery Foundation
Tom Hanks and Rita Wilson
Virgil Hernandez
Jennifer Hinman and Michael Moody
Larry and Janicce Hoffmann
Hollywood Foreign Press Association
Barbara N. and Zachary Horowitz
Peter Yun Huh and Jihee Kim Huh
David and Lisa Hummelberg
Liz Johnson
Rob Klausner
Kurt Knutzen and Audrey George
Michael Lawson
Denis Levitt and Jane Gordon
Leonard M. Lipman, M.D.
Jeff and Rachel Lipp
Los Angeles County Department of Arts and Culture
Gene Lucero and Marcia Williams
Denise and Joseph Lumarda
Kevin MacCarthy and Lauren Lexton
Jonathan and Heidi Martin
Katie McGrath & J.J. Abrams Family Foundation
Betsy and Ted Merchant
Barry Meyer and Wendy Smith Meyer
Allen Michaen
Drew Murphy
James A. Newkirk
Peggy and Charles Norris
The Kenneth T. and Eileen L. Norris Foundation
Dan Oliverio
Phantom Foundation
The Reis Foundation, Inc.
Joel Reiss
Stewart and Lynda Resnick
Elisabeth Richter and Dr. Howard Newman
Barbara U. Roberts
Virgil and Brenda Roberts
Mike Rounds and Nancy Miller
Ronnie Rubin
Dinah Ruch
Marla and Jim Ryan
Susan Saltz
The Gary Saltz Foundation
Linnaea H. and Paul Scott
Linda Silverman and Ercil Brown
Jordan and Yolanda Sollitto
Greg and Judi G. Steffire
Eugene and Marilyn Stein
Tom and Marilyn Sutton
Phil A. Swan
James R. Ukropina
Guillermo J. Valenzuela Foundation
Neil S. and Eve Weightman
Riko and Sanford Weimer
Joan Wells
Timothy P. Whalen
Suzanne V. Wilson
Ying and Charlie Woo

$5,000 - $9,999
Anonymous (7)
Christopher G. Alexander
Gregory Ansin
Barbara Aran and Lawrence Hawley
Joseph and Callie August
The Hilaria and Alec Baldwin Foundation
Robert Barry
Charles B. Baumer for John and Hilda Arnold Foundation
Jeanne and Sam Benjamin
Cheryl Bode and Robin Colman
Brush Family Foundation
Virginia Campbell
Vera R. Campbell Foundation
Catherine M. Carper Trust
Deborah and James Carritte
Laurie Content
Robert and Ana Cook
Jordan Corngold and Susannah Blinkoff
Ruth Daly
Lisa and Richard de Lorimier
Deo Foundation
Lauren Donnelly
Steve and Laurie Duncan
Ross Gardiner
Earl L. Goldberg and Aya Kimura Goldberg
Jay A. and Trudy L. Goldberg
Robert Goldberg
Dr. Deborah Goldman
Gordon Goldsmith
Fernando J. Guerra
Donald and Taylor Hall
Armen Hayrapetian
Holthues Trust
Shirley Hsiao and An-Chi Lee
Larry and Rita Hunter
Leslie Jewett
Nancy Katayama
Pamela B. Kelly
Steve Koblik
The Lafetra Foundation
Peter and Teri Lauenstein
Geraldine Laybourne
BJ Ledyard
Jim and Anahita Lovelace
Steve and Julie Maas
Dick and Mary Mader
Brooks and Julie McKinney
Allan and Nicole Mutchnik
Billie O’Connell
Finneas O’Connell
Guillermo Olvea and Norma Martinez
Anne B. Peterson
Pedro Pizarro and Monica Kohler
The Vasant and Prabha Rathi Foundation
Carlene Ringer
David and Victoria Rogers
Laura and James Rosenwald
Rossy Family Charitable Fund
Karen Ruhl
Paul and Dorene Rutter
Mark Sandelson and Nirvana Bravo
Alexander and Mariette Sawchuk
Lea Shlatt Chemel and David Chemel
Stuart Silverman
Victoria and Barry Simon
Michael Skloff
Amy Sommer and James Childress
Sondheimer Foundation
Darrin Stafford
James Stevens
The Sugimoto Family Foundation
Tim Thelin
Beatrice Volper
Linda and Tod White
Charitable Fund
Andreas J. and Anne Wille
Jacque Wright
Chris Sue and Mark Yragui

$1,500 - $4,999
Anonymous (17)
Chris Sue and Mark Yragui

* deceased
Achievements

The news never stops in Southern California – and neither does our pursuit of journalistic excellence, which was recognized this year across our region and beyond.

**NEWS**

**STUCK: Deceit, Disrepair and Death Inside a Southern California Rental Empire**
- 2020 IRE Award Winner, Print/Online (written word) Division II, Aaron Mendelson
- The University of Florida Award for Investigative Data Journalism, 2020, Small/Medium Newsroom
- 2021 Gerald Loeb Awards, LOCAL WINNER: Aaron Mendelson, Rina Palta, Chava Sanchez, Shana Daloria and Priska Neely

**Josie Huang**
- 2020 LA Press Freedom Award, LA Press Club

**PODCASTS**

**Norco ’80**
- New York Festivals Radio Award, Series/Serialized Podcast 2021 (silver trophy)

**California Love**
- Adweek, Podcast Episode of the Year 2020: “P Line” (winner)
- Adweek, Podcast Innovator of the Year 2020: Walter Thompson-Herrández (winner)
- Adweek, Podcast Producer of the Year 2020: Megan Tan (winner)
- Webbys 2021, Original Music Score/Best Sound Design (winner)

**California City**
- Ambies, Best Documentary Podcast 2021 (nominee)
- New York Festivals Radio Award, Series/Serialized Podcast 2020 (finalist)

**Hollywood, The Sequel**
- 2020 National Arts & Entertainment Journalism Awards, Best Entertainment or Arts Podcast (winner)
- 2020 National Arts & Entertainment Journalism Awards, One-on-One Interview, TV Personalities, “Kerry Washington” (winner)
- 2020 National Arts & Entertainment Journalism Awards, One-on-One Interview, Film Personalities, “Ava DuVernay” (3rd place)

**Servant of Pod with Nick Quah**
- Webbys, General Series/Business 2021 (honoree)

**RADIO**

**2020 National Arts & Entertainment Journalism Awards**
- Journalist of the Year, Broadcast: Ari Saperstein, KPCC (2nd place)
- One-on-One Interview, Other Arts Personalities: Andrea Gutierrez, The Frame, KPCC, “Dorian Wood Remembers Chavela Vargas” (3rd place)

**2020 The Golden Mike Awards**
- Best News Public Affairs Program: KPCC, “50 Years Later: Impact of Chicano Moratorium Protests”