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Q1 Name of your organization.

Southern California Public Radio

Q2 Grant #

20150527

Q3 Grant Period

August 1, 2015 – July 31, 2016

Q4 Location of your organization

City	Pasadena
State	CA

Q5 Name and Title of person completing evaluation.

Paria Kooklan, Institutional Giving Officer

Q6 Phone Number:

626-583-5142

Q7 Email address.

pkooklan@scpr.org

Page 2: Key Outcomes and Results

Q8 Total number of clients served through this grant funding:

1,698,000

Q9 Describe the project's key outcomes and results based on the goals and objectives. Use the following format: State the Goal: State Objective 1: Describe the Activities, Results and Outcomes for Objective 1: State Objective 2 (if applicable): Describe the Activities, Results and Outcomes for Objective 2: State Objective 3 (if applicable): Describe the Activities, Results and Outcomes for Objective 3:

Southern California Public Radio (SCPR) met its goal of providing high-quality multiplatform coverage of Southern California's education community that would meaningfully engage audiences and foster civic participation.

Our Education Desk, led by editor Maura Walz, features correspondent Adolfo Guzman-Lopez, reporter Kyle Stokes, Early Childhood Development Correspondent Deepa Fernandes, and Arts Education Reporter Priska Neely. Together, they kept Southern California informed about and engaged in education topics across multiple news delivery platforms: broadcast, web, mobile, social media, and live events.

Our coverage explored the core beats of K-12, Arts Education, and Early Childhood Development, as well as important, cross-cutting topics such as charter school expansion, teacher credentialing and tenure, school funding, the new Common Core standards, STEM education, the "achievement gap" for Latino and African-American students, and the proper role for standardized tests. We also covered higher education – including affordability and access, the management of the UC and CSU systems, and the role of community colleges – and are currently working to raise the required match for a challenge grant that will enable us to add a full-time reporter to cover that beat.

We achieved the objectives laid out in our proposal of April 2015 as follows:

1) SCPR met the objective of sustaining and expanding the depth and range of its broadcast and digital coverage on the educational challenges facing Southern Californians.

From August 1, 2015 to July 31, 2016, SCPR aired 581 news reports and show segments about educational issues. We provided sustained coverage of key issues and stories, focusing on big problems and potential solutions. Our approach emphasized creativity, authenticity, and powerful storytelling – making our coverage not only informative, but also compelling.

Highlights from this coverage included:

CHARTER SCHOOL EXPANSION When philanthropist Eli Broad's draft plan to expand the number of charter schools in the LAUSD leaked in September 2015, drawing fire from critics who said it would divert money from the rest of the district – as well as from some charter school proponents – our reporters closely followed the developing story and its implications, both within the LAUSD and more broadly. We spoke to a variety of stakeholders representing a range of viewpoints: LAUSD board members, Broad Foundation representatives, teacher's union leaders, charter school advocates, community and parent leaders, and others. Throughout late 2015, we reported on criticisms from charter school foes and boosters, the Broad Foundation's defense of the plan, fears that charter expansion would deepen LAUSD's financial woes, the response from the teacher's union, and more.

EARLY CHILDHOOD HEALTH. For our two-part series "Harm at Home" in September 2015, we reported that many young children in heavily African-American and Latino South Los Angeles live in harmful conditions. In Part One, we investigated why this community suffers most of the cases of childhood lead poisoning in the city and how efforts to eliminate lead's threat to young children are falling short. In Part Two, we examined why many children suffer from asthma and other respiratory illnesses triggered by mold, roaches, and other hazards in their homes, sending them to emergency rooms and causing loss of valuable school time. For another recent series, "Polluted Preschools," we conducted a long-term investigation that identified childcare centers in LA County located too close to highly trafficked freeways, putting small children's health at risk.

S.L. Gimbel Foundation Fund

HIGHER EDUCATION. With a focus on public higher education – the UCs and CSUs, community colleges – we explored issues of access and affordability, digital disruption, faculty pay, campus shootings and sexual assault, and the effectiveness of community colleges in a shifting economic landscape. SCPR is committed to covering this topic in even greater depth and seeks to add a full-time Higher Education Reporter to our desk.

