



# FISCAL YEAR 2023 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. The region includes the military service-member population studying at both the Defense Language Institute and Naval Post Graduate School, 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. This region hosts the Long Marine Laboratory, the National Marine Fisheries Service and the Monterey Bay National Marine Sanctuary Exploration Center.

California's Monterey Bay area incorporates a diverse area. 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 and culturally diverse with residents placing a high priority on current world and national events along with the status of events at the

state level as well as their local areas. A large percentage of the employment for both regions is concentrated in the tourism and hospitality industry.

The programming KAZU produces for these areas includes twenty-four hour “over-the-air” broadcasts and digital platforms that provide a vital service to the listening community based on thorough local news and current events at the national and world levels. The station’s key programming includes its website, “kazu.org” as well as 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 2023, KAZU’s News Department maintained the same trend as in prior fiscal years by its production of a significant number of news articles, features and reviews. This media continued to incorporate locally-based stories with both statewide and national impact as well as national and international stories and events relevant at the local level. In addition, KAZU’s locally-produced programs were broadcast on-air and made available via podcast on the station’s website.

During Fiscal Year 2023, KAZU’s News Team produced a total of sixty-one news stories covering an extensive range of national and community-based issues and topics. As in the same manner as previous years, these stories and features provided the station’s listening audience with accurate, relevant and up-to-date information addressing essential areas relevant to the residents of both regions.

As in prior Fiscal Year 2022, the key topics covered included Agriculture and Environment, Arts and Entertainment, Business, Economics and Finance, Education, Immigration and Refugees, Medicine and Health, Politics and Government, Race, Identity and Culture and Science and Technology. The News Team along with staff from the Operations and Production Department further produced for broadcast critical incident updates, daily traffic and weather reports and stories spotlighting and highlighting key events and issues occurring throughout the local regions of both the Monterey and Santa Cruz Counties. This strategy was also applied to the Local Public Service Announcements and updates made available by the station’s On-air Hosts during KAZU’s normal programming.

***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 2023, KAZU encouraged and pursued opportunities with both public media outlets as well as many of the local institutions and organizations. 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 the continued collaborative relationships with these stations, KAZU successfully provided its listeners with relevant news and feature stories from the Central Coast, the State’s Capitol in Sacramento and other key locations in its home state of California.

KAZU continued to maintain and preserve its essential community-oriented business connection with various local organizations. This included the local Chamber of Commerce Agencies in both the regions of Monterey and Santa Cruz Counties as well as the California State University Monterey Bay and the University of California Santa Cruz. Once again as in the previous

reporting period, this included promoting the Institution's educational initiatives both on-the-air as well as through information available through 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. Further advancements in this area included a formal sponsorship with the local Sunset Center Venue under which the partnership allowed the station to highlight local events and organizations through both regions.

**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.***

KAZU's News Team received one National Edward R. Murrow Award and four Regional Edward R. Murrow Awards during Fiscal Year 2023. The National Award was received in the category of Excellence in Writing for "The Santa Cruz Corpse Flower...resurrected!" The four Regional Awards were received as follows: in the category of Breaking News for KAZU's coverage of the Colorado Fire in Big Sur, in the category of Diversity, Equity and Inclusion for "The African American Theater Arts Troupe creates Community for Students of Color," in the category of Excellence in Sound for "Santa Cruz County's El Sistema is a Finalist for the Prestigious Lewis Prize for Music," and in the category of Excellence in Writing for "The Santa Cruz Corpse Flower...resurrected!"

Since 2007 the KAZU News Team has received a total of 4 National Edward R. Murrow Awards and 36 Regional Edward R. Murrow Awards.

KAZU's News Team also received three PMJA Awards during Fiscal Year 2023. These included one Regional SPJ NorCal Award in the category of Ongoing Coverage for reporting on a neglected Levee Flooding a small California Farming Community and its Fallout, the category of First Place Audio Scripting for "The Santa Cruz Corpse Flower...resurrected!," and the category of Second Place News Feature for "California's Fight against Climate Change gets a little Messy."

During this period KAZU's News Team included Associate General Manager John Sepulvado, KAZU News Director Jerimiah Oetting, News Reporters Doug McKnight, Jonathan Linden and Scott Coen along with additional support provided by designated NPR's News and Reporting Staff.

