

KLCC-KLCO-KLFR-KLFO-KLBR-KMPQ Local Content and Services Report, 2019

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 is committed to producing high quality local news and public affairs programming, reflecting issues in the communities it serves. This is primarily accomplished through the efforts of its eight member professional news unit, whose efforts are supplemented by a well developed network of contract reporters, volunteers and highly trained student interns from the University of Oregon and Lane Community College. KLCC supplemented its content during 2019 with the addition of a reporter devoted to coverage of the Oregon legislature, including nearby communities, including Salem and Corvallis. In an effort to amplify the voices of underserved communities, KLCC maintains a full time reporting fellow assigned to reporting on issues of diversity and inclusion. This fellow also produces long form programming highlighting issues of special concern to minority communities. KLCC produces fourteen regularly scheduled local newscasts each weekday and eight each weekend, in addition to numerous long form features that are included during news magazine programming and available digitally. 2019 marked the expansion of KLCC digital services with the launch of the weekly podcast Northwest Passage. KLCC is an active contributor to the Northwest News Network and provides a local outlet for its exclusive public media content. KLCC airs a robust schedule of public service announcements highlighting the work of community non-profit organizations, including events, volunteer opportunities and available services. KLCC is an active part of the cultural community, providing coverage and live broadcasts of events such as the Oregon Country Fair and Jazz at The Shedd. KLCC staff also participate in community forums and training sessions on media issues.

Recent Nielsen data shows KLCC's investment in news and public affairs programming leading to audience growth. KLCC is #2 in the Eugene-Springfield metro (Mon-Sun, 12+, FA19) and #1 in the Total Survey Area. KLCC journalists were recognized with awards from industry organizations such as Public Media Journalists Association (formerly PRNDI), the Oregon Society of Professional Journalists and a national Edward R. Murrow Award from the Radio and Television Digital News Association.

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 concluded a year-long series of reports on Native American Voices with a community discussion event at the Lane Community College Longhouse on May 15, 2019. The event was produced in partnership with the Morse Center for Law and Politics at the University of Oregon.

KLCC presented a weekend of live broadcasts from the Oregon Country Fair, an art and music festival attended by 45,000 people in 2019. KLCC also staffed an information booth to engage listeners and attendees.

KLCC Program Director Jason Brown served as a volunteer guide for Lane Art Council's Artwalk, which the station co-sponsored.

KLCC co-sponsored Lane Art Council's Fiesta Cultural. KLCC on-air talent/producer Jill Torres hosted the event.

KLCC produced the annual Brewfest event at Lane Event Center, attracting 7,000 attendees. Partnerships involve 90 breweries, 30+ business sponsors and 380 community volunteers. Print materials were created in partnership with the University of Oregon Daily Emerald student newspaper.

KLCC partnered with a local business to generate \$5,000 for the Food for Lane County Summer meal program for children during its summer fiscal year-end fundraiser.

KLCC hosted NPR anchor David Greene for a national broadcast of Morning Edition from the KLCC studios in Eugene.

KLCC partnered with City Club of Eugene to broadcast a weekly series of community forums. KLCC journalists served as moderators or panelists at selected events.

KLCC staff participated in community organizations. KLCC's Director of Philanthropy is a member of Springfield Rotary. A KLCC Account Executive serves on the BRING Recycling board. Others routinely accept speaking engagements from local non-profits.

KLCC invited members to participate in two Breakfast and Broadcasting events at the KLCC studios, an informal opportunity interact with station staff and share thoughts about its role in the community.

KLCC Assistant News Director/Reporter Brian Bull participated in NPR's Next Generation workshop, providing mentoring to underrepresented students interested in the field of public radio journalism.

KLCC received a second year of funding from the WLS Spencer Foundation for its full time fellowship to report on underrepresented communities. This was supplemented by support from the Oregon Community 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 assisting with the production of 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 community information, such as blood donation needs and hazardous waste disposal opportunities. The organization also awards scholarships for students interested in the fields of journalism, programming engineering and sales.

