

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 a seven person paid news staff whose efforts are complimented by contract reporters, community news volunteers and student interns from Lane Community College and University of Oregon. Our news team produces fourteen regularly scheduled newscasts every weekday and eight 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 incorporates the information 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 has the largest public radio audience our market and ranks second overall among all radio stations (6am-midnight, Mon-Sun, persons age 12+, Eugene-Springfield Total Market Fa 2018.)

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.

"Expand Community Engagement" is a key goal in KLCC's Strategic Plan, adopted in 2015. It reads, "KLCC will build and deepen partnerships with individuals and organizations to better connect with community, grow audience and revenues, and best serve the public interest."

KLCC's volume of collaborations and outreach activities are evidence of how the station effectively connects with community. They include:

Presented the annual KLCC Brewfest which attracts more than 7,000 attendees each year. It's a massive community outreach and fundraising event conducted in partnership with 90 breweries, 30+ business sponsors, and 500 community volunteers.

Partnered with University of Oregon's student newspaper Daily Emerald to create, print and distribute the KLCC Brewfest Event Guide. Involved coordination with UO Daily Emerald editor, staff and students.

Live broadcast of the Oregon Country Fair, an arts and music festival attended by 45,000 people in 2018. Includes a KLCC meet and greet booth for engaging with Fair goers and public radio listeners.

Advanced KLCC's digital presence through the KLCC app, smart speakers, and social media.

The KLCC Public Radio Foundation board is comprised of 15 community volunteers who are business professionals and leaders who raise money and act as advocates for KLCC.

o The Foundation received three grants to help forward the station's strategic plans to strengthen local news and enhance organizational effectiveness:

Oregon Cultural Trust for backup generator.

Morse Center for Law and Politics for a monthly series on Native American Voices.

WLS Foundation for a three year diversity journalism fellowship program.

Sponsored by eight local businesses and organizations, KLCC Public Radio Foundation held a fundraising event featuring NPR's Tom Goldman and Jane Greenhalgh raised \$30,000 for local reporting from listeners and community supporters.

Oregon Community Foundation increased financial support to KLCC via donor advised funds.

Collaborated with University of Oregon Humanities department with visit from Latino USA's Maria Hinojosa.

Sponsored concert by NPR "All Things Considered" host Ari Shapiro at Hult Center for The Performing Arts. We introduced Ari to KLCC's supporters at a station visit prior to his show.

Hosted a live concert by the Oregon Mozart Players in KLCC's SELCO Performance Hall.

Presented a live broadcast of Black Lady Mambazo in partnership with The John G. Shedd Institute for the Arts.

Terry Gildea, KLCC's program director spoke at a meeting of the Eugene Kiwanis club.

Partnered with Lane Art Council's December 2017 First Friday ArtWalk.

KLCC staff participated in community organizations. KLCC's Director of Philanthropy is a member of Springfield Rotary. One KLCC account executive serves on the BRING Recycling board.

KLCC is a member of three professional news organizations: PRNDI - Public Radio News Directors Incorporated, RTDNA - Radio Television Digital News Association, and Society of Professional Journalists.

KLCC news staff moderated several City Club of Eugene candidate debates leading up to the May 2018 election primary in May.

KLCC News Reporter Tiffany Eckert guest lectured at University of Oregon School of Journalism and Communication classes:

- o Oct 12, 2017- UO Journalistic Interviewing (M. Theole)
- o Nov 1, 2017-UO Panel Media Relations PR Student Society of America
- o Nov 2, 2017-UO Media Outreach for Public Relations video produced for teaching purposes.

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- o Eckert also facilitated the community conversation on April 5, 2018, part of Lane Community College President's Lecture Series with Major Margaret Witt about her history making challenge of the military's "don't ask, don't tell."

KLCC partnered with The University of Oregon's Wayne Morse Center for Law and Politics on a project addressing "Borders, Migration, and Belonging." We produced monthly radio reports on the topic of Native American Voices.

