90.3 kazu

NPR℠ for the Monterey Bay Area

a community service of CSU Monterey Bay

FISCAL YEAR 2024
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. The region 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. This region hosts the Joseph M. Long Marine Laboratory, the National Marine Fisheries Service and the Monterey Bay National Marine Sanctuary Exploration Center.

California's Monterey Bay area incorporates a diverse area. This includes KAZU's City of License, Pacific Grove, the Salinas Valley, and Big Sur, the stretch of California's Central Coast between Carmel and San Simeon.

The communities within both regions are socioeconomically and culturally diverse with residents placing a high priority on current world and national events along with the status of events at the state level and their local areas. A large percentage of the employment for both regions is concentrated in the tourism and the hospitality industry.

The programming KAZU produces for these areas includes twenty-four hour "Over-the-Air" broadcasts and digital platforms that provide a vital service to the listening community. This includes thorough local news and current events at 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 this period, KAZU's News Team staff included News Director Jerimiah Oetting as well as a combination of full-or part-time Reporters including Douglas McKnight, Jonathan Linden, Scott Cohn, Janelle Salanga, Erin Malsbury and Elena Neale-Sacks.

During Fiscal Year 2024, KAZU's News Department maintained the same priorities as in the prior fiscal year through its production of a significant number of news articles, features and reviews. This media emphasized locally-based stories with both statewide and national impact as well as national and international stories and events relevant at the local level. KAZU's locally-produced programs were broadcast on-air and also available through the station's downloadable app accessible through smartphones and tablets.

During Fiscal Year 2024, KAZU's News Team produced a total of ninety four news stories covering an extensive range of national and community-based issues and topics. The primary categories for these included Agriculture and Environment, Arts and Entertainment, Business, Economics and Finance, Crime and Law Enforcement, Education, Immigration and Refugees, Medicine and Health, Military, War and Veterans, Politics and Government, Race, Identity and Culture, and Science and Technology. While expanding on the Station's efforts during the prior fiscal year, these stories and features placed a greater emphasis on essential events and fact-based information relevant to the residents of both regions.

KAZU's News Team, along with staff from the Operations and Production Department, continued to produce 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. Staff also applied this strategy to the Local Public Service Announcements and updates made available by the station's On-air Hosts during KAZU's normal programming.

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 2024, KAZU encouraged and pursued opportunities with both public media outlets as well as through a number 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 these collaborative relationships, 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. Examples 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 during the previous reporting period, this included promoting Cal State Monterey Bay's educational initiatives through on-the-air spots, feature stories, and information staff prepared and made available through KAZU'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.

As in the prior fiscal year, KAZU continued to maintain the formal sponsorship with the local Sunset Center Venue. Through this partnership KAZU successfully maintained the ability to highlight special events, performances and other relevant activities for both regions.

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.

The Monterey Bay Area has a large and very important Hispanic population, particularly in the Pajaro and Salinas Valleys. 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. Community members have once again expressed their appreciation for this show and KAZU remains the only local radio station in the Monterey-Salinas Santa Cruz radio market broadcasting this essential program.

As another of the station's key partnerships, KAZU incorporated the Annual Panetta Lecture Series as part of its annual broadcast schedule. Under the auspices of the Panetta Institute for Public Policy, the series combined small group exercises conducted by Panetta Institute Scholars and discussions among key Leaders both locally and at the national level moderated by Leon Panetta, former Secretary of Defense and former Director of the Central Intelligence Agency.

Members of KAZU's News Staff also provided presentations as part of Cal State Monterey Bay's academic schedule. This partnership & collaboration allowed the station to provide key information regarding the station's status as an essential Public Radio Station as well as the components of the New's Department's operations within the field of Journalism.

As in the prior fiscal year, KAZU featured "Snap Judgment" as part of its essential programming. Hosted by the program's Executive Producer Glynn Washington, the program remains one of the few nationally-syndicated radio programs hosted and produced by an African American. "Snap Judgment" has been extremely successful through its ability to effectively interact with

and communicate to a young, diverse audience by utilizing a unique storytelling approach. This program remains extremely popular and is broadcast twice weekly with the second airing as a repeat broadcast as part of KAZU's weekend program schedule.

KAZU's programming was also augmented with the addition of the "World Café" Program. Hosted and produced by Raina Douris in Philadelphia at WXPN, the program airs every Saturday evening. As evidenced by the feedback received by station staff, this programming continues to develop a strong following with its interviews and performances featuring many of today's essential and emerging artists.

KAZU's News Team received one National Edward R. Murrow Award and two Regional Edward R. Murrow Awards during Fiscal Year 2024. The National Award was received in the category of Continuing Coverage for "The Pajaro Flood, a Preventable Disaster." Regional Awards were received for the previously mentioned story as well as "Pebble Beach Hosts its First-Ever U.S. Women's Open," for Sports Coverage.

Since 2007 the KAZU News Team has received a total of 5 National Edward R. Murrow Awards and 38 Regional Edward R. Murrow Awards.

KAZU's News Team also received five Public Media Journalists Association (PMJA) Awards during Fiscal Year 2024. These included the following:

Three First Place Awards:

1. News Feature, "Six months after Levee Breach, Pajaro Residents face difficult Road ahead"
2. Continuing Coverage, "The Pajaro Flood: A Preventable Disaster"
3. Human Interest Feature, "Finally laid to Rest: A WWII Aviator's long Journey Home to Seaside

Two Second Place Awards:

1. Human Interest Feature, "Carmel-by-the-Sea addresses its Address Controversy"
2. Climate/Environment Feature, "Surfboard-stealing Otter keeps weaseling away from Captors"

Finally, KAZU Staff conducted further outreach within the Community through its attendance at various local events. As representatives of the station and its responsibility as an essential Public Radio Station for the Monterey Bay and Santa Cruz Communities, staff were successful in spotlighting the Station and its availability as an essential source of news and information.

