



FISCAL YEAR 2020 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*

Monterey County is located on the Central Coast of California south of the San Francisco Bay Area and includes the military service-member population studying at the Defense Language Institute and Naval Post Graduate School, the students and faculty of the California State University Monterey Bay and several community colleges, farmworkers managing the local fields for the nation's agricultural requirements in the Salinas Valley, and retirees residing in the Monterey Peninsula. With a similar economy incorporating technology, agriculture and the University of California Santa Cruz, Santa Cruz County is situated at the northern tip of Monterey Bay and hosts the Long Marine Laboratory, the National Marine Fisheries Service and the Monterey Bay National Marine Sanctuary Exploration Center. A large percentage of the employment for both regions is concentrated in the tourism industry.

California's Monterey Bay area covers a diverse region. This includes KAZU's City of License, Pacific Grove, the Salinas Valley, and both Monterey and Santa Cruz Counties. The communities within both regions are socioeconomically, culturally diverse and the residents place a high priority on current world and national events as well as the state of their local communities.

The programming KAZU provides for these regions includes twenty-four hour “over-the-air” broadcasts and digital platforms that serve as an essential service for the listening community for local news and current events at the national and world level. The station’s key programming includes its website, “kazu.org” and its two mobile applications, KAZU and NPR One. For national and international news, KAZU incorporates programming from NPR, BBC World News, PRI (Public Radio International) and APM (American Public Media).

During Fiscal Year 2020, KAZU’s News Department evolved and expanded by producing a significant number of news articles, features and reviews. At the same time, this media emphasized locally-based stories with statewide or national impact as well as national and international stories and events impacting the local communities. The station’s locally-produced programs were broadcast both on-air and were available via podcast on the station’s website.

KAZU’s News Team produced a total of one-hundred and fifty-four news stories covering an extensive range of national and community-based issues and topics. These stories and features provided the station’s listening audience with relevant, accurate and up-to-date news and information. This approach was also applied to the Public Service Announcements and local updates utilized by the station’s On-air Hosts. This included local emergencies and critical incidents, daily traffic and weather updates and important events occurring throughout the local regions.

In addition to the primary news categories covered in the prior fiscal year (public safety and fire prevention services, local community agriculture and farming, community health and welfare, local research, arts and education, housing, environmental and government, and local and national politics), the stories covered by the KAZU News Team included the impacts of the Coronavirus (COVID-19) Pandemic. Between March and June, 2020, the staff produced thirty-four articles on the Pandemic. This included the impact on the local communities, relevant facts and updates designed to provide a better understanding of the crisis, and finally, information in both English and Spanish detailing available resources and services as the Pandemic extended into Calendar Year 2020.

In addition to its local news stories, KAZU served the region with a number of Community-event Media Sponsorships. These included a regional economic summit, a number of multi-media festivals, local library events, several conferences conducted on the Cal State University Campus (on-site and virtually), and also the Annual Holiday Food / Fund Drives conducted by the Second Harvest and Monterey County Food Banks.

Finally, the Programming Department expanded the use of the station’s Public Service Announcements by placing a greater emphasis on community-based events and activities. Although the COVID-19 Pandemic restricted normal public interaction and gatherings by the end of the fiscal year, KAZU nevertheless provided ongoing relevant information for both local communities through the reporting conducted by its News Team and the information staff provided on its website.

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.

During Fiscal Year 2020, KAZU encouraged and pursued opportunities with both public media outlets as well as many of the local institutions and organizations. As part of this priority, the station continued to collaborate with NPR and other NPR member stations. This included KQED in San Francisco, KXJZ in Sacramento and KCBX in San Luis Obispo. As a result of collaborative-relationships with these stations, KAZU successfully provided its listeners with accurate and up-to-date news from the Central Coast, the State's Capitol in Sacramento and other key locations in its home state of California.

KAZU continued to maintain strong community-oriented business connections with various local organizations. This included the local Chamber of Commerce as well as the California State University Monterey Bay. In the case of the latter, the priority during the COVID-19 Pandemic involved promoting the Institution's educational initiatives both on-the-air as well as by information placed on the station's Community Calendar.

KAZU also provided the important service of broadcasting daily Public Service Announcements (PSAs) from Local Non-profit Agencies and Organizations. These PSAs focused on local arts events, lectures and other community activities throughout the Counties of Monterey and Santa Cruz and tied closely with the station's Community Calendar. As the majority of these events were held virtually by the end of the fiscal year as a result of the COVID-19 Pandemic, these actions helped promote the local business community in a virtual environment in light of the ongoing restrictions imposed for normal public gatherings and social interaction.

Finally, KAZU expanded the role and purpose of its Community Calendar by tailoring it to serve as a resource for current and up-to-date local information and services during the onset of the COVID-19 Pandemic. Areas emphasized during this reporting period included services and resources for Seniors in both the Monterey and Santa Cruz regions, listings of online County and City Agencies for virtual youth programs and online events, and library services incorporating virtual education and training. In addition, other areas included postings for community-based online activities and events as well as programs and services from local medical facilities and agencies for COVID-19 testing and ongoing health and wellness for all members of the community.

