

Grantee Information

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| ID | 4599 |
| Grantee Name | KCLU-FM |
| City | Thousand Oaks |
| State | CA |
| Licensee Type | University |

6.1 Telling Public Radio's Story

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2018. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

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Joint licensee Grantees that have filed a 2018 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

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.

KCLU's goal has remained constant. We strive to provide and produce the finest educational, cultural, and informational programming possible and to engage with the community at a grassroots level so we can reflect its issues, needs, and interests in our on-air and online content and through our civic and educational outreach. Towards this goal, we archive all our local features on the KCLU website, where we also provide additional news content and photos taken by the KCLU news team.

KCLU is deeply committed to providing local news and public affairs programming. In the last year, KCLU has been honored with media awards including Golden Mikes and awards from the Associated Press Television and Radio Association, the Los Angeles Press Club, and the Radio Television Digital News Association, in addition to recognition from local service groups, newspapers, and other nonprofits. These awards reflect KCLU's approach to addressing community issues and interests as reflected in the station's feature stories, newscasts, public service announcements, event sponsorships, and online outreach. KCLU's commitment to local news is a top priority. In 2018, KCLU secured additional funding for our STEM (science, technology, engineering, and math) reporter.

KCLU supports the community with its on-air reporting, online community calendar, and through community involvement. Station management is involved in the community individually as well. Station management has

formed strategic alliances with other key nonprofits in the community including the local symphony, Rotary Clubs and other nonprofit organizations, which have resulted in a greater exposure for station content and the station's ability to serve a broader base in the community. Station management also participates in an annual "Shadow Day" for a local service organization and allows area high school students to shadow station personnel during a typical work day. The station promotes and partners with a local nonprofit organization to sponsor an annual youth ethics conference where middle school and high school students come together to discuss news and the social and legal aspects of a variety of topics. KCLU's general manager was the featured speaker and worked with students throughout the conference. In years past, both the general manager and the news director have been keynote speakers. This event is very popular with area teachers and guidance counselors because it brings students and working professionals together in a meaningful way.

Additionally, KCLU continues to sponsor community events and to partner with other nonprofit organizations. These activities include: station management and news personnel speaking to high school and college students about journalism; partnering with the parks and recreation department to promote free community events; participating in the Read Across America program by providing readers; providing Master of Ceremony services to other area nonprofits; and working with the Boy and Girl Scouts by offering tours of the station and assisting the children with earning their Communication patches. Station Management also serves on the board of the Rotary Club of Westlake Village and PathPoint, a nonprofit working with adults with disabilities or disadvantages.

Senior management is involved with the Ventura County Community College District's (VCCCD) board for college newspapers, participates in "meet the expert" panels with students aspiring to careers in broadcasting, and volunteers with the local community foundation to teach other nonprofits how to work with the media. KCLU is hosting the VCCCD board at its broadcast center.

The news director speaks to college classes and to service groups that work with children and conducts station tours for high school and college students. These activities are geared toward encouraging students to consider a career in broadcast journalism. The general manager also works with area retirement communities, giving station tours to seniors and going to speak at their residential living center.

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.

As part of our ongoing commitment to working with community nonprofits, government agencies, and educational institutions, in the past year KCLU has worked with the Ventura County Human Services Agency's Foster Care Program with on-air exposure aimed at helping them find prospective foster homes. The station also worked with the County and City of Santa Barbara to notify residents where they could acquire sand bags to help protect their homes from fires and floods. In the same manner, KCLU continues to work with the City of Santa Barbara and the City of Thousand Oaks on educating citizens about preventative measures to deal with California's drought. We have also worked with the area's Workforce Development Board on promoting job fairs and on-the-job training programs.

The station partners with a local university to have professors bring their journalism classes to the station to meet with the news team.

KCLU sponsors an annual youth ethics conference and works with junior high school guidance counselors to invite students to the conference. Students, parents, and teachers attend.

KCLU personnel volunteer their voices and talent to a large number of community nonprofits, assisting them with special events.

We continue to reach out to the Santa Ynez Band Chumash Indians, and will continue to work with the Mixteco Indigena Community Organizing Project with their local radio station, and other organizations working with other underrepresented groups.

Following our tradition of bringing in national shows and partnering with other community nonprofits, the business community, and foundations, KCLU brought partnered with the Ronald Reagan Presidential Library Foundation to present "A Nation Engaged," a panel discussion on power and the presidency, moderated by NPR's Wade Goodwin. Members of the community, supporters of the Reagan Library, KCLU listeners, and area students were invited to attend the event, free of charge. Over 400 community members attended this event. This event gave residents throughout the tri-county area access to national talent not readily available in this region.

KCLU also produced a free event featuring NPR national correspondent, Leila Fadel, to discuss international news coverage and its importance in today's global society.

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.

KCLU continues to work with local nonprofit organizations. In January 2018, Southern California made national news with the devastating Montecito Debris Flow event that resulted in the loss of 21 lives, including children, and over \$177 million in property damage, and the closure of small, locally owned businesses. KCLU worked closely with social service organizations including Direct Relief International, United Way, the Red Cross, and more. KCLU was a conduit between listeners and others calling the station and visiting our website both seeking and offering assistance. KCLU created and posted links and phone numbers for human social service organizations as well as large and domestic animal rescue facilities. A specific example of our measureable impact is illustrated by KCLU's news department covering local businesses that remained open, businesses that relocated and were still operational, and providing information on emergency business loans and funding to assist individuals and businesses impacted by the mudslides. KCLU received positive feedback from executive directors of health and human service organizations for our commitment to covering the story and aftermath and for the station's commitment to actively participating in assisting the affected residents as well as publicizing their needs for both financial assistance and resources.

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.

The KCLU news department has been honored nationally, regionally, and locally for its outstanding local news. Lance Orozco, KCLU News Director, is diligent about covering issues affecting the Latino and Native American populations within our listening area. KCLU recently was awarded five Golden Mike Awards for our 2018 news coverage.

Lance Orozco also received the prestigious Sigma Delta Chi award and Bronze Medallion from the Society of Professional Journalists in recognition of his distinguished service to the American people and the profession of journalism through outstanding accomplishments in the field of radio feature reporting.

In addition, the station's news department won three regional Edward R. Murrow awards for outstanding news coverage.

KCLU's coverage area includes a large Latino population and the station continues to serve minority audiences. KCLU continues to serve minority audiences with comprehensive feature stories on immigration, housing for low income and homeless populations, health care for the elderly and low-income residents, and education.

We are committed to continuing this type of coverage during fiscal year 2019 and beyond.

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?

CPB funding allows us to offer outstanding news and acquire programming from sources the community may not have easy access to otherwise and to expand our services into a very economically depressed community that was not being served with strong local public radio. The response from residents in this area has been positive and appreciative of news coverage and outreach in that community.

CPB support helps enable KCLU to produce its award-winning local news. In an era of media consolidation and at a time when local newsrooms are being cut and/or eliminated, KCLU continues to expand its local coverage. Even though producing local news and public affairs programming is expensive, KCLU remains committed to producing this local content and the response we receive from listeners and fellow nonprofits reinforces the importance of this commitment.

Outreach such as this simply would not be possible without CPB funding.