



# FISCAL YEAR 2021 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 and 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 and hosts the Long Marine Laboratory, the National Marine Fisheries Service and the Monterey Bay National Marine Sanctuary Exploration Center. A large percentage of the employment for both regions is concentrated in the tourism and hospitality industry.

California's Monterey Bay area covers a diverse region. 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, 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.

The programming KAZU provides for these regions includes twenty-four hour “over-the-air” broadcasts and digital platforms that provide a vital service to the listening community through local news and current events at both 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 2021, KAZU’s News Department continued to evolve and expand by producing an even greater number of news articles, features and reviews than in the previous year. In addition, this media incorporated a significant number of locally-based stories with statewide or national impact as well as a number of national and international stories and events with an emphasis and relevance at the local level. Finally, the station’s locally-produced programs were broadcast both on-air and were also made available via podcast on the station’s website.

KAZU’s News Team produced a total of two-hundred and fifty-five news stories covering an extensive range of national and community-based issues and topics. As in the previous year, these stories and features provided the station’s listening audience with relevant, up-to-date and accurate information. This approach also applied to the Public Service Announcements and local updates made available by the station’s On-air Hosts as part of the KAZU’s ongoing programming. As in the previous year, the key topics covered included public safety and fire prevention services, local community agriculture and farming, community health and welfare, local research, arts and education, housing, environmental and social issues, as well as local and national political events. Staff also provided 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.

As part of the primary news categories covered in the prior fiscal year, the stories covered by the KAZU News Team included sixty-two stories with continued emphasis and importance placed on the Coronavirus (COVID-19) Pandemic that began the year before. Within all of these stories and features, staff maintained a consistent and accurate level of reporting to keep each of the two communities informed and up-to-date on statistics, available resources, trends, and equally important the impact of the Virus in conjunction with mandates imposed within each of the two regions. This approach remained at the highest priority in order to provide a clear and concise understanding of full nature of the crisis, and finally, included accurate information in both English and Spanish detailing all available resources and services as the Pandemic extended through the end Calendar Year 2021 and into Calendar Year 2022.

Finally, the Programming Department continued to expand on the use of the station’s Public Service Announcements as a vital resource by placing an even greater emphasis on community-based events and activities as well as updates on services and resources pertaining to the COVID-19 Pandemic. Although the impact of the pandemic itself continued to impede normal public interaction and gatherings by the end of the fiscal year, KAZU bypassed this challenge by continuing to provide consistent and relevant information for both local communities as reported by its News Team as well as the information provided by staff on its website.

***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 2021, KAZU continued to encourage and pursue opportunities with both public media outlets as well as many of the local institutions and organizations. As part of this priority, 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 collaborative-relationships with these stations, KAZU successfully provided its listeners with accurate and up-to-date news 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. In all cases, the priority during the COVID-19 Pandemic included promoting the Institution's educational initiatives both on-the-air as well as through information made available on 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 continued to focus 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. As the majority of these events were held virtually through the entire fiscal year as a result of the COVID-19 Pandemic, KAZU's actions played a significant role in promoting and preserving the efforts of the local business communities in a virtual environment in light of the ongoing restrictions and challenges restricting normal public gatherings and social interaction.

Finally, KAZU continued to expand importance of its Community Calendar by tailoring its purpose and role to provide current and up-to-date local information and services relevant during the continued COVID-19 Pandemic. Areas emphasized during this reporting period included services and resources for Seniors in both the Monterey and Santa Cruz regions, listings of online County and City Agencies for virtual youth programs and online events, and library services incorporating virtual education and training. In addition, other areas included postings for community-based online activities and events as well as programs and services from local medical facilities and agencies for COVID-19 testing and ongoing health and wellness for all members of the community.

***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.***

During Fiscal Year 2021, KAZU's staff continued to place a significant emphasis on the services provided to its membership and listeners. This 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. These actions remained essential during the entire year, especially as a result of the continued challenges imposed by the COVID-19 Pandemic. As part of this process, staff

provided ongoing assistance to its listeners by accessing and researching archived national and local news stories and programs either through its website or other existing on-line resources. KAZU's audience also continued to engage the station through its Facebook Page.

