

SAS 2015

Grantee Information

ID 1297
 Grantee Name KUSC-FM
 City Los Angeles
 State CA
 Licensee Type University

1.1 Employment of Full-Time Radio Employees

Jump to question:

Please enter the number of FULL-TIME RADIO employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000					1	1
Managers - 2000	1	1			3	5
Professionals - 3000		2		1	4	7
Technicians - 4000					0	0
Sales Workers - 4500						0
Office and Clerical - 5100	1	1		1	1	4
Craftspersons (Skilled) - 5200						0
Operatives (Semi-Skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	2	4	0	2	9	17

Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000					1	1
Managers - 2000		1			4	5
Professionals - 3000		2			8	10
Technicians - 4000					6	6
Sales Workers - 4500						0
Office and Clerical - 5100		1				1
Craftspersons (Skilled) - 5200						0
Operatives (Semi-Skilled) - 5300						0
						0

Laborers (Unskilled) - 5400

Service Workers - 5500 0

Total 0 4 0 0 19 23

Major Job Category / Job Code / Joint Employee

Persons with Disabilities

Officials - 1000

Managers - 2000

Professionals - 3000

Technicians - 4000 1

Sales Workers - 4500

Office and Clerical - 5100

Craftspersons (Skilled) - 5200

Operatives (Semi-Skilled) - 5300

Laborers (Unskilled) - 5400

Service Workers - 5500

Total 1

Please enter the gender and ethnicity of each person with disabilities listed above (e.g. 1 African American female).

1.2 Major Programming Decision Makers

Jump to question: ▾

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making major programming decisions. Include the station general manager if appropriate. Major programming decisions include decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should result in a double-counting of some full-time employees; employees having the responsibility for making major programming decisions should be included in the counts for this item and again, by job category above, in the full-time employee Question 1.1.

Of the full-time employees reported in Question 1.1, how many, including the station general manager, have responsibility for making major programming decisions?

	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	Total
Female Major Programming Decision Makers	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/> 1	<input type="text"/> 1
Male Major Programming Decision Makers	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/> 1	<input type="text"/> 1
Total	<input type="text"/> 0	<input type="text"/> 0	<input type="text"/> 0	<input type="text"/> 0	<input type="text"/> 2	<input type="text"/> 2

1.3 Employment of Part-Time Radio Employees

Jump to question: ▾

Please enter the number of PART-TIME employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/> 0
Managers - 2000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/> 0
Professionals - 3000	<input type="text"/>	<input type="text"/> 1	<input type="text"/>	<input type="text"/>	<input type="text"/> 1	<input type="text"/> 2

Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Office and Clerical - 5100	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Craftspersons (Skilled) - 5200	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Operatives (Semi-skilled) - 5300	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Service Workers - 5500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>

Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Managers - 2000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Professionals - 3000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="1"/>
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="1"/>
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Office and Clerical - 5100	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Craftspersons (Skilled) - 5200	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Operatives (Semi-skilled) - 5300	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Service Workers - 5500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="2"/>	<input type="text" value="2"/>

Major Job Category / Job Code	Persons with Disabilities
Officials - 1000	<input type="text"/>
Managers - 2000	<input type="text"/>
Professionals - 3000	<input type="text"/>
Technicians - 4000	<input type="text" value="1"/>
Sales Workers - 4500	<input type="text"/>
Office and Clerical - 5100	<input type="text"/>
Craftspersons (Skilled) - 5200	<input type="text"/>
Operatives (Semi-skilled) - 5300	<input type="text"/>
Laborers (Unskilled) - 5400	<input type="text"/>
Service Workers - 5500	<input type="text"/>
Total	<input type="text" value="1"/>

1.4 Part-Time Employment

Jump to question:

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?

