

KCRW Foundation, Inc.
Corporation for Public Broadcasting
Local Content & Services Report (FY2017)

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.

KCRW is driven by human inspiration and connection with the communities we serve. A service of Santa Monica College and a leading National Public Radio affiliate, KCRW's goals are: (1) to inform and inspire the millions of people who turn to KCRW for its eclectic mix of local and national news, music, public affairs, and cultural programming; and (2) to make this programming available on whichever platform they seek.

Our commitment to these goals has made KCRW a cultural touchstone for generations of listeners across Southern California and around the world. Our award-winning news, music, and cultural programming inspires a greater understanding of the people and traditions around us. KCRW's trusted reporting and cultural journalism are driven by curiosity, anchored in great storytelling, and aimed at fostering civic and cultural dialogue. KCRW is one of the most respected and progressive music outlets in the world, and a gateway for introducing young, diverse audiences to public radio. Our trendsetting music programming is widely regarded as the best source for independent music and a home for true music discovery. Programming highlights in FY17 include:

- Partnerships with community-based organizations—such as the Annenberg Space for Photography, the Hammer Museum, and the Hollywood Bowl—to produce new seasons of *Summer Nights* and *World Festival* concerts and events attended by over 200,000 people across Southern California, Santa Barbara, and the Central Coast.
- Continued educational opportunities, including a Summer Marketing Internship Program that engages 100 interns from colleges around the country.
- Expanded field-building and professional development opportunities for media producers, including Independent Producer Project workshops and the 4th Annual 24-Hour Radio Race, engaging 233 teams from eight countries and 32 US states.
- Live public forums in Los Angeles and Santa Barbara about homelessness, gentrification, aging senior populations, and immigration.
- New original podcasts, documentaries, and special reporting series, including:
 - [*KCRW Investigates*](#), examining conditions affecting L.A.'s most vulnerable workers.
 - [*Going Gray in L.A.*](#), a multimedia series profiling individuals and families who are confronting the challenges of growing old in the heart of Los Angeles.
 - [*Off The Block*](#), a special limited podcast that takes us inside L.A. County's jail system.
 - [*There Goes the Neighborhood: Los Angeles*](#), an eight-episode podcast produced in partnership with WNYC Studios about neighborhood gentrification and the forces driving it in Los Angeles.

KCRW Foundation, Inc.
Corporation for Public Broadcasting
Local Content & Services Report (FY2017)

- [*Curious Coast*](#), a citizen-led journalism project to engage the public in new ways of reporting on local issues and community interests.
- [*The Document*](#), a new podcast about the stories behind documentary films.
- [*Sangre Celestial / Celestial Blood*](#)—the first-ever radionovela podcast in both Spanish and English—featuring renowned Mexican actress Kate Del Castillo as the narrator.

KCRW invites audience participation through digital media, call-ins, social media and crowdsourcing, including data and feedback gathered through audience engagement tools like American Public Media's [*Public Insight Network*](#) (PIN) and Hearken, used as part of [*Curious Coast*](#), which invites the public to submit and vote on story ideas for KCRW reporters to investigate.

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.

Each year, KCRW partners with thousands of organizations across multiple sectors (public media, nonprofit, government, education, and business). The nature of these partnerships varies. In FY17 some of our key initiatives and partnerships include the following:

Music Initiatives & Partnerships

- [*Summer Nights*](#): Each summer, KCRW partners with local businesses and nonprofits to offer dozens of free concerts across Southern California, attended by 200,000 people. Partner sites include One Colorado, Anaheim Packing District, Santa Monica Pier, the Hammer Museum, and more.
- [*Sound In Focus*](#): KCRW and the Annenberg Foundation teamed up in July 2016 to offer a series of free concerts attended by over 15,000 people at the Annenberg Space for Photography in Century City,
- [*World Festival*](#): KCRW partnered with the Los Angeles Philharmonic Association to produce the 18th season of world music concerts, the *World Festival* at the Hollywood Bowl.

News & Culture Initiatives & Partnerships

- *NPR*: As a flagship member station, KCRW broadcasts NPR's *Morning Edition* and *All Things Considered*, and regularly partners with NPR to report on the Southern California region. In FY17, several KCRW stories on issues like homelessness were showcased on NPR shows.
- *PRI*: In addition to airing PRI's *The World*, KCRW partners with PRI to produce and distribute the daily news show [*To The Point with Warren Olney*](#). The show is broadcast live on [public radio stations](#) across the country each day. (Note: In November 2017, production of the daily broadcast ended and *To The Point* switched to a weekly podcast format.)

