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.

KLCC is a primary provider of news and cultural programming in the western and central Oregon regions it serves. During the reporting period, KLCC news was the recipient of multiple awards in its division, including Overall Excellence from the Radio and Television Digital News Association. Staff honors also included first place recognition for Newscast, Breaking News and Investigative Reporting.

The KLCC reporting & anchoring team produces daily spot news and long form features heard in 15 weekday and 10 weekend newscasts, as well as expanded multimedia features for online audiences. These professionals are supplemented by talented freelance reporters and student journalists from Lane Community College, University of Oregon and other programs. KLCC is a partner in the Northwest News Network, a regional cooperative sharing reporting resources among regional public media organizations.

During 2023, KLCC formed a unit dedicated to public affairs programming and launched the program Oregon On The Record. Discussions have included public health, emergency preparedness, firearms policy, education, environmental concerns and many others. The program joins other series, including Oregon Grapevine, which profiles individuals advocating for social change and Oregon Rainmakers, which profiles community leaders in the business, government and nonprofit sectors.

KLCC continued a partnership with Eugene Symphony to broadcast a series of concert broadcasts featuring commentary by the performers and conductor. KLCC partnered with The Shedd Institute for the Arts to broadcast a live concert of the Oregon Festival of American Music. KLCC hosted a booth and two day live broadcast of performances from the Oregon Country Fair. KLCC raised awareness of food insecurity through a partnership with FOOD For Lane County. KLCC airs a daily schedule of public service announcements alerting listeners to local events, government proceedings and volunteer opportunities. KLCC airs a weekly broadcast featuring public affairs-oriented local discussions held by City Club Of Eugene.

KLCC introduced a new showcase for community events, The Shortcut, which provides on-air and digital exposure for many community groups hosting performances and gatherings. It is accompanied by dedicated reporting on the artistic community, highlighting concerts, gallery showcases and theater.

KLCC measures success in the number of consumers served via on-air and online platforms, the diversity of voices represented as well as the volume of stories and programs produced. During the reporting period, KLCC conducted a resource campaign to add additional staff devoted to local content production, resulting in the expansion of news & programming staffing. By each measure, KLCC’s growth demonstrates the value of its investment in local content. KLCC achieved the largest audience share of any measured station in its western Oregon Total Survey Area during the Fall 2023 Nielsen survey period. Digital audiences are growing, with hundreds of original stories published each year at KLCC.org and an expanding base of subscribers to KLCC email newsletter products.
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.

The KLCC Public Radio Foundation is an independent community organization formed to provide support for KLCC. It is actively engaged in developing support for expansion of KLCC’s community service and a key partner in funding local content development, equity and inclusion initiatives and rural service.

KLCC partnered with Eugene Symphony to produce and broadcast a series of performance programs featuring commentary from the artists.

KLCC partnered with The Shedd Institute for the Arts for a live concert broadcast from the Oregon Festival of American Music.

KLCC partnered with the Oregon Country Fair to host an onsite exhibit and broadcast two days of live performances from the Main Stage.

KLCC partnered with Lane County Public Health to provide regular updates on COVID-19 and other health concerns and received the inaugural HOPE Award from the agency's medical director.

KLCC partnered with City Club of Eugene to broadcast a weekly series of community discussion events. KLCC journalists served as moderators or panelists at selected events.

KLCC partnered with FOOD For Lane County to raise awareness of food insecurity and secure a donation of meals through a local business.

KLCC staff participated in community organizations, routinely accepting speaking engagements with service clubs and educational organizations. KLCC’s Director of Philanthropy is a member of Springfield Rotary. KLCC is a member of Downtown Eugene Merchants. KLCC’s General Manager regularly discusses the public media and the future of journalism with local service groups.

KLCC Reporter Brian Bull participated in NPR's Next Generation workshop, providing mentoring to underrepresented students interested in the field of public radio journalism.

KLCC contributed content and resources to the Northwest News Network, a consortium of six Oregon and Washington public radio stations to pool resources on coverage of important regional issues.

KLCC partnered with Jefferson Public Radio and Oregon Public Broadcasting to share content, including production support for the weekday public affairs program Think Out Loud.

KLCC participated in Eugene Area Radio Stations (EARS), a collaboration of commercial and public radio stations to disseminate essential emergency and public service information. The organization also awards scholarships for students interested in the fields of journalism, programming, engineering and sales.

KLCC participates in the University of Oregon School of Journalism and Communication Snowden Internship program, with a paid journalism intern working with KLCC news in the summer of 2023.
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.

KLCC routinely hears from representatives of local service and arts organizations that being featured in the station's news and public affairs programming has helped increase attendance, volunteerism and interest in their programs.

KLCC's partnership with Food for Lane County had the measurable impact of securing funding for approximately 15,000 meals as well as increasing awareness of food insecurity.

KLCC's partnership with the Eugene Symphony attracted listener participation and highlighted the challenges of non-profit arts organizations struggling to rebuild audiences following pandemic restrictions.

KLCC received the HOPE Award from Lane County Public Health for its efforts to disseminate critical information during the COVID-19 pandemic.

