



FISCAL YEAR 2022 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 2022, 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.

During Fiscal Year 2022, KAZU’s News Team produced a total of forty-nine news stories once again covering an extensive range of national and community-based issues and topics. As in previous years, these stories and features provided the station’s listening audience with relevant, up-to-date and accurate information while covering essential areas relevant to the residents of both regions.

As in the previous year, the key topics covered included Agriculture and Environment, Arts and Entertainment, Business, Economics and Finance, Education, Medicine and Health, Military, War and Veterans, Politics and Government, Race, Identity and Culture and finally Science and Technology. The recently-increased 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.

Within each of the stories and features, staff applied a consistent and accurate level of reporting to keep each of the two communities informed on current statistics, available resources, trends along with vital information and services relevant to the ongoing changes caused by the CoVid-19 Virus in conjunction with mandates imposed within each of the two regions. This strategy remained at the highest priority to ensure an accurate understanding of full nature of the crisis, and finally, the availability of accurate information and resources in both English and Spanish.

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 2022, 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, the priority during the COVID-19 Pandemic 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. With the continued presence and effects of the CoVid-19 Pandemic, KAZU's actions once again served an essential role by promoting and preserving the efforts of the local business communities in a combined virtual and physical environment in light of the continued restrictions and challenges due to the limitations and restrictions on 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 2022, 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 challenges imposed by the COVID-19 Pandemic. 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.

KAZU's News Team received one National Edward R. Murrow Award and three Regional Edward R. Murrow Awards during Fiscal Year 2022. The National Award included the Category of Excellence in Sound for "Sea Otters - The Guardians of Monterey Bay's Kelp Forest." The three Regional Awards included Breaking News Coverage for "Central Coast Congressman reacts to Breach of U.S Capitol," Excellence in Sound for "Sea Otters - The Guardians of Monterey Bay's Kelp Forest," and Feature Reporting for "A Love Story worth fighting for, Salinas Couple Battles Bureaucracy to get Married."

KAZU's News Team including Former News Director Erika Mahoney, Former KAZU News Reporter Michelle Loxton, and KAZU News Reporters Doug McKnight & Jeremiah Oetting with additional support provided by designated NPR's News and Reporting Staff. With the Edward R. Murrow Award honors during Fiscal Year 2021/22, the KAZU News Team has received a total of 32 Regional Edward R. Murrow Awards and three 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 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 forty-nine news stories produced by the KAZU News Team during Fiscal Year 2022, continued emphasis was placed on areas and issues relevant to the region's Hispanic population. These stories focused 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 also their resilience as essential members of this region. In addition, KAZU's reporting also emphasized the continued difficulties and challenges the Hispanic Population faced as a result of the CoVid-19 Pandemic and its impact on the Agricultural and Hospitality Industries.

As in previous fiscal years, KAZU featured "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.

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 2022, highlights included the effects of the California State University Monterey Bay students returning back on campus after seventeen months of remote learning due to the CoVid-19 Pandemic, the struggles of Santa Cruz Residents to rebuild their homes following the August 16th, 2020 CZU Lightning Complex Wildfires, the difficulties Monterey Bay Businesses incurred due to the critical shortage of workers in the aftermath of the COVID-19 pandemic, and finally the impacts, regulatory changes and ultimate effects of the ongoing Pandemic during an extended period of uncertainty. 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 Fiscal Year 2023, KAZU's Local News and Programming will continue the trend of emphasizing the same programming and news covered by its team during Fiscal Year 2022. 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" with the purpose of bringing 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 previous years, the annual funding that KAZU received from the Corporation for Public Broadcasting (CPB) Community Service Grant during Fiscal Year 2022 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 free of charge air-time to local non-profits via public service announcements. These local nonprofit agencies and organizations included churches and museums, as well as art centers and local libraries. 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 fiscal year 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 2022 continued to remain relevant, valuable, and widely recognized as an exceptional and vital contribution to the communities the station served.