

2014 CPB Local Content and Services Report – KUSP, Santa Cruz, CA

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.*

From music and theater to digital and visual arts to “happenings” and participatory cultural events, the Monterey Bay area has perhaps more than the usual concentration of art and residents particularly concerned with the arts. KUSP works to provide information and help draw our listeners into the art world. It's our hope that we extend the reach of our region's artists and arts organizations. The region also regularly suffers earthquakes, floods and wildfires, and KUSP takes seriously our role to provide critical information to people affected by disaster. We pursue both objectives through news reports, long-form interviews, hour-long call-in and discussion shows as well as pre-recorded music programs and live and pre-recorded broadcasts of performances by music organizations in our region. We broadcast significant annual cultural events including the Monterey Jazz Festival, Cabrillo Festival of Contemporary Music and Carmel Bach Festival. Each provides pivotal venues for advances in their genres of performance.

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.*

KUSP regularly works with other organizations, putting our signal and online services to use making significant events accessible to larger audiences. One example is the 10 AM weekday call-in show Your Call, which covers general public affairs topics. Your Call is a collaboration of two public radio stations; KALW in San Francisco produces the show, KUSP contributes editorial resources and simultaneously broadcasts it. This collaboration extends the reach of Your Call while providing KUSP's audience a service that would otherwise be beyond our resources to provide. During Fiscal Year 2014 our education reporting series, Solutions in Education, focused on the work of the award-winning Rancho Cielo school in Monterey County. Reporter Laura Flynn profiled three programs the school provides for at-risk youth. The school then made use of the online versions of the reports in its own communications. Solutions in Education is a collaboration with the Frieda C. Fox Family Foundation, which provides analysis of education programs and their benefits while KUSP creates feature reports on them. The partnership helps the Frieda C. Fox Foundation bring exposure to worthy organizations that have proven they make a difference, while providing KUSP with resources we need to put high quality education reporting before our audience. Our KUSP Reports: Environment reporting project covers food systems, watersheds and marine ecology in the Monterey Bay area. The project involves a collaboration with the Michael Lee Environmental Foundation. During Fiscal 2014, the project focused mainly on water supply and planning in a series

titled “The Water Squeeze.” This series earned a regional Edward R. Murrow award for coverage of a developing issue.

- 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.*

Since KUSP’s emphasis on water coverage, we’ve heard many positive reviews of that reporting. Listeners told us they appreciated it and felt informed on critical issues. Arts organizations report to us that their listings in our Performing Arts Calendar and Visual Arts Calendar are valuable to their communications strategies. Non-profit groups and government agencies consider announcements of events or services either through partnerships with KUSP or through public services announcements to be significant elements of their marketing. We receive reports from groups in all these categories that the information is reaching important audiences who are then acting on it.

- 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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.*

KUSP's audience and listening area in general include communities with large proportions of minority residents. Engaging and serving these audiences is a priority during planning discussions. We know that interest in local government, environment and education reporting cuts across most demographics. KUSP devotes a significant amount of its resources on our KUSP Reports: Environment, Solutions in Education and election reporting and have focused our original production accordingly. It is our goal that our listening area is reflected in where we report from. During 2015, our education reporting will be almost entirely within the Pajaro Valley, a part of the Monterey Bay area whose residents are about three-quarters Latino and which includes many of our region’s immigrants.

- 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?*

To maintain the value to our listening area that we have held, radio stations need to keep up with our audiences’ changing use of media. That means delivering rich news coverage about our region and high quality presentation of arts and performance both on air and through the Internet and on mobile devices. Meanwhile, KUSP continues to be a station where members of the community can volunteer and eventually learn radio and people

with ideas for radio productions can try them out. The Community Service Grant makes the difference between simply falling short on most of these objectives and the organizational capacity to work toward them. Without this funding we might sound similar, but our audience would hear little reporting on topics in our region, little original production or representation of the local culture. Our online services would likely consist of the content that can be automatically fed by our national partners.