KLCC partners with Oregon Public Broadcasting (OPB) in Portland, OR. We carry OPB's midday news program "Think Out Loud," with occasional broadcasts originating from the KLCC studios, and KLCC staff serve on OPB search committees.

KLCC's "Feed Your Radio, Feed a Family" collaboration with Food for Lane County, our regional food bank, and a local business, resulted in 2,000 lunches donated for the summer meal program and \$26,000 raised for public radio in June and earlier in the year, 30,000 meals were provided to people in need and \$25,591 was raised for public radio. Also the business' staff made 145 thank you calls to KLCC members on behalf of the campaign.

Weekly hour length broadcasts of Eugene City Club 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. They also award scholarships for journalism, programming, engineering and sales.

Our partnerships with Portland-based Oregon Public Broadcasting (OPB) and Ashland, Oregon based Jefferson Public Radio (JPR) serves KLCC listeners through sharing of news content.

A partnership with Eugene Public Library to produce and broadcast book reviews of publications that are regionally based.

Initiatives with University of Oregon (UO), the dominant Eugene institution, including a special broadcast of UO's Oregon Bach Festival, KLCC staff regularly guest lecturing at UO School of Journalism, and engaging Journalism staff in station strategic planning.

KLCC participates in the UO School of Journalism and Communication's Snowden Internship program, with a paid journalism intern working at KLCC summer 2017.

KLCC is committed to covering regional arts and culture events and issues. We broadcast interviews and performances with many performers and presenters in advance of events. Partnerships with many local non-profit cultural institutions including Eugene Symphony, John G. Shedd Center for the Performing Arts, and the WOW Hall. Additionally, KLCC offers up to a 50 percent underwriting discount or match to non-profit partners. Partnerships included:

Yachats Celtic Music Fest (9/2017) – media sponsor; K.J. Wright table at event.

Florence Winter Music Fest (2/2018)– media sponsor; Eric Alan emcee main stage.

Oregon Coast Jazz Party (10/2017) – media sponsor; music host table at event.

Lane Arts Council "Fiesta Cultural" (9/2017) – media sponsor, Jill Torres emcee.

Oregon State University Communication Dept (2/2018) "Ira Glass" – media sponsor.

Corvallis Parks and Recreation (3/2018 + Beyond) – media sponsor for Majestic Theatre

McKenzie Cider and Craft Brew Festival (11/17/2017) – media sponsor

UO Jordan Schnitzer Museum of Art "Dia De Los Muertos" (11/1/17) – media sponsor

- Jill Torres + Armando Morales emcee

Oregon Contemporary Theatre (2/2/18) – production sponsor

- Donor event

Technology Association of Oregon (4/8/18) – "Hack for a Cause" media sponsor

Technology Association of Oregon (9/29/17) – "Ignite!" media sponsor

Additionally, KLCC has longstanding, season partnerships with leading arts organizations, including Eugene Symphony, Eugene Opera, Eugene Ballet, John G. Shedd Institute, and the WOW Hall.

Mt. Pisgah Wild Flower Festival (every October)

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 is a small, understaffed and ambitious operation where staff constantly creates partnerships and engagement but lacks infrastructure to study and evaluate much of its activities. Consequently, impact is less measurable and more broadly anecdotal.

KLCC conducts membership drives several times a year in which listeners voluntarily contribute money to fund the station. Listeners are prompted to comment about the station. What motivated them to contribute? What do they like? Listener comments are full of positive reactions to KLCC. They emphatically say how essential the station is to their understanding of community, the world, and current events. Many contributors comment that KLCC is their most trusted source of news, information, and cultural programming. For listeners residing in remote areas of rural Oregon, KLCC is a lifeline.

Community partners highly value KLCC as evidenced by their ongoing reliance on the station to promote activities. Many non-profit and for-profit organizations depend upon KLCC to circulate word of their concerts and performances.

The impact of KLCC's partnership with Food for Lane County is readily measured. KLCC's "Feed Your Radio, Feed a Family" collaboration with Food for Lane County, our regional food bank, and a local business, resulted in 2,000 lunches donated for the summer meal program and \$26,000 raised for public radio in June and earlier in the year, 30,000 meals were provided to people in need and \$25,591 was raised for public radio.