Other examples of recent stories include:

- “Helping high-risk teens by sneaking life lessons into song and dance,” Priska Neely, 7-29-16.
- “Bringing brain development 101 to kids who miss preschool,” Deepa Fernandes, 5-24-16.
- “Advocates: More transparency, accountability needed for new education funds.” Adolfo Guzman-Lopez, 5-19-16.
- “Are too many students being labeled special needs?” Kyle Stokes, 3-30-16.
- “Night at the museum? Try a week. These fourth graders did and it changed their world,” Priska Neely, 3-21-16.
- “The pros and cons of 4 plans to solve the preschool access crisis in California,” Deepa Fernandes, 3-1-16.
- “Common Core tests show achievement gap, even in high performing schools.” Adolfo Guzman-Lopez, 9-11-15.
- “Vergara v. California: What's at stake as teacher tenure case goes back to court,” Kyle Stokes, 2-25-16.

2) SCPR also met the objective of regularly featuring in-depth discussions with education policymakers and leaders from across the region. During the grant period, our programs AirTalk and Take Two aired 193 segments related to education, including numerous conversations with education leaders and policymakers.

AirTalk, hosted by Larry Mantle, is a midday public affairs call-in show that expands public dialogue, including through interviews with local policymakers, advocates, and experts. Recent segments have featured LAUSD stakeholders weighing in on new Superintendent Michelle King, education experts debating the efficacy of the revamped SAT test, and a researcher explaining why he thinks American education's emphasis on math is misplaced.

Morning newsmagazine Take Two, hosted by Alex Cohen and A Martínez, offers informative reports and interviews about a wide range of topics. Recent segments have included a conversation with Chapman University's director of Global Studies about how the threat of terrorism is impacting study abroad programs, a discussion with investigative reporters from KPCC and WNPR about PCB contamination at public schools throughout the country, and conversation with the head of the California office to Reform Education about its new “school climate survey,” which looks at factors such as student temperament and happiness.

3) Finally, SCPR met its objective of engaging a wider and more diverse audiences in discourse about education.

SCPR's multiplatform education coverage featured diverse voices – including those of underserved communities of color – and various points of view, including those of teachers, administrators, parents, students, union leaders, and advocates. We also sought engagement around our coverage through social media, with our reporters fostering dialogue around specific stories on Facebook and Twitter, as well as through live events – such as a September 2015 event held with the Milken Institute about college debt and affordability, a November 2015 event about arts integration, and a March 2016 event about language learning through performance. Finally, we provided our audience with pathways to participation – for example, when we informed listeners about the public forums that would be held by the LAUSD as it sought a new superintendent.

Q10 Please describe any challenges/obstacles the organization encountered (if any) in attaining goals & objectives.

One challenge we faced during the grant period was that the Education Editor, Arts Education Reporter, and K-12 Reporter positions were vacated when their reporters moved to other desks in the newsroom. Education Editor Sandra Oshiro and Arts Education Reporter Mary Plummer were reassigned to the Regional Desk. K-12 Reporter Annie Gilbertson, who won a number of awards in 2014 and 2015 for her investigation into the LAUSD's iPad procurement process, has become our first full-time Investigative Reporter.

Another challenge was that we were unable to raise sufficient funds to hire a full-time higher education reporter. We hope to raise sufficient funds to fill this gap in the coming year.

Q11 How did you overcome and/or address the challenges and obstacles?

Fortunately, SCPR was quickly able to recruit and hire three highly qualified journalists to fill all three vacant positions, and our education coverage is now stronger than ever.

Maura Walz replaced Sandra Oshiro, who is now our Politics Editor, as Education Editor in late 2015. Maura previously worked as deputy managing editor of Chalkbeat, a nonprofit news organization covering education in four states. She also covered education for Georgia Public Broadcasting for two years. Maura's reporting has appeared on NBC News, WNYC, and FastCompany. She is a graduate of the University of Chicago and the Columbia Graduate School of Journalism.

