

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.

KCSM announcers host many Bay Area Jazz events. The Jazz audience is diverse by its very nature. We listen at these events to hear the needs of our community and incorporate them into our programming strategy. This year we continued to integrate more local artists work. Additionally we identified that the audience wanted a larger variety of music. Last year we played more than 35,000 different songs. This year KCSM produced "Jazz on the Hill", a free Jazz concert for our listeners, where we showcased local artists from diverse backgrounds, and we had a dedicated stage to highlight and recognize the many talents of our local young musicians. Also this year we started broadcasting live programs from music venues from around our market, increasing community outreach and strengthening relationships with local musicians and business owners.

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.

KCSM continued its partnership with San Jose Jazz Society, The Yerba Buena Center for the Arts, the de Young Museum, the Legion of Honor, Palo Alto Jazz Society, San Francisco Jazz, Healdsburg Jazz Festival, Monterey Jazz Festival, Stanford University in an effort to promote the arts and distribute information about Jazz events in the Bay Area. To increase the education of our listeners and the youth of the Bay Area, we have partnered with College of San Mateo and Stanford University to support each of these institutions educational programs.

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 most impact KCSM continues to have in our community is the increase awareness of jazz as an American art form amongst our core listenership in the San Francisco Bay Area. This awareness continues to expand our footprint with digital platforms like the KCSM phone app, our web site and partnerships with content providers like Tune In and iTunes, among others. We are able to measure and track this through listener surveys, audience measuring services and real time data tracking on our streaming services.

We have also partnered with other jazz centric entities, like the Stanford Jazz Workshop, with whom we have collaborated for years, the San Francisco Jazz Center and the Yerba Buena Center for the Arts.

Don Derheim, CEO of the San Francisco Jazz Center, says there is a tremendous synergy between KCSM's listeners and the center, and an increased awareness of jazz in the Bay Area because of the efforts put forth by KCSM.

From annual audience surveys performed by the Stanford Jazz Workshop, KCSM, Jazz 91.1 is the highest external source of audience referral, higher than any any other advertising source, by a factor of at least 2. KCSM is the #1 source of audience referral for SJW.

Trend over last 5 years shows an increasing number of SJW concert-goers citing KCSM as source of information and impetus to attend the festival.

Similarly, Brendan Rawson, the Executive Director for San Jose Jazz, says "KCSM is a tremendous resource for anyone who loves jazz."

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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

KCSM has an ongoing effort to reach out to underserved communities in the Bay Area. Our on-air talent lectures and do presentations to community agencies, high schools, civic organizations and senior citizen homes, among others. The common theme is that jazz helps break down social and ethnic barriers through music.

Some announcers lectured at UC Berkeley on jazz, Latin music and world music showcasing the many contributions people from around the globe have made to American culture and the development of jazz. Others made presentations on Career Day at Oakland Unified School District high schools, and the East Side Arts Alliance, in the underserved area of East Oakland. One of our announcers has also created a scholarship in honor of his father, renown jazz musician Clifford Brown.

On air, we produced a series of special programs to honor and recognize the many contributions made by minorities to our culture and specifically, to the development of jazz. For 5 de Mayo we produced a program to recognize contributions made by the Mexican American community, and a special on September 16 celebrating Latino Heritage Month. In March, for International Women's Day we programmed a full 24-hour schedule honoring the many contributions women have made to jazz and music in general, and in February for MLK birthday we produced, and aired, specials taking a musical look at MLK and his contributions in advancing civil rights in the US.

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?

13% of our funding comes from the CSG grant. This funding helps pay for the salaries of our great announcers which have a rich history and understanding of Jazz. Additionally the grant pays for our streaming service bringing Bay Area Jazz to the world, and to remote domestic audiences that otherwise could not enjoy this American art form.