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 Fiscal Year 2020, KAZU's staff placed a greater emphasis on its services to its membership and listeners. This included responding to comments, questions and requests for information from individuals regarding its news coverage, broadcasting and website. These actions became even more essential in February, 2020 with the onset of the COVID-19 Pandemic. Staff provided ongoing assistance to its listeners by accessing and researching archived national and local news stories and programs either through its website or other existing on-line resources. KAZU's audience also continued to engage the station through its Facebook Page.

The KAZU News Department also 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 was awarded for its local news coverage. The award was in the category of “Excellence in Sound for the story “Rescued Sea Otters return to The Monterey Bay” produced by the station’s Reporter Krista Almanzan. With the addition of this award, KAZU has earned a total of twenty-nine Regional Edward R. Murrow Awards and one National Edward R. Murrow Award and the station has been recognized and acknowledged for its commitment to excellence.

KAZU retained its annual partnership with the Second Harvest Food Bank in Santa Cruz County and the Food Bank for Monterey County. The station’s continued on-air references to these two organizations with their commitment to the needy within both communities and significantly helped in validating their importance as essential organizations during the holiday season.

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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

KAZU continued with its broadcast of Latino USA, the Peabody award-winning arts, politics, and cultural affairs program about Latinos and longest-running Latino-focused program on the radio. The Monterey Bay Area has a large and very important Hispanic population, particularly in the Pajaro and Salinas Valleys. Community members continue to express 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.

A number of the one-hundred and fifty-four news stories produced by the KAZU News Team during Fiscal Year 2020 focused on the Hispanic population within the region. These stories highlighted their importance as part of the region’s agricultural industry and farming community, their involvement and importance as part of the local business community, and their struggles and rise as essential members of this region.

As in the previous fiscal year, KAZU continued to feature “Snap Judgment” as part of its essential programming. Hosted by the program’s Executive Producer Glynn Washington, this remains one of the few nationally-syndicated radio programs hosted and produced by an African American. “Snap Judgment” has been extremely successful by effectively interacting with and communicating to a young, diverse audience through its unique storytelling approach. This program remains extremely popular and is heard twice weekly with the second airing as a repeat broadcast as part of KAZU’s weekend program schedule.

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 fifty-four stories that aired during Fiscal Year 2020, twenty-five focused on such vital topics as the state of the region’s agricultural and farming community, issues pertaining to undocumented workers, local policing and environmental topics, the state of Veterans and their families within the local communities with input from key politicians such as Congressman Jimmy Panetta and Secretary Leon Panetta, and finally, the rapidly-changing economic landscape on all elements of the community due to the impact of COVID-19 Pandemic. Through these actions, KAZU successfully demonstrated its commitment to

maintaining continuity with and effectively and efficiently informing a diverse audience with critical and current news and information.

For Fiscal Year 2021, KAZU's Local News and Programming will continue the trend of emphasizing the same programming and news covered during Fiscal Year 2020. This will include the close monitoring and evaluation of the conditions within the local communities as well as the entire state during the COVID-19 Pandemic. Staff will also continue to identify and apply new reporting and news-gathering methods to effectively represent the diverse voices within this community. This includes additional and expanded actions by the KAZU New Team with features and weekly news "roundups" designed to bring the quality and relevance of the station's news articles to its listening audience.

By combining relevant and up-to-date local news reporting, special programming, along with the ability to maintain and expand on the quality of its programming by proactively identifying and incorporating the needs and concerns of its listening audience and members of its local communities, KAZU will preserve its position as an essential source for accurate news and information and thereby remain one of the most important 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 that KAZU received from the Corporation for Public Broadcasting (CPB) Community Service Grant during Fiscal Year 2020 helped ensure the successful accomplishment of KAZU's mission within the Monterey and Santa Cruz Counties. This included providing current, relevant and factual over-the-air broadcasts and digital coverage of local and regional news and events of major importance to the Monterey and Santa Cruz regions.

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 nonprofit agencies and organizations included libraries, churches, museums, and art centers. Specific examples included the Santa Cruz and Pacific Grove Museums of Natural History, the Monterey Peninsula Regional Park District, Friends of the Pacific Grove Library, the Alzheimer's Association of Northern California, the Santa Cruz Library System, and the Peace United Church of Santa Cruz.

Of major importance, the assistance provided by the CPB Community Service Grant during the onset and continuation of the COVID-19 Pandemic in February, 2020 helped KAZU successfully shift its normal priorities to a virtual scenario. Under these conditions, the station and its operations including the KAZU News Team, its website and the on-air programming served as a critical component to inform, educate and update its listening audience and members of the community with the most-relevant and current information without cost for the purpose of health and well-being.

With the assistance of the annual funding received from the CPB Community Service Grant, the overall public service KAZU provided during Fiscal Year 2020 remained valuable, distinctive, and widely recognized as an exceptional and vital contribution to the communities the station served.