

## 2022 Local Content and Services Report (CPB – Radio Station Activity Station Survey)

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2022. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website.

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.

KCSM announcers have continued to be very active in the jazz community, and 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 our community activities increased as COVID protocols lessened, which provided us the opportunity to integrate the work of more local artists into our programming grid, while strengthening relationships with local musicians and business owners. Some of our staff teach music, jazz and radio programming and production at local events, colleges and other educational institutions bringing back to the station voices, needs, and ideas from those communities.

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.

In an effort to promote the arts and distribute information about Jazz events in the Bay Area, KCSM has strong relationships with San Jose Jazz, Palo Alto Jazz Alliance, San Francisco Jazz (SFJazz), Healdsburg Jazz Festival, Monterey Jazz Festival, and the San Francisco Conservatory of Music. We maintain an ongoing partnership with College of San Mateo to support the institution's educational programs, specifically, their media and music programs.

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 biggest impact KCSM has in our community is the increased awareness of jazz as an African-American art form among 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 website and partnerships with content providers like TuneIn 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 increased the number of internships available to music and digital media students, providing a real life experience for the next generation of musicians and technicians. 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 San Jose Jazz Society. Don Derheim, former CEO of the San Francisco Jazz (SFJazz), 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 (SJW), KCSM, Jazz 91.1 is the highest external source of audience referral, by far higher than any other advertising source. KCSM is the #1 source of audience referral for SJW with 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 in the Bay Area."

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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. 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 announcers do lectures and presentations to community agencies, high schools, civic organizations and senior citizen homes, among others. The common theme is that jazz helps breakdown social and ethnic barriers through music. Some announcers lecture 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. 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 Cinco de Mayo we produced a program to recognize contributions made by the Mexican American community. In March, for International Women's Day we program 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.

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?

10% of our funding comes from the CSG grant. This funding helps pay for the salaries of some of our great announcers/producers 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 African-American art form.