

KLCC-KLCO-KLFR-KLFO-KLBR-KMPQ Local Content and Services Report, 2020

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 strives to be a primary provider of news and cultural programming for the western and central Oregon region. During the reporting period, KLCC news was the recipient of multiple awards for excellence in broadcast journalism, including First Place, Hard News Reporting and Runner Up for Environment and Disaster Reporting from the regional chapter of the Society for Professional Journalists, Overall Excellence and Excellence in Writing in Region 1 of the Radio and Television News Association. KLCC Reporter Brian Bull also won a national Edward R. Murrow Award for Excellence in Writing from the Radio Television Digital News Association. The 8 member 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 supports the work of a Reporting Fellow focused on issues of diversity and underrepresented communities. KLCC produced a live conversation, "Racism, Hate, Oregon History and the Media," featuring local experts, in addition to reporting on Black Lives Matter, homelessness, anti-Asian racism, farmworkers and others. 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 reports, followed by an hour long documentary special on Resilience and Oregon's Natural Resources, highlighting topics including earthquake preparedness, water quality and public health in the age of COVID-19. During early days of the pandemic, KLCC produced a radio "town hall" on local response to coronavirus. This was followed by the creation of a regular weekly program featuring local health authorities responding to audience questions. A portal was created on the KLCC web site to disseminate current COVID-19 reporting, which generated considerable traffic. When the pandemic caused the cancellation of the iconic Oregon Country Fair, KLCC produced a documentary commemorating the history of the non-profit event. With the 2020 performance season cancelled, KLCC partnered with Eugene Symphony to broadcast a series of concert broadcasts, followed by "virtual" sessions with the performers and conductor. KLCC produced a special broadcast featuring the work of local non-profit service organizations on Giving Tuesday, May 5, 2020, generating 7,200 meals for those facing food insecurity through FOOD For Lane County. KLCC created "virtual" listener events via Zoom to enhance interaction and hear listener reaction to news and programming initiatives. KLCC airs a daily schedule of public service announcements alerting listeners to local events, government proceedings and volunteer opportunities.

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. 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 2020 Nielsen survey period. Digital audiences are growing, with 100,000+ sessions each month and hundreds of original stories are archived each year at KLCC.org.

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 the University of Oregon's Morse Center for Law and Politics to produce a series of reports and a documentary special on Resilience and Oregon's Natural Resources.

KLCC partnered with Eugene Symphony to produce and broadcast a series of performance programs and "virtual" arts discussions with symphony musicians.

KLCC partnered with Lane County Public Health to produce a town hall discussion and regular programs answering listener questions on COVID-19 response.

KLCC co-sponsored Lane Arts Council's First Friday Art Walk series.

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, including 2020 election issue and candidate forums.

KLCC partnered with FOOD For Lane County to raise awareness of food insecurity and secure a donation of 7,200 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 invited members to participate in two Breakfast and Broadcasting and "virtual" Happy Hour events, an informal opportunity to interact with station staff and share thoughts about its role in the community.

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 renewed its full time fellowship for reporting on underrepresented communities, with funding support from the WLS Spencer Foundation.

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, such as blood donation

needs and hazardous waste disposal opportunities. 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 2020.

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 Lane County Public Health to produce regular short and long form programming on COVID-19 response generated significant web traffic and listener questions via email and phone. KLCC also provided regular live coverage of the Oregon Governor's COVID-19 briefings, establishing itself as a primary source of pandemic information in the listening area.

KLCC's partnership with Food for Lane County had the measurable impact of 7,200 additional meals added to the organization's food insecurity resources.

KLCC's Giving Tuesday special, "Giving Back" featured the work of local youth service, environmental and educational organizations. Following the program, highlighted programs reported increased interest in volunteer opportunities and requests for information about their services. Many organizations inquired about opportunities to be featured on future editions.

KLCC's Fellowship for reporting on underrepresented communities has increased the diversity of voices represented in news broadcasts

The KLCC series of programs on Resilience and Oregon's Natural Resources generated interest in neighborhood disaster planning efforts following its initial report, inspiring email inquiries and web traffic to the archived feature. At the onset of the pandemic, the series pivoted to COVID-19 issues and generated considerable interest.