KCRW Foundation, Inc.
Corporation for Public Broadcasting
Local Content & Services Report (FY2017)

- *WNYC Studios*: In FY17, KCRW and WNYC Studios teamed up to produce [*There Goes the Neighborhood: Los Angeles*](#), eight-episode podcast about neighborhood gentrification and the forces driving it in Los Angeles.
- *The Norman Lear Center (USC Annenberg School for Communication & Journalism)*: In FY17, KCRW initiated a year-long research study to evaluate the impact of recent grant-funded capacity building initiatives to increase coverage of underreported issues and vulnerable communities.
- *Antioch University Santa Barbara (AUSB)*: KCRW partnered with AUSB to develop [*Curious Coast*](#) — a citizen-led initiative to engage the Santa Barbara community and educate journalism students in new ways of reporting on local issues and community interests.
- *Independent Producer Project (IPP)*: Through the IPP, KCRW supports the work of emerging producers and independent artists, incubates storytelling projects, and provides educational and professional development opportunities. The IPP has provided over 125 independent producers an accessible resource to pitch, produce, distribute, and raise support for their projects. No other organization provides independent producers with as robust a platform to develop and distribute their work. Through the IPP, KCRW also partners with independent producers and other media companies to produce, distribute and promote podcasts such as [*Here Be Monsters*](#) (in partnership with Jeff Emtman), [*The Organist*](#) (in partnership with *McSweeney's*), [*Strangers*](#) (in partnership with Lea Thau) and [*Serendipity*](#) (in partnership with Sarah Lawrence College).

Internship Initiatives & Partnerships

Volunteers and interns play a vital role in all KCRW operations—in the membership and underwriting departments, at special events, in the music library, and with both online and on-air programming. In FY17, KCRW continued to partner with Santa Monica College to offer student [internships](#) throughout the station's many departments. KCRW also continued internship opportunities at its station in Santa Barbara, including in partnership with Antioch University Santa Barbara. Current internship and volunteer programs include:

- *Membership Drive Volunteer Program*: Volunteers donate their time twice a year to take donations from the public during our bi-annual on-air pledge drives.
- *Weekly Volunteer Program*: Volunteers contribute their time and expertise across departments at KCRW, from helping in the music library to using social media.
- *Summer Marketing Internship Program*: From June to September, interns serve as KCRW's marketing arm to promote the station and foster community interaction. Interns are on site at many of our free summer concerts and utilize social media, our blog, and other tools to expand the station's reach.
- *Santa Monica College Internship Program*: KCRW offers internships to current Santa Monica College students (for credit and non-credit), in various departments throughout the station.
- *KCRW Santa Barbara News Internship Program*: News interns learn to form a well-focused story, practice writing for broadcast news, use audio equipment and editing software, and hone career-building skills.

KCRW Foundation, Inc.
Corporation for Public Broadcasting
Local Content & Services Report (FY2017)

- *KCRW Santa Barbara Marketing and Street Team Internship Program*: Much like our Summer Marketing Internship Program, this program serves the Santa Barbara community and our local station's efforts to engage the public at local events.

Through such initiatives, KCRW hopes to create a replicable volunteer and internship model for stations to employ throughout the country—thereby ensuring an inclusive and accessible public media ecosystem.

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.

KCRW strives to be reflective of its audiences and provide an accessible forum where the public can become better informed and engaged members of their community. We believe the most effective way to do so is to produce the best quality programming that not only informs, but inspires curiosity. One of our most important accomplishments will be to evaluate the impact of our model. We measure the impact and reach of our programs through quantitative metrics that examine listenership/viewership data as well as qualitative feedback and participation via digital and in-person platforms.

In the case of *Curious Coast* — which was developed in Santa Barbara as a way to engage the community in deciding which local stories KCRW would tell — stories selected and produced by audience engagement methods received twice as much traffic as the regularly produced local news stories during that same period. These outcomes demonstrate the high impact of locally-focused content produced with public input to inform and inspire curiosity. Because of its success, KCRW has [extended](#) the model across Southern California.

As part of a three-year grant-supported capacity building initiative, KCRW partnered with The Norman Lear Center (at the USC Annenberg School for Communication and Journalism) in 2017 to study the impact of our investigative and enterprise reporting on vulnerable communities in Los Angeles. Preliminary evaluation results show a transformative grant that created real, lasting and positive changes for the station, for the residents of Los Angeles who were provided with quality reporting, and for the field of journalism. (Note: A final report will be published in spring 2018.) As part of this study, KCRW surveyed audiences of live broadcast events about homelessness and housing policy in Southern California. Survey responses found an audience that was highly engaged with KCRW and with the topics explored. Open-ended responses included these comments:

- “I learned things I didn't know. The debate made me realize how complex the issues were.”
- “Hugely needed now more than ever to have lines of communication open with the community. It is the only way to create change.”

