



2019 LOCAL CONTENT AND SERVICES REPORT

- 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*

California's Monterey Bay area covers a diverse region. The region includes KAZU's city of license, Pacific Grove, the Salinas Valley and both Monterey and Santa Cruz Counties. The community of this region is culturally and socioeconomically diverse based on military service members studying foreign languages at the Defense Language Institute in Monterey, farmworkers overseeing the local fields for the nation's agricultural requirements in the Salinas Valley and retirees residing in the Monterey Peninsula. In addition, a large percentage of the region's employment is concentrated in the tourism industry. The residents of this area place a high priority on their connection to the world and their local communities.

KAZU's news and information programming includes twenty-four hour "over-the-air" broadcasts and digital platforms providing a vital service for the listening community. The station's key programming included its website, kazu.org as well as its mobile apps that include KAZU and NPR One. For national and international news, KAZU provides its audience programming from NPR, BBC World News, PRI (Public Radio International) and APM (American Public Media).

Based on these factors, during Calendar Year 2019 KAZU's news department produced a significant number of news articles, features and reviews with the emphasis on locally-based

stories with statewide or national impact, or conversely, the local impact of national or international stories and events. The station's locally-produced programs were broadcast both on-air and were also available on-line through the station's website.

KAZU's local news department staff produced over one-hundred and twenty five news stories covering a broad range of community issues and topics. The major categories staff covered focused on the Monterey Bay's coastal region and included public safety and fire prevention services, local community agriculture and farming, community health and welfare, local research, arts and education, housing, environmental as well as local and national government and politics. Each story and feature was designed to provide the station's listening audience with accurate, relevant and current news and information. This approach was also utilized for the announcements and updates provided by on-air hosts including the information provided during local emergencies and critical incidents such as the recent power outages as well as daily traffic and weather conditions experienced in the region.

In addition to its local news, KAZU also served the region extensively during 2019 with a number of community-event sponsorships and public service announcements. The station also continued to encourage visits by community members to the station on the CSUMB Monterey Bay Campus. As a result, staff conducted tours and walk-throughs of the station and its facilities for listeners and donors throughout the calendar year. Staff also made presentations to local groups such as the Rotary Club, Chamber of Commerce, the Pennetta Institute for Public Policy and others.

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.

In 2019, KAZU continued to welcome and pursue opportunities with both public media outlets as well as local institutions and organizations. As part of this commitment, the station continued its long-standing collaborative relationship with NPR and other NPR member stations. These included KQED in San Francisco, KXJZ in Sacramento and KCBX in San Luis Obispo. As a result of contributions from these three stations, KAZU successfully provided its listeners with news from the Central Coast, from the State's Capitol in Sacramento and other key locations in California.

During 2019 KAZU contributed news of the Central Coast to its neighboring station, KCBX as well as KQED for statewide broadcast on the weekday program "The California Report." The seven articles staff provided between July and December included such major topics as the housing shortage currently experienced within the region, the aftermath of the shootings that occurred during the Gilroy Garlic Festival and the Vigil for the "Conception" boat fire victims.

KAZU remains one of seven member stations selected by NPR to participate in a national reporting collaboration entitled "Back at Base". Now in its sixth year, the program documents the lives our nation's military and their families at home and the challenges and issues they face.

The KAZU News Department also collaborated with the "StoryCorps" non-profit organization for the successful development and implementation of the "StoryCorps Military Voices Initiative" Project that occurred in June. With direct support from KAZU, members of StoryCorps recorded stories

from veterans, service members, and their family members for broadcast and preservation at the American Folklife Center at the Library of Congress. "StoryCorps" last participated in the Monterey Bay area in 2010. The project served as an excellent opportunity for these individuals to share their experiences in their own words. It also provided an opportunity for civilians to understand more clearly the complex realities of veterans' service and sacrifice to our nation.

KAZU continued to partner with other local institutions to bring essential local programming to its listeners. During the Spring Season of 2019, the station worked with the Panetta Institute for Public Policy for the broadcast of the annual Leon Panetta Lecture Series. During 2019, the series was moderated by former Secretary of Defense Leon Panetta and addressed the topic "Checks and Balances - Will Our Democracy Survive?"

The guest speakers who joined former Secretary of Defense Leon Panetta included former Director of National Intelligence Agency Chuck Rosenberg, former Governor Chris Christie of New Jersey, General John Kelly, USMC (Ret.) and LTG James Clapper, USAF (Ret.). Each of the four forums was held at the Monterey Conference Center and was broadcast live on KAZU between February and April, 2019.

In 2019, KAZU continued its commitment to engage with non-profit organizations active within the community. The station sponsored twenty local events including the 2019 State of The Region Conference in Monterey, Mount Madonna's Summit for The Planet in Santa Cruz County and the University of Santa Cruz Alumni Weekend. Arts and Performances were represented by the sponsorships with the Santa Cruz Surf Film Festival, 20th Annual International Documentary Film Festival, 38th Annual Steinbeck Festival and the Kuumbwa Jazz Center in Santa Cruz.

KAZU also continued to sustain strong community business connections with various organizations as evidenced by its long-standing attendance at local Chamber of Commerce events. KAZU also worked with California State University Monterey Bay to promote its educational initiatives both on-the-air as well as through the station's community calendar.