Number working less than 15 hours per week

Number working 15 or more hours per week

1.5 Full-Time Hiring

Jump to question:

Enter the number of full-time employees in each category hired during the fiscal year.
(Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

No full-time employees were hired (check here if applicable)

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Managers - 2000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Professionals - 3000	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text"/>	<input type="text" value="2"/>	<input type="text" value="3"/>
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Office / Service Workers - 5100-5500	<input type="text" value="0"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="1"/>
Total	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="4"/>

1.6 Full-Time and Part-Time Job Openings

Jump to question:

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occurred, please enter zero.

Number of full-time and part-time job openings

1.7 Hiring Contractors

Jump to question:

During the fiscal year, did you hire independent contractors to provide any of the following services?

Check all that apply

- Underwriting solicitation related activities
- Direct Mail
- Telemarketing
- Other development activities
- Legal services
- Human Resource services
- Accounting/Payroll
- Computer operations
- Website design
- Website content
- Broadcasting engineering
- Engineering
- Program director activities
- None of the above

Comments

Question Comment
MPrince
DOWens

Question	Comment
	RRomero
	SIndart, VJimenez,
	EMelendez
	SDer
	LLau
	BBarnes
	GEichenthal, KMcConnell, MFlaherty
	DNicolini, RPressman, NCoe-Gonzales, KSweetland
	SHutchison
	CMendez
	JCisneros, HSmith
	RBarton
	BLueth - VP
	LMattson, AShefa, RThompson, RMalone
	DBartel, RCapparela, AChapman, JSvejda, RWhite, BLauritzen, MMichaud, Scoghill
	JFreymann, MHatwan, BKappelman, BLawrence, SSevy, JCNielsen
	BKappelman
	Brenda Barnes
	BLueth
	SIndart
	RPressman
	RCapparela
	BKappelman
	BKappelman
	Capparela, Kappelman, Indart, Pressman
	SShahrari
	RBarton
	MMichaud, J.Cliff Nielsen
	Budget Coordinator, Admin Asst II, Major Giving Off, Accounting Supervisor, Music Director, Secretary II, IT Specialist

Grantee Information

ID 1297
Grantee Name KUSC-FM
City Los Angeles
State CA
Licensee Type University

2.1 Average Salaries FULL TIME EMPLOYEES ONLY

Jump to question:

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer	1.00	\$ 239,000	19
Chief Executive Officer - Joint		\$	
Chief Operations Officer		\$	
Chief Operations Officer - Joint		\$	
Chief Financial Officer	1.00	\$ 99,400	20
Chief Financial Officer - Joint		\$	
Publicity, Program Promotion Chief		\$	
Publicity, Program Promotion Chief - Joint		\$	
Communication and Public Relations, Chief		\$	
Communication and Public Relations, Chief - Joint		\$	
Programming Director	1.00	\$ 240,000	5
Programming Director - Joint		\$	
Production, Chief	1.00	\$ 70,500	10
Production, Chief - Joint		\$	
Executive Producer	1.00	\$ 139,835	11
Executive Producer - Joint		\$	
Producer		\$ 0	
Producer - Joint		\$	
Development, Chief	1.00	\$ 150,000	14
Development, Chief - Joint		\$	
Member Services, Chief	1.00	\$ 59,280	8
Member Services, Chief - Joint		\$	
Membership Fundraising, Chief		\$ 0	0

