



AMPLIFYING

**Oregon
Voices**

KLCC'S CAMPAIGN FOR LOCAL NEWS AND CULTURE



“The decline of local news is every bit as troubling as the spread of disinformation on the internet. The cost to democracy is great. It takes a toll on civic engagement - even on citizens’ ability to have a common sense of reality and facts, the very basis of self-governance.”

Margaret Sullivan, *GHOSTING THE NEWS*

BY THE NUMBERS

Today, **one-fifth** of all Americans do not have a local newspaper or at risk of losing theirs

The Oregon Capitol press corps have been reduced by **65%** since 2005

About **1,800** counties with their own newspaper in 2004 have none as of 2020

20 Oregon newspapers have closed or merged since 2004;
6 conglomerates own more than 1/2 of all the U.S. newspapers

Newsroom employment dropped by **26%** since 2021

JOURNALISM IS UNDER THREAT

As nationwide platforms grow, regional concerns and voices go unheard.

With local reporting disappearing across the U.S., it's often easier to find out what's happening across the country than around the block. The pandemic and the Oregon wildfires provided an indisputable reminder that timely news from our own communities is essential.

Without strong local news...

- Fewer candidates run for public office (Rubado and Jennings, 2019)
- Citizens become less engaged with elections (Shaker 2014, Hayes and Lawless, 2015)
- The cost of government goes up (Gao, Lee and Murphy, 2020)



RACHAEL MCDONALD
KLCC ALL THINGS CONSIDERED HOST AND KLCC EXTRA! EDITOR

BRIDGING DIVIDES

A Vital Role in the Community

Public media journalism does more than deliver the stories; it helps create stronger communities. Local news consumption is correlated with:

- Better governance
- Increased economic investment
- Appreciation for cultural diversity
- Community pride
- Thriving art and cultural institutions
- Stronger schools
- Greater equity
- Higher voter participation
- Less polarization

KLCC is Made for this Moment

It's important to foster understanding, convene productive dialogue and build bridges. **KLCC's 55+ year history** of community service and journalistic integrity is indispensable. Thousands of Oregonians have made KLCC's award-winning news and cultural programming the **most listened to public media in the region** for decades.

Now, with the leadership of the **KLCC Public Radio Foundation volunteer board, growing membership** and **Lane Community College**, KLCC is ideally positioned to expand its role. Building on this legacy and helping to sustain the values of non-commercial, independent, fact-based, news, and public affairs.



LOVE CROSS
KLCC MORNING EDITION HOST AND DIGITAL EDITOR

AMPLIFYING OREGON VOICES

KLCC'S CAMPAIGN FOR LOCAL NEWS AND CULTURE

Our campaign is enhancing knowledge and understanding throughout Oregon through news, public affairs, and community programming and will continue for many years to come.

Campaign Priorities:

- Strengthening and growing the region's local, independent news, and journalism capacity
- Increasing the delivery of content beyond radio to all possible platforms — emphasizing digital
- Enhancing engagement with diverse audiences and young community members

CAMPAIGN ACCOMPLISHMENTS TO DATE

LOCAL NEWS AND PROGRAMMING

Expanding reporting capacity and increasing community dialogue

- Increasing reporting and expert analysis with the addition of five journalism professionals to the award winning news team
- Facilitating community conversations, on and off the air
- Producing a weekly dedicated local public affairs show, *Oregon On The Record*, bringing listeners indepth perspectives about local issues. Spoke with 250 guests in the first year
- Featuring a new arts and culture program, *The Shortcut*, with event announcements, an on-line and on-air calendar, and news from the arts and culture community
- Producing 780 additional local features and stories a year compared to two years ago
- Airing 400 additional hours discussing local issues compared to a year ago

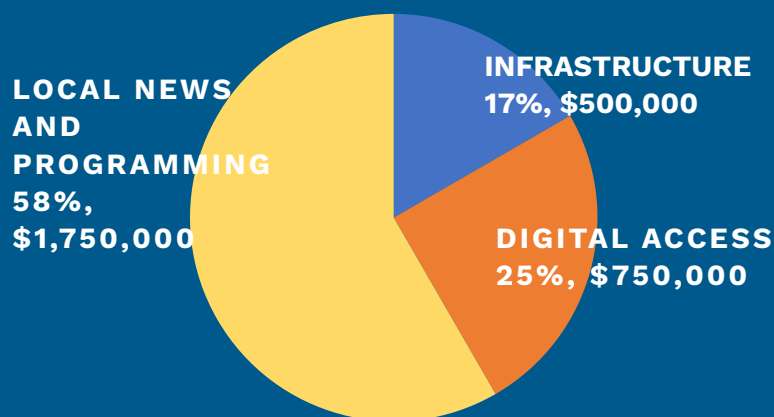
DIGITAL ACCESS

Providing access to news and entertainment via broadcast and emerging

- Distributing the daily digital newspaper, the ***KLCC Extra!***
- Enhancing social media reach
- Improving accessible, seamless content for all audiences
- Increasing content via klcc.org, podcasts, email newsletters, videos, web stories, and social media

A TRANSFORMATIONAL INVESTMENT

The \$3 million “Campaign for Local News and Culture” funds are being utilized like start up dollars to fuel sustained growth. With 85% raised to date, programs are being put in place, growing content, and enhancing public service which is helping to increase revenue.



The final phase of the project is targeted for infrastructure improvements. The goal is to maintain a dynamic, technologically updated facility to serve Oregonians into the future by:

- Increasing content creation capacity including audio, video, and data
- Upgrading hardware and software for efficiency
- Embracing digital production and delivery platforms
- Ensuring reliable emergency communication



MICHAEL DUNNE
KLCC HOST OF
OREGON ON THE RECORD

Thanks to community and individual investments, KLCC is transforming from a top-rated public radio station to Western and Central Oregon’s leading multimedia news organization.



LOCAL SUPPORT, LOCAL RETURN

Legendary civic institutions begin with the determination of community members to fill a need. Community stakeholders and KLCC donors have called on KLCC to build on its legacy of public service and expand its capacity to provide local, independent journalism.

Significant investment is underway to help ensure that everyone will have access to reliable community-based information and high quality programs now and in the future.

Your investment preserves a place for Oregon voices and issues, on-the-air, and on demand. Your support, combined with that of other listeners, businesses, foundations, and grants is providing increased access to local reporting. **You will be part of a transformational community change, greatly elevating the availability of Oregon news and culture.**



JILL BURKE
KLCC ARTS AND CULTURE



REBECCA HANSEN-WHITE
KLCC REPORTER

“The essence of democracy is an informed citizenry. That is why media is absolutely protected by the United States and Oregon constitutions.”

John Frohnmayer, FORMER CHAIR, NATIONAL ENDOWMENT FOR THE ARTS



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KLCC is a service of Lane Community College.