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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. 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.

In FY 2018, KLCC produced a 12-part "Immigration in Oregon" radio series as part of the University of Oregon's Wayne Morse Center for Law and Politics theme of inquiry, "Borders, Migration and Belonging." Episodes included:

When a Parent is Taken from the Home
Oregonians Frustrated by Stagnant Immigration Laws
Immigrants Make Mark on Oregon Economy
Sanctuary Struggles Hit Home
Census Shows Asians Fastest-Growing Immigrant Group in Oregon
For Immigrants, Where and What, is Home?
Stories of Four Immigrants
Skilled Immigrants Have Local Impact
Indigenous Under the Radar
Non-Targeted Immigrants Speak Up
Number of Immigrant Doctors in Oregon Growing
Oregon's Non-LatinX DREAMer Population May Grow

In FY 2019, KLCC is producing a 12-part "Native Voices" radio series, also sponsored by the University of Oregon's Wayne Morse Center for Law and Politics as part of their theme of inquiry, "Borders, Migration and Belonging." Episodes included:

Amanda Trail Recognizes Displacement and Suffering
Native American 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
Ancient Oregon Languages Being Nudged Awake
Native American Tribes Gaining Recognition for Timber and Forestry Practices

Two community conversations will be held in which the public will be invited to attend for free. The conversations will be promoted through methods to reach beyond KLCC's listeners to encourage them to attend these public events.

1. Morse Center for Law and Politics at Lane Community College Native American Long House topic focused on "Native Voices" series.
2. Diversity Fellow will help organization a Community Conversation topic under consideration. Ideas include....after speaking with Indigenous educators, immigration advocates, and disability

advocates. The KLCC fellow is curious to see what education looks like for minority students and guesses some isolation exists. It would be interesting to see how education in the county, or state, has evolved to meet the needs of their minority students. Or maybe it hasn't?

KLCC and the KLCC Public Radio Foundation established the KLCC Diversity Journalism Fellow program which began Fall 2018. The program has a three year funding commitment from the W.L. Spencer Foundation and other sources. Under the guidance of award-winning KLCC journalists, the KLCC Diversity Journalism Fellow covers topics associated with diversity, including race, access, class differences and culture and how they apply to such topics as education, arts, healthcare, government, and the environment.

Our first of three, year-long diversity fellows began work this fall. She looks at issues and topics with a lease of equity, diversity and inclusion. This is a list of her stories since November 2018. We will be hiring our next fellow to begin in October of 2019.

Duo Brings Blend of Classical, Hip-Hop Violin To Eugene

Eugene-Springfield NAACP To Dedicate New Mims' House Monument

Local Project Offers A Housing Solution For The Formerly Incarcerated

Health Officials Assure Immigrants Their Medical Benefits Aren't At Risk

At-Risk Youth Give Back To Community Through Holiday Meal

Organizers Call For More Support For Homeless Veterans At Egan Remembrance Vigil

City Of Eugene Closes On \$1.5 Million Loan For Affordable Senior Living

Oregon AG To Hold Hate Crime Listening Session

Programs Aim To Increase Job Prospects For People With Disabilities

AG Hate Crimes Listening Session Reveals Racism And Hatred

Central Oregon Affordable Housing Provider To Accept Waitlist Applications

Eugene Nonprofit Offers Ex-convicts Stable Housing

Lane County Helps Fund Housing Projects with \$2 Million

Shutdown Prompt State to Issue SNAP Benefits Early

Eugene MLK Day March Focuses On Youth Involvement

Egan Warming Center Director Resigns After 8 Years

Former Egan Warming Center Director Will Continue Working with Homeless

Artist Illustrates and Claims the Oppressive Past of Her Ancestors

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 interest. 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 Nielsen as the number two radio station in the Eugene-Springfield market. KLCC would serve substantially fewer people.