Membership Fundraising, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
On-Air Fundraising, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text" value="0"/>
On-Air Fundraising, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Auction Fundraising, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text" value="0"/>
Auction Fundraising, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Underwriting, Chief	<input type="text" value="1.00"/>	\$ <input type="text" value="137,330"/>	<input type="text" value="19"/>
Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Corporate Underwriting, Chief	<input type="text" value="1.00"/>	\$ <input type="text" value="80,242"/>	<input type="text" value="5"/>
Corporate Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Foundation Underwriting, Chief	<input type="text" value="1.00"/>	\$ <input type="text" value="166,375"/>	<input type="text" value="5"/>
Foundation Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Government Grants Solicitation, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Government Grants Solicitation, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Operations and Engineering, Chief	<input type="text" value="1.00"/>	\$ <input type="text" value="114,734"/>	<input type="text" value="9"/>
Operations and Engineering, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Engineering Chief	<input type="text"/>	\$ <input type="text" value="0"/>	<input type="text" value="0"/>
Engineering Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Engineer 1	<input type="text" value="1.00"/>	\$ <input type="text" value="75,000"/>	<input type="text" value="8"/>
Broadcast Engineer 1 - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Production Engineer	<input type="text"/>	\$ <input type="text"/>	<input type="text" value="0"/>
Production Engineer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Facilities, Satellite and Tower Maintenance, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Facilities, Satellite and Tower Maintenance, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Technical Operations, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Technical Operations, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Education, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Education, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Information Technology, Director	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Information Technology, Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Volunteer Coordinator	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Volunteer Coordinator - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
News / Current Affairs Director	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
News / Current Affairs Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Music Director	<input type="text" value="1.00"/>	\$ <input type="text" value="66,000"/>	<input type="text" value="1"/>
Music Librarian/Programmer	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Announcer / On-Air Talent	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

Announcer / On-Air Talent - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Reporter	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Reporter - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Public Information Assistant	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Public Information Assistant - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Supervisor	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Supervisor - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Director of Continuity / Traffic	<input type="text"/>	\$ <input type="text" value="0"/>	<input type="text"/>
Director of Continuity / Traffic - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Events Coordinator	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Events Coordinator - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Web Administrator/Web Master	<input type="text" value="1.00"/>	\$ <input type="text" value="112,000"/>	<input type="text" value="6"/>
Web Administrator/Web Master - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Total	<input type="text" value="14.00"/>	\$ <input type="text" value="1,749,696"/>	<input type="text" value="140"/>

Comments

Question	Comment
	BBarnes
	RRomero
	BLueth - VP
	KMcConnell
	GEichenthal
	MPrince
	JCisneros
	AShefa
	MFlaherty
	RThompson
	SCoghill
	BBarnes
	LMattson
	MMichaud

Grantee Information

ID 1297
 Grantee Name KUSC-FM
 City Los Angeles
 State CA
 Licensee Type University

3.1 Governing Board Method of Selection

Jump to question: ▾

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

Ex-Officio (Automatic membership because of another office held)

Appointed by government legislative body (including school board) or other government official (e.g. governor)

Elected by community/membership

Other (please specify below)

Elected by board of directors itself (self-perpetuating body)

Total number of board members (Automatic total of the above)

3.2 Governing Board Members

Jump to question: ▾

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	Total
Female Board Members	<input type="text" value="3"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="15"/>	<input type="text" value="18"/>
Male Board Members	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="6"/>	<input type="text" value="32"/>	<input type="text" value="39"/>
Total	<input type="text" value="3"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="6"/>	<input type="text" value="47"/>	<input type="text" value="57"/>

Number of Vacant Positions

Total Number of Board Members (Total should equal the total reported in Question 3.1.)

Number of Board Members with disabilities

Comments

Question Comment

Question

Comment

No Comments for this section

Grantee Information

ID 1297
Grantee Name KUSC-FM
City Los Angeles
State CA
Licensee Type University

4.1 Community Outreach Activities

Jump to question:

Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific, formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?

- | | Yes/No |
|--|----------------------------------|
| Produce public service announcements? | <input type="text" value="Yes"/> |
| Did the public service announcements have a specific, formal component designed to be of special service to the educational community? | <input type="text" value="Yes"/> |
| Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences? | <input type="text" value="No"/> |
| Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)? | <input type="text" value="Yes"/> |
| Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community? | <input type="text" value="Yes"/> |
| Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences? | <input type="text" value="Yes"/> |
| Produce/distribute informational materials based on local or national programming? | <input type="text" value="Yes"/> |
| Did the informational programming materials have a specific, formal component designed to be of special service to the educational community? | <input type="text" value="Yes"/> |
| Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences? | <input type="text" value="No"/> |
| Host community events (e.g. benefit concerts, neighborhood festivals)? | <input type="text" value="Yes"/> |
| Did the community events have a specific, formal component designed to be of special service to the educational community? | <input type="text" value="Yes"/> |
| Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences? | <input type="text" value="No"/> |
| Provide locally created content for your own or another community-based computer network/web site? | <input type="text" value="Yes"/> |
| Did the locally created web content have a specific, formal component designed to be of special service to the educational community? | <input type="text" value="Yes"/> |
| Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences? | <input type="text" value="Yes"/> |
| Partner with other community agencies or organizations (e.g., local commercial TV station, Red Cross, Urban League, school district)? | <input type="text" value="Yes"/> |
| Did the partnership have a specific, formal component designed to be of special service to the educational community? | <input type="text" value="No"/> |
| | <input type="text" value="No"/> |

Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?

Comments

Question

Comment

No Comments for this section

Grantee Information

ID 1297
 Grantee Name KUSC-FM
 City Los Angeles
 State CA
 Licensee Type University

5.1 Radio Programming and Production

Jump to question: ▼

Instructions and Definitions:

About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)

	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recording)	<input type="text"/>	<input type="text" value="8,581"/>	<input type="text" value="8,581"/>
Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)	<input type="text" value="38"/>	<input type="text" value="140"/>	<input type="text" value="178"/>
News and Public Affairs (includes regular coverage of news events, such as that produced by a newsroom, and public issues-driven listener participation, interview and discussion programs)	<input type="text"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
All Other (incl. sports and religious — Do NOT include fundraising)	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="38"/>	<input type="text" value="8,721"/>	<input type="text" value="8,759"/>

Out of all these hours of station production during the year for about how many was a minority ethnic or racial group member in principal charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)

Approx Number of Original Program Hours

Comments

Question Comment
 No Comments for this section

Grantee Information

ID	1297
Grantee Name	KUSC-FM
City	Los Angeles
State	CA
Licensee Type	University

6.1 Telling Public Radio's Story

Jump to question: 6.1

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 2015. 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. This section had previously been optional. Response to this section of the SAS is now mandatory.

Joint licensee Grantees that have filed a 2015 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

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.

Approximately 25% (Nielsen Audio: August – Holiday average 2015) of the KUSC audience is comprised of minorities and Nielsen Audio does not measure Asian audience which would likely increase this percentage substantially. This is up from 10% a few years ago.

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.

CPB funding is crucial to KUSC. We use the CSG primarily to fund positions held by the creative, talented people who lead the station's programming department. In addition we used CPB funding in 2015 to upgrade our automation system. The percentage of funding allocated to national programming acquisition and production goes to helping KUSC distribute local programming nationally and acquire national programming. Since Los Angeles is an important arts center with an outstanding orchestra, a gifted young Latino conductor Gustavo Dudamel and many outstanding smaller ensembles, we can enrich public radio arts programming by distributing local offerings nationally. Without the CPB grant, KUSC would be in a weak position to produce and distribute high quality classical programming.

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.

BAY AREA: We convene meetings four times a year with arts leaders in various regions of the Bay Area. We have found that arts organizations in different regions are facing different challenges. For example, arts organizations in Silicon Valley have difficulty finding affordable venues, expanding audiences, gaining the capacity to use social media and effectively marketing their performances. There is great wealth in Silicon Valley and it is the hub of social media; however, this money and expertise is not permeating classical music groups. In Wine Country the major challenges are funding, staffing and media awareness. The situation is very different in San Francisco where millions of dollars of government funds are allocated to the arts every year. We are working with our board to determine how best to assist the various arts communities in our listening area given that the situations and challenges are so different. SOUTHERN CALIFORNIA: KUSC continues to follow the organization we helped found in the Coachella Valley Arts Oasis. In 2012 Arts Oasis merged with the Coachella Valley Economic Partnership (CVEP), which is developing an economic blueprint and strategic plan for the region. They issued the first report on the impact of the arts economy in the Coachella Valley in 2013 at a presentation that was attended by almost every arts organization in the region. The Palm Springs Chamber of Commerce is taking a much more active role in the arts agenda as well. Arts organizations now feel that they are receiving the respect and recognition they are due. We have, therefore, achieved the goal that emerged from our community engagement work. We expanded our arts engagement efforts in Santa Barbara in 2015 after becoming the only classical music station serving the city.