KCRW Foundation, Inc.
Corporation for Public Broadcasting
Local Content & Services Report (FY2017)

- “Doing these live shows in different locations helps me view KCRW as not only a ‘Westside radio station’ but as a ‘Los Angeles radio station.’”
- “Loved this event. Would love to see more live events on local issues.”
- “This should be an ongoing series.”
- “We need more of these public forums through [Press Play](#).”

In addition to this community impact, KCRW’s programming was commended by journalistic institutions, garnering a series of national, regional and state awards for excellence, including the 2017 national Edward R. Murrow Award for Best Feature Reporting. Our hope is that the public and industry response to our work will demonstrate the resonant impact such journalism and community engagement efforts can have on the public media system.

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.

KCRW’s programming efforts to capture diverse voices and needs of minority and underrepresented communities has had resounding impact in FY17.

[*KCRW Investigates*](#)

In FY17, award-winning investigative reporter Karen Foshay developed three multi-part series about vulnerable workers:

- [*Burned*](#), a five-part exposé of the mistreatment of low-wage kitchen workers in L.A. uncovered stories of wage theft, retaliation, injuries, sexual assault, and human trafficking;
- [*Troubled Waters*](#), an investigation about a private system of justice that leads to exploitation of seafaring crews from around the world in Long Beach, where workers coming through the port shared stories of death, injury, and injustice; and
- [*The Future of Work*](#), an eight-part series about how the gig economy leads to an insecure workforce, minimal protections for injured contractors, and unequal access to California’s workers compensation benefits.

Impact: As a result of Foshay’s investigations into the restaurant industry in Los Angeles, state and local government agencies have reported an impact in their internal processes or case outcomes. In fact, despite being the subject of some critical reporting, the California Department of Industrial Relations (DIR)—the agency charged with enforcing the state’s wage and hour laws—praised KCRW’s thorough and diligent work and said it was the first time a media outlet had attempted this kind of investigation. KCRW’s analysis of its data highlighted several problems with the agency’s data collection processes and as a direct result of the series, the DIR made internal changes to its systems. After the series aired, a local district attorney featured in one of the stories also received a

KCRW Foundation, Inc.
Corporation for Public Broadcasting
Local Content & Services Report (FY2017)

tip from the public which resulted in a major human trafficking investigation. That would not have happened if not for our series, according to the prosecutor. KCRW also received significant feedback from its readers and listeners, many of whom work in the restaurant industry and were grateful for the attention paid to the struggles of low wage restaurant workers. Finally, our stories were circulated among the offices of California State Governor Jerry Brown and then- California Attorney General Kamala Harris to inform policy, legislation, and executive decision-making.

[Undocumented Under Trump](#)

Five days after the inauguration of President Donald Trump, KCRW aired a special live broadcast from Oxnard, an agricultural city home to thousands of undocumented farm workers, where there are concerns about how the Trump Administration's anti-immigration agenda could tear apart lives, jobs and families. Hosted by Jonathan Bastian, this special one-hour live broadcast featured a panel of experts on immigrant rights and the local economy debating how this new administration may impact one of California's most vulnerable populations, and how local leaders are responding. Panelists, each of whom represented diverse viewpoints on the issue, included Gabriella Navarro Busch, immigration attorney, Nayra Pacheco, Program Manager of Just Communities, Geoff Dean, Sheriff of Ventura County, and Mike Stoker, an agricultural law attorney.

[Sangre Celestial / Celestial Blood](#)

In FY17, KCRW launched the first-ever radionovela podcast, featuring renowned Mexican actress Kate Del Castillo as the narrator. Released both in English and Spanish, this eight-part scripted podcast follows the story of twin sister and brother Sol and Mundo, from Queens, New York. When they travel to Mexico to attend the funeral of their estranged father, they learn they have nine siblings they did not know about. All of them named after celestial bodies, like themselves. Mexican actress Kate del Castillo narrates the story of Sol and Mundo as they embark in an adventure around the country and Latin America, trying to uncover the secret life of their father.

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?

Support from the Corporation for Public Broadcasting allows KCRW to fund critical information programming, mainly NPR's *Morning Edition* and *All Things Considered*, which brings us news from across the nation and around the globe. The CPB's consistent support for this programming allows us to allocate funds raised by the station to support original local programming initiatives such as our daily news and music shows, community-building events, podcasts and reporting projects.

The CPB's grant also serves as an endorsement of our work and our model, enabling us to solicit and secure new support from members of the public, from private local and national foundations, and from public grantmakers such as the National Endowment for the Arts.