



The Community Foundation
Serving Riverside and San Bernardino Counties

S.L. Gimbel Foundation Fund Grant Evaluation Form

Grant Period: January 1, 2011 through December 31, 2012	Evaluation Due Date: January 15, 2013
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Organization: Southern California Public Radio

Contact Name: Andrew Gould

Title: Institutional Giving Associate

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Grant Period: Jan 1, 2012 - Oct 31 2012

Award Amount: \$15,000

Grant Number: 2011828

- Describe the project's key outcomes and results based on your goals and objectives. Provide the number of clients served and other relevant statistics.
 - What were the challenges and obstacles you encountered (if any) in attaining your goals & objectives? How did you overcome and/or address the challenges and obstacles? What were the lessons learned?
 - Describe any unintended positive outcomes as a result of the efforts supported by this grant.
 - Describe the overall effect this grant has had on your organization.
 - Tell us a few success stories that made an impact on your organization and/or community as a result of this grant.
 - Provide a financial report on the use of your grant funds (expenditures).
- ❖ Please send copies of publicity and other promotional materials.
❖ All variances or time extensions must be approved by The Community Foundation's Grant Committee. Please contact us at 951-684-4194, ext. 114 immediately if a variance or extension becomes necessary.

Please return the completed form to:

Celia Cudiamat, Vice President of Grant Programs
3700 Sixth St., Suite 200, Riverside, CA 92501 or fax to 951-684-1911
Or email to: ccudiamat@thecommunityfoundation.net

Southern California Public Radio
Final Grant Report to S.L. Gimbel Foundation/The Community Foundation

Describe the project's key outcomes and results based on your goals and objectives. Provide the number of clients served and other relevant statistics.

SCPR met its key goal and objective of informing and engaging Southern Californians on the topic of education. SCPR broadcast 810 news stories on critical education topics in the nine months of the grant period (January 1, 2012-September 30, 2012), with 119 education reports broadcast by Adolfo Guzman-Lopez, SCPR's Senior Education Reporter. In addition, SCPR produced dozens of education segments on its daily news shows *AirTalk* and *Take Two*, including its regular "big man on campus" segment, where callers are invited to discuss education issues with Jon Deasy, the superintendent of the Los Angeles Unified School District.

SCPR's full-week cumulative listenership during September 2012 was 650,600 (Source: Arbitron, Inc., PPM metro data, P6+, M-Sun 6a-12m, September '12). In addition, SCPR.org also served as an important resource for news and information concerning education topics in the Southland. SCPR.org received 1,643,800 pageviews and 562,700 unique visitors in September 2012, a significant increase logged over the same period of 2011. SCPR engaged in education discourse with diverse audiences through social media channels, with over 30,000 "likes" on Facebook and over 19,000 followers on Twitter.

Some of the major topics that Guzman-Lopez and SCPR's education team covered during the grant period included:

- Extensive ongoing coverage of developments at the Los Angeles Unified School District, the nation's second largest school district, including:
 - Analysis of continued budget cuts at the school district, including the recent decision to make arts education a core subject in reaction to elimination of funding.
 - Coverage of the debate surrounding teacher evaluations.
 - Coverage of the Miramonte Elementary School abuse scandal, and alleged teacher misconduct at other Southland schools.
- Coverage of developments at the region's other school districts, including:
 - Reports from Inglewood Unified School District concerning its financial worries and proposed takeover by the state.
 - Reaction to teacher lay-offs at Ocean View School District in Huntington Beach.
- Coverage of higher and adult education issues, including:
 - Protests over the cost of college tuition fees at the state capitol building in Sacramento.
 - Coverage of a nine day hunger strike to protest higher tuition fees and higher executive salaries by California State University students.
 - Coverage of the California State University System's new President, and the California Community Colleges new Chancellor.
- Coverage of Governor Jerry Brown's proposed cuts of \$5 billion to the state's school budget, with extensive reaction from students and teachers likely to be impacted by the measure.