Santa Barbara has a wealth of high quality arts organizations, many more per capita that probably any other city. We created an advisory council populated by board members of other arts organizations, and we are convening arts leaders twice a year. Advice from these groups has caused us to change our localization strategy for the Santa Barbara station (adding a concert calendar, changing the strategy for concert broadcasts, and having staff travel to Santa Barbara more frequently. We are launching a fundraising campaign in Santa Barbara to endow a full-time position to serve the city. KUSC offers space free of charge to three arts organizations: Arts for LA, an arts advocacy group, the LA County High School of the Arts Foundation, and Songfest LA. In addition, we have continued to host a number of special events called Classic Nights at KUSC. The purpose is to create opportunities for our listeners to attend arts events and thereby deepen their commitment to classical music and the arts. The three components of the KUSC arts programming strategy remain: short announcements of arts events that occur every few hours, a weekly arts magazine program and concert broadcasts and other special programs. The half-hour arts magazine program, Arts Alive, debuted November 4, 2006 and features the latest in-depth arts news; including "Ask the Dean", which offers listeners the chance to pick the brain of USC Thornton School of Music Dean Rob Cutietta and his faculty; an in-depth events calendar called "Around Town"; interviews with fascinating people in film, dance, classical music, visual arts, theater and architecture; film reviews with the LA Times senior film critic Kenneth Turan, music reviews, and new and unusual recordings. Arts Alive and long-form interviews we conduct with artists and arts leaders are also available online for on-demand listening and as podcasts. KUSC continues to broadcast concerts of the Los Angeles Philharmonic the Los Angeles Opera, the Los Angeles Chamber Orchestra, the Pacific Symphony and the Los Angeles Master Chorale.

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 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.

KUSC worked with local high schools and sponsored a Local Vocals high school choir competition in conjunction with the national program From the Top in 2013/2014 and we replicated this program in 2015/2016 in the Bay Area. 25 schools entered videos, and we received over 235,000 votes online in the first round, and around 20,000 votes in the finals. The winning Choir was from Montevista High school in Danville who will now perform on the live show taping of From the Top coming to San Jose State in February 2016. We also broadcast a weekly program called Thornton Center Stage that featured the performances of faculty and student ensembles at USC.

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?

In the coming year, KUSC will focus on the following major initiatives: a. Telling our Story: KUSC is a major arts institution in Southern California and is recognized as such. We plan to strengthen our board, continue to take a leadership role in the arts community, and do a better job of telling the story of KUSC internally and externally. b. Investing in People: We plan to invest more in training our current talented staff members and ensure that our culture supports adding people of different backgrounds and different types of expertise. c. Multiplatform Development: We seek audience growth by expanding programming across multiple platforms. We are also developing a metrics dashboard that we can use to analyze results and effectiveness of our organization overall. d. Classical Music Rising: We are taking a lead role in the national initiative led by SRG to advance classical public radio stations across the country. We received a major grant from the Mellon Foundation and will soon be hiring a project director to lead the effort going forward.

Comments

Question	Comment
No Comments for this section	

Grantee Information

ID 1297
 Grantee Name KUSC-FM
 City Los Angeles
 State CA
 Licensee Type University

7.1 Journalists

Jump to question: 7.1 ▼

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific
News Director									
Assistant News Director									
Managing Editor									
Senior Editor									
Editor									
Executive Producer									
Senior Producer									
Producer									
Associate Producer									
Reporter/Producer									
Host/Reporter									
Reporter									
Beat Reporter									
Anchor/Reporter									
Anchor/Host									
Videographer									
Video Editor									
Other positions not already accounted for									
Total	0	0	0	0	0	0	0	0	0

Comments

Question Comment

No Comments for this section