



## 2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"I want to express my deep gratitude for your support of this organization during the past year..."*

- Suzanne Pfister, Chair, FPRAZ

**Thanks to you, KJZZ was a lifeline for accurate information during a crisis.**



**KJZZ is a valuable part of the Phoenix area's advancement.**

**In 2019, KJZZ provided vital local services.**

**KJZZ local services had deep impact in keeping the audience connected to the latest news and issues across the Phoenix area.**



## 2019 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

In the past year, KJZZ sought out and reflected the needs of the community by providing news and information content on a wide variety of local topics. Our news team reported on breaking news events including an investigative series on teacher discipline associated with student abuse accusations; the latest issues surrounding prison healthcare and private prisons; the signing and ramifications of the eight-state Drought Contingency Plan and water issues; and the problems and investigation into long-term care facilities for people with disabilities. Additionally, we deployed the entire Fronteras reporting team to follow the journey of asylum seekers from Honduras to a new home in the U-S. We used community feedback to create and disseminate long- and short-form content that highlighted issues in metro Phoenix and the state. This content was generated from a new listener-centric web platform. This content included in-depth investigative reporting, long-form feature reporting on subjects and sources that represented a diverse cross section of constituents. We proactively sought out new voices to continue to provide a broad range of ideas and viewpoints.

Goals for the year included continued diversity of sources and expanding our local and state content. We added reporting staff and trained them to seek out new sources; we regularly researched and evaluated the abundance of new voices and use of new subject matter experts. We engaged the audience with station events and focus groups to gather feedback, and through more social media content. We have continued to evolve our local content offerings including audio and video of local musical acts.

## Minority Hosted Programs

We offer a weekly minority hosted program. The national program, Snap Judgment, continues to be a strong program on our schedule. We have an African American host, an African American producer and several Latino reporters/editors. We regularly broadcast documentaries that focus on minority issues.



## Ongoing Reporting Projects

As part of an ongoing reporting project, our Fronteras Desk reporters continue their reporting on immigrants, refugees and the changing demographics in the Southwest. KJZZ highlights these reports in our drive-time programs and in KJZZ Original Productions programs.



## Maximizing Our Service to Community

As a community service, we provide jazz programming on our Jazz PHX service. This service is offered on KJZZ HD2 and on its own digital platform. This service is also available through the KJZZ mobile app. In addition, we maintain a music events calendar and a venues directory with this service. This effort complements our main channel broadcasts of music and our sister station's HD audio stream which provides Latino programming and spoken word





## Local Content and Community Information

KJZZ provided more local content and community information because of our commitment to produce more for our communities and region.

During a global pandemic and highly consequential election year, KJZZ continued its robust local news and programming that is generating a tremendous amount of local content.

### Reach in the Community:

This information included political news and legislative coverage; coverage of health issues; elected officials; water resource issues, prison issues and school infrastructure as well conversations about metro Phoenix designed to inform and educate KJZZ users.

### Partnerships:

Along with our partners, we worked to provide more timely news and topical information.

### Impact and Community Feedback:

*I appreciate your programming...thank you!*  
—KJZZ donor Barbara from Glendale



*KJZZ engaged listeners and users on our digital platforms, and we offered in-depth news reporting and breaking news coverage from across the state. Our digital reach included our average monthly users on KJZZ and our average monthly Twitter impressions increasing from 2018.*



## 2019 LOCAL CONTENT AND SERVICE REPORT SUMMARY



*“As a native Arizonan and a decades-long listener of public radio, I know much these stations and the supporting services have meant.” –  
Suzanne Pfister, Chair, FPRAZ*



The news team at KJZZ dominated The Radio Television Digital News Association’s regional Edward R. Murrow Awards competition in Region 3, winning several prestigious honors.

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**KJZZ is a service of Rio Salado College and Maricopa County Community Colleges.**

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