

KLCS
Public Media



2020 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

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 itself is a tapestry of Southern California, with over 652,000 students enrolled in Early Ed through 12 and Adult Education. KLCS serves a student population that is 74% Latino, 8% African American, 10% White and represents over 100 languages spoken other than English.

In 2020, KLCS provided:

- Over 4000 hours of educational programming
- Over 450 hours of school board and L.A. County Board meetings to ensure equity of access to governmental proceedings
- Over 100 “Snapshots” highlighting student achievements and school success stories
- Original programs on educational curriculum, modules for teachers and subjects pertinent to parent engagement, early literacy, safe schools and more

KLCS local services include creating content to support an informed public, such as specials on health care, educational resources and sustainability, meal and essential needs distribution, 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 2020, KLCS aired over 130 hours of local public affairs and community informative programming.

KLCS continued its community-driven outreach efforts during the year by partnering with numerous civic and educational organizations. Highlights of these partnerships include the following:

KLCS was a partner with the 2020 LAUSD-sponsored “Move It” 5K Run and Health & Wellness festival. Through its participation it was able to extensively promote the event, bring awareness to the school district’s efforts and highlight health and nutrition resources available to the local community surrounding downtown Los Angeles. Additionally, KLCS was present at the event and created follow-up content for on-air broadcast. Its participation was highly valued and the Station is in discussion to increase its participation and support ahead of next year’s event.

Because the impact of the COVID-19 pandemic led to the closure of schools and the move to remote learning for students across its DMA, KLCS collaborated with KOCE/KCET to create a broadcast schedule that helped support and augment the instructional needs of the educational community across Southern California. In collaboration with the Los Angeles Unified School District’s Division of Instruction, the Station curated and promoted a schedule of educational and instructional programs aimed at supporting those students most impacted by the digital divide: those students for whom accessing curriculum remotely was hindered by their lack of internet connectivity or appropriate devices for accessing school remotely.

As the effects of the pandemic intensified and lead to the District-wide closure of schools KLCS produced a series of PSA’s and on-air announcements. Specifically, the Station produced content to support and publicize Los Angeles Unified School District’s distribution of millions of meals to families in need. Additionally, KLCS produced content aimed at promoting social distancing, hand washing and wearing masks in an effort to increase safety and awareness. An animated, child-friendly campaign was created and broadcast: “Rocket Rules” teaches children the importance of COVID testing and assures them that it is easy and painless

In an effort to keep the educational community it serves up to date on pertinent information affecting school closures and educational resources available, KLCS produced and broadcasted weekly video updates by the LAUSD’s Superintendent in 2020.

KLCS continued to provide an essential service by broadcasting Los Angeles Unified School District Board and Committee meetings that provides the community-at-large an opportunity to view real-time proceedings and to be well-informed about the initiatives impacting the nearly three-quarters of a million Pre-K - 12 and adult students of the LAUSD. The Station also broadcasts Los Angeles County Board of Supervisors meetings to provide similar insight into and participation in the local county government.

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As the effects of the pandemic affected our school community and community at large, KLCS created messaging to inform the public of vital resources available, such as meals and essential household items, educational devices, assistance for homeless families, COVID testing, and weekly updates on school-related matters.

Call Center Hours:
Monday - Friday
8:00 A.M. - 5:00 P.M.

Children's Health Access & Medi-Cal Program

CHAMP

Does your family need help getting free/low cost health insurance?
Contact us at (213) 241-3840 option 1 or email: champ@lausd.net

CHAMP provides:

- Pre-screening for Health Insurance Program Eligibility
- Medi-Cal | Medi-Cal Expansion | Covered CA | Kaiser Permanente Child Health Program
- Health Insurance Application Assistance and Enrollment
- Outreach and Education on the Affordable Care Act
- Information About Utilizing and Maintaining Health Insurance Benefits
- Health Care Referrals to School-Based HealthyWellness Centers and Community Clinics

All Youth Healthy and Achieving

<http://achieve.lausd.net/CHAMP>

CHAMP is a department within the Los Angeles Unified School District and is part of the Student Health & Human Services Division. Please Contact for CHAMP is provided by the Centers for Medicaid and Medicare Services, Inc.

¿Usted o alguien que conoce necesita un seguro médico?

KLCS produced content educating children on important health measures during the pandemic: practicing social distancing, washing hands, and wearing masks. A campaign was created on the importance of getting tested. Through an animated series called “Rocket Rules” children were taught how easy and painless COVID testing was and about the importance of getting tested.





"Daniel Tiger and Odd Squad kept me and my brother from being bored to death in lockdown."

- PBS Kids 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 continues collaborating with various District branches to enhance station services that support myriad initiatives, parent & community engagement, attendance awareness, school safety and student achievement.

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

