

LOCAL CONTENT AND SERVICES REPORT – FY 2013

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's primary "approach to address identified community issues, needs, and interests" is the station's editorial, personnel and financial commitment to local news coverage. We maintain an eight person paid news staff whose efforts are complimented by community news volunteers and student interns from Lane Community College and University of Oregon. Our news teams produces eleven regularly scheduled newscasts every weekday and twelve every weekend. Every newscast addresses a wide scope of community issues, needs and interests. KLCC also produces numerous feature reports and interviews covering community cultural events and issues of interest to listeners. KLCC continually examines community interests and needs by having station visitors complete a survey that is incorporated into the station's quarterly Public File issues and Program reports. Locally produced KLCC news reports are archived online on the station's website to allow greater public access to the material. KLCC also serves the community with daily broadcasts of public service announcements from non-profit organizations from throughout our coverage area. KLCC news and information service reaches a wide audience. In our most recent audience survey by Nielsen (formerly Arbitron), KLCC served more than 74,000 persons in Eugene-Springfield with an estimated 10,000 others served in the Bend and Portland markets. KLCC has the largest public radio audience our market and ranks third overall among all radio stations (6am-midnight, Mon-Sun, persons age 12+, Eugene-Springfield metro Fa 2013.)

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.

KLCC's key initiative this past year has been to broaden our news and information service to the community. Among our partnerships and initiatives:

- Weekly hour length broadcasts of Eugene City Club which discuss critical issues facing our city of license.
- Participation and investment in Northwest News Network, a consortium of six regional public radio stations that pools resources to produce state capitol coverage and other important regional issues.
- Participant in Eugene Area Radio Stations (EARS), a collaboration of commercial and public radio stations to disseminate essential community information such as blood banks, recycling and hazardous waste disposal.
- Deeper partnership with Portland-based Oregon Public Broadcasting (OPB) resulting in unprecedented joint simulcasts of interview / call-in programs.
- Deeper partnership with Ashland, Oregon-based Jefferson Public Radio (JPR) resulting in increased exchange of news reports.

- Live, extended broadcasts from the annual events of Oregon Country Fair and Eugene Celebration, events attended by thousands of persons.
- A new partnership with Eugene Public Library to produce and broadcast book reviews of publications that are regionally based.
- Widened partnership with KLCC's licensee, Lane Community College, by making a major commitment to schedule announcements that raise community awareness of LCC.
- New initiatives with University of Oregon (UO), the dominant Eugene institution, with live broadcast and streaming of a sold-out presentation by Dalai Lama, live broadcast of NPR Race Card Correspondent Michele Norris presentation, special broadcast of UO's Oregon Bach Festival, and participation in UO's Environmental Law Conference. All in addition to KLCC staff regularly guest lecturing at UO School of Journalism.
- Partnerships with many other local non-profit cultural institutions including, Eugene Opera, Eugene Symphony, Shedd Center for the Performing Arts, WOW Hall. Additionally, KLCC offers a 50 percent underwriting discount or match to non-profit partners.

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.

A key KLCC impact is on Eugene's revitalization of its downtown. Long depressed with many empty buildings, Eugene's downtown is now economically rebounding. Over ten years ago, KLCC committed to relocating from the LCC campus to downtown and achieved the goal with a successful capital campaign. KLCC certainly cannot claim all the credit for revitalizing Eugene's downtown, but has played a part and has made an impact. We anticipate playing an increasingly important role as the only major media outlet located downtown.

KLCC was media sponsor of Eugene Sunday Streets which promotes healthy, active living by opening the city's largest public space - its streets - for people to walk, bike and roll to discover active transportation in an environment free of traffic. This past year was the first time three miles of downtown Eugene streets were opened up for Sunday Streets. By all accounts public participation was high with KLCC promotion and sponsorship making a difference.

KLCC was also a media sponsor of the University of Oregon ECOchallenge, in which participants act to make sustainable changes for the week. During the ECOchallenge, participants commit to earth-friendly behaviors, such as using alternative modes of transportation, being vegetarian for the week, or reducing junk mail. KLCC partnered to extend ECOchallenge beyond campus into the community. Event organizers report increased public participation, attributable in part to KLCC.

KLCC has a similar, positive story to tell about our sponsorship of the City of Eugene's Business Commute Challenge.

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 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.

KLCC produces and broadcasts the Spanish bilingual radio program “Ahora Si” every Sunday evening from 9 pm – 1 am. The nationally syndicated “Latino USA” is the one hour lead-in to the show. “Ahora Si” is targeted to the Latino community, weaving together music, event information, cultural programming by and for Latinos. The program is truly bilingual with announcing in both Spanish and English. The program aspires to reach out beyond the Latino community to facilitate greater understanding. “Ahora Si” has been a Sunday night fixture on KLCC for decades.

KLCC and its licensee, Lane Community College, acknowledge diversity as a core value and recognize that Oregon as a state has limited racial diversity. KLCC programs one hour every weekday with “Tell Me More” with Michelle Martin, a news / public affairs program that addresses and emphasizes issues important to underrepresented communities of color such as extensive airtime focused on Black History Month.

This past year, KLCC hired an independent contractor journalist to cover important regional Latino issues. The journalist produced high quality reports on topics such as immigration, assimilation and the impact of NAFTA.

This past year, KLCC focused newsroom resources on the visit to Eugene of Michele Norris of the NPR Race Card Project. We interviewed her in studio, broadcast an OPB interactive discussion with Michele Norris, and promoted her visit to KLCC listeners.

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?

CPB funding is essential to KLCC's service to the southern Willamette Valley and beyond. Our coverage area is predominantly rural and thinly populated. No major corporations which could provide major funding are headquartered here. Many residents are low income. CPB funding, along with institutional support from Lane Community College, forms the bedrock of KLCC revenue. The station is able to leverage those funds with membership campaigns and program underwriting to more than triple the investments from CPB and LCC. CPB funding allows KLCC to operate as a professional radio station. We hire professional announcers, journalists, producers and development staff. CPB funding allows KLCC to operate a high quality, award winning news service with local journalists. Without CPB funding, KLCC would be unable to purchase the full array of public radio programs that serve the public's curiosity. We would likely be staffed by students rather than professionals. We would not be a primary source of

news and information. KNAU would not be ranked by Arbitron as the number three radio station in the Eugene-Springfield market. KLCC would serve substantially fewer people.