KAZU's News Team received two Regional Edward R. Murrow Awards in Calendar Year 2021 for its news reporting during Calendar Year 2020. The Radio Television Digital News Association honors outstanding achievements in electronic journalism annually through these awards and KAZU competes in Region 2 Small Market Radio. Region 2 covers California, Hawaii and Nevada. The two categories in which KAZU received these awards include "Breaking News Coverage -- UC Santa Cruz Grad Students Take Strike to Next Level" as reported by KAZU's News Director Erika Mahoney (reporting on the University of California Santa Cruz Students and Workers Strike for Higher Pay) and "Continuing Coverage -- Four Major Wildfires engulf California's Central Coast" as reported by KAZU's News Team including New Director Erika Mahoney, Former KAZU News Reporter Michelle Loxton, KAZU News Reporter Doug McKnight, NPR's Hannah Hagemann and Freelance Reporter Caitlin Thompson (reporting on the four major wildfires engulfed the Monterey Bay region in the summer of 2020). With these honors, the KAZU News Team has received a total of 29 Regional Edward R. Murrow Awards and two National Edward R. Murrow Awards since 2007.

***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 2021, 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.***

KAZU continued with 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.

A number of the two-hundred and forty-five news stories produced by the KAZU News Team during Fiscal Year 2021 focused on the Hispanic population within the region. These stories continued to focus on their 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 their resilience as essential members of this region. In addition, KAZU's reporting also emphasized the new difficulties and challenges they faced as a result of the CoVid-19 Pandemic, specifically in the Agricultural and Hospitality Industries.

As in the previous fiscal year, KAZU continued to feature "Snap Judgment" as part of its essential programming. Hosted by the program's Executive Producer Glynn Washington, this program continues to remain 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 is extremely popular and is heard twice weekly with the second airing as a repeat broadcast as part of KAZU's weekend program schedule.

As a continuation from Calendar Year 2020, 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 2021, seventeen focused on regional agricultural and farming community issues, local policing and environmental topics, the state of Veterans and their families within the local communities with input from key politicians such as Congressman Jimmy Panetta and Secretary Leon Panetta, issues pertaining to undocumented workers and finally, the rapidly-changing economic landscape within the communities of Santa Cruz and Monterey as a result of the COVID-19 Pandemic. Through this reporting, KAZU continued to successfully demonstrate its commitment to preserving continuity in effectively informing a diverse audience with relevant, essential and the most-current news and information.

For Fiscal Year 2022, KAZU's Local News and Programming will continue the trend of emphasizing the same programming and news covered by its team during Fiscal Year 2021. This will include the close monitoring and evaluation of the conditions within the local communities as well as the entire state with the continuation and hopeful downturn of the COVID-19 Pandemic. Staff will also continue to identify and apply new reporting and news-gathering methods to effectively represent the diverse voices within this community. This includes additional and expanded actions by the KAZU New Team with features and weekly news "roundups" designed to bring the quality and relevance of the station's news articles to its listening audience.

By combining relevant and up-to-date local news reporting, special programming, along with the ability to maintain and expand on the quality of its programming by proactively identifying and incorporating the needs and concerns of its listening audience and members of its local communities, KAZU will retain its position and relevance as one of the most important sources for accurate news and information within this area and will as result remain one of the most important radio stations within Monterey and Santa Cruz Counties.

***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 the previous year, the annual funding that KAZU received from the Corporation for Public Broadcasting (CPB) Community Service Grant during Fiscal Year 2021 helped ensure the successful accomplishment of KAZU's mission within the Monterey and Santa Cruz Counties. This included providing current, relevant and factual over-the-air 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 also helped KAZU provide consistent air-time, free of charge, to local non-profits via public service announcements. These local nonprofit agencies and organizations included local libraries, churches, museums, as well as art centers. Specific examples included the Santa Cruz and Pacific Grove Museums of Natural History, the Monterey Peninsula Regional Park District, 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.

Also of major importance, the assistance provided by the CPB Community Service Grant during the continuation of the COVID-19 Pandemic through the entire Fiscal Year allowed KAZU to continue maintaining its normal priorities in a virtual scenario. Under these conditions, the

station and its operations, including the efforts of the KAZU News Team, allowed its website and the 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 2021 continued to remain relevant, valuable, and widely recognized as an exceptional and vital contribution to the communities the station served.