

KLCC-KLCO-KLFR-KLFO-KLBR-KMPQ Local Content and Services Report, 2022

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 Excellence in Diversity, Equity, and Inclusion for coverage of Missing and Murdered Indigenous Women (Girls/ People). Additionally, KLCC received acclaim from the Public Media Journalists Association with first place finishes for Newscast, Continuing Coverage of Oregon Wildfires and Arts for coverage of the Jingle Dress Project.

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. KLCC produced a series of multimedia reports, "Workin' It," on the changing nature of work in the digital, post-COVID economy. The reporting series culminated in a live panel discussion on the topic. KLCC supplemented its daily reporting on COVID-19 with a regular live program featuring local health authorities responding to audience questions about the pandemic.

With local arts struggling from pandemic slowdowns, 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 created a promotional partnership with Ophelia's Place to highlight the need for mental health and social services resources reaching girls in Oregon schools. 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 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 addition of a new public affairs unit. 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 2022 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 continued a partnership with non-profit Ophelia's Place to highlight the need for social services and mental health support for girls in Oregon schools.

KLCC partnered with the University of Oregon's Morse Center for Law and Politics for a series and panel discussion on the changing nature of work in the digital and post-COVID age.

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 produce regular programs answering listener questions on COVID-19 response.

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 discussed the public media and the future of local 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 2022.

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. For example, a local choral group cited public service announcements aired by KLCC as the source of referrals for a number of new members. Other organizations have recognized the value of KLCC coverage in increasing attendance at music, drama and visual arts events.

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's partnership with Ophelia's Place resulted in greater awareness and secured a \$15,000 donation to fund social services for girls throughout the region.

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 listen to KLCC every day and really appreciate all of you on the staff for bringing us this great local resource. Cheers!" - Fritz Creek, OR

"KLCC provides timely, accurate and balanced news. I enjoy the personal pieces. Thank you!" - Prineville, OR

"Thank you for giving me news in an unbiased and non-partisan way. You are the best news source for my health and sanity." - Reedsport, OR

"Thanks for all your local coverage plus national/international coverage!" - Eugene, OR

"Thanks for your dedicated reporting all year and especially during the wildfires." - Eugene, OR

"Thanks for the honorable news reporting during these troubling times." - Redmond, OR

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.

KLCC will continue to participate in community events supporting cultural diversity in 2023 and is actively engaged in outreach efforts to encourage minority representation in employment, volunteer positions and board service.

KLCC has seen success with its fellowship program to produce reporting by and about underrepresented communities. The program added depth to KLCC's coverage and diverse representation to staffing, while providing professional opportunities for early-career journalists. Additional funding is being actively sought to expand the program in 2023, with the goal of improving retention opportunities for the fellows following the conclusion of each program cycle.

The KLCC Public Radio Foundation has deepened its commitment to representation by recruiting outstanding minority members for board service and advancing them to leadership positions. Plans are underway to continue this effort with succession planning and identification of strong candidates in 2023.

KLCC is participating in the Poynter Institute Digital Transformation Program with the goal of enhancing service to non-traditional audiences and digital "natives." These efforts further KLCC's goal of advancing equitable representation in programming and staffing.

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 reporters participate in industry organizations, such as the Native American Journalists Association

and Next Generation Project to provide outreach to communities underrepresented in the field of journalism.

KLCC management continues to participate in industry dialogues on equity and inclusion in recruitment and retention, including the “tool kit” created for public broadcasting. KLCC was in attendance for Demystifying Diversity, Equity and Inclusion and Share of Ear Through A Multicultural Prism, presented at the Public Radio SuperRegional Conference in April 2022.

KLCC’s News Director mentored students of the University of Oregon School of Journalism August-December 2021, providing guidance on print and online publishing strategies.

KLCC and its licensee, Lane Community College, recognize diversity as a core value. With plans to expand journalism and administrative staffing in 2023, recruitment efforts include outreach to diverse communities to encourage minority applicants and removing barriers to inclusion.

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?

KLCC is fully engaged in an effort to generate resources for expansion of local news reporting and long form content through its Amplifying Oregon Voices Campaign. It is essential in this time of declining journalism staffing and digital disruption that public media organizations have the ability to invest in new public service initiatives—both content and platform development. Community Service Grant funding through CPB makes it possible to maintain existing audiences, through support of high quality content acquisition from network sources, while investing a sizable portion of local membership and philanthropic dollars in local news & culture, new program development, diversity & equity initiatives and digital transformation.

KLCC’s recent formation of a public affairs unit to develop long form community programming is one such initiative. The funding that has been allocated to Oregon-based staffing and production is a significant commitment to local content development. Without CSG funding, these dollars would have been needed to cover network carriage costs and a sustainable model for expanding local production would have been difficult to find. As digital sources make national content accessible in more ways, it will be critical for local organizations to invest in coverage of the communities they uniquely serve.

Although revenue suffered during an uncertain pandemic economy, the baseline support of the CSG offered the certainty of available resources to retain local staffing while providing programs like Morning Edition and All Things Considered. The stability of funding through CPB also made it possible to continue planning future public service initiatives without cutbacks or retrenchment.

Fall 2022 estimates show KLCC is the most listened-to broadcaster in Eugene-Springfield and the western Oregon Total Survey Area. CPB’s support of KLCC allows a commitment to quality that is appreciated by those it serves. This audience is likely to grow as efforts continue to diversify content and expand the boundaries of traditional “public radio” service. Thank you!