

KLCS
Public Media



2021 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 public media 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 574,000 students enrolled in Early Ed through 12 and Adult Education. KLCS serves a student population that is 74% Latino, 8% African American, 6% Asian American, 10% White and represents over 100 languages spoken other than English.

In 2021, KLCS provided:

- Over 4,250 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 75 “Snapshots” highlighting student achievements and school success stories
- “Medical Minutes” providing vital health information related to the COVID-19 virus
- Original educational programs and learning continuity resources to support and augment the instructional needs of the educational community across Southern California

KLCS’ local services include creating content to support under - resourced communities, such as vital health related information, learning continuity and wellness resources, meal and essential needs distribution, parent engagement, innovative educational practices and model programs and services throughout the Los Angeles Unified School District and the diverse communities of Greater Los Angeles. In 2021, KLCS aired over 335 hours of local public affairs and community informative programming.

KLCS' community outreach was severely impacted by the on-going effects of the COVID-19 pandemic. The Station was able to pivot and leverage its resources and partnerships to find new ways to serve its community despite the challenges of not being able to do in-person outreach events.

In response to the District-wide closure of schools, KLCS continued its collaboration with community organizations and created content that helped enrich the educational experiences of students who had limited access to places such as the Los Angeles Public Library and the California Science Center.

As some schools returned to in-person instruction, KLCS maintained its At-Home Learning schedule in an effort to augment the instructional needs of the educational community across the Station's DMA. As other local stations resumed regular programming, KLCS, in collaboration with the Los Angeles Unified School District's Division of Instruction, curated and promoted a schedule of educational and instructional programs aimed at supporting those students most impacted by the digital divide and the ongoing lack of access to in-person resources caused by the pandemic.

As the effects of the pandemic lingered and new questions and concerns were raised as the vaccine roll-out began, KLCS produced a series of PSA's, interstitials and on-air announcements in coordination with leaders from the Los Angeles Unified School District. KLCS promoted the availability of resources including COVID testing sites and meal distribution centers. Additionally, the Station created and disseminated fact-based information about vaccinations and the pertinent policies and requirements that directly affected its community.

Despite not being able to organize in-person outreach and engagement events, KLCS partnered with PBS, the Los Angeles County Natural History Museum and the Los Angeles Unified School District to present a virtual community event centered around *The Age of Nature*, a limited PBS series addressing the impacts of human efforts to rehabilitate the planet. KLCS produced and hosted a virtual screening and discussion with field experts from the Natural History Museum and over 50 secondary students and educators from various LAUSD schools.

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 Los Angeles Unified School District. 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 produced an awareness and education campaign centered around educating and informing the public about vital resources available, such as meals and COVID testing. Additionally, KLCS produced *Medical Minute* to provide fact-based information about vaccines and pertinent guidelines and educational policies important to the community we serve.



Recognizing the connection between academic achievement, good nutrition, and physical activity KLCS produced *Nutritious Bites* and *Everyday Fitness* to motivate young viewers to develop healthy eating habits and engage in guided physical activity. This information that has proven to be particularly vital as the impact of the pandemic carried over into a second year.





"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.