KLCC is much sought-after by community organizations as a key partner in dissemination of information about local events. Interviews by KLCC news are also valued by local leaders and lawmakers as an important connection between themselves and the community. KLCC regularly receives requests for public service announcements, as well as interview requests from local officials, state legislators, Members of Congress, Senators and others.

KLCC's digital efforts have augmented over-the-air engagement. KLCC's Oregon Rainmakers podcast provides a platform for discussions with local leaders and entrepreneurs shaping the region's economy. KLCC's Oregon Grapevine has facilitated a connection to individuals advocating for social change. KLCC's growing web and email presence provides space for event and performance listings.

Perhaps the most direct metric available to measure KLCC's impact is the response of listeners to KLCC fundraising which continues to generate substantial local support. A special effort during the reporting period, Amplifying Oregon Voices, is directed toward securing additional funding for local news and content development. In addition to financial contributions, listeners take the opportunity to comment positively about the value of KLCC programming to the community and offer feedback to improve its service. Representative comments include:

'I appreciate your regional coverage of news in the mid and south Willamette Valley that includes Corvallis as well as Central Oregon and the Oregon Coast.' - Corvallis, Oregon

"Thank you for providing unbiased, science based, researched local and national news and information." - Albany, Oregon

"As sustaining members, we hold KLCC as one of the most important organizations that we donate money to. We are especially grateful for the outstanding local and world news coverage." - Creswell OR.
“Thank you for really upping your local news coverage and your digital newspaper.” - Eugene, Oregon

“KLCC is our companion every morning during our commute in to work. We appreciate the news from around the world and interesting stories from around the state. Thank you KLCC.” - Pacific City, Oregon

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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.

KLCC will continue to participate in community events supporting cultural diversity in 2024 and is actively engaged in outreach efforts to encourage minority representation.

The KLCC Public Radio Foundation continues to deepen its commitment to representation by recruiting outstanding minority members for board service and leadership positions. Plans are underway to continue this effort with succession planning and identification of strong candidates in 2024.

KLCC employees pursue a minimum of four hours of Cultural Competency Professional Development each year for training on topics including Foundations of Equity and Gender Identities. KLCC staff regularly attends forums on equity and including, including the Lane Community College Spring Conference, featuring a keynote address by intercultural consultant Jacqueline Oliveira and cultural sensitivity training presented by Philip Tajitsu Nash. This awareness of diversity and equity informs their daily work.

KLCC Reporter Brian Bull was an industry mentor at the Next Generation Project/Native American Journalists Association conference, April 16-21, Syracuse, NY, providing professional development for emerging public media journalists.

KLCC participated in NPR’s conference in Indigenous affairs reporting, sharing best practices for coverage of underrepresented communities.

KLCC’s General Manager attended the annual meeting of Western States Public Radio, including a presentation on Equitable Leadership presented by Minal Bopaiah.

KLCC produces and broadcasts the Spanish-English bilingual program Ahora Si. The long running local program is targeted toward the Latinx community, weaving together music, event information, and cultural features. As a lead-in to Ahora Si, KLCC features the nationally-syndicated Latino USA. KLCC also broadcasts the music and culture program, Alt Latino.

KLCC is a sponsor of Lane County Arts Council’s Fiesta Cultural and the Asian Celebration, celebrating the culture and contributions of both communities.

KLCC reported from Eugene Pride, featured events by LGBTQ+ performing arts organizations in its public service announcement schedule and produced featuring reporting on cultural organizations such as the Eugene Gay Men’s Chorus.

KLCC and its licensee, Lane Community College, recognize diversity as a core value in staffing and recruitment.
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?

With the downsizing of commercial print and broadcast journalism capacity in the western Oregon region leading to emerging 'news deserts,' KLCC is heavily engaged in an effort to expand its resources for local news and content production. Since 2020, The KLCC Public Radio Foundation has been raising funds for additional content staffing and infrastructure improvements through the Amplifying Oregon Voices campaign. The funding the CPB provides through the Community Service Grant program has allowed KLCC to substantially increase local service by directing these funds toward personnel and digital transformation initiatives, rather than the national program acquisition needed to maintain legacy services.

Recently, KLCC has expanded staffing in two key journalism roles, increasing staffing from part-time to full-time, substantially increasing public-facing output. The organization also added two new positions in reporting and production. This staff time has been instrumental in creating more on-air news content, additional digital publications and online news, and improved public service during emergencies like wildfire and winter storms.

The expansion of public affairs production beyond spot news in 2023, with the formation of Oregon On The Record, was possible due to the availability of local dollars to fund additional long form public affairs content. This effort continues to grow, with a doubling of the production schedule underway in 2024.

Fall 2023 estimates show KLCC is the most listened-to broadcaster in the western Oregon Total Survey Area. CPB's support of KLCC allows a commitment to quality that is appreciated by those it serves. In addition, digital services are expanding, with growing audiences for online reporting and digital subscriptions. KLCC appreciates the support of CPB as it undertakes a digital transformation to serve the needs of western and central Oregon.