

2020 Annual Program Review

Program Name: KCRW

Program Review Author: Jennifer Ferro

I. PROGRAM DESCRIPTION: In one or two paragraphs, provide a description of the primary goals of your program or service area. Attach an appendix to describe your program or service area in more detail, if needed.

Note: If no changes have occurred, feel free to copy and paste from your last review. If it exists, feel free to copy the brief description of your program from the college catalog: <http://www.smc.edu/CollegeCatalog/Pages/default.aspx>

KCRW is a public radio station operating at 89.9FM in Los Angeles County as well as 89.1 KCRU, Oxnard/Ventura; 88.7 KDRW, Santa Barbara; 88.1 KCRY Mojave; 89.3 KCRI, Indio/Palm Springs; and KERW, Los Osos Baywood Park.

KCRW is a community service of Santa Monica College.

The station airs a full 24 hour/7 day a week schedule that combines news from National Public Radio and other national sources as well as in-house produced programming on public affairs, politics, music, food, literature and architecture.

KCRW is more than a radio station. We are a source for thoughtful, independent, engaging programming as well as a meeting place for ideas, education, discussion and stimulation. We are a center for public affairs, art and culture — worldwide. KCRW is also a public institution and social network.

The station produces 100 hours of original programming per week. Over 2 million hours per month are consumed digitally via mobile, third party distributors and via the web.

II. PROGRESS SINCE LAST REVIEW (LAST YEAR’S OBJECTIVES)

Identify the original objectives from your last review, as well as any objectives that emerged during the year (if applicable). For each objective, determine status and explanation for status.

Objective	Status (Check one)	Status Explanation
Increase both digital and terrestrial audience by 5%.	<input type="checkbox"/> Not Completed <input checked="" type="checkbox"/> In Progress <input type="checkbox"/> Completed	KCRW is making major strides in connecting with audiences digitally via Apple News and social media. Radio audience is steady while streaming audience has increased.
Increase revenue from major donors by 10% and membership by 15%.	<input type="checkbox"/> Not Completed <input checked="" type="checkbox"/> In Progress <input type="checkbox"/> Completed	This will always be “in progress”. Since the last review KCRW’s major donor gifts have increased by 20%. Institutional giving from philanthropic foundations has increased by 51%.
Click or tap here to enter text.	<input type="checkbox"/> Not Completed <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	Click or tap here to enter text.
Click or tap here to enter text.	<input type="checkbox"/> Not Completed <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	Click or tap here to enter text.
Click or tap here to enter text.	<input type="checkbox"/> Not Completed <input type="checkbox"/> In Progress	Click or tap here to enter text.

Completed

III. ACHIEVEMENTS

(Optional) List any notable achievements your program accomplished in the last year.

KCRW successfully moved into the completed 35,000 square foot media center built by Santa Monica College on the CMD campus. This was a transformative move that allowed KCRW to create a public gathering space for the community. (All of those plans have been on hold since March, 2020 and will continue for the foreseeable future.) KCRW won over 25 awards from regional organizations including the Edward R Murrow award for local reporting and programming. KCRW has been able to provide critical, daily information about COVID-19, the resulting employment crisis and the on-going calls for social change with relevant and accurate programming. Our music programming also serves as a calm for those who will no longer listen to the news.

IV. CURRENT PLANNING AND RESOURCE NEEDS

Part 1: Narrative

Broadly discuss issues or needs impacting program effectiveness for which institutional support or resources will be needed for the next academic/fiscal year.

KCRW's facility is critically important to the operation of our radio station. All of our technical needs rest in the successful operation of the CMD campus building. SMC's ability to maintain the facility determines our ability to provide service. To date, SMC has been responsive and helpful.

Part 2: List of Resources Needed

Itemize the specific resources you will need to improve the effectiveness of your program, including resources and support you will need to accomplish your objectives for next year.

While this information will be reviewed and considered in institutional planning, the information does not supplant the need to request support or resources through established channels and processes.

Resource Category	Resource Description/Item	Rationale for Resource Need (Including Link to Objective)
Human Resources	No need for resources expected.	Click or tap here to enter text.
Facilities (<i>info inputted here will be given to DPAC Facilitates Comm.</i>)	KCRW will need continued maintenance and security for its building.	See above.
Equipment, Technology, Supplies (<i>tech inputted here will be given to Technology Planning Committee</i>)	No additional resource needs expected.	Click or tap here to enter text.
Professional Development	No additional resource needs expected.	Click or tap here to enter text.

V. CHALLENGES RELATED TO SPRING 2020 COVID-19 CRISIS AND RESPONSE:

List significant challenges your program faced in Spring 2020 due to COVID-19. Please also include your responses and solutions to this crisis.

KCRW is facing financial losses of up to 15% of its budget due to the elimination or reduction of certain sponsorships.

The inability to gather together physically for events is hampering our ability to raise dollars from major givers. The lack of in-person events curtails our ability to market KCRW to new listeners and members. We also can no longer host live performances from musicians which affects our regular programming.

Our radio audience has also decreased by up to 27% with so few people traveling in cars on their regular routines. However, we have noticed more people accessing us via the web and those that do listen to the radio are listening much longer than before.

VI. THE NEXT SECTION IS FOR CTE PROGRAMS ONLY

PARTNERSHIPS:

Part 1: Industry advisory meeting dates and attendance for 2019-2020.

Date of Meeting	# of SMC Attendees	# of Non-SMC Attendees
Click or tap to enter a date.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap to enter a date.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap to enter a date.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap to enter a date.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap to enter a date.	Click or tap here to enter text.	Click or tap here to enter text.

Part 2: Employer partnerships/collaborations for 2019-2020. Identify the most salient partnerships or collaborations.

Employer Name	Type of partnership or Collaboration <ul style="list-style-type: none"> • Advisory attendance • Internship site • Donations • Job placement • Other 	Optional: Additional information about partnership or collaboration
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
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CONGRATULATIONS – that’s it! Please save your document with your program’s name and forward it to your area Vice President for review.

The following section will be completed by your program’s area VP

Vice Presidents:

First, please let us know who you are by checking your name:

- Christopher Bonvenuto, Vice President, Business and Administration
- Don Girard, Senior Director, Government Relations & Institutional Communications
- Sherri Lee-Lewis, Vice President, Human Resources
- Jennifer Merlic, Vice President, Academic Affairs

Teresita Rodriguez, Vice President, Enrollment Development

Michael Tuitasi, Vice President, Student Affairs

Next, please check this box to indicate that you have reviewed the program's annual report. Provide any feedback and comments for the program here:

Click or tap here to enter text; the box will expand when you enter text.

Finally, please **save the document** and email it to both Stephanie Amerian (amerian_stephanie@smc.edu) and Erica LeBlanc (leblanc_eric@smc.edu). If you have any questions, please contact us!

Thank you for your input!