During Fiscal Year 2023, KAZU's staff continued to emphasize the services provided for its membership and listeners. These included addressing comments, questions and requests for information from individuals regarding its news coverage, broadcasting and website as well as serving as a resource for the information provided through its on-air broadcasting and news reporting. The combined efforts of the News Team along with the Operations and Production Department resulted in the station's listeners maintaining the ability to successfully access and apply archived national and local news stories and programs through both its website as well as

other available on-line resources. KAZU also continued to engage its audience through its Facebook Page.

***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 2022. If you regularly broadcast in a language other than English, please note the language broadcast.***

KAZU continued 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.

Of the news stories produced by the KAZU News Team during Fiscal Year 2023, staff continued to emphasize and place importance on the region's Hispanic population. Local stories focused on their role and importance as part of the region's agricultural industry and farming community, their involvement and importance as part of the local business community, their struggles and also their resilience as essential members of this region. One extremely important area covered included the effects and aftermath of the flooding of the Pajaro River in the Watsonville region that in a number of respects is still being dealt with now.

As in the prior fiscal year, KAZU continued to feature "Snap Judgment" as part of its essential programming. Hosted by the program's Executive Producer Glynn Washington, the program 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 programming was also augmented with the addition of the "World Café" Program. Hosted and produced by Raina Douris in Philadelphia at WXPB on Saturday evening, the programming included interviews and performances featuring many of today's essential and emerging artists.

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 stories that aired during Fiscal Year 2023, highlights included: an Afghan Family's celebration of freedom on the Fourth of July after escaping Afghanistan in August 2021 as the last U.S. troops withdrew and the Taliban took over, CSUMB President Eduardo Ochoa's retirement after 10 years at the university along with a discussion of his challenges, accomplishments, and the importance of diversity on campus, an interview with Congressman Jimmy Panetta on the future of the House of Representatives, the long process of recovery for Residents of the Santa Cruz Mountains after the recent storms, a discussion with a local journalist about the harmful effects of agricultural pesticides sprayed on farm fields in California each year in the Salinas Valley and beyond with most of the residents in those communities being people of color, and also the legacy of John Steinbeck in the City of Salinas with the City being the birthplace of Steinbeck and the setting for the novels "East of Eden" and "Of Mice and Men."

By this reporting, KAZU continued to demonstrate its commitment to preserving continuity in effectively informing a diverse audience with relevant, essential and the most-current news and information.

For upcoming Fiscal Year 2024, KAZU's Local News and Programming will continue the trend of emphasizing the same programming and news covered by its team during Fiscal Year 2023. This will include identifying and applying new reporting and news-gathering methods to effectively represent the diverse voices within this community. The planned augmentation of the current News Department will allow the KAZU News Team to further incorporate weekly news "roundups" in order to produce quality and relevant news articles to its listening audience.

KAZU's successes during this fiscal year period were highlighted by the station's ability to combine relevant and up-to-date local news reporting and special programming with the added ability to maintain and expand on the quality of its programming through proactively addressing the needs and concerns of its listening audience and members of its local communities. In this manner, KAZU continued to retain its position and relevance as one of the most important sources for accurate news and information within the Monterey and Santa Cruz regions.

***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 previous years, the annual funding that KAZU received from the Corporation for Public Broadcasting (CPB) Community Service Grant during Fiscal Year 2023 helped ensure the successful accomplishment of KAZU's mission within the Monterey and Santa Cruz Counties. This included providing factual and relevant 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 KAZU received during this time period provided consistent air-time to local non-profits via public service announcements free of charge. These local nonprofit agencies and organizations included churches and museums, as well as art centers and local libraries. Specific examples included the Monterey Peninsula Regional Park District, the Santa Cruz and Pacific Grove Museums of Natural History, 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.

The assistance provided by the CPB Community Service Grant also allowed KAZU to continue maintaining its normal priorities in a combined virtual and physical scenario. The station and its operations, including the efforts of the KAZU News Team, allowed its website as well as its on-air programming to remain an essential resource for informing, educating and updating 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 2023 continued to remain relevant, valuable, and widely recognized as an exceptional and vital contribution to the communities the station served.