Through the combined efforts of the News Team along with the Operations and Production Department, KAZU successfully provided its listeners with the ability to access archived national and local news stories and programs through both its website as well as other available on-line resources.

Finally, KAZU continued to engage its audience through its Facebook Page.

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 2024, and any plans you have made to meet the needs of these audiences during Fiscal Year 2025. If you

regularly broadcast in a language other than English, please note the language broadcast.

KAZU recognized a number of essential local events with an emphasis on minority and other important diverse audiences. Examples of stories included the spotlight on local organizations and their celebration and recognition of Black History Month through the Second Annual Film Festival conducted in partnership between the Black Leaders and Allies Collaborative and the Middlebury Institute of International Studies, a feature on the walking tours conducted within the region as part of Chinese History of the Monterey Bay Area to emphasize the presence and impact of Chinese cultural enclaves in Salinas, Pacific Grove and Santa Cruz, and an interview with Deanna Kitamura of the Asian Law Caucus regarding Asian-language poll accessibility during elections.

Of the news stories produced by the KAZU News Team during Fiscal Year 2024, staff continued to place importance on the region's Hispanic population. Local stories focused on their role and importance as part of the region's agricultural industry and farming community. One extremely important event included the continued effects and aftermath of the flooding of the Pajaro River in the Watsonville region that continues to remain a critical topic and priority for the Hispanic Residents of this community at the present time.

Other essential stories presented by KAZU that addressed a diverse audience throughout the Monterey and Santa Cruz Regions included interviews with Pajaro Valley's Filipinos and their communities' stories as part of the Santa Cruz Museum of Art and History's exhibit, the Watsonville Film Festival with its focus on International Women's Day, and the opening of the Rainbow Raft Pride Center in support of Cal State Monterey Bay's LGBTQ+ Student Population for Queer and Trans students.

KAZU's successes during this fiscal year period were highlighted by its ability to combine relevant and up-to-date local news reporting and special programming. This also included the ability to maintain and expand on the quality of its programming through proactively addressing the needs and concerns of its listening audience and members of its local communities. In this manner, KAZU continued to retain its position and relevance as one of the most important sources for accurate news and information within the Monterey and Santa Cruz regions.

For upcoming Fiscal Year 2025, KAZU's Local News and Programming will continue to emphasize the same programming and news covered by its team during Fiscal Year 2024. This will include identifying and applying new reporting and news-gathering methods to effectively represent the diverse voices within this community. The continued augmentation of the current News Department under the direction of the Station's News Director Amy Mayer will allow the KAZU News Team to further produce quality and relevant news articles for the station's listening audience.

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 2024 helped ensure the successful accomplishment of its mission as an essential Public Radio Station for news and information for the Monterey and Santa Cruz Counties.

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. Examples included the stories that highlighted local measures such as the ongoing housing situation in Santa Cruz County, Santa Cruz Measure M with its limitation on building heights, and Measure N with its focus on the Watsonville Community through the long-term improvements of the Watsonville Community Hospital. Topics focusing on Education were also featured including current College-level Student enrollment statistics and their impact on the local Universities as well as the State's Financial Aid Eligibility programs and their impact on incoming University of California and California State University Students.

KAZU's stories also highlighted key events within the Local Arts and Entertainment World. These included the Monterey Jazz Festival with the retirement of Tim Jackson from his role as the Festival's Artistic Director, the Americana, Bluegrass and Country "Rebels and Renegades Festival," and the 12th Annual Watsonville Film Festival with its emphasis on International Women's Day. KAZU's feature "Merging of Science and Art: The Western Flyer returns to Monterey" highlighted the return of the historic fishing boat to the Monterey Peninsula.

Finally a number of stories emphasized environmental factors and related issues impacting the local regions. These included the effects of the local winter storms, the continued effects of the Pajaro River Levee Breach on the local residents concurrent with levee-construction efforts during the summer, the initial repairs that occurred at the City of Capitola's historic wharf, and El Niño and its impact along the Central Coast. Additional features focused on the origins and impact of the storms and flooding that occurred in the Santa Cruz, San Benito and Monterey counties alongside the resulting damage that occurred along Highway 1 with its final reopening to restore the stability of the residents of business in the area of Big Sur.

With the continued focus on news and reporting, this translated into the Station's success in 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 Fiscal Year 2024 also allowed the station to provide consistent air-time to local nonprofits via public service announcements free of charge. These local nonprofit agencies and organizations included churches and museums, as well as art centers and local libraries. Specific examples included the Monterey Peninsula Regional Park District, the Santa Cruz and Pacific Grove Museums of Natural History, 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.

Finally, with the assistance provided by the CPB Community Service Grant, KAZU continued to maintain its normal operational priorities in both a virtual and physical scenario. Through the successful efforts of the KAZU News Team, the station successfully directed its website as well as its on-air programming as essential resources for its listening audience. This incorporated the ability to inform, educate and continuously update 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.

Through the annual funding received from the CPB Community Service Grant, the overall public service KAZU provided during Fiscal Year 2024 continued to remain relevant, valuable, and widely recognized as an exceptional and vital contribution to the communities the station continues to serve.