Despite the continued challenges for many local school districts, higher education institutions and local students and teachers, SCPR remained committed to reporting on positive and inspirational education stories in the region, including:

- The inspirational story of a Burbank middle school teacher honored at the White House with the “teacher of the year” award.
- A report on the Granada Hills school that won back-to-back national academic decathlon titles.
- Reports on improved standardized test scores among California’s K-12 students.

AirTalk and *Take Two*, SCPR’s two daily news shows continued to present in-depth analysis and diverse opinions relating to education topics, including contributions from community leaders, field experts and educators. *AirTalk* featured 37 education segments during the grant period, ranging from discussions of the *LA Times*’ controversial study of LAUSD teacher ratings, to examinations of the impact of the budget crisis on California’s Community Colleges. *AirTalk* continued to expand public dialogue on education issues, inviting listeners to participate in lively and informative discussions on education issues that affect Southern Californians the most, including interviews with local policymakers, education leaders and politicians. Highlights from the grant period include:

- “Big Man on Campus”, Patt Morrison continued her monthly interviews with John Deasy, Superintendent of the LAUSD. Recent topics of conversation included the impact of the Obama administration’s recent decision to stop deporting younger undocumented immigrants.
- *Take Two* spoke to two school principals to provide analysis of California’s Academic Performance Index, a composite of several measures, including the results of standardized tests to measure student achievement. For the first time a majority of California’s schools reached the coveted 800 point benchmark.

SCPR remains dedicated to providing the highest-quality and most relevant education news and analysis via its website and social media channels. SCPR recognizes that people are increasingly getting their news online and through social media channels, and that the amount of space available on its airwaves is limited. A special education destination is featured on the SCPR website, aggregating most of SCPR’s education content, and providing links to other education stories of note from around the web. SCPR’s education reports and stories are available to listen on demand online. A vibrant stream of content is added on a daily basis to engage with audiences on the SCPR website, Twitter and Facebook, ensuring that the education issues are prevalent in the digital conversation. SCPR has seen rapidly expanding digital audiences over the past several years. In September 2012, the website logged 562,700 unique browsers and recorded 1,643,800 page impressions. SCPR has over 19,000 Twitter followers and over 30,000 Facebook likes, further broadening the distribution of SCPR’s content via social media channels.

Finally, although not funded by the S.L. Gimbel Foundation, the Crawford Family Forum’s diverse calendar of live programming complemented SCPR’s broadcast and digital coverage of critical education issues in the region. In the last year alone SCPR’s Crawford Family Forum welcomed more than 7,100 people through its doors for 97 free community events.

What were the challenges and obstacles encountered (if any) in attaining your goals and objectives? How did you overcome and/or address the challenges and obstacles? What were the lessons learned?

The primary obstacle SCPR faced during the grant period was the challenging nature of reporting on education issues and representing communities from across Southern California's vast landscape. KPCC's broadcast area covers five counties with a population exceeding 14 million people. What's more, each region faces its own unique education challenges: Los Angeles County alone has 79 school districts, Orange County has over 30, and Riverside and San Bernardino Counties have a combined total of more than 50 school districts. Providing comprehensive coverage of the unique challenges facing these districts and students is demanding, and connecting stories happening on the ground in our communities to policy made in Sacramento and Washington DC adds further obstacles. Although SCPR's education team regularly files reports from the wider region, by tapping into the organization's network of local bureaus, SCPR is able to provide deeper coverage of education issues facing students and institutions beyond Los Angeles County. SCPR's Inland Empire reporter, Steven Cuevas, reported on important education issues from Riverside and San Bernardino counties, regularly covering higher education institutions such as the University of California, Riverside. Ben Bergman, SCPR's Orange County reporter provides context from SCPR's bureau in Santa Ana. In addition, SCPR's bureaus in Sacramento and Washington DC, staffed by Julie Small and Kitty Felde respectively, provide deeper understanding of policymaking, offering perspective of how decisions made at the state and federal levels impact education outcomes locally.

