

## **KLCC-KLCO-KLFR-KLFO-KLBR-KMPQ Local Content and Services Report, 2021**

**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 its division, including First Place, Hard News Reporting, from the Society for Professional Journalists, Overall Excellence from the Radio and Television Digital News Association and Best Coverage of Native America from the Native American Journalists 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 "town hall" forum on race in Oregon education and a series of reports on barriers to higher education among minority and homeless youth. 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 as well as the "Workin' It," series on the changing nature of work in the digital, post-COVID economy. KLCC supplemented its daily reporting on COVID-19 with a weekly program featuring local health authorities responding to audience questions. With the performance season canceled, KLCC partnered with Eugene Symphony to broadcast a series of concert broadcasts featuring commentary by the performers and conductor. KLCC produced a special broadcast featuring the work of local non-profit service organizations on Giving Tuesday in December, 2020, including Downtown Languages, the Corvallis Youth Symphony, Friends of the Children and others. 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 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 2021 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 created 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 local print journalists to produce a series of reports for broadcast, digital and print profiling the leaders of the local Black Lives Matter movement, marking the one year anniversary of the death of George Floyd.

KLCC partnered with the University of Oregon's Morse Center for Law and Politics for reports on Resilience and Oregon's Natural Resources and a series on the changing nature of work.

KLCC partnered with Eugene Symphony to produce and broadcast a series of performance programs featuring commentary from the artists during the canceled 2021 season.

KLCC partnered with Lane County Public Health to produce regular programs answering listener questions on COVID-19 response. Other participants included representatives of health organizations in Deschutes, Linn, Benton, Douglas and Lincoln counties.

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 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's General Manager discussed the future of local journalism with several local Rotary and Chamber of Commerce chapters.

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 continued its fellowship for reporting on underrepresented communities and added capacity for multimedia journalism with the addition of a reporting position, 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, hazardous waste disposal opportunities and homeland security messages. The organization also awards scholarships for students interested in the fields of journalism, programming engineering and sales and provided philanthropic support for Oregon wildfire recovery.

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 2021.

**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 regularly receives feedback from listeners responding to its efforts to provide greater exposure to underrepresented communities. One such example was a listener's message praising KLCC's coverage of Native American communities...but also the important perspective of reporters of native descent covering general interest stories.

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.

KLCC's partnership with the Eugene Symphony attracted listener participation and highlighted the challenges of non-profit arts organizations unable to perform due to health protocols.

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.

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 start every day with Morning Edition and this is my favorite news source. Thank you!" Pleasant Hill

"This family has been listening to KLCC for over 50 years. This now multigenerational household is still listening through all of the changes. We appreciate the mission of you and public radio. Thank you" - Deadwood

"When I tune you in, you tune me in to important, thoughtful information. Thank you!" - Springfield

"Thank you for great programming and keeping your listeners informed on not only national news, but the news that directly affects us here at home. We listen to your station everyday and you've helped us navigate one of the toughest years. Thank you!" - Eugene

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 employed 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.

KLCC produced a series of reports on the barriers to higher education faced by minority and unhoused students in Oregon schools.

KLCC produces and broadcasts the Spanish 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 Latinx music and culture program, Alt Latino.

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

KLCC reporters participate in the Native American Journalists Association, National Association of Black Journalists and the National Hispanic Journalists Association. KLCC won several awards from NAJA during 2021, including Best Coverage of Native America.

KLCC and its licensee, Lane Community College, recognize diversity as a core value. With plans to expand journalism and administrative staffing in 2022, recruitment efforts include outreach to diverse communities to encourage minority applicants and removing barriers to inclusion.

KLCC will continue to participate in community events supporting cultural diversity in 2022 and is actively engaged in outreach efforts to encourage minority representation in employment, volunteer positions and board service. The KLCC Public Radio Foundation has deepened its commitment to representation by recruiting outstanding minority members for board service. KLCC management has participated in many dialogues on equity and inclusion in recruitment and retention.

**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?**

In the second year of the pandemic, CPB funding has allowed KLCC to maintain a schedule of high quality national programming, such as Morning Edition and All Things Considered, while directing local funding toward a robust news department, local program development, community outreach and expanded digital services.

Investments in enhanced service are essential for media organizations at this transitional time, but could have easily been victims of budget cutbacks and austerity measures—particularly in a time of declining drive-time audiences, drastically reduced underwriting revenue and difficulty connecting with other sources of philanthropy. Such disruption would have devastating long term effects, sacrificing the future in order to maintain service today. The stable support provided by the Community Service grant allowed KLCC to remain focused on its public service mission at an unstable time, while building for the future.

Fall 2021 audience estimates show that KLCC is the most listened-to broadcaster in Eugene-Springfield as well as its western Oregon Total Survey Area. At a time when reliable journalism and inspiring cultural programming is more important than ever, audiences are showing their appreciation for CPB's investment in KLCC's community service. Thank you.