KLCC's partnership with the Eugene Symphony attracted listener participation and this response from the Executive Director: "...thanks again for continuing to partner with Eugene Symphony on the special broadcasts. We've been getting a lot of great feedback from our patrons, and hope you have too."

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. Although it is difficult for a small organization to quantify the effectiveness of each service, it is clear from community feedback that KLCC provides a source of community cohesion, in the spirit of its mission statement, to "deepen understanding of our community and the world."

Perhaps the most direct metric available to measure KLCC's impact is the response of listeners to KLCC's membership drives, which continue to generate substantial local support. 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!" -Listener in Fritz Creek, OR

"Your clear concise reporting and fascinating stories are an integral part of our day. Keep up the excellent work." -Listener in Eugene, Oregon

"We appreciate KLCC's in-depth coverage of issues that helps understand multiple points of view. Thank you!" -Listener in Eugene, Oregon

"I really love listening! I appreciate the wonderful professionalism of everyone at the station." -Listener in Bend, Oregon

As noted above, KLCC also measures its effectiveness through Nielsen audience measurements, which consistently show it among the most listened-to broadcasters in the region.

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.

KLCC employs a full time reporter assigned to cover issues specific to underrepresented communities. In addition, this reporting fellowship occasionally acts as the producer of long form programming on a topic of interest. During FY2020, some of the stories on this theme included:

Group Protests New DACA Restrictions in Eugene

Eugene Black Lives Matter Protests Demand Action on Policing

Minority Small Business Owners Face Unique Challenges Staying Afloat During COVID-19

Survey Finds Unhoused Youth Are Sheltering in Unsafe Conditions

Health Providers Bring Free Health Clinic To Philomath Farmworkers

KLCC produces and broadcasts the Spanish bilingual program *Ahora Si* Sunday evenings, 9 pm-1 am. The long running local program is targeted toward the Latino community, weaving together music, event information, and cultural features by and for Latinos. The program aspires to reach beyond the Latino community to facilitate greater understanding. As a lead-in to *Ahora Si*, KLCC features the nationally-syndicated *Latino USA*.

KLCC is a regular sponsor of Lane County Arts Council's *Fiesta Cultural*, recognizing the artistic contributions of the region's latinx community.

KLCC reporters are members of the Native American Journalists Association, National Association of Black Journalists and the National Hispanic Journalists Association. KLCC's *Native Voices* series won several awards from NAJA during 2020, including Best Feature Story.

KLCC and its licensee, Lane Community College, recognize diversity as a core value. KLCC's efforts to represent minority voices continue in 2021 with the renewal of the diversity-focused fellowship position. The continuity of this program is resulting in the establishment of strong connections to KLCC within communities previously underrepresented. Among the ongoing initiatives in this series was a series of reports on racism in Oregon education and a live "virtual" panel discussion featuring education leaders and advocates for minority students. Production is underway on a series of reports to bring diverse student experiences to the air in their own words.

KLCC will continue to participate in community events supporting cultural diversity in 2021 and is actively engaged in outreach efforts to encourage minority representation in employment, volunteer positions and board service. Recent participation has included a Lane Community College campus conversation on diversity and 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?

The stability of funding from CPB has enabled KLCC to weather the economic circumstances created by the COVID-19 pandemic, as well as funding shortfalls that have impacted many educational licensees. Without this, the uncertainty of the past year may have forced austerity measures that could have significantly impacted service at a time when access to accurate information was critically important. CPB funding has allowed KLCC to access high quality national programming to build and maintain audience levels. This has permitted growing membership and philanthropic funds to be directed toward local staffing, content creation capacity and outreach. As a result, KLCC has been able to commit to enhanced community service at a time when many communities are facing "news deserts," or downsized media service due to the economy and digital disruption. The Community Service Grant provides a baseline of support that also allows local funds to be invested in development of content that targets untapped audiences, such as youth, underserved communities and digital-natives. CPB funding ensures that KLCC can effectively serve the many rural communities within its listening area that deserve quality news and cultural programming but may not be "cost effective" for commercial service.

According to Fall 2020 audience estimates, KLCC remains the most-listened-to provider of news and public affairs programming in its listening area. This is an indication that residents of Western and Central Oregon appreciate the investment of CPB funds in KLCC. Combining support from CPB, KLCC members, underwriters and parent organization Lane Community College has multiplied CPB's annual investment.