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

SCPR is considered an indispensable resource in the region for its objective and high-quality reporting of education issues. As a direct response to SCPR's service, a local philanthropist and community leader was inspired to pool resources with other local funders to support SCPR's plan for providing deeper coverage of early childhood development and education issues. In September 2012 SCPR welcomed Deepa Fernandes, its new early childhood development correspondent, to its newsroom. Few, if any, media organizations in Southern California are focusing on the critical period from birth to age three, when the human brain is undergoing its most rapid and dramatic development. Fernandes' reporting in this area includes explanatory journalism, pointing prospective parents, expecting parents, new parents, young families and even grandparents to the resources and tools that can better help them support their child's development.

Describe the overall effect this grant has on your organization.

Critical support from the S.L. Gimbel Foundation has expanded SCPR's capacity to comprehensively cover the region's unique education challenges, by providing high-quality news and information service on the multitude of education challenges in the region. During the grant period, SCPR expanded its coverage of education topics, logging a 25% increase in education broadcast stories in the first nine month period over the previous year. A grant from the S.L. Gimbel Foundation has enabled SCPR to provide its growing audience with deeper and more meaningful coverage of education issues from their communities.

Tell us a few success stories that made an impact on your organization and/or community as a result of this grant.

In February 2012 SCPR, in collaboration with NBC4 Los Angeles, broke the story of the Los Angeles Unified School District's agreement last June to \$40,000 to settle its dismissal case against disgraced Miramonte Elementary teacher Mark Berndt. SCPR's Public Insight Journalist Sharon McNary, obtained documents from Berndt's challenge to LAUSD's effort to fire him and SCPR presented the documents online; the story was also broadcast on KPCC and on NBC4.

On January 12, 2012, SCPR aired *AirTalk's* "High Education Summit," Larry Mantle moderated a discussion with the Presidents of USC and Pitzer College, along with the Chancellors of UCLA and the state Community College System. This unique discussion convened four education leaders to talk about the biggest challenges facing their institutions, and higher education as a whole. The discussion was presented in front of a live audience and broadcast on *AirTalk*.

In May 2012, SCPR travelled to Grant High School in the San Fernando Valley to present a special hour of programming on SCPR's *Patt Morrison* show, investigating the Humanitas program which employs an innovative approach to teaching. The program seeks to counter the long-term damage inflicted to students that leave school without gaining comprehensive reading and critical thinking skills. The special featured discussions on how to improve the education outcomes of students from primarily low income and Latino households. The feature addressed many important questions such as how the program makes children feel valued, and how teachers encourage parents, many of whom are immigrants and either unfamiliar with the school system or too busy working long hours, to participate in their childrens' education. In addition to broadcast content, complementary digital coverage was provided, including a slideshow and video, produced by SCPR videographer Grant Slater, profiling students of the program.
<http://www.scpr.org/programs/patt-morrison/2012/05/30/26706/education-doc/>

Provide a financial report on the use of your grant funds (expenditures).

Please see report below.

Project Income Sources	Project Income	Actual Funds Received to Date
S.L. Gimbel Foundation	15,000	15,000
Kenneth T. and Eileen L. Norris Foundation	10,000	10,000
The John W. Carson Foundation	5,000	5,000
Membership and Individual Contributions	237,920	180,202
TOTAL INCOME	267,920	210,202
Project Line Item Expenses	Project Budget	Actual Funds Spent to Date
Personnel: Directors and Editors	23,568	18,519
Personnel: Reporters	52,994	42,323
Personnel: Producer/Hosts	23,831	16,688
AirTalk: Talk Show	19,547	15,544
Patt Morrison: Talk Show	10,417	6,978
The Madaleine Brand Show	14,712	13,474
Taxes & Benefits	31,915	20,421
Broadcast Operations	66,671	47,105
Contractors	15,775	15,396
Telephone/ISDN (Local)	2,250	3,287
Promotions/Membership	750	531
Program Travel	750	2,375
Office supplies	300	116
Subscriptions/Wire Services	4,440	7,445
TOTAL EXPENSES	267,920	210,202