Finally, KAZU continued to provide the important service of broadcasting daily public service announcements (PSAs) for local non-profits on a daily basis. These PSAs focused on local arts events, lectures and other community activities throughout the Counties of Monterey and Santa Cruz and closely tied with the station's Community Calendar.

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.

During 2019, KAZU continued to receive ongoing comments and questions from listeners regarding its local, national and international news coverage. The station's local community calendar was updated daily with locally-based events and activities from a significant number of non-profit and community-based organizations within Monterey and Santa Cruz Counties. In addition, staff provided direct assistance to its listeners for accessing and researching archived national and local news stories and programs either through its website or on-line. KAZU's audience also continued to engage the station through its Facebook Page.

In 2019 members of the KAZU News Department submitted stories as part of The Radio Television Digital News Association's "Edward R. Murrow" program honoring outstanding achievements in electronic journalism. Under the category of a Region 2 Small-Market Radio Station incorporating similar-sized stations within California, Guam, Hawaii and Nevada, KAZU received three awards for its local news coverage. This included the category of "Excellence in Writing" for "Camp Grace connects Incarcerated Dads with Their Kids by News Reporter Erika Mahoney, the category of "Hard News" for "Lack of Public Bathrooms in Big Sur creates a Mess", also by News Reporter Erika Mahoney, and the category of "Sports Reporting" for "Monterey's Nick Cunningham goes Out of The Box to become Olympian and Soldier" by News Director and Reporter Krista Almanzan.

In combination with its awards received in previous years, KAZU has thus far earned a total of 29 Regional Edward R. Murrow Awards and one National Edward R. Murrow Award and has been both recognized and acknowledged for its commitment to excellence.

KAZU has continued its annual partnership with the Second Harvest Food Bank in Santa Cruz County and the Food Bank for Monterey County. The station's on-air references of these two organizations and their commitment to the needy within these two communities during our December 2019 fundraiser significantly helped keep this important community service on the forefront of listeners' minds during the holiday season with donations.

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.

KAZU's local news department staff produced over one-hundred and twenty five news stories covering a broad range of community issues and topics. Several of these stories focused on the Hispanic population including their importance as part of the region's agricultural industry and Farming Community and additional factors such as the path to legal status and efforts to empower undocumented immigrants in the face of the nationwide ICE raids conducted during mid-year 2019.

KAZU also continued its broadcast of Latino USA, the foremost Latino voice in public media and the longest running Latino-focused program on the radio. The Monterey Bay Area has a large Hispanic population, particularly in the Pajaro and Salinas Valleys. Community members have noted their appreciation for this show and KAZU remains the only local radio station in the Monterey-Salinas Santa Cruz radio market carrying this essential program.

In 2019 KAZU continued to air "Snap Judgment" hosted by Glynn Washington. This is one of the few nationally-syndicated radio programs hosted and produced by an African American. This popular program is heard twice weekly with the second airing as a repeat broadcast. The program focuses on a younger, more diverse audience through its unique storytelling approach.

During this reporting period KAZU's local news team remained committed to serving the culturally and socioeconomically diverse population of both the Monterey Bay Area as well as the Pajaro and Salinas Valleys. Of the over one-hundred and twenty-five stories aired during

Calendar Year 2019, twenty focused on such vital topics as the region's agricultural and farming community, the local housing and homeless problem, as well as the state of the Veterans and their families within the community with input from such key politicians as Congressman Jimmy Panetta and other local officials. Once again these successful efforts demonstrated KAZU's commitment to retaining these essential topics in the spotlight.

For 2020, KAZU's Local News and Programming is continuing the trend of emphasizing the programming and news covered in 2019. Staff will continue to identify and apply new reporting and news-gathering methods to effectively represent the diverse voices within this community. By combining relevant and up-to-date local news reporting, special programming, along with a proactive approach of identifying the needs and concerns of the station's listening audience and members of its local communities, KAZU will strive to remain an essential source for accurate news and information in order to remain one of the most important public radio stations within Monterey and Santa Cruz Counties.

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?

As in the previous year, the annual funding which KAZU received from the Corporation for Public Broadcasting (CPB) Community Service Grant during 2019 helped ensure the successful accomplishment of KAZU's mission. This included providing current, relevant and factual over-the-air broadcasts and digital coverage of local and regional news and events of importance to the communities of Monterey and Santa Cruz regions.

With the help of the CPB Community Service Grant, KAZU continued its tradition of carrying live broadcasts such as The Leon Panetta Lecture Series from the Sunset Center in Carmel and the rebroadcast of the California State University Monterey Bay President's Lecture Series. This in turn helped ensure that all members of the community had access to this high quality, informational event without cost.

The CPB Community Service Grant funding also helped KAZU provide air-time, free of charge, to local non-profits via public service announcements. These local nonprofits included libraries, churches, museums, art centers and other organizations. Examples included the Pacific Grove Museum of Natural History, the Monterey Peninsula Regional Park District, Friends of the Pacific Grove Library, the Santa Cruz Conflict Resolution Center, the Alzheimer's Association of Northern California, the Santa Cruz Library System, and the Peace United Church of Santa Cruz.

The overall public service KAZU provided during 2019 continued to remain distinctive, valuable and widely recognized as an exceptional contribution to both the communities of Monterey and Santa Cruz County with the help of the annual funding received from the CPB Community Service Grant.