

Grantee Information
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 2022. 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.**

- 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. KCLU reflects the region's 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, videos, 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 9 Golden Mikes from the Radio and Television News Association of Southern California, 2 awards from the Los Angeles Press Club, a regional Edward R. Murrow Award from the Radio Television Digital News Association, as well as 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, community calendar, event sponsorships, and online outreach.

KCLU's commitment to local news is a top priority. In 2022, KCLU once again secured additional funding for our STEM (science, technology, engineering, and math) reporting.

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 area food banks, 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. 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 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; and providing Master of Ceremony services to other area nonprofits. Station Management also serves on the board of the Rotary Club of Westlake Village and volunteers with the Thousand Oaks Library Foundation on its annual One City One Book program. 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.**

Brush fires, flooding, and mudslides have continued to be an issue of concern in California and the region that KCLU serves. As events like this occur, we provide content, connections, and resources to both commercial and public radio stations so the greater community is up-to-date on breaking and ongoing news. Our news department continues to assist NPR, the BBC World Service, and other providers with updates and live reporting.

As part of our ongoing commitment to working with community nonprofits, government agencies, and educational institutions, KCLU continues to work with the Ventura County Human Services Agency's Foster Care Program with on-air exposure aimed at helping

them find prospective foster homes. 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, along with the area's Workforce Development Board on promoting job fairs and on-the-job training programs. KCLU forged new relationships with animal shelters throughout the Tri-Counties and through a co-promotion increased their visibility, which resulted in the shelters receiving donations to benefit pets in need. We have also worked with Food Share, the area's food bank, on promoting their special programs for seniors, the homeless, and unemployed.

The station partners with a local four-year university as well as a local community college 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 and senior 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.

KCLU continues to reach out to the Santa Ynez Band of 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.

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 be a conduit between listeners and many nonprofits throughout the region by creating and posting links and phone numbers for social service organizations. Additionally, KCLU continues to receive positive feedback from executive directors of health and human service organizations for commitment to covering the ongoing COVID-19 pandemic and for educating the community on testing sites and vaccination clinics.

KCLU works closely with the Ventura County Department of Health. The news director regularly interviews the Ventura County Public Health Director to educate our listeners on no-cost/low cost flu and vaccination clinics. Our region saw an increase in influenza cases and our news director features Dr. Levin weekly giving updates and advice on how to keep individuals and households safe.

In a similar vein, Cottage Health Hospital requested assistance with informing the public of no cost Meet the Doctor events where community members could learn more about health issues and healthy lifestyle choices. Cottage Health reported to KCLU that after the station made announcements about the events, the events were filled to capacity and it was the best turnout they've ever had.

- 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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. 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 Latinx and Native American populations within our listening area. Our news coverage garnered 9 Golden Mike Awards, 2 Los Angeles Press Club Awards, and a regional Edward R. Murrow Award in the past year.

KCLU's coverage area includes a large Latinx population and the station 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 2023 on-air and on our podcast that tackles local news in a longform, in depth format. Season two topics included a new museum showcasing the history of the Santa Ynez Band of Chumash Indians, the lives of people living undocumented in California for decades, and much more.

- 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 local news and to acquire programming from sources the community may not have easy access to otherwise. It also gives us the opportunity to expand our services into economically depressed communities that were not being served with strong local public radio. The response from residents in these areas has been positive.

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.

The significance of CPB funding was never more obvious than our last several fiscal years, when California was hit hard by uncontrollable wildfires. KCLU's coverage was critical for our listeners and many of them relied on KCLU for information regarding: evacuations, temporary housing, neighborhood shut downs due to mud and debris,

cleanup efforts, Red Cross shelters, large animal evacuations, food pantries, and much more. KCLU continues its commitment to covering the lasting effects of the COVID-19 pandemic. KCLU worked closely with the region's health departments and gave information and updates throughout the day on tier changes, test sites, hospitalizations, etc. As this report is being written, we are still committed to the story for the long haul and are producing additional newscasts and feature stories on the pandemic's aftermath. Our podcast featured remembrances of those lost to COVID-19.

This coverage and outreach would simply not be possible without CPB funding.