Priska Neely joined SCPR in fall 2015 as our Arts Education Reporter. Priska previously worked as a producer at NPR's Weekend All Things Considered, where she coordinated film and television coverage for the show and reported stories for the network. Before that, Priska was part of the team at NPR's Talk of the Nation in Washington, D.C. She studied journalism at New York University.

Kyle Stokes joined SCPR in early 2016 as the new K-12 reporter. He previously worked at KPLU Public Radio in Seattle where he covered education, including a major teachers strike. He also authored a documentary, "Renaissance Beach," on efforts to turn around a long-troubled Seattle high school. Before that, Kyle spent about three years in Bloomington, Indiana, helping launch an education reporting collaboration between NPR and member station WFIU. His work for that project, called StateImpact Indiana, earned honors from PRNDI, ONA, and RTDNA, with two National Edward R. Murrow Awards.

Q12 Describe any unintended positive outcomes as a result of the efforts supported by this grant.

Over the last year, SCPR won 16 local, regional, and national journalism awards, including a number of awards for our education reporting. For example, in January 2016, our education coverage won four Golden Mike awards from the Radio & Television News Association (RTNA) of Southern California: Best Hard News Series Reporting for the series "Hard Times at Inglewood High," Best Investigative Reporting for the story "Sex and the LAUSD Teacher," Best Serious Feature Reporting of One Minute or Longer for "Missing Kindergarten is a Big Deal," and Best Use of Sound for "Kindergarten in Chinese."

In addition, in April 2016, the Education Writers Association announced its 2015 finalists for the National Awards for Education Reporting. KPCC was named a finalist for the Broadcast Investigative Reporting category for its reporting on conflicts of interests in LAUSD's iPad procurement program in 2015.

Q13 Briefly describe the impact this grant has had on the organization and community served.

The generous support of the S.L. Gimbel Foundation enabled SCPR to cover the ongoing education issues in our region – helping to inform educators, students, parents, advocates, and policymakers and fostering constructive discourse and civic participation. Ultimately, we believe our coverage helped increase substantive dialogue in the region about critical education challenges and their potential solutions.

Page 3: Budget

Q14 Please provide a budget expenditure report of the approved line items. Include a brief narrative on how the funds were used to fulfill grant objectives.

The generous grant from the S.L. Gimbel foundation was used to cover salaries and other personnel costs for our Education editor and reporters. Please see the attached financial report for more information.

Page 4: Success Stories

Q15 Please relate a success story:

In March 2016, Take Two ran a two-week long series called “Good Schools” that took a closer look at the education landscape in the Los Angeles area: public schools, magnets, charters, private institutions, and dual-language programs. SCPR spoke to parents and academics, teachers and kids – and even to television producers about how this obsession with finding a “good” school in LA has seeped into popular culture. For example, a segment about magnet schools examined the LAUSD’s program, from its origins as a desegregation measure to a program that now includes over 200 schools with themes ranging from performing arts to STEM. We asked experts how parents can figure out whether a magnet is right for their child – and how they can get in. Several of the stories were featured on NPR and attracted hundreds of comments from audience members on our website, and the NPR website, as well as Facebook and Twitter.

Q16 Please relate a success story here:

Respondent skipped this question

Q17 Please relate a success story here:

Respondent skipped this question

Page 5: Organizational Information

Q18 Which category best describes the organization. Please choose only one.

Other (please specify):
Public Media

Q19 What is the organization's primary program area of interest?

Civic & Public Benefit

Q20 Percentage of clients served through grant in each ethnic group category. Total must equal 100%

African American	4
Asian/Pacific Islander	13
Caucasian	60
Hispanic Latino	18
Other	5

Q21 Approximate percentage of clients served from grant funds in each age category.

Respondent skipped this question

Q22 Approximate percentage of clients served with disabilities from grant funds.

Respondent skipped this question

Q23 Approximate percentage of clients served in each economic group.

Respondent skipped this question

Q24 Approximate percentage of clients served from grant funds in each population category.

Respondent skipped this question
