



2015 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

"I've been watching KLCS for a long time, and I am amazed at the programs that you show..."

- KLCS Viewer

KLCS brings the world into classrooms and communities, providing equity of access and helping students and citizens to become knowledgeable participants in an evolving technological society.



KLCS is a valuable resource for the communities of Greater Los Angeles, California. Operated by the Los Angeles Unified School District, and located in the heart of Los Angeles, KLCS is uniquely positioned to represent and respond to the excitingly diverse population that it serves. The District alone is a tapestry of Southern California, with over 730,000 students enrolled in K-12 and Adult Education. KLCS serves a student population that is 74% Latino, 8.5% African American, 10% White and represents 93 languages spoken other than English.

In 2015, KLCS provided:

- Over 3600 hours of educational programming
- Over 400 hours of school board meetings to ensure equity of access to governmental proceedings
- Over 144 NewsBriefs highlighting student achievements and school success stories.
- Original programs on subjects such as parent engagement, early literacy, college readiness, safe schools, testing, sustainability and more...

KLCS local services include creating content to support an informed public, such as specials on voting initiatives, health care, parent engagement, innovative educational practices and model programs and services throughout the Los Angeles Unified School District and the communities of Greater Los Angeles. In 2015, KLCS created over 50 hours of local public affairs, local color, and cultural programming.



2015 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

In 2015 KLCS implemented its *College Is Elementary* initiative to help bring awareness to underserved educational communities about the need to motivate children beginning at elementary school regarding the importance of setting college attendance as a goal, and not simply referring to it as a 'dream'. The program focused on a partnership with Western Avenue Elementary in very under-resourced neighborhood of South Los Angeles. The program consisted of supporting Western in developing partnerships with local institutions of higher education, such as leading a series of monthly rallies for students to hear from representatives of partner colleges and universities and to get recognized for their efforts in taking the initial steps in achieving the goal of college attendance. The Station supported this effort with pertinent broadcast components including news segments and profiles of persons and organizations having a positive impact in forwarding the goals of the initiative.

The response from Western, the colleges and the community were overwhelmingly positive. While the rallies were initially intended to be for students and teacher participants, they were expanded to include the parents based on the feedback the parents provided to the principal about their desire to attend and participate.

Another key component of this outreach effort was a community forum that was organized by KLCS and featured panelists from its partner-university California State University at Los Angeles and Western Avenue Elementary. The forum was focused on issues and challenges preventing inner city students from accessing college and resulted in a deep and engaging discussion which was well received and reviewed by those in attendance.

KLCS also continued its support of the annual Video in the Classroom Competition and Awards program, which is open to all schools in the Los Angeles Unified School District. The KLCS Video in the Classroom Awards celebrated 29 years in 2016 of encouraging the use of video in the curriculum, and supporting teachers and students by recognizing, awarding and celebrating outstanding content created to deepen understanding and engagement with pertinent themes and issues.

The Station's main goal is to continue to motivate and support teachers and students who create their own instructional videos in support of their curriculum. Success is measured though an increase in the number of participants measured year-to-year. KLCS also continued its partnership with the various local film festivals, including the Los Angeles Latino Film Festival, the South East European Film Festival, the Indian Film Festival of Los Angeles as well as their respective student/community outreach programs. On-air activities included promotional spots for the Festivals' student and/or family programs, as well as profiles of the impact those programs have on the students who participate in them. The Station's goal was to solidify and strengthen its partnership with these programs that are directly impacting the community it serves.



2015 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

KLCS provides an essential service by broadcasting Los Angeles Unified School District Board and Committee meetings, which provides the community-at-large an opportunity to view real-time proceedings and to be well-informed about the initiatives impacting the almost 1 million K-12 and Adult students of the LAUSD.



KLCS hosts informational lectures, preview screenings, town hall meetings and other community engagement events to create new relationships and to nurture valued relationships with station members and supporters.



Superintendent Michelle King hosts Inside the LAUSD, interviewing educational leaders and members of the educational community. Other KLCS community engagement programming includes, Intersection, Safe Schools – Successful Students, Families Matter/La Familia Importa, Student Voices, public service announcements and more...





"I really like KLCS. Far fewer pledge drives than any other PBS station, and good use of the digital sub-channels." - Viewer

Licensed to the Los Angeles Unified School District, KLCS' primary mission is to serve and support the District's academic achievement goals for students. More than ever, KLCS is collaborating with the Division of Instruction to enhance station services to include credit recovery initiatives, parent and community engagement, increased graduation rates, increased attendance, proficiency for all and school safety.

KLCS also provides alternative programs for the viewers of Greater Los Angeles and Southern California.

KLCS provides equity of access and cost-effective services to the schools, City and communities of Los Angeles.