KLCC participates in the University of Oregon School of Journalism and Communication Snowden Internship program, with a paid journalism intern working at KLCC in the summer of 2019.

KLCC hosted a discussion of Pentagon issues by NPR reporter Tom Bowman, at the University of Oregon.

KLCC was a media sponsor of the Florence Winter Music Festival, Florence, Oregon, with staff participating as main stage hosts.

KLCC has long standing season partnerships with leading civic organizations, including Eugene Symphony, Eugene Opera, Eugene Ballet, John G. Shedd Institute and the WOW Hall.

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 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 own Brewfest event attracts over 400 volunteer inquiries, an indication of the kind of exposure available to community partners. KLCC's partnership with Food for Lane County has the measurable impact of 2,000 additional meals added to the organization's summer lunch program.

Comments following KLCC's Native Voices project praised the series and its culmination event at the Lane Community College Longhouse as raising issues that receive insufficient attention from the media or in public discourse. The year long series also resulted in a digital archive that lasts beyond the individual forum or broadcast.

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. Although it is difficult for a small organization to quantify the effectiveness of each service, it is clear from community feedback that KLCC provides a source of community cohesion, in the spirit of its mission statement, to "deepen understanding of our community and the world."

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. 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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

KLCC employs 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. During FY2019, some of the stories on this theme included:

New Program Gives Bilingual UO Students An Edge On Job Applications
Mural Honors Wiley Griffon's Legacy In Eugene
UO Is Accepting Name Suggestions For New Black Cultural Center
OSU Ecampus Adds New Tools For Native American Students
Lincoln County Buys 4th Home For Transitional Housing Initiative
UO Students & Faculty Protest 100-Year-Old Pioneer Statue
Slam Poet Navigates Life, Gender & Identity In A One-Person Theatre Performance

KLCC conducted a year long series of reports on issues specific to Native American communities. The Native Voices series was produced in partnership with the Wayne Morse Center at the University of Oregon. Its features included:

Amanda Trail Recognizes Displacement and Suffering of First Nations During Pioneer-Era
Native Oregon Names Tell Stories
State and Community Work to Support Oregon's Native American Students
Tribal Business on Cusp of Change
For Two Spirits, An Opportunity To Reclaim Acceptance Across Indian Country

The Native Voices series also included a panel discussion on issues of belonging among native American peoples.

KLCC produces and broadcasts the Spanish bilingual program Ahora Si Sunday evenings, 9 pm-1 am. The long running local program is targeted toward the Latino community, weaving together music, event information, and cultural features by and for Latinos. The program aspires to reach beyond the Latino community to facilitate greater understanding. As a lead-in to Ahora Si, KLCC features the nationally-syndicated Latino USA.

KLCC and its licensee, Lane Community College, recognize diversity as a core value. KLCC's efforts to represent minority voices continue in 2020 with the renewal of the diversity reporter position. The continuity of this program is resulting in the establishment of strong connections to KLCC within communities previously underrepresented. Among the ongoing initiatives in this series was a special hour-long program on the history of racism and hate groups in the State of Oregon. KLCC will continue to participate in community diversity events in 2020 and is actively evaluating outreach efforts to encourage minority representation employment, volunteer positions and board service.

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 provides the backbone of KLCC revenue that allows it to support programming from the national system while also maintaining a strong local news presence. KLCC serves many rural communities, with few large employers and little likelihood of frequent "game changing" individual gifts. The predominant source of funding for KLCC is annual membership revenue, which is largely directly proportional to the size of its audience. Without CPB support, KLCC would undoubtedly face a choice between acquiring the brand-name programming that builds an audience or providing a local voice. Thanks to CPB's foundational support, KLCC has been able to devote much of its membership resources to building a professional team of journalists, programmers and development staff to provide outstanding community service.

KLCC is the most-listened-to provider of news and public affairs programming in its listening area. This is an indication that residents of Western and Central Oregon appreciate the investment of CPB funds in KLCC. Combining support from CPB, KLCC members, underwriters and parent organization Lane Community College has multiplied CPB's annual investment. As a result, KLCC is a valued community institution.